



Showcase
& Awards
2025

Ludlow Racecourse Behind The Scenes Race Day

Proudly partnered by



Objectives



Ludlow Racecourse is proud to be a community-focused track with racing at its heart. Many of our fixtures fall midweek during term time, limiting opportunities for families and younger audiences to engage with the sport. For February 2025, we set out to create a race day that not only welcomed families during half term, but also offered an entirely new way of experiencing racing, one that took them behind the scenes and brought the sport to life through education, access and interaction.

Our objectives in delivering the Behind the Scenes Raceday were:

- To attract families and younger audiences by staging the race day during February half term, making it accessible beyond our usual midweek fixtures. Aim to increase footfall by 200-300 people from a comparable January/February race meeting.
- To educate racegoers by opening up restricted areas (weighing room, saddling boxes, course walk) and providing hands-on demonstrations.
- To showcase the unseen care and professionalism involved in racing, building trust and appreciation for the sport.
- To enhance the race-going experience with interactive activities that ran alongside the live action, ensuring visitors were engaged throughout the day.
- To innovate and differentiate Ludlow's offer by turning a traditional fixture into an immersive, educational experience.
- To inspire future generations of racegoers and build long-term connections between families, children, and the sport with an aim to add an extra 100 emails to our email newsletter database.
- To increase awareness of the racecourse through social media of the behind the scenes event.

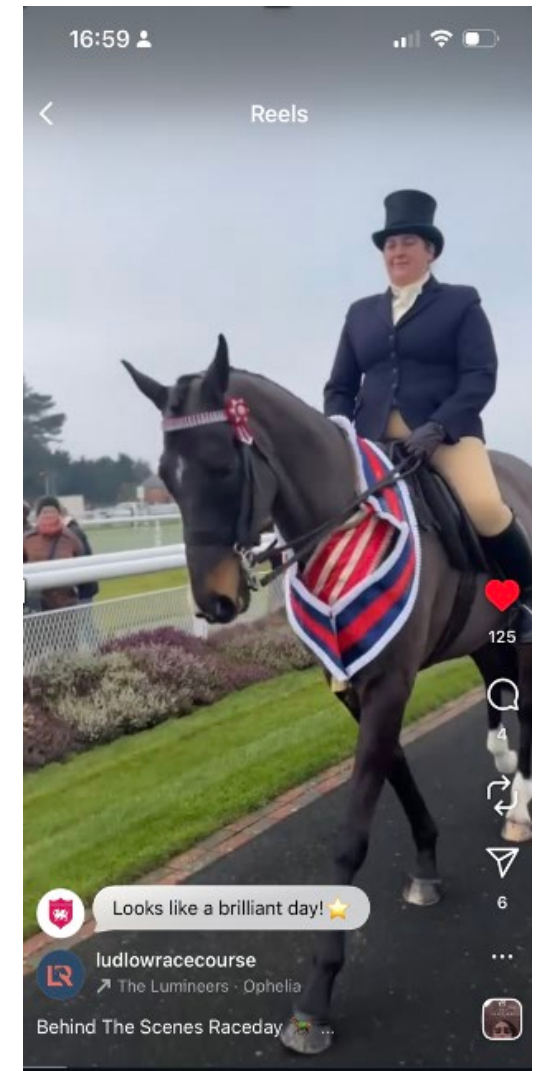
The *Behind the Scenes Raceday* was carefully planned and delivered to maximise both educational value and enjoyment for families and first-time visitors. Key elements included:

- **Tailored Materials:** A bespoke children's racecard was created which you [can view here](#), helping younger audiences follow the day's action and learn about the sport in an engaging, age-appropriate way. A clear timetable ensured families could take part in all behind-the-scenes activities without missing the racing.
- **On-Course Education:** Informative posters were displayed around the racecourse, highlighting racing terminology, welfare practices and insights into the day-to-day running of the sport.
- **Community & Media Outreach:** We promoted the race day widely through press releases to both local and national media, radio advertising, and direct engagement with schools, nurseries and colleges, ensuring the event reached families who might not usually attend.
- **Partnerships & Organisations:** We collaborated with a wide range of industry and local organisations to enrich the experience, including *Racing to School*, *Ludlow Pony Club*, *Mortimer Equine Vets*, *Retraining of Racehorses (ROR)*, *Racing Welfare*, *Hopton Rehab & Rehoming* and *Great British Racing*. Each provided their own educational or interactive element, reinforcing racing's commitment to welfare, community and accessibility.
- **Equine Showcase:** An "Old Racing Friends" parade brought four former racehorses and their new riders into the parade ring, demonstrating the varied careers racehorses can enjoy after retirement and promoting positive welfare messages.
- **Interactive Demonstrations:** Professional jockeys Johnny Burke and Gavin Sheehan hosted equicizer demonstrations, not only showing the strength and skill required in the saddle but also allowing children to have a go and imagine themselves as jockeys of the future. Videos of the course walk, interacting sessions on equicizers and saddling up with Henry Daly can be viewed [here](#).

Results

The *Behind the Scenes Raceday* successfully achieved its aims of attracting families, educating new audiences, and strengthening the bond between our community and the sport.

- **Audience Development:** By scheduling the fixture in half term, we welcomed a significant number of families who would not usually be able to attend a midweek raceday. Many were first-time visitors to Ludlow, broadening our reach and introducing new audiences to racing. Many have returned to race days since including Ladies Day which is our Sunday fixture. 130 people (including children) took part in the course walk with ex-jockey, Rob Bellamy.
- **Positive Engagement:** Feedback on the day was overwhelmingly positive, with families highlighting how memorable it was for children to meet jockeys, stand in the weighing room, or watch an ex-racehorse parade. Parents commented on how the educational activities gave them a much greater understanding of the sport. We had a great write up from Racing Together which can be read [here](#). We also saw great social media traction following the event including our 'round up' reel on Instagram reaching over 9,000 views. The average views on our other reels are 1,500.
- **Showcasing Welfare:** The *Old Racing Friends* parade and the involvement of charities such as Racing Welfare and ROR demonstrated racing's commitment to equine care, helping to build trust and transparency with the public.
- **Community Impact:** Strong relationships were built with schools, nurseries, colleges and local organisations, laying foundations for future engagement and outreach. We have since worked with local schools to promote their fundraising efforts for their own events.
- **Sustainability of the Concept:** The success of the event has given us a model to replicate at future half-term fixtures, ensuring that families continue to feel welcomed, engaged and inspired at Ludlow Racecourse.



Watch above



Supporting Information

BEHIND THE SCENES RACEDAY

TIMETABLE

GATES OPEN AT 11AM

COURSE WALK WITH SIMON SHERWOOD - 11.30AM
MEETING POINT: THE WINNERS ENCLOSURE

WEIGHING ROOM TOUR - 12.30AM
MEETING POINT: THE WINNERS ENCLOSURE

'OLD RACING FRIENDS' PARADE - 1PM
LOCATION: THE PARADE RING

FIRST RACE - 2.10PM

VISIT DOWN AT THE START OF THE FIRST RACE -
MEETING POINT: THE WINNERS ENCLOSURE AT 1.40PM

SADDLE A HORSE WITH HENRY DALY - 3.10PM (RACE 3)
MEETING POINT: SADDLING BOXES

JOCKEY DEMO - 2.30PM & 3.30PM
LOCATION: RACING TO SCHOOL STAND, WINDSOR MARQUEE

THERE WILL BE ACTIVITIES THROUGHOUT THE DAY IN THE WINDSOR MARQUEE INCLUDING JOCKEY SILK TRY ON, MEET THE VET, TACK TALK AND MORE! DON'T FORGET HOBBY HORSE RACING ON THE FAIRWAY GREEN TOO!

lan Gatward
February 19 · 🌐

Just got in and all I can say is well done to everyone at Ludlow Race Club Ltd for putting on such a meeting, everything that was held today was fascinating and the kid's involvement was precious, in fact they were talking about it in the car for more or less the 4 hours it took, to the ladies whose names I forget, thank you for doing everything you could to get the kids their autographs of everyone and I mean everyone, hopefully one day will pay the course another visit as it really is a wonderful track though I don't think I could do another track walk, as like my tips, was struggling at the back approaching the winning post 🤔🤔🤔

👍👍 You, Nancy Rollings, Gill Rollings and 127 others

16 comments

