



Showcase
& Awards
2023

Musselburgh Racecourse

The Raceday Award

Luca's Ice-Cream Family Day

Memories that we make with our family are everything!

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Objectives

Musselburgh Racecourse is in the heart of Musselburgh bordering Edinburgh & East Lothian (2 large Scottish boroughs). The racecourse sits perfectly between these key neighbourhoods. In the past 2 years, the population of East Lothian increased by 22%, the highest percentage change of all Council areas in Scotland & far outstripping national levels of growth (8% over the same period). Until 2028 the population of East Lothian is projected to increase by a further 7%. This rate of growth is far faster than is projected for Scotland overall (2%). This growth has been driven by the building of new developments (& a planned new town within a ten-minute drive of the Racecourse), often targeted at young families moving out of Edinburgh (*classified by Mosaic UK as Domestic Success and Aspiring Homemakers*). After engaging in market research & conducting mosaic profiling, we identified this as a key growth area & an opportunity to build our community engagement, opening the racing door to our new neighbours.

Our overall objective was to introduce our new neighbours & community to the thrills of a day at the races. Thus, increase & develop a strong loyal community base, drive footfall/revenue & increase retention in year one. Importantly, we wanted to create great lasting memories, whilst supporting our business mission statement *“To deliver an unrivalled & sensational experience to every visitor, creating memories that last a lifetime”*

After in-depth internal discussions alongside our research, our Luca’s Ice Cream Family Day was selected as the perfect day. It falls in July (school holidays), is an affordable raceday (mid-week) & is during the [Musselburgh Festival Week](#) which focuses on community. This raceday has stayed stable in terms of attendance & revenue over the last few years & we felt it had room to grow & become an annual tradition within our local community.

The above insight & objectives allowed us to craft a clear community-engaged family day, allowing us to capture the hearts of our new neighbours and wider community.

KPI's:

- Grow admission income by 20% YOY
- Achieve a NPS of 60+
- Actively engage with 3 more local businesses organically via partnerships
- Increase YOY admission attendance by 20%
- Increase EH postcode attendance & engage with new neighbours
- Develop engaging moments that open the door to racing and create a FOMO for our 2024 event

Delivery

Build Up:

- Partnered with key home builders, Taylor Wimpey & Miller Homes, offering two free tickets per home to our new neighbours via a bespoke 'welcome to the neighbourhood' leaflet & digital competitions.
- Engaged with key local businesses pre-event via social/digital partnerships (social competition prize: free ice cream for a year & VIP family picnic tickets) & planned raceday activity including race titles ([Luca's Ice Cream](#) – famous Scottish ice-cream; [East Coast Fish & Chip shop was crowned Scotland's best](#) – both with a very active local audience); sporting groups including Musselburgh Windsor FC – a community football club with 700+ local kids & Musselburgh Athletic FC, East Lothian Foodbank & The Musselburgh Festival. Targeted press releases, social adverts, local radio campaign & personalised/ bespoke emails were issued regarding each partnership. Internal activation via competitions, complimentary tickets and press releases were communicated within the partnership groups.
- Mummy influencer pre-event talk-ups & tagged partners (partner gift offered in influencer gift bag) to increase reach.
- In advance on-course photoshoot with Bluey issued alongside press announcement to grab further attention of the family crowd & wider community. This was shared in key local family Facebook groups.

On The Day:

- Local partners had complimentary race programme/TV adverts, race titles i.e. "*Musselburgh Windsor FC celebrating 70 years*" & "[East Coast Harbour](#)" to enhance the connection with racing & the racecourse.
- Experience is key to retention, so delivery was very important with a focus on excellent service, variety of food & drink plus lots of family entertainment.
- Times are hard & we wanted families to find the day affordable. All family activities were free: face-painting, Bluey/Bingo meet & greets, arts & crafts, fun fair rides, chill-out teepees (quiet space) & kids disco. Kids 17 & under-go free.
- Pony racing took place prior to the first race, allowing families to see young jockeys (stars of the future) aged 12-16 years in action.
- Musselburgh Windsor FC offered free football skills sessions with all the kids on-course & had a high engagement rate. This brought our two sports together.
- We partnered with a local equestrian yard, offering kids free pony rides. This opened the door to the equine world – there were lots of smiles from kids plus mums/dads/carers!
- Our partners offered every child a free ice-cream (sorbet for dairy intolerance). This further enhanced our affordability offering, over 1,200 free ice creams were given out. Our food offering was centred around kids: milkshakes, crepes, ice-cream sundae's & kids lunch boxes. Families were welcome to bring picnics & soft drinks.
- As part of Musselburgh Festival week, we invited the Honest Lad & Lass. They presented their race, allowing further community activation.

Results

The results were overwhelming & more than we could have anticipated for year one of enhanced activity.

Commercials & Attendance

- Admission income grew by 66% (2022: £19,982 to 2023 £33,208) YOY. Achieved 22% increase on 2023 admission budget.
- Compared to 2022, a larger proportion (+31%) of total purchasers lived in the local vicinity: Musselburgh (EH21 postcode) grew by 20%; EH33 (where the new builds are) grew by 71%
- Increased general admission attendance by 74% YOY
- Over 1,200 kids in attendance, grew by 91% YOY. The most children we have ever had at a raceday!
- Concession tickets (mostly grandparents) increased by 124%, growing income substantially
- Complimentary tickets to new build sites (Taylor Wimpey & Miller Homes) had a 30% redemption rate on this day
- Over-indexing in Aspiring Homemakers and Domestic Success (Mosaic profiles). Aspiring Homemakers is the second largest Group on the Musselburgh Racecourse database (by volume & index).
- Our post raceday survey/emails/social issued to racegoers, cross-promoted other family days & our other feature racedays (noted from feedback that racegoers wanted to attend with fellow adults on a different raceday as well as return visits with family – see supporting information).
- Cross promoted our Musselburgh Gold Cup Family Raceday (17th September) to the Luca's Ice-Cream Family Day database via email, resulting in a 36.68% engagement rate. Retention was 11.4% from Luca's Ice Cream Family Day across both our Musselburgh Gold Cup Family Day & Ladies Day (within less than a 2-month window).

2023 delivery & feedback

- The net promoter score was 75 (one of the best we have ever had) & some heartwarming feedback, see supporting slide.
- Our post raceday survey, identify that 30%+ of respondents were new to Musselburgh Racecourse.
- Over 89% of our customers who completed our post raceday survey, rated the raceday as 'value for money' or 'exceeded expectation'.
- Main age bracket 35-44 years (43%); 45-53 years (23%) tapping into the targeted mosaic profile
- Over 500 free kid's pony rides took place introducing children to the equine world & allowed kids who may not usually have this opportunity

Sustainability & enhancement for 2024

- Continue all previous engagement for 2024. With the rise in profile of woman's football, we would like to sponsor the local under 10s girls Musselburgh Windsor team & further enhance our engagement with the community group. Inviting the team along to present their race & offering them a wider profile within the community.
- Create more partnerships with key local homebuilders such as with Barratt Homes

Supporting Information

- Press coverage example, [click here](#); Google photo gallery, [click here](#).
- [Instagram reel](#) – make sure have the music on
- Jockey & child engagement, [click here](#).
- *"It was a great day - will look out for more family days and would consider attending with friends in future for a more 'adult' event - thank you!!"*
- *"great day out kids so well catered for roll on next visit"*
- *"Always enjoy our time at this course first time for my family and they all had a great experience of a good day"*
- *"It was good to see this community event; I look forward to attending a more adult-oriented race meeting next time."*
- *"Excellent day out, good value for money"*
- *"There was so much to do for the children which was amazing, and the fact it was included in the price of the day was brilliant. We hired a picnic table which was ideal, and gave us a good view of the finishing straight."*
- *"We all enjoyed our first experience as a family, the staff were very helpful as I had crutches due to a health condition and had not booked a picnic table, one kind lady directed me to the other benches which was very beneficial. We will definitely be back."*
- *"I love coming to Musselburgh races and great there are family days to bring my children with us too. There was lots for them to do as well as the racing and we all had a lovely day out. The cleanliness was second to none, there were lots of staff on hand with litter pickers throughout the day which was outstanding. We will definitely be back."*

