



Showcase & Awards

Newbury Racecourse

Diversity and Inclusion

Community Raceday - A Raceday
With A Difference



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RACING POST



Objectives

Ambition

Create a signature community raceday – and series of partnerships – to help realise Newbury's intention of making racing more accessible and diminish barriers – perceived and actual - to attendance amongst minority and non-traditional racing attendees.

When?

Newbury would host its Community Raceday on Tuesday 29th August 2023.

Why?

Fundamentally, making Newbury – and racing more broadly – as accessible as possible is the right thing to do.

Ensuring the Racecourse and the experiences it offers align with the wants and needs of the diverse audiences residing within its catchment area is critical.

Newbury's Community Raceday is a manifestation of the Racecourse's – and British Racing's – commitment to improving diversity and inclusion.

The Community Raceday is hosted at a time when engaging with new audiences is arguably more important than ever given the diminishing demand for GA tickets from traditional, existing audiences. At time of writing, advance GA ticket sales across racing are ~9% down on 2022.

Objectives

- Welcome as diverse an audience as is possible to the Community Raceday
- Deliver a raceday and a raceday experience which helps break down perceived and actual barriers to attendance
- Deliver appropriate, themed activation on the raceday
- Deliver an excellent, memorable raceday experience
- Establish partnerships, the influence and impact of which have the opportunity to scale over the mid-to-long term

Delivery

Conversations regarding Newbury's Community Raceday begun in spring 2023. Initially with Community United - a community interest group working within the Racecourse's catchment to promote inclusivity and equality – and then with The Castle School, Racing Together and Autism Berkshire.

The vision – established collaboratively with Community United, who work alongside West Berkshire Council and Newbury Town Council – was to host a raceday event to which Community United would invite their audiences and the minority groups with which they work.

To complement the day's racing it was decided a programme of cultural performances would be hosted before the day's first race.

This programme celebrated the many different nationalities, backgrounds, cultures and faiths in attendance at the Racecourse on the day and saw music, poetry and dance contributed by performers from Zimbabwe, Cameroon, India and Afghanistan.

This performance programme provide a focal point on the raceday and added substance and meaning to the complimentary invitations sent to Community United's audiences.

In addition, complimentary invitations were also sent to pupils and

In working with Racing Together and Rhino (<https://www.rhinouk.com/>) a leading sensory equipment supplier, the Racecourse installed a state-of-the-art sensory room on-site for the Community Raceday and complimentary invitations were afforded to families through work with Autism Berkshire.

The vast majority of complimentary invitations were shared with those who hadn't had the opportunity to attend a raceday at Newbury before.

In addition to the sensory equipment installed on-site, provision was made on the raceday for appropriate spaces such as a quiet room and a prayer room while the Racecourse's catering team worked to offer a broader range of food and beverage options.

Partners

- Community United (<https://communityunited.uk/>)
- The Castle School (<https://www.thecastleschoolnewbury.org.uk/>)
- Racing Together (<https://www.racingtogether.co.uk/>)
- Autism Berkshire (<https://www.autismberkshire.org.uk/>)

Results

Audience

While it's difficult to make definitive assumptions, the Community Raceday is likely to have seen the Racecourse welcome its most diverse audience, with ten different nationalities represented from Community United's racegoers alone while Castle School's audience saw a high proportion of young people attend.

Experience

The Community Raceday's experience metrics compare very favourably to other racedays and point towards the experience being very well received by racegoers, both new and existing:

Community Raceday:

- NPS: + 75
- Experience Score: 8.4

All Other 2023 Racedays:

- NPS: +33
- Experience Score: 7.8

Feedback

In line with the experiential metrics, the Community Raceday received overwhelming positive feedback:

"The programme of performances was fantastic and helped provide a markedly different experience on the raceday. There are a significant

"It was my first-time visiting Newbury Racecourse; it was a really enjoyable day out. I was happy to have had the opportunity to spend a day at the races with both my parents and my children, and we all had fun." (*Amala Prabhu, First-Time Attendee via Community United*)

"We are so grateful for the complimentary invitations extended to our pupils and their families for the racing. For the majority of those who attended it was their first opportunity to enjoy live horse racing. We know that the families who did attend have created lasting special memories." (*Louisa McClure, The Castle School*)

The Future

The Community Raceday has set a platform to build on the early successes in the future and create a meaningful legacy:

"We were thrilled with the outcomes of the Community Raceday. To introduce racing to our audiences – who had previously felt attending a Racecourse wasn't a feasible option for them – and to hear their positive feedback was so pleasing. We're already working with the Racecourse on plans for 2024 to ensure there's a legacy effect from the collaborative work already completed. We hope these plans

Video:



NEWBURY
RACECOURSE

“

THE RACEDAY BROUGHT
COMMUNITIES TOGETHER
AND HELPED SHOW WHAT
RACING IS ALL ABOUT.
MANY IN OUR COMMUNITY
GROUPS WOULDN'T HAVE
HAD THE OPPORTUNITY TO
ATTEND AN EVENT LIKE
THIS BEFORE AND THEY
HAD A REALLY GOOD TIME.”

ALICE KUNJAPPY-CLIFTON,
COMMUNITY UNITED






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Published 27 days ago • [Newbury, United Kingdom](#) • Updated 27 days ago












Community Raceday will be a diverse and cultural experience

Summary by Ground News

Diverse programme of cultural activities and entertainment will be debuting at the ground on August 29. Entertainment will include dance, music and poetry and will take place ahead of the day's first race. Racecourse CEO Julian Thick said he was 'delighted' with the plans.