



Perth Racecourse Pride Raceday

Diversity & Inclusion

Showcase
& Awards
2023



Sport



Awareness



People

Proudly partnered by



RACING POST



Perth Racecourse - Objectives



Our Vision at Perth is:

“To showcase Perth Racecourse as a safe place to celebrate diversity and inclusion for those within the **LGBT+** community.”

Through employees' personal experience noticing lack of representation within the LGBT+ community at work on racedays, the team at Perth decided to make a change. Following on from a discussion with **David Letts, Chair of Racing with Pride** and after reading the published article written by David, **Sexual minority prevalence and attitudes within the British horseracing industry**, it was clear that there was a lack of diversity across the sport.

On **Saturday 24 June 2023**, Perth Racecourse, in partnership with local LGBT+ charity Perthshire Pride, hosted its first ever **Pride Raceday and first ever Pride event in the racing industry (RCA)**. This raceday was aimed at the LGBT+ community in Perth and surrounding area to showcase the venue as an inclusive space.

- Perth Racecourse reached out to industry body **Racing with Pride** followed by **Perthshire Pride**. The aim was to start discussions on how to improve awareness to the race going crowd of LGBT+ community and issues.
- To promote racing to a wider audience within the LGBT+ community and make the group aware that Perth Racecourse is open to all within the LGBT+ community, inviting the groups to racing on the Saturday 24 June within Pride Month.
- Use social media platforms to increase reach to audience by 5%, marketing emails, PR and media activity, interviews and collaborations between the two businesses to establish a connection with new diverse racegoers and to showcase what racing has to offer for the LGBT+ community.
- Support industry activity from Racing with Pride by utilising assets provided and join the online group, Racing with Pride to share activity and create awareness.

Perth Racecourse - Delivery

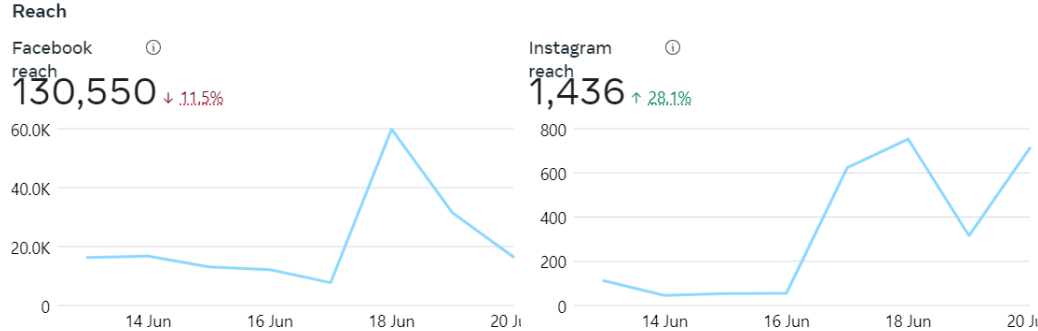


Perth Racecourse partners with Perthshire Pride to celebrate diversity and inclusion of both the Perth local and racing community. This was achieved by:

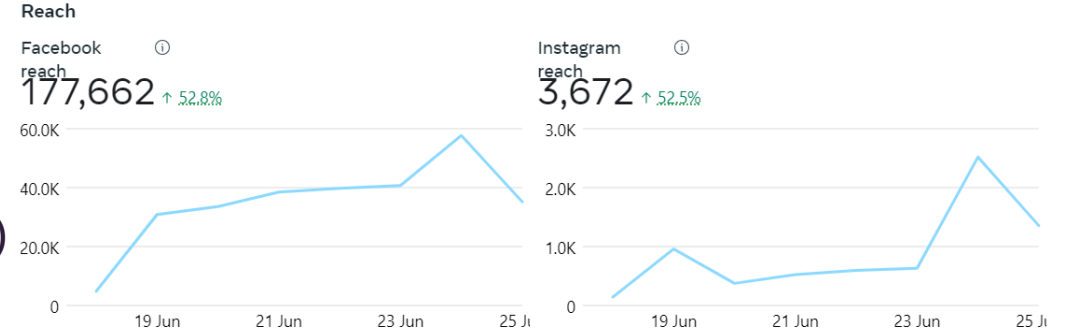
- Utilising the Saturday raceday in June and re-branding it Pride Raceday in one of the most important months in the LGBT+ calendar.
- A relationship with local LGBT+ charity organization, Perthshire Pride, was established. The Racecourse offered Perthshire Pride a platform on Pride Raceday to make racegoers aware of LGBT+ issues and to promote the Pride March taking place on Saturday 26 August in Perth. This included pre-raceday media photoshoot, raceday interviews, CCTV and racecards plus social media activity.
- Invitations were created and sent out to the LGBT+ networks via Perthshire Pride connections, and ticket incentives were offered through promotional codes to groups like Perth Parrots, an exclusively LGBT+ Floorball Team based in Perth.
- Visual awareness was promoted through use of Pride flags on the Racecourse's 6 flags poles. Pride bunting was displayed in The Barn where the after-racing entertainment took place with Scottish BGT star, Edward Reid who is part of the LGBT+ community and a wonderful supporter of Perth Racecourse. Edward Reid is a regular supporter of Perth Racecourse as an entertainer and racegoer and was therefore the perfect choice!
- Regular social media posts were scheduled to deliver key information about Pride Raceday, what's going on, why it is happening and to promote awareness and increase reach to the LGBT+ community.
- Industry wide assets provided by Racing with Pride to support the raceday were used across TV, racecard and by the raceday presenter. Including interviews by our Raceday Presenter with Perthshire Pride co-chairs, Jack Simpson and Marysia MacFarlane.
- The Racecourse LGBT+ employees hosted the first race of the raceday by choosing the BTO, and presented the winning Owner, Trainer and Jockey with the prizes followed by an interview with the raceday presenter. The interview detailed to racegoers as to why diversity and inclusion is so important for our sport and the wider community.

Perth Racecourse - Results

- Raceday attendance > 4,521 with 25% of survey respondents having never attended a raceday at Perth before.
- 2.8% of respondents claimed they are “Not at all interested” in horseracing but would return after experiencing Pride Raceday.
- Post event survey revealed that 82% are **Very Likely** to return.
- Social media reach increased significantly from 2022 to 2023 in the week before Pride Raceday.



2022 (left)
VS
2023 (right)



- Press coverage included: Perthshire Advertiser (1.2k), Daily Record (356k), Racing Post (online), Sky Sports News (TV).
- Team members of Perth Racecourse were invited to attend Perthshire Pride on Saturday 26 August. The relationship between Perthshire Pride, the LGBT+ community and the Racecourse will continue.

Perth Racecourse – Supporting Information

Perth Racecourse received significant positive reviews from Perthshire Pride and industry bodies such as Scottish Racing Academy, and GBR Diversity & Inclusion group, Racing with Pride.

“Pride Raceday was a huge event for the area, and for the Racecourse. We at Perthshire Pride were delighted when Perth Racecourse approached us to tell us of their plans and how we could work together. We jumped at the chance because our missions are the same, we want to ensure LGBT+ community feel safe, feel seen and accepted in every venue and everywhere.

We had never been racing before, not really somewhere we thought we'd be welcome as such. Perth Racecourse achieved their mission that raceday and I hope it continues. We will certainly be back racing!” *Jack Simpson & Marysia Macfarlane, Co-Chairs of Perthshire Pride (pictured right).*



Taking Pride of place at raceday

Drag queens, DJ and rainbow colours in Perth

ROBBIE CHALMERS

“Racing is for all” is the message from Perth Racecourse as they partnered with Perthshire Pride to promote the track’s upcoming Pride Raceday.

The afternoon shindig on Saturday, June 24 takes place during June’s Pride Month, which is all about visibly demonstrating acceptance and inclusion, while raising awareness of issues affecting the LGBT+ community.

Perth Racecourse says the introduction of Pride Raceday supports wider efforts across UK racing to ensure it is a “truly inclusive sport”.

British racing’s Diversity In Racing campaign aims to ensure racing is a diverse and inclusive sport in which everyone has the opportunity to achieve their potential and where fans from all communities feel welcome.

Within this Racing With Pride is British racing’s official LGBT+ network which offers a community for people to find support and camaraderie, as well as influence social change and promote a diverse and inclusive industry.

Perth’s Pride Raceday will help showcase these messages within the usual mix of racing and entertainment, with seven races throughout the afternoon and live music to the early evening.

Perth Racecourse director of operations, Moring Cunningham, said: “We are all looking forward to



Perth: Tricia Robertson (sales manager), Jack Simpson (chair of Perthshire Pride) and Katy Webster (marketing manager) pictured at Perth Racecourse

“Last year the racecourse reached out to us but unfortunately we could not collaborate as our [availability] clashed with one of their cup events,” he said.

“Then they were in contact with us quite early this year and it is a relationship we have had for a while.

“And it’s in the new idea that has come from that relationship.

“Pride Raceday is not really something any other racecourse does. It is like Ladies Day but for the LGBT+ community. It is an all inclusive day – to be proud of who



Racing With Pride
info@racingwithpride.co.uk

27th June 2023

Dear Katy,

I am writing on behalf of Chair David Letts and the Racing With Pride network, who has asked me to thank you for your support through providing Perth Pride Raceday on Saturday 24th June 2023.

From showcasing your commitment to diversity so visibly, as well as promoting Racing With Pride, you have raised a great deal of awareness about LGBT+ inclusion. We can appreciate when promoting positive messages such as this, it can lead to negative feedback which we understand you did receive a small amount of. However, you did not shy away from this and were able to address these concerns with confidence, showing a resilient approach.

From your support we received some very positive media coverage through TV channel interviews and commentary – highlighting ways that others can support and join RWP. We saw an uplift in our membership straight away and increased social media activity in relation to the network.

We know that Perth Racecourse are very passionate about diversity and inclusion and hope that the combined messages allowed for an open, visible demonstration of this. With your forward-thinking approach, if there is anything else you would like to work in partnership on in the future, please do let us know. Our members are already planning a trip to you next year if you do plan to run another Pride event.

Best wishes,

Di Farrell-Thomas

Diana Farrell-Thomas
Diversity and Inclusion Project Manager – British Horseracing Authority, on behalf of Racing With Pride

“The Pride Race Day at Perth was an exceptional example of the importance of pride allyship. Not only was there a great buzz at the racecourse and representation from the LGBTQ+ community, but the city of Perth was demonstrating their support and commitment to authentic inclusion which is a direct response to Perth’s Pride Race Day. On the day I commented that I wish I could bottle up the atmosphere, attitude and conversation. Well done Perth racecourse. Activities like this reinforce the importance racecourses can play in their local communities.”

Eleanor Boden,
CEO of SRA