



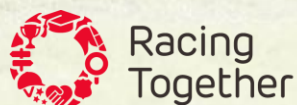
Showcase
& Awards
2024



Non-Raceday Event

Yorkshire's Garden Film Set

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Objectives

In November 2023 the Ripon Racecourse Executive were made aware of a tender process for a location to stage horse racing and racing related content for a Universal Pictures film, set in the 1930's. With the potential future benefits of being involved with such a large-scale project and association with such a large global brand, as well as the financial benefit, this was very much of interest, particularly given Yorkshire's Garden Racecourse's 'traditional' look and feel.

The requirements for a location for the project (termed 'The Castle Project' or 'CP') were as follows:

- ✓ Location to stage summer horse racing scenes across six days with thoroughbred racehorses and provide stabling.
- ✓ Capable of accommodating 350 'extra' actors and 150 crew with indoor holding areas and catering facilities.
- ✓ Accommodate a 'Unit Base' across the entire month of June with parking for 500 and coach parking.
- ✓ Access and egress for preparing extras and shipping them off to other locations for filming throughout June.

There would be significant logistical and operational challenges to make this work. Not least of all the proposed timing of 'The Castle Project', in June, in the middle of our racing season and with three race meetings (5th, 19th, 20th) running conjointly with filming operations. We would need BHA compliance, which would include horses passports, vaccinations and agreement from Course Inspector that racing surface would not be compromised. Security, cleaning and potential for significant carbon footprint were other possible obstacles which would need to be addressed.

After initial meetings with Location Manager and Production Designer, came multiple meetings with Producers and Unit Managers before Ripon was finally selected as the chosen location (over 17 other racecourses and venues) and the hard work began to:

1. *Host a seamless filming project with no negative impact on racedays and develop potential as a location for future filming projects.*
2. *Minimise carbon footprint and impact on local environment. (Local residents and businesses, Wetlands, Green space access).*
3. *Form a strategy to maximise exposure from the film's release to create further opportunities and income streams.*

Delivery



Scheduling

Following planning meetings with all the relevant CP departments, we decided that the only slot for filming was 23rd-26th June with prep days on 21st-22nd and strike day on 27th all with 7am first call and 7pm wrap. A very tight turnaround after racing on 19th and 20th but the only way to leave enough time to prepare for racing again on 8th July. With no possibility to reschedule, everything would have to run to time.

Operational Planning

Running a Unit Base on-site, alongside two racedays - with extras being shipped off to other locations for filming - was significant. We altered our raceday Operation Plan, effectively splitting the site in two, half for racing and half for CP with entrance and exit for each. Both managed independently but simultaneously by racecourse.

Risk assessments verified by racecourse for all industrial vehicles on site. Also for all proposed vehicle movements & operators.

Claro Bar, Wakeman Bar, Fountains Café, Silks and Saddles Bar and Course Bar all used as holding and catering zones. Press room and Rowels Boxes work zones.

Compliance and Welfare

The BHA approved our application for a non-raceday equine event and despite the best efforts of the company responsible for sourcing the horses, we eventually managed to assemble a team of 11 with passports and vaccinations in line with BHA standards. We also had to liaise with US Welfare authorities along with the Castle Project team (as Universal are a US company) to satisfy their questions on welfare and procedures in place.

Clerk of the Course, Head Groundsman and grounds team on hand for all activity involving horses, as well as a horse ambulance, horse handler and vet.

Security, Stabling and Cleaning

Security stationed at each racecourse entry point, preventing access to unauthorized personnel. This included numerous paparazzi attempts to breach the boundary.

Overnight monitor for stables provided as per a race meeting. Racecourse cleaning operative rota covering 5am-8pm throughout June, with some staff redeployed as cleaners for the week of filming to cover increased workload.

The Super Clean Green Machine!

Our desire to minimize the carbon footprint was shared by the CP team, so for the first time on a feature film set the entire operation was powered by two hydrogen generators. The Geopura generators use renewable energy - solar PV/wind – to create hydrogen and hydrogen based zero emission fuel. This fuel is then converted to power. A carbon free process, the only by-product being pure water (which we used for our flowerbeds!). The Castle Project at Ripon Racecourse was ***the very first entirely hydrogen powered film set!***

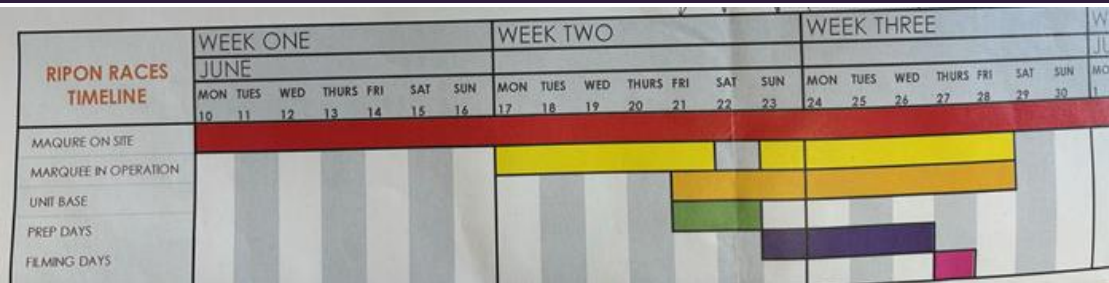
Community Focus

Access to Ripon Wetlands kept open with entry manned by racecourse security (racecourse can be accessed from the rear of the Wetlands).

Donation made by CP to Ripon Marina residents community fund to compensate for increased traffic on Marina entrance road through June. (Ripon Marina situated on racecourse owned land adjacent to racecourse)

Arranged 20% overnight discount with The Ripon Inn and Grantham Arms for actors and crew. Also 20% food discount at Black-A-Moor Inn and Manchega.

Results



“How smoothly the whole thing ran, from installation of the marquee to the final scene, is testament to the Ripon team. Your attention to detail and assistance from our first visit on a recce through the planning and scheduling of the programme have made it a pleasure. Things just don’t go this smoothly in the filming world!” – Mark Ellis, Location Manager

“I’d like to express my sincerest appreciation for all your help and patience. From prep to strike you were brilliant. The hydrogen power station was a real highlight and is a major milestone for the industry, only made possible with your help. Definitely a location to have in mind for future projects.” – Nuno Antoniotti, Unit Manager



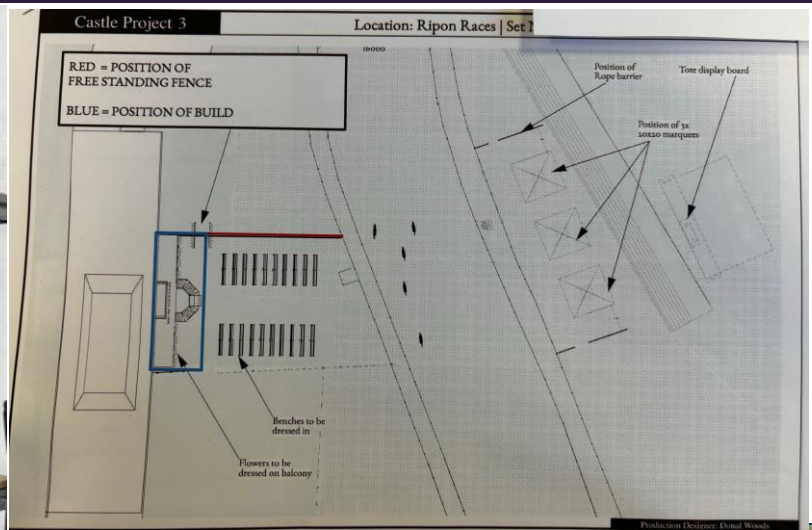
Community Benefits
Ripon Wetlands recorded their highest number of visitors in a week since opening (visitors trying to get a glimpse of the action?!).

Racecourse Benefits: With Castle Project covering any additional costs incurred, the fee paid to the racecourse for all filming activities was £50,000. However, the lasting benefits promise to be much greater. The project generated plenty of media attention and speculation and though we were contractually bound (and still are) to not discuss any details of the film, film set or those involved, we have plans in place with the cooperation of Universal and Castle Project for a significant media release after the film premieres in 2025. Feedback from venues used in previous films of this nature indicates that we can expect this, along with featuring in the film itself and acknowledgement in the credits, will have a positive impact on raceday attendances and visitor numbers to Ripon in general. We also plan to run ‘tour’ events around the ‘set’ with some of the props and signage. Additionally, we have already had multiple enquiries from TV producers seeking locations for productions in 2025 with meetings and ‘recce’s’ scheduled over the coming months.

The Ripon Inn attributed 14% of their 21% month-on-month rise in occupancy to the 20% offer code.

Grantham Arms, Black-A-Moor and Manchega noted increased footfall over June vs 2023. Particularly over the week of filming. Code used 31 times across all three. All wish to extend offer to racedays for 2025. Offer extended to all Ripon pubs and restaurants through Ripon BID.

Supporting Information (max 1 slide)



Lots of work and a large amount of planning went into turning Yorkshire's Garden Racecourse into a film set. Here you can see some of the plans and measuring up process as well as the eventual hair and make-up department of the marquee.

