



Showcase & Awards 2025

Sandown Park Racecourse
The Racing Together Community Award
Community Fund For Elmbridge

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Objectives



For 150 years, Sandown Park Racecourse has been a focal point of the community, and in our 150th year we wanted to ensure Sandown Park had a positive lasting legacy for its local community for many years to come. The Community Fund for Elmbridge was born from this ambition and was set up in partnership with the Community Fund for Surrey and the Mayor Of Elmbridge with the ambition of being the centre piece for all of the racecourse's fundraising efforts during our anniversary year and beyond.

Whilst the borough of Elmbridge is largely considered to be a wealthy London borough, it also ranks as the 9th most unequal borough in terms of household income according to [Walton Charity](#), with many children and elderly people below the poverty threshold, and many people relying on support from a variety of charities. We decided that, as a racecourse, it is our responsibility to make sure we are doing everything we can to try and help – which is why we created the Community Fund for Elmbridge.

The funds raised through fundraising initiatives will be available in the form of grants to support local community projects. The bidding process happens in the Autumn months and local charities and community groups within the borough of Elmbridge will be invited to apply for these grants.

Our objectives were simple:

- Raise as much money for the Community Fund as possible throughout 2025. Minimum of £15,000
- Encourage greater engagement between our local community, the racecourse and the wider racing industry
- Combine the 150th anniversary celebrations with fundraising activities to elevate both campaigns

Our ambition was to come up with one stand-out event that encompassed all of these objectives – thus the 150 laps for 150 Years fundraising challenge was born.

Delivery



An ambitious challenge that involved walking 150 continuous laps of the iconic Sandown Park track in five days; covering a distance of over 300 miles/450 kilometres. The challenge would require walkers walking in all weathers, 24 hours a day over the course of 5 days – all in the week building up to our flagship Flat fixture, the two-day Coral-Eclipse Summer Festival.

Planning a challenge like this took a huge collaborative effort from the entire racecourse team; from operational delivery having walkers on site 24/7 including the early hours of the morning to having to provide 24/7 catering provision for all those walking. Perhaps the greatest challenge, finding volunteers for the night shifts! Our ‘night-walkers’ operated in shifts: 8:30PM – 12:00AM, 12:00AM – 4AM and 4AM – 7:30AM covering 4 laps per shift and team was made up of 8 team members walking in pairs.

For the day-walking, alongside a core team of Sandown Park and Jockey Club staff, we had a different theme for each day:

- Day 1 – Community Day

The Mayor of Elmbridge and local community stakeholders came to kickstart the challenge walking the first lap as a big group and then completing individual laps throughout the day.

- Day 2 – The Jockey Club Friends & Family Day

A day for staff members to bring their family or friends (and a few dogs!) for the unique opportunity to walk the track.

- Day 3 – Horseracing Industry Day

Walkers included; champion jockeys, broadcasters, sponsors, industry leads and two-coloured cob ponies!

- Day 4 – The Jockey Club Work & Walk Day

An opportunity to step away from desks and complete a lap

- Day 5 – Esher & Final Laps Day

Local Esher businesses were invited to come down and complete a lap before as many people as possible joined us for the last lap

Of course, everyone that participated was also given 150th Anniversary merchandise to help raise awareness as well!

Results



Despite walking in temperatures of up to 35°C, over **150 people** got involved with the challenge and took part in walking a lap. The Elmbridge community really engaged with the initiative; from stakeholders and businesses such as Giro, Killik and Healix and community groups such as Lower Green and The RDA all getting involved. A poignant highlight came when our local community and the wider racing industry came together to walk with eight-year-old Jessica, a member of local charity Horse Rangers, who rode her lap on horseback.

On the opening day, for the opening lap, we drew in over 50 members of the local community, including a live broadcast on Radio Brooklands, the Mayor of Elmbridge and local charities who will be applying for the grants from the community fund.

- All the community members who joined us over the course of the challenge have also been offered complimentary tickets to join us at the annual Sandown Park Family Festival Friday, where there will be lots of brilliant free family entertainment alongside the racing.

The challenge garnered some brilliant press coverage in both local press as well as industry heavyweights. ITV Racing, Nick Luck's Daily Podcast and the Racing Post all supported the initiative to help spread the word. This offered us a brilliant platform to not only fundraise for the Community Fund but to also showcase the Sandown Park 150 anniversary campaign. Similarly, the organic content output from the walk was fantastic, from a clip of Billy Loughnane racing a 14-hand coloured pony ridden by amateur jockey David Maxwell down the Sandown Park home straight to a fantastic piece wrap video.

Most importantly, at the time of writing this submission we have currently **raised over £15,000** for the Community Fund For Elmbridge from the walk alone – successfully hitting the target we had set ourselves for after the completion of the challenge. A committee made up of our racecourse General Manager, members of Elmbridge Borough Council and Surrey Community Foundation staff will consider all grant applications in late 2025 - ensuring all funds raised are distributed fairly between as many applicants as possible.

We are also on track to raise **over £20,000** by the end of the year with further initiatives planned.

- Whilst the fund was launched in conjunction with Sandown Park's 150th Anniversary, this fund will continue into 2026 and beyond, raising money for local community projects every single year

Supporting Information



[Wrap Video](#)

[Horse Rangers at Sandown Park](#)

[David Maxwell and Kempton Park Clerk Of The Course Barney Clifford take a ride around Sandown Park](#)

[Simon Clare and Hayley Moore take a walk around Sandown Park](#)

[Sarah Drabwell's Radio Jackie interview](#)

[Racing Post Article](#)

[Nick Luck Dail Podcast: 29:25 mins to 32 mins](#)

[Billy Loughnane vs Cob](#)

[Industry Quotes](#)



