



Sandown Park Racecourse

The Racing Together Community Award

Supporting Our Local Families.

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Showcase & Awards 2024



Objectives

Whilst Sandown Park is situated in the heart of Esher, an affluent town in the borough of Elmbridge where the average income per person is £68,600 per annum, there are pockets of our local community where families are in desperate need of support. In June 2024, the TUC published an analysis report which found the South-East of England has suffered a 52% increase in child poverty for working households since 2010. For households with at least one parent in work, the number of children living in property has risen to 403,200 in 2023 from 264,2600 in 2010. Over the past two years, Sandown Park has worked closely to support Lower Green Community Centre in their mission to aid local families and witnessed first-hand the positive impact they have. For 2024, Sandown Park felt it was our responsibility to provide extra support to Lower Green, whilst also reaching out to other charities to ensure we could help support as many local families as possible. We chose to work with Spurgeons – a national charity who have dedicated Family Centres within the county of Elmbridge delivering a range of support services for those families in need.

The objectives for this campaign were:

1. To grow our Christmas regifting scheme by 10%

We aimed to increase the number of donations to the regifting scheme year on year by enhancing the marketing campaign surrounding the scheme and targeting local businesses to get involved with the scheme.

2. Integrate the racing industry and racecourse into the Esher community and make a positive impact on families within the local community.

It is important to Sandown Park, we take the opportunity to educate our local community on our sport and it's athletes to create a lasting positive impression and we aimed to introduce our ROR Horses For Courses ambassador, Step Back to do this.

3. Provide low-income families with an opportunity to come racing for free

We are committed to providing opportunities for low-income families to be able to attend racedays at Sandown Park. For many of these families, they would not be able to attend a raceday so it is vital for us to be able to offer complimentary tickets and experiences to these families to ensure an incredible experience for them and hopefully inspires the next generation of racing fan.

Delivery

Together as a racecourse team, and using the skillsets of different departments, Sandown Park was able to launch a series of different initiatives to engage and support with families within our local community:

To grow our Christmas regifting scheme by 10%

The “[Give The Gift Of Giving](#)” campaign has been an integral part of the Betfair Tingle Creek Festival over the last few years and it returned at the 2023 festival with an enhanced marketing campaign which included dedicated posts on social channels, email comms to our full database, racecard ads and big screen ads. Local media outlets also pushed the message encouraging racegoers to bring donations to the fixture. We also spoke to local business, Keltbray, to arrange an alternative drop off point in their office reception.

Integrate the racing industry and racecourse into the Esher community and make a positive impact on families within the local community

On Tuesday 20th August, Sandown Park’s Retraining of Racehorse Horses For Courses equine ambassador [Step Back](#), and Cheltenham Gold Cup winner Coneygree, visited Lower Green Community Centre to meet members of the community of all ages who rely on the Centre’s services. It was an opportunity not only to meet a racehorse, for the first time for the majority of visitors, but learn about the life of a racehorse and what happens when they retire from the track. The visit was marketed in advance on our social media channels.

Provide low-income families with an opportunity to come racing for free

Every person who came to the Lower Green Racehorse visit received free tickets to our Family Festival Raceday on Friday 30th August. Also, working alongside Spurgeon’s, our Sandown Park catering team reached out to local families and invited 200 people to enjoy a free lunch on this family raceday. One of Sandown Park's biggest suites, the Gold Cup suite was reserved for this activation in order to provide ample space for the families to enjoy their day, as well as have easy access to the family entertainment around the racecourse. Buffet stations were introduced to provide wholesome meal that was nutritious and filling; stations included a pasta station, salad station, chicken & chips n dips station and a fresh fruit and sweet station. Each child was provided with a goodie bag to take home.

Results



- 1. Achieve a 10% increase in gifts donated in our 'Give the Gift of Giving' campaign.** - The "Give The Gift of Giving scheme proved to be a hugely popular activation again at the 2023 Betfair Tingle Creek Festival. Donations such as toys, clothes, and daily essentials were received from racegoers, staff members and our local business partners. In 2022, 300 individual gifts were donated – in 2023 we received **422 individual items** achieving a **40% increase**. Donations were bolstered by partnering with local business Keltbray who supported the initiative by providing an additional donation drop off point within their reception, as well as encouraging staff and visitors to contribute gifts. These gifts were taken to the Community Centre and gifts were redistributed **supporting over 100 families** – a 25% increase on the number of families who were supported by the scheme the previous year.
- 2. Integrate the racing industry and racecourse into the Esher community and make a positive impact on families within the local community** - The two horses spent two hours down at the Lower Green Community Centre where around 40 people gathered to learn about more about them – and feed them carrots! **One visitor described how 'our children have never seen horses before and it's really made their day.'** The visit provided the opportunity for Sandown Park to educate our local community about racehorses, as well as bring racing to those who the community who may not be able to afford to go racing or have never before been interested in attending. Members of the wider Sandown Park racecourse team also came down to the centre, including our grounds team, offering our staff the opportunity to learn more about the Community Centre and how we can better support the work that it does. The visit even received national coverage on ITV racing and local radio coverage.
- 3. Provide low-income families with an opportunity to come racing for free** - With the help of Spurgeon's, our Sandown Park catering team **invited 200 people** (50/50 split of children and adults) to our Family Festival Raceday lunch and provided a warm nutritious meal for all attendees. There were **150 attendees** on the day and these families were not only able to enjoy lunch but the free children's entertainment across site ranging from a bouncy castle to watching a Shetland Pony race on the track – they were even visited by the Sandown Park Mascot up in the Gold Cup Suite! The children were given a one-off experience and **each child was also provided with a goodie bag to take home**. Local businesses in Esher, such as our Waitrose branch, were happy to get involved and donated a range of products from dry stores to toiletries. The Sandown Park catering team also added non-perishable goods to the goodie bags.

Supporting Information

Images: Tingle Creek Gifting donations being sorted
Step Back & Coneygree at Lower Green Community Centre
Gold Cup Suite Family Raceday Lunch



- Quote:** Lower Green Community Projects Manager, Jenny French said, “**The Tingle Creek gifting program** has been a resounding success enabling us to distribute gifts to families and individuals in Lower Green who are struggling with the high cost of living. We are very grateful to everyone for their generosity. It is much appreciated and will make a huge difference at this expensive time of the year.’
- ITV Racing:** covering Step Back’s Lower Green Community Centre visit: <https://x.com/itvracing/status/1829877437351502062>
- Radio Woking** speak to Jenny French about the racehorse visit to Lower Green: https://soundcloud.com/user-365414754/jenny-from-lower-green-community-centre-esher?si=8ee2ff5f480e40cbab3b03e1a633d9ec&utm_source=twitter&utm_medium=post&utm_campaign=social_sharing
- Sandown Park Reel** of the racehorse visit: https://www.instagram.com/reel/C-5YmDAoyZm/?fbclid=IwY2xjawFD2JBleHRuA2FlbQIxMAABHaOr0XdqEDKR6Ucm7OjgzURVdDLbGJULjUPOBe0EjD9vZB2WuAEkoDdPpg_aem_OJ84I9zbcX5Vq1bdJhnhJQ
- Quote:** Elmbridge Family Centre Staff said of the family lunch: “All families, parents/children, were all amazed at the event and grateful for the opportunity to attend the fun day. Lots of families do not get an opportunity to go on holiday so this was a nice treat to the end of the Summer holidays!”

