



10<sup>TH</sup> ANNUAL  
**Showcase  
& Awards**  
2019

## PONTEFRAC RACECOURSE

CATEGORY – EVENTS

**UNIQUELY YORKSHIRE!**



*Flat Cap  
& whippet*

CartoonStock.com

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**GBR** GREAT BRITISH  
RACING

FONDE EN 1743  
**MOËT & CHANDON**  
CHAMPAGNE  
★

**RACING POST**

# Objectives

During Royal Ascot week, most of the sports' headlines are dominated by the Berkshire venue with their fantastic racing, stunning fashion and high society guests. We wanted to capitalise on the increased national coverage of horseracing by staging our own historic, unique and memorable event at the end of Royal Ascot week that would allow Pontefract to grab some of the Press attention in a way that celebrated our Yorkshire heritage.

Our primary objective was to develop Pontefract's core brand identity.

We decided that the perfect way to do this was by an ambitious attempt to set a new World Record with Guinness World Records.

By doing something that was unquestionably 'uniquely Yorkshire', we could cement the Racecourse's place in the history books as well as demonstrate our immense pride in our heritage and roots.

The World Record attempt also allowed us to:

- Enhance the customer raceday experience by inviting racegoers to be an intrinsic part of a historic event that would add their own place in the record books.
- Engage and connect with existing racegoers as well as those that may be new to racing but looking to attend a 'unique' event.
- Raise national awareness of Pontefract Racecourse as a destination venue, and highlight our Family Sundays as an exciting and fun day out.
- Manifest our 'Racing for Generations' tagline by providing an unparalleled event that could be enjoyed by the whole family, regardless of age.
- Develop the existing theme of this race meeting – the Flat Cap & Whippet Family Day.

We set ourselves the following KPIs:

- Increase advance booking by 10%.
- Raise attendance by 10%.
- Improve results of our post event customer survey to a minimum of 8/10.
- And, it goes without saying, set a new World Record!



**OFFICIAL  
ATTEMPT**

# Delivery

Our world record attempt was for the 'largest human image of a dog'. We chose the outline of the dog to be a Whippet as it tied in with the existing theme and also worked well alongside our 'Yorkshire' brand. To set a new record, the shape had to be big enough to hold at least 500 people but not too big to leave gaps as this would render the attempt invalid. The first challenge was to work out the dimensions needed to allow around 750 people to take part with little space between participants. We calculated the whippet would need to be 18m tall and 27m long with 2.5m wide feet and a head measuring 4.5m x 3.5m! The shape of a whippet was marked on the lawn to exact dimensions. The 'Whippet Zone' was barriered off with two staffed entrance points to allow swift entry to the area but also allow us to accurately track the numbers taking part. To provide a uniform colour to the dog, all participants wore the same outfits. Our 'unmistakably Yorkshire' Whippet was completed with participants sporting a flat cap and a commemorative Flat Cap & Whippet t-shirt.

## Branding

Every part of this unique event was aimed to show off our Yorkshire heritage.

- We used 'Flat Cap & Whippet' artwork by Rosie Brooks throughout the campaign.
- Commemorative T-shirts were printed with 'Pontefract Races Flat Cap & Whippet Day 2019'
- Future Family Days were promoted via our #Magic500 promotion: 500x£5off vouchers were printed on Flat Cap & Whippet postcards.
- We hosted whippet and ferret racing throughout the day.

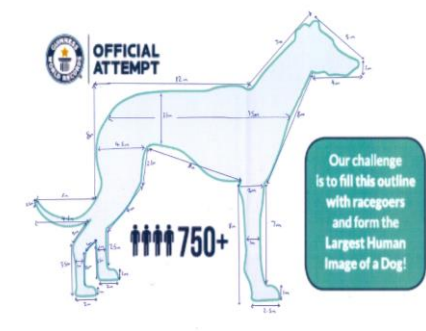
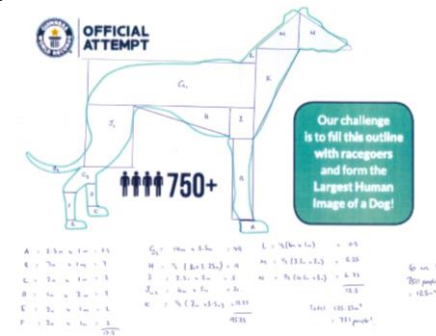


## Engagement

We engaged with new racegoers, first time visitors and our existing customer database with varying content depending on the recipient. Families and new racegoers received communication with a focus on the World Record, while regular racegoers were encouraged to join in the world record attempt to ensure that they claimed their part in Pontefract history. Press Releases used extremes of 'Top Hats at Royal Ascot' to 'Flat Caps & Whippets' at Pontefract! We used the following methods:

- Newsletters and e-mailshots to advance bookers
- Social media sponsored posts
- Press Releases / Radio Advertising
- On the day information leaflets given out at turnstiles

We encouraged all Staff to take part & wear their branded 'Proud to be Ponte' Flat Caps!



# Results

- Attendance on the day rose by 16.6% from 5,216 to 6,084.
- Advance bookings increased from XXX to XXX(10% increase).
- On the day ticket sales increased from XXX to XXX(24.5%).
- The video of our new Guinness World Records attempt has clocked up almost 60,000 views on our social media channels.
- We had extensive Press Coverage both regionally and nationally in printed and digital Press an example is available at <https://www.wakefieldexpress.co.uk/news/people/pontefract-racecourse-secures-guinness-world-record-with-help-from-700-racegoers-1-9838249>
- Racecourse interviews were broadcast by Heart (Yorkshire) and BBC Radio Leeds, as well as in regional news reports on Pulse, Capital (Yorkshire), Minster FM, Trax FM & Viking FM ensuring fantastic national coverage. The new World Record was televised in a feature on BBC Look North following the national BBC News.
- It is difficult to accurately attribute Advertising Value Equivalent, but the huge exposure of this event has been invaluable to the Racecourse with countless free TV, radio and press articles.
- 279 of the discount vouchers handed out were redeemed at subsequent Family Days.
- Each of our Family Sundays saw a year on year increase from 2018.
- Racegoers who published Trip Advisor reviews for this race meeting ALL gave the event 5\*.
- The data collected shows 48% of the advance bookings were first time visitors to the Racecourse.
- The post event customer satisfaction survey received an incredible Net Promoter Score of 88.
- Participants included a 3 month old baby and 96 year old great grandfather, truly epitomising our 'Racing For Generations' tagline.
- Our Live Tourism Racecourse Visit took part on this day with the inspector commenting on the '*very enjoyable Guinness World record attempt*'. In the inspectors verbal 'debrief', she stated that it was the first time she'd taken part in a World Record attempt and she would always remember her first visit to Pontefract.
- In keeping with good practice, we sent branded hand written 'Flat Cap & Whippet' postcards out to all winning connections and branded e-postcards to those who had pre-booked.
- Bookings came from a much wider catchment area than other racedays, including some overseas bookers.
- As one racegoer remarked, '*is there anything more Yorkshire than Pontefract racegoers wearing flat caps, making the shape of a whippet?*'



**WATCH LOOK NORTH HERE**



**SEE THE WORLD RECORD ATTEMPT HERE**



# Supporting Information

**william**  
@worwilly

was great to be part of the world record. Also what a great course @ponteraces would definitely recommend to people

**GuinnessWorldRecords** @GWR · 21h  
New record: Largest human image of a dog: 691 people. Congratulations to @ponteraces in West Yorkshire, UK 🐕

**Chris Bowman**

Just want to congratulate all the staff for brilliant initiative and thought put into your themed days.No other racecourse delivers what you do in the manner you do it.I travel all over to view my racing and my trips to Ponty never dissappoint.Keep up the amazing work that you do guys fantastic effort by everyone involved.

**Sporting Life**  
@SportingLife

It wasn't only Ascot where new records were set this week! Check this out at @ponteraces!

**PontefractRacecourse** @pontera... · 1d  
Record Breakers  
#worldrecord #whippet



**Garry Merrifield**  
@GarryMerrifield

So proud to be part of the Record well done all @ponteraces Brilliant idea 🍌🍌🍌

**PontefractRacecourse** @pontera... · 1d  
Record Breakers  
#worldrecord #whippet



**Pont & Cas Express**  
@PandCExpress

Pontefract Racecourse secures Guinness World Record with help from 700 racegoers. @ponteraces @GWR #recordbreakers #flatcap #Whippet



Pontefract Racecourse secures Guinness World Record with help from 700 racegoers  
pontefractandcastlefordexpress.co.uk

**Natasha Kirk**  
@Yorkietash83

Amazing! Proper Yorkshire haha. A whippet made out of people wearing flat caps stood at Pontefract racecourse #ProperYorkshire #Pontefract #Racecourse #Whippets #FlatCaps #NarThen #WorldRecord

**PontefractRacecourse** @pontera... · 1d  
Record Breakers  
#worldrecord #whippet



**BBC Radio Leeds**  
@BBCLeeds

NEW WORLD RECORD THANKS TO #PONTEFRACT! 🐕  
@ponteraces and 691 #Yorkshire racegoers in flatcaps created this giant #whippet on Sunday and officially set the @GWR record for largest human image of a dog 🍌



**Mark Wainwright**  
@s23mrw

Well done to all 🍌🍌🍌🍌

**PontefractRacecourse** @pontera... · 1d  
We now hold the new Guinness World Record for the largest human image of a dog. Well done to all 691 people who made the record happen! @GWR #recordbreakers



**Paul Jordan**  
@pauljor

I was part of that. Well done Ponte for doing it

**PontefractRacecourse** @pontera... · 1d  
Record Breakers  
#worldrecord #whippet



**Graham.J.Duncan**  
@GrahamJDuncan

Replying to @ponteraces

Many thanks for an amazing day. Our first time there with my 3 year old son who was part of it too! We came for my cousin John Edward's 50th (first race) and it was a brilliant experience. We will be back! (That's my son on the photo marked by the arrows!)



**Abbey Owen**  
@iam\_aowen

Brilliant day, glad to be a part of it 🍌🍌

**PontefractRacecourse** @pontera... · 1d  
Record Breakers  
#worldrecord #whippet





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## Salisbury Racecourse

Love of the Sport

Harvey The Horse Easter Trail



Proudly partnered by



**RACING POST**

# Objectives

Salisbury Racecourse Easter Trail was launched on Saturday 6<sup>th</sup> April in the lead up to our opening family fixture, which fell on Sunday 28<sup>th</sup> April, two weeks after the Easter Break and the weekend before May Bank Holiday. The trail ran for almost three weeks with a community engagement event on the final Sunday in Salisbury City centre with our mascot 'Harvey The Horse' who was at the focus of our campaign.

The idea was to help Harvey The Horse find his way around the town looking for his 12 horse friends who were all needed to take part in the first race at our family fun day. A booklet was made, with trail instructions, an entry form for data capture, colouring in, a quiz and a map to help the children find out where Harvey's friends were. All of Harvey's friends were in windows of local independent shops, which helped increase footfall and spend in the city over the campaign period. Each shop provided a letter clue which spelt out the destination for entry forms.

- To reach an audience of 40K via social media channels over the 3-week period
- Engage with the local community to remind them of the racecourse and the season highlights
- Develop relationships with 5 local primary schools, to educate younger children about racing
- Increase raceday attendance on our opening family day in the Sarum enclosure by 10% from 2018
- Gain valuable client data for our new CRM marketing database to retarget for future family promotions and events
- Encourage a younger audience to enjoy and participate in racing
- Offer educational ways to engage with new and existing customers during race days



# Delivery

## Objective: To reach an audience of 40K via social media channels over the 3-week period

- Facebook event created to promote and discuss the event
- Ongoing social media campaigns across all channels over the three weeks which targeted specific family groups for the trail and our first family day
- Targeted e-commerce campaign from both Salisbury Racecourse and Spire FM
- Use of Great British Racing hashtag #Under18sracefree
- A video draw on Facebook of staff on the Salisbury Racecourse winners' podium announcing the winner of the trail who won tickets to all four family days and a £50 Salisbury city gift card.
- Social media competitions in the lead up to our family day to win tickets and ice cream vouchers.

## Objective: Engage with the local community to remind them of the racecourse and the season highlights

- A promotional event in the busiest shopping mall in Salisbury with Harvey the Horse our mascot, 500 branded balloons, our giant deck chair, fake grass and picket fencing. We also ran a competition on the day, for the first 25 families to visit us, to win a free family pass to one of our four family days during the season and a packet of Easter chocolate.
- BBC Wiltshire radio interview on trail launch day – Saturday 6<sup>th</sup> April
- On air campaign with local radio station Spire FM
- Local press print adverts in Salisbury Journal, Valley News, Salisbury Life during April
- Website links and digital adverts on Visit Wiltshire, Salisbury BID, Spire FM & our website

## Objective: Develop relationships with 5 local primary schools, to educate younger children about racing

- The Salisbury Racecourse team delivered over 500 trail booklets to 8 local schools in the last week of term before the Easter holidays. We chose local schools that we have supported in the past few years with raffle prizes for their fetes and fayres.



# Results



## **Objective: To reach an audience of 40K via social media channels over the 3-week period**

- A total reach of **57.1K** across all channels over 3 weeks including **27.8K** Facebook reach across 11 campaign posts and **10.3K** Facebook event reach over 3-week campaign and **19K** Twitter reach across 9 tweets during the 3-week campaign. This is over 140% of the target for the campaign.
- Great feedback and lovely comments on social media about our family days and 'Crazy Creatures' marquee.

## **Objective: Engage with the local community to remind them of the racecourse and the season highlights**

- Local connections and newly established relationships with **14** local businesses and shops. We are already in discussions of repeating a similar event next Easter, as we felt this was successful for both the racecourse & its community.
- **31.1K** Spire FM Radio reach which helped reinforce the campaign message
- A total of more than **£9K** was spent in local businesses and **65%** of people who completed the trail, came into the city specifically to do it.
- **22%** of people who completed the trail, found out about the event through schools, **17%** from social media, **17%** from Spire FM radio

## **Objective: Develop relationships with 5 local primary schools, to educate younger children about racing**

- Plans for new initiative with new community group which incorporates mentoring and educating local secondary school children about hidden careers in racing.
- Offered the use of Harvey the Horse at school events and continued support through prize donations for fayres and fetes.

## **Objective: Gain valuable client data for our new CRM marketing database to retarget for future family promotions and events**

- **354** families completed the trail entry forms of which we gained **55** pieces of valuable GDPR compliant data for our new CRM.

## **Objective: Increase raceday attendance on our opening family day in the Sarum enclosure by 10% from 2018**

- 646 Sarum payers in 2018 vs 763 Sarum payers in 2019. **18%** increase from 2018 for paid attendance in our family Sarum enclosure on our opening family day.

# Supporting Information

Entry Sheet

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

Contact Details

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Postcode: \_\_\_\_\_

How did you hear about the trail?

Did you come into Salisbury specifically to do the trail?

Whilst in the city centre, how much did you spend in businesses?

☐ Tick this box if you would like to join Salisbury Racecourse's mailing list for news, exclusive offers and more.

Entries must be posted in the post box at the finish line by Tuesday 23rd April 2019. Your name, telephone number and email address must be written clearly on the trail sheet. The winner will be announced and contacted by 1st May 2019.

The data you supply will be used anonymously by Salisbury BID to evaluate the trail. The contact details you provide will be used to contact you if you are the winner of the prize draw, to arrange collection of your prize.

Sample pages from the booklet

Examples of the clue posters in local shops

Staff at our community event in The Old George Mall, Salisbury

Florence and her brother George taking part on her 7<sup>th</sup> birthday in the trail

The postbox at the destination to enter your form

Educational fun with 'Crazy Creatures'

Social media check-ins & feedback from our family day on Sunday 28<sup>th</sup> April 2019

5



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Scottish Racing

Scottish Racing and William Hill partnership in support of  
Alzheimers Scotland

Diversity and Inclusion

Proudly partnered by

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FONDE  EN 1743  
**MOËT & CHANDON**  
CHAMPAGNE  
★

**RACING POST**

# Objectives



Currently, in Scotland, 90,000 people are living with Dementia and this number is due to treble over the next ten years. A key focus for the Scottish Care Directorate is to reduce social isolation through promoting physical activity and increasing inclusive opportunities for within the community which provides a perfect platform for racing to develop an inclusive, safe space. This **ambitious partnership** with Scottish Racing and William Hill in support of Alzheimer's Scotland has been developed ultimately to provide an inclusive and supportive opportunity for people living with dementia and those who care for them.

Over the last year, Scottish Racing has invested in multiple resources, including appointing the only dedicated community engagement coordinator within horseracing in the UK. The main objective was to make it known across the country that Racing is accessible to all.

We believe that all **Scottish Racecourses** should be accessible to all and commit to making the experience as easy and as enjoyable as possible especially to those who are new to the sport because they have felt excluded. This partnership utilises the established, positive links between Scottish Racing and William Hill to become an accessible and familiar route, for people living with Dementia from shop to racecourse.

## **Objectives were to:**

- Increase physical activity and reduce social isolation to those who are living with a diagnosis of dementia and those who care for them
- Make racecourses be seen to be forward-thinking and caring venues at the center of the community
- Educate people who are the first point of contact for people visiting the racecourses and William Hill shops, in assisting people who may require additional assistance
- Raise awareness of the risk of the disease to hard to all people across Scotland
- Create opportunity for people who are concerned about themselves or a loved one to ask questions about Dementia
- Reduce Stigma and provide information about Dementia

# Delivery

The partnership **directly compliments the Scottish National Dementia** strategy by maintaining a focus on improving the quality of care for people living with dementia and their families through workforce development; data and information; and fundraising for research. Crucially, within this established partnership, there is a recognition of the importance of taking a person-centred approach to providing support to people living with dementia and their carers.

- ✓ Collaboration on fundraising initiatives from both William Hill shops and Scottish Racecourses raising a total of £ 23,000 (so far) with a target of £50,000. Key activities have included a Grand National sweep stake, National Kilt walks and a zip wire across the Clyde has been planned
- ✓ Marketing of the partnership and positive messages within racecards, William Hill shops and social media channels to link with local dementia advisors
- ✓ Quiet ticket lanes to ensure that people don't get overwhelmed by crowds and carers will know that there will be people there that understand and this will help reduce anxiety levels for everyone
- ✓ The Alzheimers Memory bus which is used raise awareness on dementia as well as offer support to people, and their carers, affected by the condition, being at multiple race days throughout the year
- ✓ All Racecourses having a team of trained Dementia friends. Musselburgh has also included the dementia friends session within their pre-season raceday staff briefing
- ✓ Racecourses hosted Reminiscence groups linking in with Racing Welfare beneficiaries
- ✓ Scottish racecourses have been working with their local Dementia Advisors and local nursing homes to use racing as a conversation starter
- ✓ A walking football match was hosted at a racecourse to explore the clear overlap of Drink Aware's activity and reducing the risk of Alzheimers in men (aged 45 and over) due to their lack of exercise, excessive drinking and difficulty to reach.
- ✓ All William Hill shops have downloaded the purple alert app on each of their shop devices (ipads)
- ✓ Access to information on diagnosis and management of Dementia to encourage independence for as long as possible

The partnership promotes and supports the aim that people can live well in their dementia-friendly and dementia-enabled communities and horseracing organisations.



# Results



During this journey of awareness, it has become clear that everyone who visits racecourses can benefit from just a few small changes, such as; clearer signage and quieter ticketing lanes.

- **310** William Hill shops have downloaded purple alert on to their shop devices (increases the chance locating someone with dementia if they go missing)
- **50+** members of the Scottish racecourses teams have become Dementia friends
- **2** Racecourses hosting memory walks to fundraise for Alzheimers Scotland
- **3** reminiscence group days planned for the Border's community
- **700+** members of the Scottish William Hill shop teams have completed the Dementia friends training
- **35** people living (well) with a Dementia diagnosis attended the walking football event at Ayr Racecourse
- **5** Scottish racecourses have committed to having the memory bus in attendance throughout their racing season
- **1** Race named after the partnership on the Ayr Gold cup day
- **2** visits from local reminiscence groups to race days

The success of the Scottish Racing partnership and inclusivity drive is being replicated throughout the United Kingdom



## Supporting Information

<http://www.racingtogether.co.uk/with-the-future-of-betting-shops-much-in-the-news-garry-fenton-regional-manager-for-william-hill-in-scotland-talks-with-passion-about-how-his-shops-are-social-hubs-that-can-make-a-real-difference-to/>





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2019

## Goodwood Racecourse

Digital & Social Media Excellence

Leveraging cost-effective &  
authentic influencer marketing

Proudly partnered by

**GBR** GREAT BRITISH  
RACING

FONDÉ  EN 1743  
**MOËT & CHANDON**  
CHAMPAGNE  
★

**RACING POST**

# Objectives

*'People like people. People trust people. People trust people more than they trust brands and more than they trust marketers'* Shelley Kramer (2018). As the algorithms within social media platforms become more complex, budgets are required to stretch further in order to fulfil desired awareness levels. This, along with the number of Instagram users expected to be over 100 million in 2019 (source: [Statista](#)), has led to the Instagram influencer industry becoming more pivotal than ever in 2019. This year, to further engage with the 'social first' generation it was decided to implement a proactive influencer strategy for the Qatar Goodwood Festival (QGF). There was one major stipulation though, that the influencer engagement and endorsement must be both authentic and credible, with the influencers wanting to attend rather than being paid to attend. As this was a brand new project, KPIs were created in a qualitative rather than a quantitative form.

## **Objective 1: To increase social reach through the use of Instagram influencers**

**KPI:** To use the influencer's following to reach out to wider audiences through their organic posts and stories, to boost awareness of the Qatar Goodwood Festival. The aim was to get the influencers to post pre-event, on event and post event, highlighting their experience. Further to this, the aim was to encourage the influencer's followers to engage with the influencer's experience to increase awareness.

## **Objective 2: To use influencers that relate to our known customer profiles**

**KPI:** To target influencers that will resonate with our customer profiles who will be attending the Qatar Goodwood Festival. Knowing the range of personas that visit the Qatar Goodwood Festival, there is a requirement to attract and engage with a range of influencers, to promote the event to a widening demographic, showcasing the elements of the event that will appeal to that market. Individuals can be loyal to the influencers they follow, therefore it is essential to ensure promotion of the event is personalised to the influencers image, as well as staying true to the Goodwood brand.

## **Objective 3: To build relationships with influencers to create longevity in their affiliation with Goodwood Racecourse**

**KPI:** As the millennial generation become increasingly led by the authenticity and realism of those they follow on Instagram, it is essential to be seen as being a reputable brand amongst followers and to be continually reaffirming this through a strong and continued relationship with the influencers.

# Delivery

Having evaluated the QGF customer profile across all enclosures, 20 influencers were identified as suitable matches to invite. The additional criteria for the influencers was decided by follower count, perceived image and influencer location. The aim being to deliver the best experience to the influencer without incurring substantial costs. In total, 7 influencers responded and were keen to attend the event. The influencers understood that this was not a paid partnership, but all expenses across their day would be covered.

## **Objective 1: To increase social reach through the use of Instagram influencers**

- Using digital measurement/monitoring software such as Synthesio, the team researched influencers, both celebrity and Instagram influencers with an appropriate level of followers, ranging from **25K** and above.
- Through insight and brand affinity, the most appropriate influencers were approached to attend.
- As part of the agreement of attendance, it was asked for the influencers to post pre event and on event, to engage with their audiences as much as possible prior to attending.

## **Objective 2: To use influencers that relate to our known customer profile**

- As a racecourse we have invested time in understanding our customers, in the form of detailed personas, to aid with all marketing efforts. From this, we then could identify the influencers who would be most appropriate to invite. By inviting popular, relevant individuals like Amy Hart (Love Island contestant 2019) and having them on board was essential to the success of the campaign to target a younger demographic. In addition, influencers with a following of **25k – 50k** was also as important, as the audience engagement with followers is much higher within the micro-influencer community.

## **Objective 3: To build relationships with influencers to create longevity in their affiliation with Goodwood Racecourse**

- Each influencer personally invited by the racecourse was offered a hospitality experience that would be suitable for their image and brand.
- The team spent time to accommodate each influencers requirements and needs, and were on hand to help whenever required.
- The hospitality offered was very well received across all influencers that attended.



# Results

This strategy was a tremendous success due to the organisation and delivery by the team. As the statistics below show, the influencers involved gave the fixture a phenomenal social reach in the build up and on event. Success can also be attributed to the fact that each influencer delivered an authentic journey of their time at QGF, with the only expenses required being F & B costs.

## **Objective 1: To increase social reach through the use of Instagram influencers**

- In total, 7 influencers visited the Qatar Goodwood Festival with a combined following of **1.27 million followers**.
- Aspinall of London's Creative Director Mariya Dykab provided additional benefit to us through the guests she brought, three influential 'plus-ones'. The model, fashionista and cameraman who attended with her, provided an additional reach of **297K** through pre and on event posting. With Mariya's connections in the fashion industry the event was also covered in **Tatler** with a feature on 'What to wear at Glorious Goodwood'. This content was generated solely off the back of the invitation to the event.
- In total, the influencers posted about the event, through feeds and stories, **58** times, with a potential reach of **73.6 million!**

## **Objective 2: To use influencers that relate to our known customer profile**

- Influencers invited came from a spectrum of demographics: TV personality Amy Hart, professional footballer Joel Ward, high-end creative directors of fashion brands and local fashion influencers. This gave breadth to the target audience and demographic.
- Amy Hart's appearance also generated further press coverage by being featured in national press including the Sun, Daily Mail and OK Magazine. Mariya Dykab's relationship with Tatler also generated press coverage, as stated above.
- World Horseracing also took the opportunity to capture content with these influencers, particularly Amy Hart who has since been seen at other racecourses, building on her affiliation to the racing industry.

## **Objective 3: To build relationships with influencers to create longevity in their affiliation with Goodwood Racecourse**

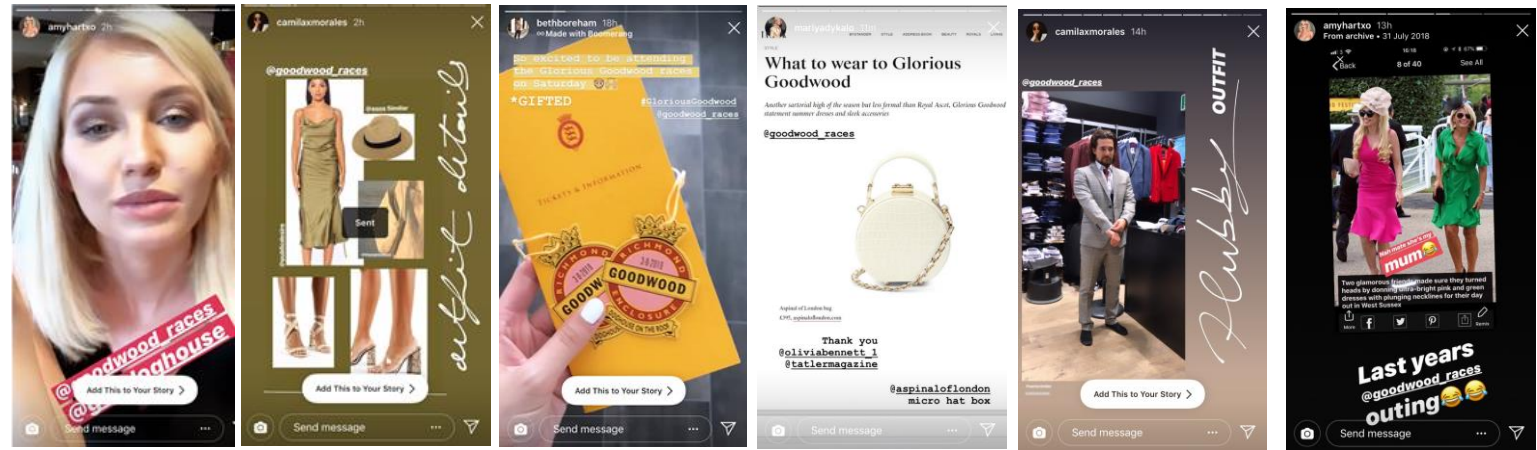
- By approaching the influencers through DM on Instagram, with a personal invite, gave credibility to the invitation being directly from the racecourse, rather than a third party 'talent' agent. All influencers fulfilled the requirement to post, with extremely positive reviews. Reviews included; *"I have felt so amazing today, thanks to you and your team!"*
- The team is building these relationships further and have had requests to work together again for the 2020 season creating longevity in the relationships. New influencers have also approached the team after referral recommendations from influencers that attended, highlighting Goodwood's credibility and good reputation in this space.

# Supporting Information

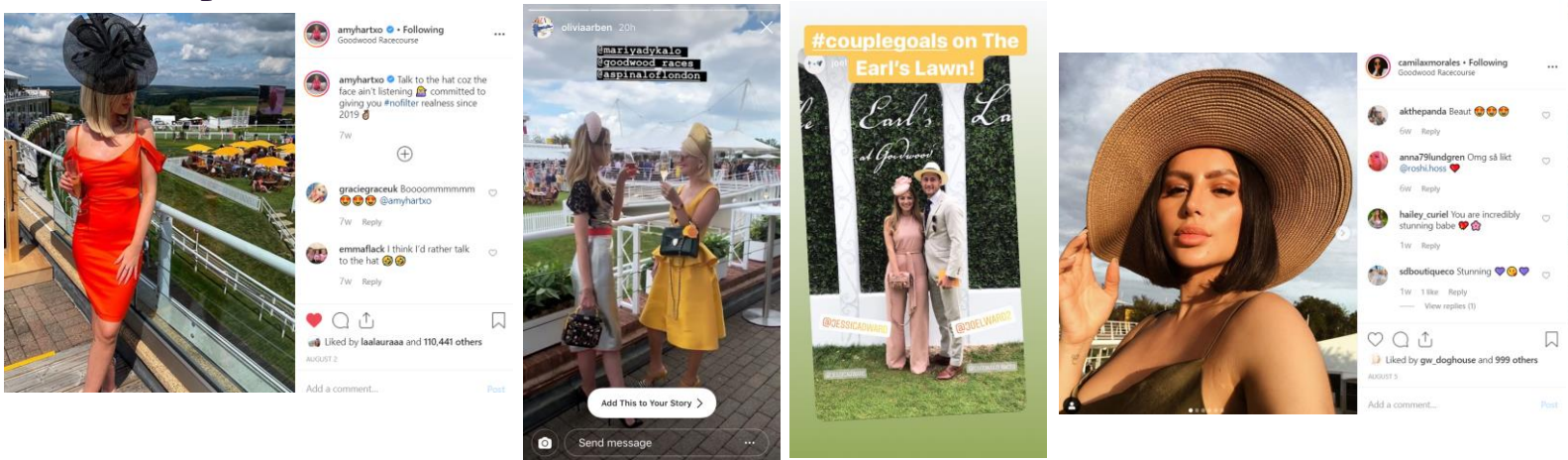


## Pre-event posts

*Including style guides and building momentum*



## On-event posts



Source links:  
<https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>

## Additional press activity

### DEFIANT Amy Hart shares discreet dig at Love Island's Curtis after he fails to apologise to her five days after leaving villa

Mary Gallagher  
 4 Aug 2019, 20:02 | Updated: 4 Aug 2019, 20:07

11 COMMENTS

LOVE Island's Amy Hart shared a thinly veiled dig at ex Curtis Pritchard as she sipped champagne at Goodwood Racecourse on Friday.

Sources close to the defiant star told Sun Online last week that the ballroom dancer had yet to contact his villa girlfriend despite insisting it would be the first thing he'd do after the show.



*The Sun*

### Love Island's Amy Hart slips into a slinky red dress and wears oversized black fascinator to attend day four of the Goodwood Festival

Friday's festival features seven races, including four group races, which will bring sport's biggest names to Goodwood

By REBECCA DAVISON FOR MAILONLINE  
 PUBLISHED: 14:11, 2 August 2019 | UPDATED: 18:27, 2 August 2019

Love Island star Amy Hart dressed up to the nines on Friday when she headed to the fourth day of the Goodwood Festival.

The 27-year-old slipped into a slinky red dress which sat above her knees and had spaghetti straps and a secondary strap which sat on her arm.

She wore see-through perspex shoes and topped off her look with an oversized black fascinator.



Looking the part: Love Island's Amy Hart slipped into a slinky red dress and wore an oversized black fascinator to attend day four of the Goodwood Festival on Friday



*Daily Mail*

Celebrity News • Amy Hart

## Love Island's Amy Hart sizzles in slinky red dress at Goodwood Festival

Amy Hart looked stunning as she attended Goodwood Festival.

*OK Magazine*



# Arena Racing Company Dinosaur Family Racedays



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**RACING POST**

# Objectives

## Background

Family fun days are a staple of racecourse fixture lists in the summer, with the popular U18's go free message alongside friendly weekend and school holiday slots.

Primarily led by the team at Doncaster Racecourse, ARC racecourse teams looked to develop a clear central theme for family days in 2019, using the pool marketing and operational resource available across the group. With a fresh, clear theme, moving away from the more traditional attractions that were not allowing racecourses to stand out from the crowd in attracting families.

## Dinocaster (and beyond...)

After a discussion around the dinner table with a 6 and 9 year old (our focus group) and an internal brainstorming across the Doncaster Racecourse team it was recognised that a dinosaur theme would be popular in the family market, offering an exciting new opportunity to bring families into the racecourse and enjoy a day out experience different to local competitors.

Following initial marketing and operational planning, it was considered that the dinosaur theme would work well across numerous sites in the ARC group. With Doncaster leading the way, a suite of marketing materials and operational advice could be shared with other racecourses to allow them to benefit from the engagement with the marketing campaigns and, ultimately, deliver a series of successful dino-themed family fun days.

The key element to delivery of these days was to offer 'something for everyone', and remember that children of differing ages require different levels of engagement whilst reassuring parents that there would be plenty of activities to keep youngsters occupied throughout the afternoon and alongside the racing action.

## KPI's

- Design and implement a full marketing and communications strategy around a family friendly dinosaur theme, that can be utilised across numerous racecourse sites.
- Campaign designed specifically to increase online engagement, geographical reach and campaign awareness with host racecourse.
- Focus on the value of the 'race goers' experience and retention of customers.
- Increase advanced sales and ultimately attendance.
- Deliver themed family fun days that appeal to young audiences of various ages, as well as their parents.
- Utilise a maximum campaign budget of no more than £10k.

# Delivery



## Countdown to Dinocaster...

Using a series of teasers, the Doncaster campaign launched eight weeks ahead of the fixture with bespoke creative designed to maximise interest and curiosity of racegoers and online followers. The main 'Dinocaster' announcement followed a few days later, designed to achieve maximum breakthrough online.

An animated film followed on to allow further organic growth and engagement, supported with a paid-for social media advertising campaign. Throughout May and June, Doncaster ran a simple google ads display campaign to generate clickthrough business, with a variety of alternative marketing creatives.

Across non-owned media, the team concentrated on channels reaching the target audience, including airtime on local radio, digital advertising in supermarkets in the area and the metro as well as a direct mailer to 10k local pupils via a school book bag distribution scheme.

The various marketing creatives were shared with the other ARC racecourses using the theme later in the summer, and amended to reflect the different racecourse brands, with a template plan following the Doncaster lead ready to use.

## On the Day...

A wealth of entertainment, reflecting the offer put to customers was put in place, including 12 walkabout dinosaurs, all with an operator and safari ranger as well as three baby dinosaurs for younger children and a talking Corythaurus for a more calming engagement opportunity for the youngest racegoers.

In addition, the racecourse hosted a Dinosaur Egg Hunt, a quiz, Dino Egg selfies and face painting. A free map, Jurassic Park entrance gates and dino footprint trail encouraged exploration of the racecourse, along with stegosaurus sandwiches for lunch.

As a final touch, to create maximum visibility online a number of racecourses hosted a comedy dinosaur race on the track, broadcast in conjunction with Sky Sports Racing.

# Results

## Branding and collateral

- ✓ A clear and attractive brand 'Dinocaster' brand was developed to run through the marketing collateral and event delivery.
- ✓ It allowed the Marketing team to develop a full traditional and digital marketing plan for the fixture, as well as the flexibility to be utilized by other racecourses within the ARC group.

## Engagement and Reach

- ✓ Collectively, the 'Dinocaster' campaign achieved 710,075 organic social media impressions.
- ✓ Paid for advertising reached 117,732, with 2,483 web clicks, whilst google advertising delivered 328k impressions at an average cost per clickthrough of £1.32.

## Dinocaster Sales and Attendance

- ✓ Dinocaster Family Fun Day achieved an attendance of 15,000 an increase over 40%, an increase in hospitality boxes of 153% and ticket revenue up over 200% YoY.
- ✓ Advanced ticket sales saw a YoY increase of 35%.

## Delivery and Feedback

- ✓ A fantastic day of racing and family events has seen overwhelmingly positive feedback from customers.
- ✓ Customer feedback was resoundingly positive, and comments on the event page post event included: "Brilliant day! The children loved meeting the dinosaurs!" "It was awesome" and "I can't wait for next year!"
- ✓ The entertainment offer on the day matched expectations, and was largely viewed as positive value for money, with various dinosaur appearances staggered throughout across the afternoon, along with the racing.

## Racecourse Sharing

- ✓ Dino themed family days were subsequently taken up by Lingfield Park, Gt Yarmouth, Fontwell, Bath and Chepstow Racecourses with plans for Newcastle Racecourse to follow suit on Good Friday 2020.
- ✓ Sales and attendance increased across all participating racecourses most notably at Doncaster, Bath and Lingfield

| Attendance | 2018 | 2019  | % Growth |
|------------|------|-------|----------|
| Bath       | 2406 | 3578  | 49%      |
| Lingfield  | 758  | 1114  | 46%      |
| Doncaster  | 9019 | 15032 | 40%      |
| Chepstow   | 2800 | 3500  | 20%      |





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## Aintree Racecourse

Racing Together Community and CSR Award

Harnessing the power of the People's Race



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**RACING POST**

# Objectives



- **The Aintree Community Programme aims through the power of horseracing and the Grand National to inspire children and adults alike to the best they can be**
- The Programme aims to have a structure to ensure it focusses on the important issues in the community and it helps to create a positive feeling about the racecourse and give something back to the local community
- Build on the fantastic work in 2014-8 and combining it with a sustainable long term programme of initiatives and partners which will help bolster awareness and understanding of Aintree and its importance to Liverpool
- Capitalise on the momentous back-to-back victories of Tiger Roll to inspire people in our community
- Continue to use the new, innovative and state-of-the-art Peter O'Sullivan Community Hub at Aintree Racecourse to provide a long term focal point for all community activity and a funding stream for the Programme to ensure a long term future for serving the community
- Aintree was selected as the 'Beacon Racecourse' as part of the Racing Together National community project for a two year pilot study. Due to the success it was extended and funded for a further three years. Aintree's pilot study has started to and aims to continue to coordinate and communicate British Racing's community through a number of projects focusing on educational activities, that make a real difference to local pupils





**Three overarching programmes – Health and Wellbeing; Education & Enterprise and Community Engagement.**

**Brand new for 2019 – Challenge Merseyside with Royal Marines** – to supplement the Military Veterans initiative, the first ever Challenge Merseyside event was staged at Aintree, led by Royal Marines and partnered with Liverpool FC, Be Military Fitness, Sale Sharks & supported by Military Vets. Full day of activity from each partner – 6x40mins physical sessions inc racing session with Katie Walsh. Motivational speaking from sporting legends such as Sam Quek, Katie Walsh and Andy Grant and Neptune Collonges! Aim was to broaden horizons, show a different way of life and inspire future prospects. **Park Palace Ponies** – Aintree now partnered with inner city riding school in Toxteth. After an introductory week, Aintree will support the school with free Graduation ceremonies every two months at Aintree; free raceday tickets inc GN for their students, funding for the school; joint promotional activity inc ITV Racing. **Grand National Trophy Tour** – tour to Maricourt and Archbishop Beck Schools, and Alder Hey Hospital during Grand National week with Sam Quek and Randox Health's Marc Coppez. **Partnership with Everton in the Community**- In addition to 'Passing on the Memories' Dementia activity, Aintree and Everton completed three new **loneliness prevention programme** for approx. 20 people to enjoy lunch in the POS Hub and a Grand National tour.

**Successful activity continued from 2018 to 2019 - Racing Together Beacon Racecourse, - Racing to School (stage 1)**- 5<sup>th</sup> year (Racing Foundation funding for extra 3 years due to success) of Aintree inviting a dozen local schools and hundreds of kids to Aintree in the summer months. And Enterprise Days at Maricourt School highlighting the success of Tiger Roll and other marketing initiatives to Year 7,8+9. **Racing Together Beacon Racecourse – (stage 2)** – 5<sup>th</sup> year of several Aintree staff going into local school in Autumn. **Partnership with Everton in the Community**- Grand National Tours for people with dementia in our community. Named 'Passing on the Memories' it provides respite for carers and reminiscent exercises for dementia patients and has been a huge success for Aintree and Everton over five years. **Netherton Community Centre** – Aintree staff giving up time to provide maintenance support, cleaning and activities to the centre extremely underfunded community centre. **Work Experience**– 2019, Aintree took 5 students on work exp for 1-2 weeks each (2 x beacon activity)-gained exp in several different departments. **Peter O'Sullivan Community Hub**–continues to be structured focal point for all community activity. Now in it's 15<sup>th</sup> year, Aintree undertook **jockey visit to Alder Hey children's hospital** on Ladies Day of the Randox Health Grand National – as above, Aintree made Alder Hey 41<sup>st</sup> runner of the Grand National in 2019 after Bradley Lowery in 2017.

# Results

- **Sir AP McCoy** video showcasing the **Aintree Community Programme** – [CLICK HERE](#)

**Brand new for 2019 – Challenge Merseyside** - 98 children from six different schools with varying/difficult backgrounds in the community attended this full day of activity. Feedback was excellent – the diverse range of activities was well received (95% approval rating) and 100% of children agreed that the motivational speakers added real value. The jump from physical activity, through motivational chats, exposure to talk on knife crime and team challenges worked really well. This will now be an annual event. [IMAGES](#) & [SOCIAL](#). **Park Palace Ponies (PPP)**– Starting with introductory week for 50 kids, graduation ceremonies & inspirational events for 30 children-different racing personality to present prizes inc Oli Bell and Ruby/Katie Walsh & Neptune Collonges; approx. 50 tickets per racedays to students and parents; Aintree e-communication to feature PPP in October and ITV Granada to feature. PPP linked with Ebony Horse Club who Aintree provided 8 hospitality places for GN Day. [IMAGES](#)...**Grand National Trophy Tour** – 280 children at Maricourt School & Archbishop Beck and visit to Alder Hey Hospital with GN trophy by Sam Quek, Carrie Ford and Randox. Excellent feedback and media coverage from ITV Granada. [IMAGES](#). **Everton in the Community partnership - Loneliness Prevention Programme** – 3 Grand National Tour sessions in 2019, 20 people per session with lunch in Peter O’Sullivan Community Hub – [IMAGES](#). **Alder Hey Children’s Hospital – 41<sup>st</sup> Runner** in the Randox Health Grand National – highlighted the success of partnership and provided further media coverage for Alder Hey – [IMAGES](#). **Netherton Community Centre** – regular catering & maintenance support plus 12 tours to take place from Oct 19

**Successful programmes continued from 2018 to 2019 – Legacy : Racing Together– fifth year** – approx. **420 children** attended Racing to School programme at Aintree in summer and approx. 480 children attended an Enterprise Day in June themed to celebrate Tiger Roll- [IMAGES](#). Approx. **1,100 children** will be part of stage two in October (also in Oct18) which will aim to inspire the future and discussing racecourse job opportunities. Several Aintree staff will take part at the school inc marketing, operations, sales and racing-[IMAGES](#). **Partnership with Everton in the Community** – 14 ‘Passing on the Memories’ sessions took place in 2019 with approx. 15-20 dementia service users in each session plus carers/family - [IMAGES](#). **Annual jockey visit to Alder Hey-18 jockeys** inc AP McCoy as well as Neptune Collonges-visited several wards – [IMAGES](#). **POS Hub** used for all sessions -approx. **1,230 children/adults in 2019**.

# Supporting Information



## Small selection of media coverage of the ACP – please click on links:

- **Challenge Merseyside** – [Army and Navy Media TV](#) & [Racing Together blog and video](#)
- **Everton FC TV** – coverage of one of the Passing on the Memories Dementia Tours
- [ITV Granada](#) – (please scroll to 2.21mins) Grand National Trophy Tour to local schools and Alder Hey Hospital in GN week
- **41<sup>st</sup> runner - Alder Hey Hospital** represented by ambassador, Daniel Bell – [VIDEO](#) & **ITV Racing coverage**
- [ITV Racing & Alder Hey Hospital website](#) – GN jockeys and Sir AP McCoy visit Alder Hey Hospital
- [Racing Together blogs & website](#) – Jessica Dalglish, Senior Comms Exec, Jockey Club Racecourses NW

**Quotes: Lt Col Matt Churchwood** “Challenge Merseyside was the first of it’s kind in the North West. The 98 kids that attended were offered a variety of challenges, all very different, which worked brilliantly. The aim of Challenge Merseyside was to broaden the horizons of children across Merseyside -I believe that was achieved. I’m extremely grateful to Aintree for tacking the reigns and leading with the Royal Marines. Their community programme is a huge inspiration - I was delighted to be able to work with them to ensure we had so many fantastic partners on board to give aspirations to children who’ve grown up in difficult circumstances.”

**Keith Hackett, Park Palace Ponies** “The support from Aintree Racecourse will make a huge difference to Park Palace Ponies and more importantly, the children from our community, many of whom have never seen a horse or left the city. Regular days at Aintree will be inspiring for the children and the offer of tickets will be an icing on the cake for most. As a very small and underfunded inner city riding school, any funding is gratefully received and I’m sure promotion of our activities will benefit us and Aintree. We (The Directors) look forward to a exciting partnership with the aim of giving hope and opportunities to young lives in and around Toxteth”

**Richard Kenyon, Director of Community, Marketing and Communications, Everton FC:** “Everton FC and Aintree have been working together for many years collaborating on a number respected and well received projects. Our partnership with Aintree is one of the highlights of Everton in the Community - it opens up horseracing to people who may never have thought about it or had the opportunity to be involved in. the Grand National Passing on the Memories Dementia activity is a highlight for me – the longevity and impact it makes is superb.”



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## Cheltenham Racecourse

Food and Beverage – The  
Horse and Groom Pub



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**RACING POST**

# Objectives



## Background

At The Festival™ presented by Magners 2019 Cheltenham introduced a very exciting new concept in race day hospitality in the shape of its very own pub 'The Horse & Groom'. We understand this is the first, temporary built pub serving full lunches and hospitality on a racecourse. There was an opportunity to develop a new facility and we wanted something that was relaxed and a little different to the usual, more-traditional formal dining found on racecourses – a gastro style pub seemed a great fit and was unique.

Named in honour of Cheltenham's sporting roots the restaurant offered a relaxed, informal and enjoyable experience with just about everything racegoers could hope for from an upmarket pub. Situated in a prime location over looking the final two fences of the racecourse, the Horse and Groom menu was created by our in house chefs. It offered flights of beer and real ale, pub games and high quality pub grub including steak and juicy burgers, as well as the signature dish, 'The Curried Goosnargh Chicken Kiev', which was delicious!

## Financial Objectives

- Achieve a 60% occupancy in Year 1
- Revenue to be £XXX

## USPs

- A first pub hospitality experience on a British Racecourse
- Premium but relaxed environment in the style of a pub
- A casual dining experience with fine dining finesse
- Incredible views across the racecourse
- Unique offering within racecourse hospitality
- Passionate, knowledgeable service staff
- Involvement with local suppliers to showcase their products
- Traditional pub bar including real ale, most from local Cheltenham based breweries
- Created within a temporary structure but required to be more than just a hospitality area

# Delivery



The creation of the facility was the biggest challenge for this area; to build something that felt authentic but was located in the temporary structures needed a lot of time, dedication and creativity, as well as being fit for purpose for the four days, after which the structure would be dismantled! Highlights in the room included;

- Tank Beer - the idea was that we wanted our guests to feel as though they were stepping into their local micro brewery as opposed to a hospitality marquee. We teamed up with premium lager brand Staropramento install their Brewery Fresh Tank Beer within the area.
- Beer tasting area including our very own Cheltenham Gold Ale, produced by local brewery Goffs
- Games including table football, Juke Box and board games
- Branding and logo similar to a traditional pub board
- Hanging baskets
- Images from the Cheltenham archives/saddles and bridles to decorate the walls
- Staff in a relaxed uniform, more in keeping than in traditional areas

## Food and Menus

Delicious, creative pub-style food (menu page 4) including steak and juicy burgers, as well as the signature dish, 'The Curried Goosnargh Chicken Kiev'.

Carriers for the menus included beer tankards and wooden boards

To round off the day, presentation boxes were placed on each table with traditional pub snacks – Pork Scratchings, Skips, Chocolate Bar and of course, a pickled egg!



# Results

| <b>FINANCIAL RESULTS</b> | TOTAL PAX | Retail Selling Price PP (Inc VAT) | Total Revenue |
|--------------------------|-----------|-----------------------------------|---------------|
| Tuesday                  | 300       | £ 525.00                          | £ XXX         |
| Wednesday                | 302       | £ 525.00                          | £ XXX         |
| Thursday                 | 306       | £ 555.00                          | £ XXX         |
| Friday                   | 300       | £ 675.00                          | £ XXX         |
|                          |           |                                   |               |
| Total                    |           |                                   | £ XXX         |

- **Sold out** on everyday – a first for a new restaurant
- Total profit - **£XXX**, a great result for a first year facility
- So far a total of **483** covers have been rebooked for The Festival in 2020 (39% retention currently, expected to cross target of 45% soon)
- Hospitality sales for The Festival in 2019 went up by **11%**, sales in other facilities were **not** affected, just enhanced
- Strong customer feedback (as below)

| <b>CUSTOMER FEEDBACK</b> | Good or Excellent |
|--------------------------|-------------------|
| Menu                     | 99%               |
| Quality of Food          | 97%               |
| Speed of service         | 93%               |
| Venue                    | 99%               |
| Overall impressions      | 99%               |

- “Fabulous atmosphere, excellent staff. Food was superb -thank you!”
- “Excellent service and excellent venue, would definitely recommend and come again”
- “Great time. Great place. 5\*”
- “Will be booking in 2020!”
- “One of the most unique restaurant experiences in hospitality at Cheltenham we have ever enjoyed”

A video of the facility we created can be found via Cheltenham’s You Tube Channel.

<https://youtu.be/RuA4C2PhPJo>



# Supporting Information

## STARTER

Served with Hobbs House bakery 14hr fermented 'St Martins' sourdough bread and Cotswold Gold extra virgin rapeseed oil

**White onion soup**  
with caramelised onion, truffle mascarpone and sage with rarebit

**The Bookies' Favourite**  
Manchester Scotch egg, pigs on sticks in chilli jam and battered cod cheek with mushy peas

**Severn and Wye angler smoked salmon**,  
red onion and caper salsa, lemon, brown bread and butter

**Horse and Groom Antipasti Board**  
Chorizo, Ibérico salchichon and 18 month cured jamón serrano with Isle of White oak smoked tomatoes, chargrilled peppers, fennel salad and focaccia

## DESSERT

**Decadent chocolate ganache**  
with hazelnut praline and toffee wafer

**Rhubarb and duck egg custard**,  
butter shortbread, poached rhubarb and custard crumb

**Passion fruit and white chocolate mousse**  
with textures of raspberry

**Treacle tart**,  
blood orange gel and crème fraîche

**British Cheese Plate**  
British cheeses, roasted onion chutney, grapes and traditional oatcakes

## MAIN COURSE

**30 day dry aged rib eye of Hereford beef**,  
crispy onion rings, peppercorn sauce, fine green beans and skin on fries

**Curried Goosnargh chicken Klev**,  
Bombay hash, sautéed spinach, poppodoms and coriander

**Poached Severn and Wye smoked haddock**,  
mash potato, wholegrain mustard cream, peas and spinach

**Signature Burger**  
30 day dry aged British beef patty, Wookey Hole Cave aged Cheddar, maple glazed bacon and Worcestershire burger sauce in a cemita roll with house slaw, onion rings and skin on fries

**Heritage tomato and burrata tart**  
with pecorino, pine nuts and aged balsamic, fine green beans and skin on fries

**Stuffed Mushroom Burger**  
Breaded Portobello mushroom stuffed with Cheddar cheese, sweet onion and garlic, house burger sauce, pickles and salad in a cemita roll with house slaw, onion rings and skin on fries

## THE PUB AFTERNOON TEA

Fruit scones with a dollop of clotted cream and strawberry jam

Savoury tarts, Scotch eggs, piccalilli, pickled eggs, pickled onions

Yard sausage rolls cut to order with homemade ketchup

## Best of British Produce

In keeping with the traditional British pub theme we also endeavoured to use as many local (south west) products as possible including:

- Hobbs House Bakery sourdough bread
- Cotswold Gold extra virgin rapeseed oil
- Severn and Wye smoked salmon
- Hereford beef
- Wookey Hole Cave Cheddar
- Piglet's Pantry pastries and tarts
- Bespoke slate plates produced in Birmingham





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## Hamilton Park

Operational Excellence – From Racecourse to Resort



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**RACING POST**

# Objectives

2019 saw the successful completion of our Hampton by Hilton Hamilton Park hotel, a project that has been three years in the making and the next step in Hamilton Park's evolution into a multi-purpose, 5 Star resort. This was a unique, once in a generation project for Hamilton Park, especially as a 'small' independent business striving for continued development and growth in a challenging commercial market place.

- To create a more comfortable and welcoming place for trainers' staff to stay when accompanying horses declared to run at Hamilton Park Racecourse having stayed in our hostel for many years which had become very tired.
- To build a facility where racegoers, owners, trainers and jockeys could stay when travelling to Hamilton Park Racecourse.
- To create a befitting destination accommodation for guests at weddings and events being held at Hamilton Park Racecourse.
- To complement the existing facilities of the racecourse sufficiently to create the Hamilton Park Racecourse Resort.
- To create such accommodation with minimal impact and disruption to the racing season.
- To ensure funding of the build was at a suitable level for the company size and would produce a suitable return on investment.
- To ensure that our rich racing heritage was reflected in our visitors experience to any new facility.



# Delivery



- The concept of creating a hotel was thought of in the Summer of 2016 and put to the Board by the CEO in the Autumn but it was not until early 2017 that a full feasibility project, including sending questionnaires to existing racecourse customer groups, was carried out to assess if there was sufficient demand for a 100 bedroom hotel.
- The CEO considered various brands for a hotel that would complement the racecourse facilities and match the look and feel of Hamilton Park Racecourse and the town of Hamilton, taking account of other planning applications being made in the area.
- Approximate costings were then compiled and different funding options were considered.
- Lawyers were then appointed to work with the CEO to draw up numerous legal contracts required for the new company creation, investment, division of racecourse land rights, brand franchise, hotel management company agreement, banking arrangements, construction contract and appointment of all parties working on the hotel creation.
- The architect and builder were then appointed in Autumn '17 and the design (which provided panoramic views from the public space and bedrooms over the track itself) of the proposed hotel was drawn up for planning application to be submitted on 23 Oct '17. It was then approved in record time on 19 Dec '17 just eight weeks later (a nice Christmas present!). Most importantly the design included Detailed design and the internal racing theme was then developed together with practical integration with the racecourse landscape – ensuring the outside patio was at the right height to be able to see the horses' hoofs as they race on the track.
- A bespoke carpet featuring historic Hamilton Park names and dates was designed, along with racing inspired artwork for all bedrooms and public spaces. Glass trophy cases were installed to display our racing trophies whilst a unique woven horse 'Welcome Wall' with open mesh allows views of the racecourse grounds to greet customers. The corridor carpets draw influence from racing silks and a 'barn door' design was used for the breakfast room. All intended to subtly immerse and educate our customers in our horse racing heritage.
- Having selected to have the bedrooms built as modules in China, a trip was necessary in Sept '18 to the factory in Zhongshan to approve the prototype before full construction began.
- Key infrastructure was planned around the racing calendar with no works on racedays, whilst the construction site remained sterile from the public and the racecourse itself.
- The pods arrived in the UK by boat and driven up to Hamilton on 19 Dec '18 (another nice Christmas present!)
- A full team of staff was recruited between January and June.
- Full construction completed on 29 Jul '19 and the hotel opened for business on 31 July, just in time for the biggest race meeting of the season, Ladies' Night on 3 Aug, when 10,000 racegoers descended on Hamilton Park.

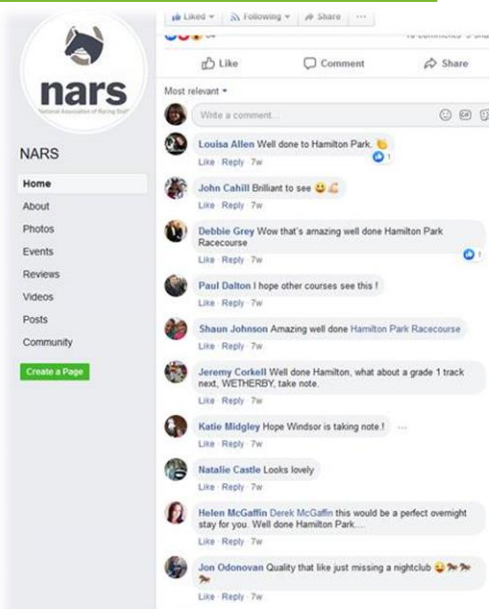
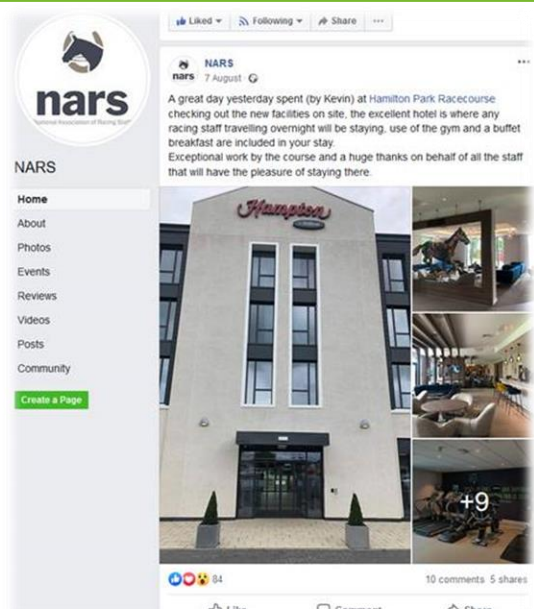
# Results



- A £XXX 118 bedroom Hampton by Hilton Hotel has been created within the grounds of Hamilton Park Racecourse overlooking the track.
- The planning, execution and delivery of the project was carried out by the CEO assisted by the Operations Manager while the racecourse business continued in parallel, run by the newly structured senior management team of General Manager, Group Financial Controller and Racing Manager. A relatively small team of people, but putting each in the most effective role (my “Aces in Spaces”) has enabled Hamilton Park to take on this monumental project.
- Racing staff have had complimentary rooms, breakfast and evening meals in the hotel during August and September and have given incredibly positive feedback.
- Trainers and jockeys from Ireland in particular have booked rooms to stay. Preferential rates are now being offered to Horsemen and bookmakers who have all been staying.
- Two weddings have been held since opening making use of the entire “resort” facilities, getting married in a marquee on the racecourse, having their wedding meal in another marquee, dancing in the grandstand and staying in the hotel.
- A conference has been held for 50 from a business north and south of the border staying in the hotel, having their strategy day in the morning and then attending racing in the afternoon.
- Month 1 has produced room sales and occupancy at a level 35% over budget, with room revenue 40% over budget, and RevPAR (revenue per available room) 45% over budget. 8 out of the 56 nights already opened have had 100 rooms or more booked, especially at the time of race meetings.
- On 26 September, HRH The Princess Royal was welcomed to formally open the hotel and to visit the racecourse following our award winning 2018, including achieving 5 Star status from Visit Scotland and being named RCA Showcase Champion.

# Supporting Information

- Link to Booking.com feedback where we currently hold a rating as 'Superb' and 9/10. Click [here](#)
- Link to HPR website news page announcing the project <https://hamilton-park.co.uk/landmark-10m-hotel-investment-hamilton-park-racecourse/>
- Hotel opening press coverage - <https://www.dailyrecord.co.uk/news/local-news/new-10m-hotel-opens-doors-18810791>
- HRH Princess Anne visit press coverage - <https://www.dailyrecord.co.uk/news/local-news/new-hamilton-hotel-receive-visit-18984879>
- Day one of room module installation featuring progress report from Vivien Currie - <https://www.facebook.com/HamiltonParkRacecourse/videos/615471622204061/>
- Room modules in place video - <https://www.facebook.com/HamiltonParkRacecourse/videos/344297112968283/>



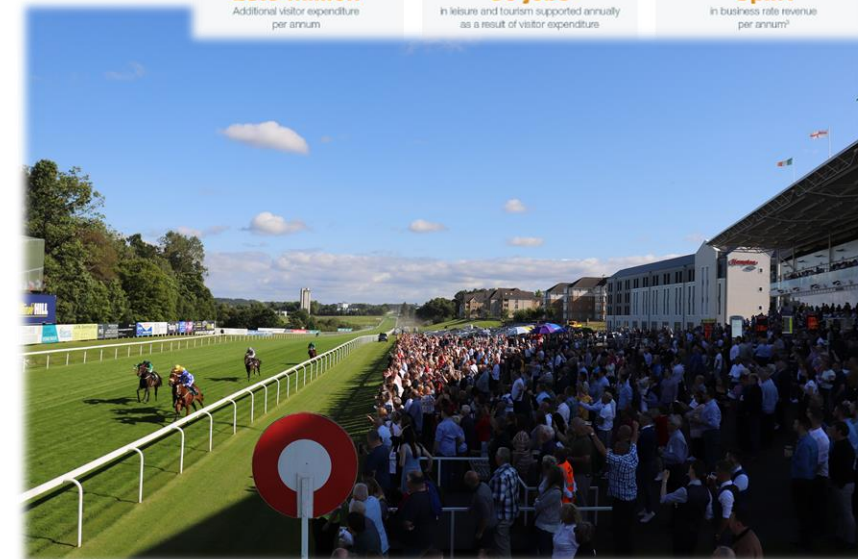
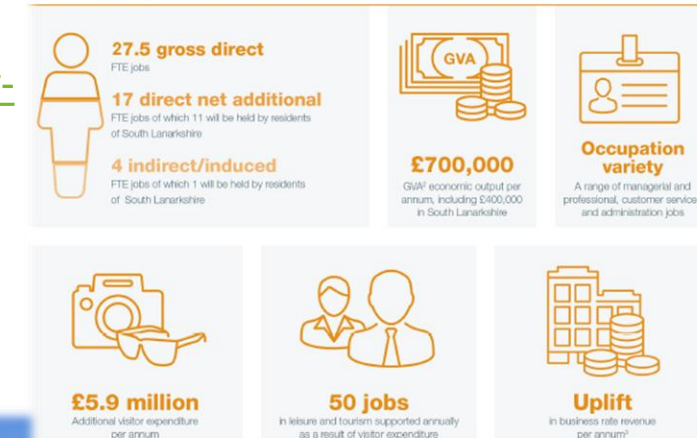
## Economic Benefits Infographic

Site: Hamilton Park Racecourse  
Proposed Development: 118 bed hotel with breakfast, snack hub and bar facilities and a gym

### Construction Phase



### Operational Phase





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## Musselburgh Racecourse

Owners Experience

Embracing the excitement  
of Ownership



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**MOËT & CHANDON**  
CHAMPAGNE  
★

**RACING POST**

# Objectives

Having achieved and maintained the ROA Gold Standard since its inception in 2011, the team at Musselburgh are continually striving to improve and excel in delivering the very best owners experience.

We understand from the ROA feedback that the experience for owners coming racing is one of the most important factors when deciding where to run their horses. With this in mind we have focused on how we can improve this experience and identified two key areas;

- **Personalisation**

Ensure that every Owner visiting Musselburgh Racecourse receives a 5 Star Owners Experience, which makes them feel appreciated and leaves them with a strong desire to return. We aimed to ensure that the owners experience became our greatest asset in driving more owners to visit Musselburgh and watch their horses race. To experience our hospitality for themselves.

This would be measured by verbal and written feedback, number of runners and owners visiting as well as Industry recognition through grading schemes and awards.

- **Winning Owners Awards**

We identified that there was a growing strength of competition surrounding our Jump and Flat season Winning Owners Awards, particularly amongst our local Owners. In 2019 we aimed to harness this competitive spirit by increasing the profile of the Awards. By keeping it good natured, but ensuring we celebrated the success of owners we aimed to nurture greater loyalty, with Owners seeking out winning opportunities specifically at Musselburgh that would help them be crowned leading Owner.



# Delivery

**Personalisation:** By engaging with our loyal owners, we found out what they enjoyed most about their visit. This has led to;

- All Owners requests being dealt with within hours, including evenings and weekends.
- All requests managed by the owners manager, ensuring personal ownership of every detail.
- Use of regular staff, empowered to deal with any request at short notice and trained to anticipate individual preferences, formal training includes Visit Scotland's "Welcome Host" programme and Dementia friendly workshops
- Syndicates often need more badges rather than meals, so we now provide flexible ticket and meal options.
- Dedicated owners and trainers drop off zone, immediately outside their entrance.
- Additional complimentary meals, 4 per runner – no matter how many runners .
- Introduced soup in the pavilion for the winter, accommodating owners with no time for a sit down meal.
- Winning connections hospitality extended to all placed connections.
- Showcasing our horse welfare standards and communicating this to the owners and racegoers.
- Continue to build relationships on racedays as well as lunches and dinners throughout the year.

**Winning Owners Award:** We increased the profile of the awards throughout the following activity;

- Large signage at all entrances and around the racecourse .
- Build momentum for the award using be spoke materials, posters, social posts, signage, paddock interviews, programme features etc used to shout about our winning and loyal owners.
- Our race programme front cover is used to carry the current leading owners colors, helping to communicate the progress of the current standings as the season progresses and helping raise awareness to all racegoers of the title

*Hear it from Jane, our Owners Experience Manager...*

*"It is my pleasure to ensure that your visit to Musselburgh is as enjoyable and memorable as possible. We want to make your visit easy. You can ask me about anything - how to get here, where to stay, where to eat, what time to eat, who can I eat with, is my meal free (Yes) can I invite my friends to join me (Yes), can I have a drink (to ease the nerves? Yes and yes and it's on us). When you arrive I will be the first person you meet. You will meet my owners experience team, based around the racecourse. They are very good at feeding back what's working, or not, so we can improve for the next meeting. Enjoy a delicious meal on us - eat quickly, or at your leisure, whatever suits your day. You can enjoy your table by yourself or share with other owners. Be as sociable or private as you like. You can continue your stay in the comfort of our dedicated pavilion. The tea, coffee and cakes are on us."*

# Results

## Personalisation

- Total owners attending Musselburgh is set to double from 2681 in 2018, currently at 2604 to date with 14 meetings still to stage.
- Currently 149 runners up on 2018 with 14 fixtures to stage.
- 92% score achieved in the AA Owners Experience grading scheme.
- Retention of the ROA Gold Award since 2011
- Shortlisted for both the ROA and RCA Owners experience awards in 2019.



*Dear Jane*

*I'm writing this quick note to thank you for a super day on Friday.*

*My wife usually does the organising and she commented that your*

*website was the clearest and easiest to follow of all the racecourses we have visited and that's a lot. The O&T bar and facilities were excellent and not overcrowded as is so often the case and the bistro food and comfort were equally good.*

*Our horse even managed a 3rd place which qualified us for a glass of bubbles. Ten out of ten Musselburgh. We shall look forward to our next visit.* Philip Walker, Caballo Racing

## Winning Owners Award

- Jump season award won by Gerry McGladery, who bought horses specifically to win this championship. To secure this win he also leased specific horses to run on the last meeting of the season, securing him his first title.
- Creation of the Musselburgh Lunch Club. (A syndicate born from the excitement of Gerrys win)

*"Musselburgh Lunch Club are a group of large and small Racehorse Owners from all over Scotland. The biggest compliment we can give Musselburgh Racecourse is that we now buy and campaign horses to specifically run at the track. We are unanimous that the Ownership Experience that we collectively and individually enjoy at Musselburgh Racecourse is second to none by comparison."*Gordon Wallace, Managing Partner, Musselburgh Lunch Club

This is a fantastic example of how building strong local relationships has led to an increase in ownership, an increase in owners attending the racedays and increased the profile and prestige associated with the Musselburgh Owners Championships.

# Supporting Information

*No improvement needed,  
already among the very best  
I have experienced as an owner'  
Mr W, Edinburgh*

*"This is William Muir, I have  
been asked by my owners to  
ring you and tell you what a  
fantastic experience they had  
at Musselburgh on Saturday  
from the start of the day,  
fabulous ground, friendly staff  
and they are very keen to  
return".*



Click to watch above video



Our owners are passionate  
The excitement is contagious  
We invite you to visit Musselburgh  
We challenge you not to catch the bug

*"Got home from Scotland last night having had a  
wonderful time in your area. Hadn't visited for some  
considerable time and definitely won't be leaving it as  
long before we come back.*

*Been in ownership for the last 2 years and have had  
some wonderful experiences along the way. Met some  
great people and been to some great racecourses. I  
have to congratulate Musselburgh on the standards of  
the set up. Every member of staff we met during our  
visit were nothing short of exemplary.  
Look forward to visiting again soon."*  
Mike Hammond (Desert Ace)

