



Market Rasen Racecourse Sensory Raceday Experience – Sunday 31st July 2022

Diversity & Inclusion



Loving the addition of the signing here
Landen Calling and [@hoganjack99](#)
scoot home [@MarketRasenRace](#)



49.1K views · From **Racing TV**
Nobilia By Bold Kitchens Novices' Handicap
Hurdle at Market Rasen



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Objectives



Our Vision:

“To showcase Racing as an inclusive and accessible sport, to a wider more diverse demographic of people living with sensory impairment”

On Sunday 31st July 2022, in association with DeafBlind UK, Market Rasen Racecourse hosted the UK’s first-ever “sensory” raceday experience aimed at those living with sight and hearing loss as part of its Family Extravaganza Raceday.

- ❑ DeafBlind UK expressed a common view amongst the DeafBlind community that many sports don’t prove accessible due to the nature of the visual reliance required to fully feel involved. Market Rasen saw an opportunity to create an inclusive sensory raceday inline with the industry campaign **#Everyone’sTurf**, through horseracing having a large sensory element through sound, feel, and touch along with a strong visual component
- ❑ It was a priority to ensure a wider audience had the opportunity to enjoy elements of the sensory raceday from home. This led to a successful partnership with Racing TV and Racetech.
- ❑ The Family Extravaganza theme complimented the initiative in attracting a ‘non purist’ audience and attributed to the welcoming atmosphere across the day.
- ❑ Utilise the benefices, social media presence, and contacts of DeafBlind UK to attract a new, diverse racegoer and showcase what our sport has to offer to everyone.

Delivery



Market Rasen Racecourse charity partnership with DeafbBlind UK led to an exciting new innovation, which included:

- ❑ Large screen and CCTV screens featuring a sign language interpreter as part of the race commentary for all eight races across the card. The sign language interpreter also featured on the live broadcast of races three and five on Racing TV.
- ❑ Through detailed consultation with Commentator, Malcom Tomlinson, Market Rasen Racecourse showcased specialised commentary to support the on-screen sign language by making the commentary a more descriptive experience. The specialised commentary was for all eight races on course and via Racing TV.
- ❑ Dedicated spaces aimed to enhance the sensory experience for racegoers with audio or visual impairments including a sensory display of racing equipment such as saddles, whips, silks and other raceday equipment for racegoers to touch. A dedicated area was created by the final fence so racegoers could feel the thundering of the hooves. The area also provided racegoers that had partial sensory impairment to listen to the action-packed conclusion of the race within close proximity.
- ❑ Jockey Becky Smith provided an in depth talk to racegoers describing how it feels to ride a racehorse and the sensory aspects involved including how the horse responds, the balance required and the ability to 'feel' how a horse is progressing within the race. Becky also alluded to how she uses all her senses when riding a racehorse including the feeling of what's going on around her during the race.
- ❑ DeafBlind hosted an Educational Area providing racegoers with an opportunity to experience what it would be like to have a sensory impairment whilst completing day to day tasks. This was achieved by providing specialist eyewear and ear defenders to reduce optimum sensory abilities.

Results



- ❑ Market Rasen Racecourse displayed with very positive reviews from both the DeafBlind Community and the wider Racing Industry, that sensory inclusive racedays can be held without impeding the regular racing experience providing an inclusive environment for the sensory impaired community, both at home and on course.
- ❑ Horseracing was showcased to a new audience and proved the sport can be accessible and inclusive. This was achieved through publicity and DeafBlind inviting their beneficiaries to attend the raceday. It was noted and commentated new racegoers felt more comfortable in attending, particularly those racegoers with varied disabilities.
- ❑ Market Rasen Racecourse pledged £1 for every pre-booked ticket sold to DeafBlind UK. The total donation from the racecourse was £2,632
- ❑ Due to the success of the day, ongoing discussions are taking place to implement components of the sensory day, such as on-screen sign language at larger courses such as Cheltenham and Aintree.

Race 2: Bold Kitchens Supports Deafblind UK Maiden Hurdle – Market Rasen 31/07/22 (Race Replay)



Supporting Information

Leading owner praises UK's first ever "sensory" raceday experience at Market Rasen

ThoroughbredNews, Australia

28 July 2022 by The Jockey Club

Sensory Day

Racing is a sport for everyone. Nowhere is this more obvious than at Market Rasen.

As part of the Lincolnshire racecourse's charity partnership with Deafblind UK, it is hosting the first sensory raceday. There will be a dedicated area by the final fence to enhance the sensory experience for those visitors with audio or visual impairments.

There will also be special commentaries with a signing interpreter on the big screens during the races to help those racing fans with audio impairments. The commentaries will be extra descriptive to help visitors with visual impairments enjoy the action even more.

The ground-breaking meeting will take place on Sunday 31 July.

GBR

- www.thoroughbrednews.com.au/News/Story/leading-owner-praises-uks-first-ever-sensory-raceday-experience-at-market-rasen-145501?section=International
- www.racingtv.com/news/gemmell-praises-first-sensory-raceday-experience-at-market-rasen
- www.greatbritishracing.com/features/great-racing-initiatives/
- <https://theworldofsport.co.uk/2022/07/26/sensory-raceday-experience-in-association-with-deafblind-uk-to-take-place-as-part-of-family-raceday/>

Market Rasen to stage first "sensory" raceday

Racing TV

Tue 26 Jul 2022

"I Would just like to thank you and all your team at Market Rasen racecourse for supporting Deafblind UK in your race meetings this year.

I had the pleasure of spending the day at the races on Sunday for your family day and was so impressed with the hospitality from your team and their help with promoting equal access to those with vision and hearing loss to enjoy a day at the races. Personally, I really enjoyed the day and look forward to coming back later in the year."

Robert Nolan
Chair Deafblind UK



Showcase
& Awards
2022

PONTEFRACT RACECOURSE

FOOD & BEVERAGE

HUGGAMUG @ THE PAVILION

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Racing
Together

RACING POST



RACING
FOUNDATION

Objectives

BACKGROUND

Pontefract Racecourse is set in Pontefract Park – the largest park in the Wakefield District. It is administered by Wakefield MDC. In 2010, in conjunction with the Council, the Racecourse commissioned a 10 year Management Plan for the Park to turn it into a high quality destination providing enjoyment for the local community, residents of the 5 local towns and the wider region. Amongst other things, the Masterplan highlighted the lack of food and beverage facilities for Park users. However, WMDC subsequently revealed plans for a new state of the art Leisure Centre which would incorporate a café. The 'Aspire' Leisure Centre opened in 2020 and was a huge success. However the café was small and only managed to cater for Centre users.

At around the same time, the lady who managed and ran the canteen at the Stable Yard sadly passed away leaving the Race Company looking for a catering company to take over the raceday provisions in the Stables canteen.

Restricted by our existing raceday catering agreements, we put a proposal to the Council and the Raceday Caterers to:

- Open up one of the recently refurbished Café facilities in the Racecourse enclosures to Park users to provide a destination café for all.
- Move the new Café operators to run the Stables Canteen on a raceday.

OBJECTIVES

Any arrangements made were to meet the following objectives:

- Not jeopardise existing catering arrangements or take business away from the Leisure Centre.
- Provide continuity of business (non racedays and racedays) to the new Café operators.
- Provide a new Café facility for Park users on non racedays.
- Increase non raceday revenue to the Racecourse through commercial agreements with the new operator by 25%.
- Have a positive impact on the local area by creating employment and boosting the local economy.
- Provide a new facility for Stable Staff on Racedays.

Delivery

Following the agreement of Wakefield Council and CGC Event Caterers, we compiled detailed tender documents for a company to run the Pavilion Café on a Raceday and the Stables Canteen on a raceday.

We created USPs to ensure that the Café would attract the correct clientele but would also provide a warm, friendly atmosphere to the Stable Staff on a raceday.

The café would:

- Be dog friendly to attract dog walkers – something that the Leisure Centre do not allow,
- Be child and family friendly to ensure year round use,
- Provide an alcohol free environment (with the option to apply for temporary event licences) to ensure that we created a safe, family friendly café,
- Be environmentally friendly using sustainable materials & locally sourced products where possible,
- Employ local people if necessary.

The operators were required to have:

- Experience of running a cafe
- All necessary licences and qualifications
- Experience of providing catering in a work place environment
- Knowledge of the local communities

We advertised the opportunity on social media and to known contacts throughout Yorkshire and received 14 notifications of interest by the closing date.

Having carried out due diligence, we shortlisted two applicants, arranged 'mystery shopper' visits to their existing establishments and interviewed.



Results

Huggamug were appointed to run the new Café from The Pavilion in the Picnic Enclosure at the Racecourse. Jo and Andy closed their existing Café in Featherstone (c4 miles from the Racecourse) and opened ‘Huggamug at the Pavilion’ on Tuesday 7th June 2022. During the first weekend, takings surpassed the amount they had made in the previous month at the old venue and they already have a 4.8/5 star rating on Google!

Huggamug at the Pavilion has been more successful than we (or they!) ever imagined. They have taken on 5 extra staff to help out. They are made up of students from the local ‘New College’ and local residents.

The feedback has been incredible and the Café not only caters to 250-500 members of the public DAILY but also:

- Around 150 runners every Saturday morning for the weekly Pontefract ‘Park Run’.
- All Caravan Rallies who hire the Racecourse Picnic Enclosure.
- 5 different dog walking clubs.

Advertising the venue and race meetings to a new audience has helped us maintain and improve attendances.

All products are either home baked or sourced from local suppliers – they have fully embraced the ‘Yorkshire’ values at the Racecourse! Takeaway products are fully recyclable with no SUPs & lots of recycling bins on site.

In addition, by agreement with the Racecourse caterers, Huggamug at the Pavilion now also cater for all small events and conferences at the Racecourse. By cutting out the middleman, we have been able to take such events ‘in house’ and offer a competitive, cost effective price to the customer and increase our own margins and, therefore, increase non raceday revenue. With a percentage turnover based commercial agreement signed with Huggamug, the non raceday revenue to the Racecourse has increased by 30% on the corresponding time frame in 2019.

By popular demand, we are now re-negotiating the terms of our catering contract to enable Huggamug to run the Pavilion Café on a raceday so that our racegoers can also have the full experience.



HUGGAMUG at The Pavilion

• BREAKFAST MENU SERVED TIL 11:30AM •

• Small Breakfast - x1 Bacon, x1 Sausage, Beans, Tomatoes, x1 Egg, Toast or Bread	£4.00
• Classic Breakfast - x2 Bacon, x2 Sausage, Beans, Tomatoes, x1 Egg, Toast or Bread	£5.50
• Mega Breakfast - x2 Bacon, x2 Sausage, x2 Hash Browns, Black Pudding, Beans, Tomatoes, x2 Eggs, Toast or Bread	£8.00
• Vegetarian Breakfast - Vegetarian Sausage, x2 Hash Browns, x2 Eggs, Mushrooms, Beans, Tomatoes, Toast or Bread	£5.50
• Creamed Mushrooms & Bacon on Toast	£5.95
• Eggs Benedict	£5.95
• 2 Fried Eggs on Toast	£2.50
• 3 Poached Eggs on Toast	£4.00
• Bacon Sandwich	£3.25
• Spam Sandwich	£3.25
• BEST Sandwich	£4.50
• Toasted Bagel	£1.80
• 2 Poached Eggs, Bacon & Avocado on Bagel	£5.95
• Eggs Royale	£6.50
• Scrambled Eggs on Toast	£4.00
• Beans on Toast	£3.25
• Sausage Sandwich	£3.25
• Egg Sandwich	£2.50
• Breakfast Wrap	£4.25
• Toasted Fruit Loaf (3 slices)	£1.50

• Breakfast Extras - £1 per item •

• LUNCH MENU SERVED TIL 2:00PM •

• Panini or Wrap served with Side Salad & Home Made Coleslaw - Ham & Cheese / Cheese & Onion / BBQ Chicken Meat / Chicken Bacon Mayo Piri Piri Chicken / Sweet Chili Beef & Onion / Tuna Sweetcorn Melt	£4.95
• Plated Salad served with Home Made Coleslaw - Butter x20g / Cheese x50g / Beans x50g / Colislaw x50g / Tuna x75g / Chicken Bacon Mayo x75g	£6.25
• Jacket Potatoes Served with Side Salad & Home Made Coleslaw - Butter x20g / Cheese x50g / Beans x50g / Colislaw x50g / Tuna x75g / Chicken Bacon Mayo x75g	£4.00
• Cold Sandwiches - Ham / Beef / Tuna Sweetcorn / Cheese / Egg Mayo	£3.00
• Burger (Chicken or Beef) served with Salad, Chips & Home Made Coleslaw - Add Cheese x30g	£5.95

• Portion of Chips - £2.00 • Chip Butty - £3.25 •

• DRINKS & CAKES / BROWNIES SERVED TIL CLOSE •

• Cold Drinks - Cans of Pop £1.20 / Bottles of Pop £1.80 / Bottled Water £1.50 / Fruit Juices £1.20 / Milkshakes £3.00	
• Hot Drinks - Add a Flavoured Syrup 80p Tea - £1.50 Flat White - £2.95 Skinny Latte - £2.55	Hot Chocolate - (From) £2.45 Americano - £2.45 Cappuccino - £2.55
• Desserts - Cakes / Brownies (From) - £2.25 Waffles or Pancakes served with Cream, Strawberries or Chocolate - £4.25	Latte - £2.55 Mocha - £2.95

Supporting Information



8 June · 🌐

Great coffee, lovely view and dog friendly. Will definitely be a regular here.



1st trip to @ponteraces since stable staff improvements! Excellent idea of two meal vouchers enabling long distant travellers to have two meals, plus a colour print out of the race card on each table in the canteen! @NARSnewsinfo @RacingPost #nicetouch #muchappreciated



Donna Peters recommends Huggamug at the pavilion.

10 August at 11:38 · 🌐

Pot of tea and a sausage sarnie- all for under a fiver with an amazing view. Lovely dog friendly place and loads of delicious cakes. Friendly helpful staff

Great breakfast

My first visit today and definitely not the last. Staff were very pleasant and accommodating. The food was delicious, looked gorgeous and reasonably priced. Couldn't fault it.

Delicious sandwiches · Convenient location · Popular with locals · Healthy salads



4 July · 🌐

Fab lunch at Huggamug today. Chicken BBQ melt was delicious, burger with homemade coleslaw was great and the snickers shortbread was divine! Gem of a place with super service

Delicious sandwiches · Healthy salads · Popular with locals · Convenient location · Great breakfast



Great little cafe cheap food fresh and speedy service



lovely spacious cafe
excellent breakfasts cake and coffee
staff are lovely and friendly
dog friendly
child friendly
ans a lovely view of the racecourse while you relax
xx
will be back



Kate Bunting recommends Huggamug at the pavilion.

30 June · 🌐

Excellent service
Outstanding food
Gorgeous views
Can't wait for my next visit 😊

Best cafe around for miles, Jo & Andy you've done a fantastic job. amazing food and atmosphere 😊



Showcase
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2022

PONTEFRACT RACECOURSE

MARKETING

OAPS & SILVER SURFERS

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Objectives

Pontefract Racecourse does not host any Saturday fixtures.

While we have three 'Sunday' racedays and three 'evening fixtures', the majority of our racedays are midweek afternoons – a timeslot which has historically proven to be more difficult at which to grow attendances.

While actively supporting the national campaign to attract under 18s and future generations to the horseracing industry, we also wanted to target a demographic proven to have:

- Spare disposable income.
- Free time during the working week.
- An interest in the mid week leisure industry.

The OAP Free Day was thus created with the following aims objectives:

1. Increase the attendance at a quiet Monday afternoon meeting in April by an ambitious 25%.
2. Collect new data from a regular user group who might be more pre-disposed to being an on the day 'walk up' rather than an 'advanced booker'.
3. Increase the food and beverage 'spend per head' on a quiet midweek raceday by 25%.
4. Increase revenue in other areas by providing upselling options to premium areas.



Delivery

We chose the date of our first 'OAP Free Day' so that it was early in the racing season and picked the date to coincide with local school holidays: Monday 11th April, the 2nd meeting of our 2022 season. This enabled us to promote the day as being free of charge for OAPS, but also to advertise the meeting as a day to bring the grandkids (under 18) free of charge for a free day out for the family.

We offered anyone over the age of 60 the opportunity to come racing at Pontefract free of charge, with complimentary admission to the Grandstand & Paddock enclosure to those who pre-registered by emailing our marketing team. A complimentary e-ticket was then created and sent to the recipient.

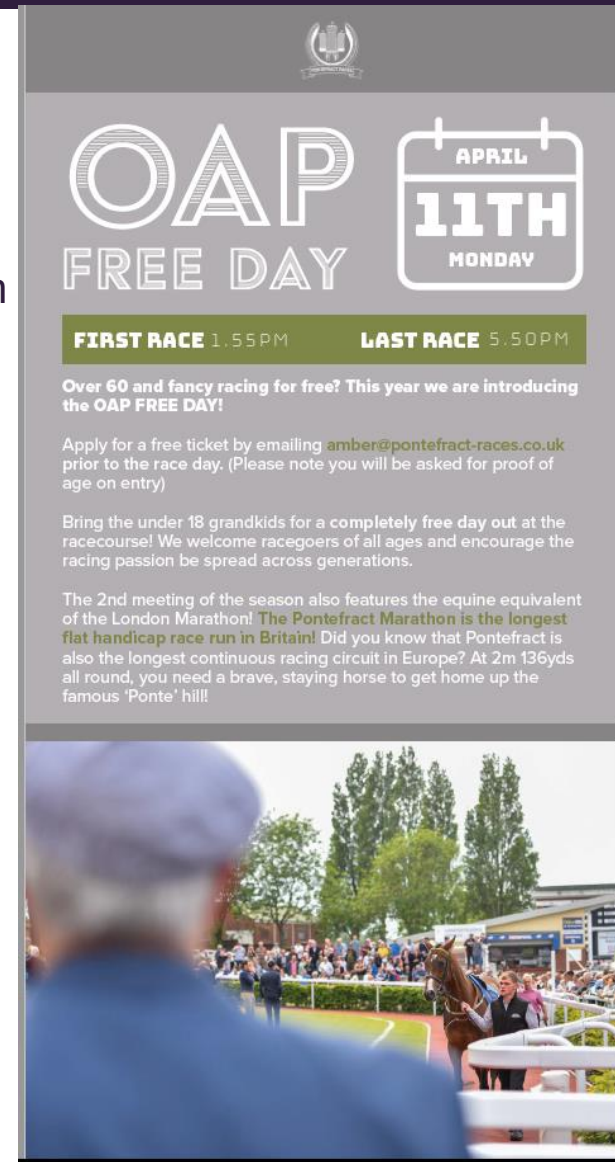
In generating the e-ticket we were able to create a database of those over 60 who had shown an interest in midweek racing. The customer data set included name, email address (either of the person or a close family member if they did not have their own email), and postcode. This allowed us not only to personalize our correspondence, but also determine the distance that they were travelling and suggest public transport options which they might utilize free of charge.

To make it as easy as possible for all racegoers, regardless of their age, we also ensured that both cash and cards were accepted at all outlets. This policy has been adopted for all race meetings.

The promotion was advertised and marketed using the following channels:

- E-newsletter to the database
- Racecard advert in the opening meeting of the season
- Social media pages
- Website

These outlets are designed, updated and administered 'in house' meaning that there was no cost to the promotion.



Results



Attendance at this race meeting was 4,017.

The comparable attendances over the last 4 years (2020 and 2021 have been removed for comparison) were:

2016 – 2499 (a 60.7% increase in 2022)

2018 – 3031 (a 32.5% increase in 2022)

2017 – 2812 (a 42.9% increase in 2022)

2019 – 2882 (a 39.4% increase in 2022)

We generated 2,279 OAP e-tickets. Among these were 1,190 unique, new email addresses. Of these new racegoers, 384 have already returned to Pontefract in 2022 and paid normal admission price for OAPs. We had total advance sales of 186 people in 2019.

Both Restaurants in the Premier were full – the first time these restaurants have reached maximum capacity at this meeting.

Despite the large number of complimentary tickets, total advance cash sales for this meeting were £9,495.40, compared to £6,066.80 in 2019 – an increase of 56.5%. We noticed a number of patterns:

- At least one full priced ticket being booked alongside a free ticket
- Upgrades in advance to Premier tickets or Restaurant places
- Increase in sales of racecards in advance (up by 23.5%)
- Increase in sales of drinks vouchers in advance (up by 38.4%)

The database has subsequently been used to promote all other midweek meetings in 2022. It has been used to promote 4 race meetings and half of them have shown an increase in attendance on the comparable date in 2019, bucking the national trend.

On the day, 138 racegoers upgraded their free ticket from Paddock to Premier at a cost of £7 per head compared to 5 in 2019.

The total F & B spend per head increased by 27.8% from £11.35 in 2019 to £14.50 in 2022 with food sales in the Grandstand & Paddock Self Servicerestaurant and the concessions vans increasing by almost 50%.

Thank you for a great day, only backed one winner, but a really nice gesture for us old uns. It is truly appreciated again thank you.

Supporting Information

Good! Morning Amber,

First of all can I thank you and Pontefract Races for your kind and generous offer to admit OAP's for free yesterday. I think that it was a great success. I took the opportunity to take some photographs of the racing and behind the scenes , that is pre and post racing.

Just a quick email to thank Pontefract racecourse for a fantastic day at the races for over 60s day. You really know how to fill a course and give some fantastic racing to boot. I had to pinch myself in seeing so many people out for a Monday afternoons racing. Well done again for such a brilliant initiative. 🍷

We had a great day Thank you for your hospitality and friendly atmosphere

My 82 years old father-in-law and I had a great day. It's a few years since I've been to Ponte races as I now live in Derby and I was delighted to see that everything was as I remembered it, albeit with many upgrades. I thought the course, organisation and facilities were excellent and I look forward to my next visit in a few weeks' time.

Thank you all at Pontefract Racecourse for the tremendous OAP free initiative.

Best wishes for a successful season.

Thanks for the free day out, hope you do it again soon 😊
Mike

Thank you , we very much enjoyed our day as did our son who decided to join us.

We hope the day was a great success for everyone connected with the racecourse.

It seemed a nice size crowd for a Monday early in the season and everyone seemed to conduct themselves well.

I'd also like to say a huge thank you to all the friendly , helpful members of your staff and outside caterers etc.

Hopefully when you review the outcomes for the course that your conclusion will be that it is worth repeating !

We have yet to attend one of your Night meetings but we are encouraged to do so this year following yesterdays pleasant experience , we even made it back to the car before the heavens opened !!

Much success to you and keep up your tireless efforts to provide a fabulous days entertainment

THANK YOU ALL



RACING POST

LATEST PENSIONER POWER

'Why shun the old guard?' - tracks accused of alienating older racegoers

Pontefract is among the Yorkshire courses determined to appeal to pensioners, and chief operating officer Richard Hammill said: "We held an OAP free day in April [with free admission in the Grandstand and Paddock for anyone over 60]. We also offer an OAP rate into every enclosure – starting at £4 in the Picnic Enclosure, which can be booked in advance by card, or on the day by card or cash.

"In the current climate, we need to be welcoming racegoers of all ages at every meeting and allow them to book in advance or pay on the day, by cash or card. We certainly do not want to be limiting any of our options."

Thanks for a brilliant day .I didn't back any winners..a few places..I can't make your next meeting..but I am going to book the meeting for the 27th of May...Will see you again soon..thanks again for a brilliant day yours faithfully nigel turner





Showcase
& Awards
2022

Aintree Racecourse

Best non-raceday event – Champions
League Final Screening



Proudly partnered by



RACING POST



Objectives

- To host a screening of the Champions League Final in a unique setting predominately known for horseracing
- To drive engagement with the local community resulting in new visitors to Aintree Racecourse
- To host an event targeted at families with alcohol-free zones and sports areas
- To capture new booker data and generate a database of new contacts for future events such as this
- To encourage a new audience to attend our venue
- To sell 5,000 tickets
- To deliver a non raceday event above customer expectation



Delivery

- Tickets went on sale from Wednesday 4th May 2022 – very short turn around to get on sale due to waiting on semi final results
- Full marketing plan devised in order to push sales, including:
 - Event web page profile– [CLICK HERE](#)
 - Targeted approach to CRM data – [CLICK HERE](#)
 - Racecourse social networks used heavily
 - In-house advertising on ADI screens and Racecards during Aintree May fixture
 - Paid FB social campaign
 - Support and coverage from local media partners and travel partner, [Liverpool Echo](#), [The Guide](#) and Merseyrail
- Small budget of £0.5k to attract 5,000 people to the racecourse – the event was not in the original marketing plan therefore small budget allocated
- In-house marketing channels and utilising local media partners needed to work hard in order to achieve the 5,000 capacity and having little budget
- Planning for the event started early May
- Regular meetings with the in-house ops, sales and marketing team throughout May in order for precise delivery of the event
- Review of all risk assessments and contingency plans to ensure we were ready and able to welcome 5,000 people to site and get them all in and safely
- As well as the ability to view the game there was also various food and drink outlets
- Dedicated family area, with sports zone and alcohol free zone
- The organisation, logistics and delivery conducted by the team was impeccable on the day as not only did they have to deliver the Champions League final event that evening, but also a wedding and a large equestrian event that day

Results



- 4,999 tickets successfully sold through our own website and promoted via our own racecourse channels
- Increased sales due to the low ticket price point of £10 per person including VAT, which was noticeably cheaper than other competitor venues across Liverpool
- Only venue in Liverpool to provide family zone, Alcohol free zone and sports zone, therefore giving our customers a safer, family friendly experience
- Facebook paid campaign was the only marketing spend allocated to the promotion of this event and this had a reach of 34,961 people with 4,155 engagements
- Engagement with a new audience of visitors, some of which may have never been to the racecourse before
- Post event survey sent to all 1,738 bookers, with some of the below key results:
 - 58% of bookers were new customers (over 1000 new bookers on the database)
 - 94% of customers said the event was great value for money
 - 85% of customers said they would be returning to a future Aintree Racecourse event



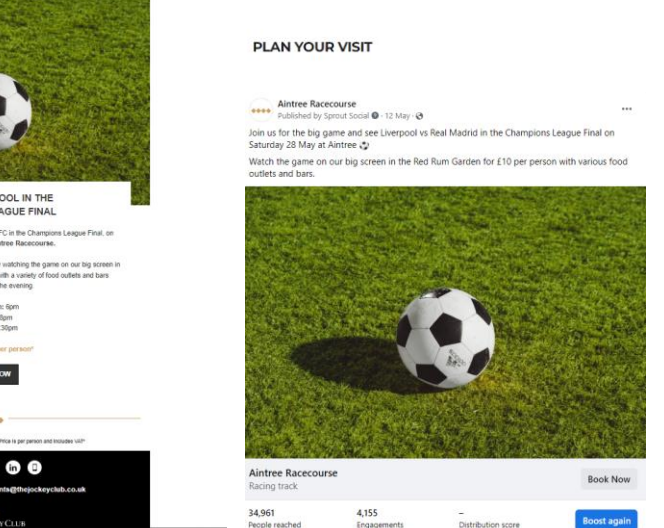
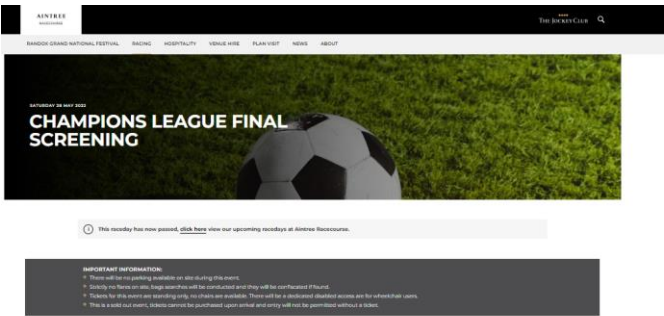
Supporting Information

'I attended the Champions League Final Screening at Aintree Racecourse with my two young sons and we situated ourselves in the family zone. I'd never been to Aintree Racecourse before because I'm not a big racing fan, but I would most certainly go back again for another event. The evening was brilliant, it was all put together so well and the family zone was amazing for my sons'

David Moore – 43, Formby
Customer Feedback

'The Champions League Screening at Aintree was a fab evening, I've been to one raceday at Aintree before but nothing like this before. The atmosphere was brilliant, food choice was great and as a non-drinker it was great to be able to stand and watch the game in an alcohol free zone – very rare in most venues. Great idea Aintree Racecourse. I'll most certainly be back at your next event!'

Jean Russell – 52, Crosby
Customer Feedback





Showcase & Awards 2022

Aintree Racecourse – Liverpool's NHS Day

The Raceday Award



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RACING POST



Objectives



In recognition of the incredible feats of the NHS during the COVID-19 pandemic, Aintree Racecourse took the decision to donate 10,000 tickets to the NHS and social care sector in Merseyside for the first day of the Randox Grand National Festival. The announcement was initially made in 2020 and anticipated to take place in 2021, however with that particular festival taking place behind-closed-doors, The Jockey Club rolled over the initiative to 2022 where racegoers were welcomed back for the first time in three years to the iconic event.

- Aintree and The Jockey Club wanted to recognise the tireless work and commitment undertaken in the Merseyside area. Research conducted by the Cheshire and Merseyside Health and Care Partnership has shown that areas of deprivation and with a higher number of ethnic minority residents were more likely to have a lower vaccine uptake rate as well as higher rates of Covid-19 infection, therefore putting additional strain on key workers in the region.
- Aintree set out to identify and recognise a wide range of NHS and social care providers who have gone above and beyond during the pandemic.
- As well as a broader offer of tickets to the key groups identified, the intention was to also identify individuals within the area who deserved particular praise and give them a platform to be recognised and rewarded with their unique stories.
- Through Aintree's standing in the Community, it wanted to raise awareness of the incredible work undertaken in Merseyside and continue to improve links with the NHS in Merseyside and leverage longer-term collaborations.
- Achieve feedback from NHS workers on their experience and use it to shape potential future partnerships with NHS and Social Care groups.

Delivery

- Aintree engaged with its Official Charity Partner, Alder Hey Children's Hospital to identify 9 other key groups for both parties to work alongside: The Walton Centre, Liverpool University Hospital Trust, Clatterbridge Cancer Hospital, Liverpool Women's Hospital, Merseycare, St Helens & Whiston Hospital, Southport & Ormskirk Hospital NHS Trust, Liverpool's Heart and Chest Hospital and the North-West Ambulance Service
- The whole proposition of the fixture was considered and it was felt that as well as re-naming the fixture as 'Liverpool's NHS Day', an opening ceremony should be created to increase the sense of prestige, which included soprano Laura Wright and the NHS Choir performing the National Anthem in tribute to the key workers.
- The 10,000 tickets were distributed using an applied ratio across the different organisations as they all had different staff levels. Each were happy with what they were allocated and the offer was promoted through all Internal Communications Teams at the ten hospitals with a co-ordinated PR release taking place so it was applied fairly.
- Using a third-party supplier, a web-based system was developed to ensure NHS staff could be correctly identified using each individual group's key staff identifier. This meant that no tickets would fall in the wrong hands. Once an NHS key worker had been identified and registered for tickets, they were sent a 'Bar Code ticket' which could be loaded onto their mobile phones and used to scan in on the day.
- 40 Hospitality tickets were made available for individuals who had gone 'above and beyond' in their response to the pandemic.
- On the day, a double page spread in the racecard was created with a visual saying 'Thank You' using the names of each and every person who had registered for a ticket with an NHS identifier.



Results

Survey

We conducted a post-event survey which yielded the following results:

86% of attendees said they would like to return to racing

94% of attendees said they were either 'grateful' or 'extremely grateful' for The Jockey Club's initiative

77% of attendees said they had an improved perception of Racing as a sport due to the experience

91% of attendees said they felt 'appreciated' or 'greatly appreciated' for their efforts in fighting the pandemic

Take-up

All 10,000 tickets were registered and allocated within 24 hours of going live, helping support an overall event attendance of 30,176. Each NHS & Social Care provider also nominated four people who had gone above and beyond to receive Hospitality on the day.

Live ITV television coverage

Oli Bell and Chris Hughes spent time speaking to some of the NHS Heroes on the day and made sure this was part of the live broadcast on the day, in front of an audience of over 2.6 million people. [Footage](#)

Press coverage

A huge amount of press coverage was created both pre-event and on the day across both ITV, social media and traditional print publications, including: [The BBC](#); [The Sun](#); [Liverpool Echo](#); [ITV News](#); [The Guide Liverpool](#); [The Mirror](#); [Sky Sports](#); [Daily Mail](#); [Evening Standard](#); [Racing Post](#);

On the Day

Opening ceremony featuring key NHS footage and live interviews with key workers

Captain Stephen-Spencer Chapman of the Red Devils presents NHS staff members with a flag at Aintree

Laura Wright and NHS Choir sing the national anthem in tribute to the key workers

Double page spread in the Racecard with Thank You graphic including names of 10,000 NHS attendees



Aintree to hold celebratory NHS Day season's Grand National meeting



Supporting Information

Testimonials:

A huge thank you to The Jockey Club for renaming of the first day of the Grand National 2022 meeting as NHS Day, and their kind donation of tickets to for NHS staff, in recognition of everyone’s hard work during the pandemic. I went with two colleagues and it was an utterly brilliant day! The opportunity to get dressed up, enjoy drinks and good times with colleagues, watch the world famous racing in our home city and have a thoroughly fun day out was much needed and one we will all remember for a long time.

Katy Walker, Advanced Critical Care Practitioner, Intensive Care Unit, The Walton Centre

It was such a fantastic surprise when I won the ticket, I don’t usually win anything. I was unsure what to expect but from start to finish I had the most amazing day which included a 5 course meal, an afternoon tea, free flowing drinks and tips from a famous jockey! It was lovely to be a part of a celebration for the NHS and also to see how different people/trusts dealt with the pandemic. Thanks immensely to Aintree for a wonderful treat.

Gillian McBride, Merseycare

Post-event wrap-up video & Aintree event web page

<https://www.youtube.com/watch?v=ZywCxFjkt2A>
<https://www.thejockeyclub.co.uk/aintree/events-tickets/grand-national/nhs-tickets/>



Festival Zone banner from ‘behind closed doors’ Randex Grand National in 2021.

**Allocation
plan for NHS
and Social
Care
distribution**
See right hand
side table

<i>Provider</i>	<i>Allocated</i>
Alderhey	800
Southport & Ormskirk	600
Walton Centre	290
Clatterbridge	800
Liverpool Uni	2,800
Liverpool Women’s	300
NW Ambulance	1,200
Merseycare	2,400
Liverpool’s Heart & Chest	340
Whiston	600



Showcase
& Awards
2022



RIPON RACES
Yorkshire's Garden Racecourse

The Racing Connection

GOODBYE FLYS
RIPON STABLES CHAMPIONSHIP



Proudly partnered by



Racing
Together

RACING POST



Objectives

1. Incentivise and reward Stable Staff, showing appreciation for their work.

- Stable staff are the backbone of the sport, day to day custodians of our equine stars yet they often feel overlooked or under-appreciated.
- We want to provide a significant incentive and reward, more than a meal or a voucher, to celebrate excellence in this field.

2. Highlight and Champion the work done by stable staff to the public.

- The racing public normally come to see the horses and jockeys in action and we are not looking to change that but add another dimension, encouraging them to take an interest in the teams behind the horses.
- Bring racegoers to the Paddock pre-race to take an interest in the Championship and what is going on. Providing an additional focal point alongside the racing.

3. Make stable staff a feature of the raceday, increasing their involvement.

- We want stable staff coming to Ripon to feel part of the raceday. Their role is pivotal to the raceday experience and by adding a competitive dimension, in the form of a stables championship, we give them the opportunity to take centre stage along with the racing itself.



GOODBYE FLYS RIPON STABLES CHAMPIONSHIP

2022

*Standings correct as of racing before yesterday



POINTS SCORED AS FOLLOWS:

BEST TURNED OUT – 5 POINTS
WINNER – 5 POINTS
SECOND – 3 POINTS
THIRD – 2 POINTS
FOURTH – 1 POINT

Position	Stable	Points
1st	T Easterby	186
2nd	C & M Johnston	107
3rd	B Haslam	92
4th	R Fell	80
5th	D O'Meara	75



1. *Incentivising and rewarding Stable Staff, showing appreciation for their work.*

- £14,000 up for grabs for stable staff over the course of the season.
- £5000 to winning Stable of Goodbye Flies Stables Championship to be distributed among staff. £2000 for the runner-up and £1000 for third place. Also £50 BTO every race.
- Equal number of points for BTO as race winner.
- Trophy for the member of stable staff who wins most Best Turned Out awards over the course of the season.

2. *Highlighting and Championing the work done by stable staff to the public.*

- Full page in every racecard with up to date Stables Championship standings. Standings also shown on big screen and screens across racecourse before racing.
- Paddock picking boards around the parade ring encourage the public to take an interest in Best Turned Out, increasing engagement with Stables Championship.
- Regular race titles highlighting the Championship add prestige and kudos.

3. *Making stable staff a feature of the raceday, increasing their involvement.*

- Announcing every Best Turned Out winner by name prior to each race, along with the horse in their care and referencing impact on Stables Championship when relevant.
- Discussion of Stables Championship prior to and during racing, putting the work done by stable staff in the limelight and encouraging the public to recognise the skill of the role and excellent level of care provided to the horses.

Results



"We are so proud to sponsor the Ripon Racecourse Stables Championships. I started my working life as a groom and its fantastic to work with Ripon to put the stable staff in the limelight and reward them for the fantastic work they do day in day out" – Sarah Dawe, Managing Director of Goodbye Flys.



"I think the Ripon Goodbye Flys Stables Championship initiative has been very inclusive and forward thinking and we've been very keen to get behind it. It gives an opportunity for both the trainers and staff to combine forces. It also gives the smaller yards more of a chance to compete and share out decent prize money for the whole team at home too. I believe it would be of benefit for all racecourses to adopt similar schemes to help promote higher standards within the industry on racedays"
– Ben Haslam, Trainer.



"Along with the Best Turned Out money, a Stables Championship is a great way to reward stable staff. It puts the spotlight on the pride we take in our work and the horses in our care. It gives us an added involvement in the raceday and it's a really good prize for the top three yards at the end of the season" -
Graham Gilbertson, Stable Staff

"It's great to see the amount of work and effort that goes into caring for the horses and turning them out so well. The stable staff are very proud of their horses and they are always so delighted to be recognised for it. The Stables Championship has definitely added another element to racedays for the staff and its been really well supported, with even stables that wouldn't usually plait up their horses doing so to try to get points on the board!" –
Adele Mulrennan, Raceday Presenter and ITV Racing.



Supporting Information

 **Ripon Races** @RiponRaces · Feb 22

There's £8000 in prize money up for grabs for STABLE STAFF at Yorkshire's Garden Racecourse in 2022 as we launch our new 'Stables Championship' in partnership with goodbyeflys.com.

- £5000
- £2000
- £1000



ripon-races.co.uk

Ripon Introduce Stables Championship for 2022 - Ripon Races £8000 in Prize money up for grabs for STABLE STAFF at Yorkshire's Garden Racecourse in 2022 Stables Championship.

10 21



12 x Tweets Feb - Aug
48,319 impressions

 **Ripon Races** @RiponRaces

Beach Breeze is best turned out for our first race, led up by @MJR_Paddy. That's the first 5 points on the board in the Goodbye Flys Ripon Stables Championship.



A GUIDE TO
PADDOCK WATCHING

Paddock picking is not an exact science but often offers some signs of whether or not a horse is likely to perform to their best ability.

- 1** A defined line of muscle behind the ribcage, down the buttocks and well developed in the hind legs are big positives in terms of fitness.
- 2** If the horse appears to be carrying a little extra weight or 'condition' this can be a sign that they have yet to quite reach full fitness.
- 3** A shiny coat, pricked ears, bright eyes and an athletic but relaxed walk are other signs which can indicate that a horse is fit and well.
- 4** Look out for how the horse reacts to the jockey mounting. Ideally a horse will remain as relaxed as possible and will not be unduly agitated by this.



RIPON RACES
Yorkshire's Garden Racecourse

Goodbyeflys Ripon Racecourse Stable Staff Championships Handicap
(Class 4) (0-85, 3yo) (1m1f170yds) **1m2f** Good To Firm

ripon-races.co.uk/ripon-introduce-stables-championship-for-2022/



The Jockey Club

The Racing Foundation Green Award

Proudly partnered by



RACING POST



Objectives



The Jockey Club: Harnessing the power of people to drive energy savings and act for the long-term good of British horseracing.

The Jockey Club identified that the support of employees is key in improving the environmental sustainability of the business. In 2014, they began working with a specialist consultancy to increase awareness and to help embed and maintain positive environmental behaviours to drive reductions in energy use and improved recycling rates.

The Jockey Club launched their Going Green Programme to significantly reduce their impact on the environment and set two ambitious targets:

- Zero waste to landfill by 2020.
- A 25% reduction in energy use

The engagement programme first set out to:

- Continue to grow and develop the Green Champions programme, established in 2012
- Inspire employees to act on sustainability
- Coordinate environmental management initiatives across the racecourses
- Deliver energy, carbon and financial savings without affecting the quality of the customer experience

The next phase of the programme is to work towards Carbon Neutral by 2027 and Net Zero as soon as possible

Delivery



Behaviour change programmes can be a high impact, low cost way to consistently achieve verifiable improvement in an organisation's overall environmental impact.

Energy audits of all The Jockey Club's racecourses were undertaken and they identified changes that could be easily implemented through **behaviour change** such as more robust event shut-down protocols. A plan for employee engagement was developed which involved: **318** surveys, **20** interviews, **72** workshop attendees.

The programme also appointed and trained **43** active and engaged **Green Champions** across the 15 sites whose responsibilities are to drive the initiatives, communicate successes and share learnings.

Integral to the success of this programme has been the support from **senior management** who publicly endorse the programme and reinforce its messages,. In January 2022, an **Environmental Sustainability Working Group** was established. Made up of senior execs, the group meets bi-monthly, providing essential top-down leadership and driving a strategy for Carbon Neutral and Net Zero.

A detailed and interactive **Toolkit** was developed with guidance, tools and resources to support this role. Going Green is about making environmental management **everyone's responsibility**. Employees are made aware of how they can help, using regular communications such as posters, stickers, emails and online content.

Each month, the Green Champions join a Teams call to keep up-to-date on sustainability projects and share success as well as pain! This monthly meeting provides a useful forum for highlighting issues and seeking solutions.

2022 has seen a new round of Going Green roadshows with 8 out of 17 already taken place, the remainder will be completed by November. They provide an update on The Jockey Club's sustainability achievements, still to-dos and future targets. After having the opportunity to see what they can do to support the targets and reduce the impact of our business on the environment, each attendee is invited to make a personal pledge. This is something that they commit to do differently going forward e.g. challenge a supplier to reduce the amount of packaging or only boil the right amount of water in the kettle. In the 2018 round of roadshows, **494 pledges** were received to go green and we're aiming to beat that this year. To maintain the motivation, updates are sent via a quarterly newsletter (See Supporting Information).

Green Champions conduct regular site walks to ensure that all equipment is switched off, and every bank holiday Green Champions ensure concerted efforts are made to **switch off** each site. Fun reminders are sent to all employees encouraging them to join in the switch off.

Results



The success of the programme is clear, in 2018 The Jockey Club **stopped sending waste to landfill**, two years before their target date. By the end of 2019, the target to **reduce energy consumption by 25%** had been achieved. The programme has also prevented around 8,000 tonnes of carbon being emitted and **saved over £3.5 million** through reductions in energy. The driving force behind these impressive reductions was the positive behaviour change displayed across the sites.

The response to the programme is overwhelmingly positive and this feedback continues to improve year-on-year. In 2018 a survey found that **82% found Going Green effective** in contributing to the energy efficiency at The Jockey Club. The feedback from the recent Roadshows is that this has been maintained. The survey found 81% of sites were sharing best practice advice at least monthly with some doing so daily. This has been made easier since 2021 when the monthly meetings resumed and switched to video meetings (pre-Covid they were conference telephone calls). These have provided a forum for discussion and created a useful internal network. The belief in the programme from the Green Champions has been key to its continued success over the years.

All people working across The Jockey Club's racecourses now receive communications about energy efficiency, recycling or other sustainability messages from the Green Champions and via group-wide communications (see example in the Supporting Information section).

The longevity of the programme has meant that sustainability has become embedded in the culture of The Jockey Club. This is evidenced at all levels of the organisation. In 2021, the Leadership Team agreed that an **Environmental Sustainability Working Group** should be formed. This group, made up of Leadership Team members, has already agreed to commit to Carbon Neutral by 2027 at significant cost to the business and has commissioned some work to establish how soon Net Zero can be achieved and what needs to be done to get there.

Many initiatives have been undertaken over the years to try varied ways to engage people. One of these was the innovative '**Battle of the Baseloads**' competition with the aim to hit the lowest overnight energy use the most times. This competition created a sense of **fun** for participants and resulted in many sites maintaining the level of reduction achieved during the initial overnight switch-off (that acted as a benchmark). This initiative was repeated with more sites getting involved.

The direct outcome of the Going Green programme has been a **25% reduction in energy** pre-covid with further reductions since which we are excluding from the success of the programme. 2019 has become the new baseline and calculations are underway to establish what targets are required to achieve Net Zero in as soon as possible. **Carbon Neutral for 2027** has been approved in September 2022.

Supporting Information



THE JOCKEY CLUB'S GOING IS GREEN

Welcome to the second Quarterly Going Green update for 2022.

On a quarterly basis, we share with you all the fantastic sustainability initiatives happening around the Group, our success stories, lessons learned and statistics on how we are making a real difference.

SUSTAINABILITY POT

We had some fantastic applications submitted for the sustainability match funding programme.

We have now reviewed all the applications and would like to share with you the projects we have committed to and know will have a big impact in improving the sustainability of our racecourses and groupwide facilities.

- Wild flower planning at Newmarket
- Double glazing at Nottingham
- Upgraded lighting at Carlisle, Aintree, Haydock Park, Nottingham and Sandown Park
- Food Waste Dryer at Newmarket
- More efficient boilers or boiler management systems at Sandown Park, Market Rasen, Huntingdon and Cheltenham
- Bins or waste management improvements at Exeter and Epsom Downs
- Additional solar at Newmarket



This example of a quarterly newsletter gives a flavour of the internal communication we use to engage our people as well as an insight to some of the activities we are undertaking.

Supporting Information

GREEN ROADSHOWS COMING TO YOU SOON!

The 2022 Green Roadshow has started its tour of all of our venues and business areas starting its journey in Exeter, where 25% of its energy is generated by solar panels.

During the Roadshow, there were some great suggestions for change, including switching handheld tools from diesel to electric and moving towards more e-tickets.

All attendees made a personal pledge for change, these ranged from switching to a reusable coffee cup for their daily caffeine fix from Costa to switching to use barrier cream instead of rubber gloves when working on machinery.

The Roadshow is coming to all sites between now and the end of September including:

Wincanton – Tuesday 7th June

Market Rasen – Monday 4th July

Racing Welfare – Monday 16th July

London Region – Friday 23rd September (tbc)



The roadshow will be your chance to share your ideas. We want to hear from you, our people. How can we make The Jockey Club a greener business and more importantly how can we support you in achieving our targets?

The progress we have made to date would not have been possible without your continued support. Thank you for adjusting the way you work to make us a more efficient and sustainable business.

CAZOO DERBY PLASTIC CUP AMBITION

We have big ambitions to improve waste separation at this year's Cazoo Derby and have a target to capture and recycle as many plastic cups as we can.

Our plastic cups are recyclable but only **IF** they make it in to the correct bin, which is why we have reached out to local volunteers to help us man bins and assist racegoers with separating their waste correctly.

If you would like to volunteer and help us reach our target, please get in touch [HERE](#).





Scottish Racing

The Racing Together Community Award

Proudly partnered by



Objectives



The five racecourses in Scotland are in a unique position to make a genuine difference to local (and national) communities and this is very much recognised by Scottish Racing who are keen to promote the huge opportunities for diverse groups to benefit from the exceptional infrastructure that racing can provide to the wider community by establishing each course as a community hub for social support. Community engagement has been embedded in Scottish Racing's strategy for a significant period of time and is supported by every racecourse with an increased focus on social support. Furthermore, by working with our sister organisation, the Scottish Racing Academy, who hold similar values and objectives, we are able to drive forward social responsible activity for both organisations with greater impact.

The objectives were to:

- Increase the visibility of Scottish Racecourses and the Scottish Racing Academy to be recognised as a valuable part of the local and national community;
- Establish each course as a community hub for social support;
- Fully support Racing Together's National Community Day Campaign as part of the People strategy;
- To reduce barriers to participation to our sport within our communities;
- To promote sustainability, whilst also encouraging people to get involved with working with horses, which may lead to a greater interest, or job opportunity, within the racing industry.

We used the objectives to guide the delivery of a new annual activity for both organisations' Community Engagement strategy and as part of Racing Together's Community Day on 5th May 2022.

Whilst carrying out their roles, staff at both organisations had encountered either anecdotal or another's lived experience that many people were wanting to learn to ride or work with horses, but were being hampered from doing so, as they could not afford the necessary equipment. Stories such as these were only increasing following the pandemic, and the cost of living crisis.

Charitable riding centres within disadvantaged communities of Scotland who were able to accept donations and promote opportunities were identified. It was felt that there should be a strong geographical spread across the country:

- WEST SCOTLAND: Fossilfield Training Centre, Auchinleck;
- CENTRAL SCOTLAND: Burnbank Equestrian Centre, near Hamilton;
- SOUTH SCOTLAND: Stable Life , near Selkirk;
- NORTH SCOTLAND: Therapony, near Perth;

Supporters of both Scottish Racing (SR) and the Scottish Racing Academy (SRA), were asked to donate fit-for-purpose riding clothes and equipment which would then be passed on to inner-city riding schools to equip people who would not have been able to, due to financial constraints, with the racecourses being utilized as drop-off points across the whole of Scotland. Sorting and quality control was then carried out by SR & SRA staff. Any unusable/damaged/stained clothing was sent on to a charity shop's rags appeal to ensure nothing would end up in landfill and could instead be sold on for the fabrication of carpets, rugs and sofas.

Results



The campaign received thousands of donations, ranging from riding boots, breeches and warm coats to gloves, thermals and back protectors of all sizes. Donations were so numerous, we had to hire a transit van to deliver them to the riding centres, so that the equipment could be passed on to hundreds of children.



Legacy

Both organisations will continue with this activity throughout the year, particularly by communicating to Trainers whenever we meet, that SR and the SRA are able to pass on any equipment which they no longer require to a deserving charity. This has already been proven, when we promoted a further drive ahead of Blair Horse Trials, for which we received a significant number of donations. More donations were also received in September from a supporter who had cleared out their own tack room and was wanting to pass on some of their equipment which they no longer used.

Partnerships

We have built strong working relationships with the charitable riding centres, and plan to continue to support their work and their communications from now on. The centres are now fully aware that racecourses can be used as a community hub, or as a potential career path to their own riders and that the industry is here to support them as much as possible. Furthermore, it is hoped that Stable Life in the Scottish Borders can raise funds directly for their charity by offering racegoers at Kelso Racecourse a variety of hot and cold refreshments throughout a race meeting.

Supporting Information

As the event was part of Racing Together's Community Day, we were delighted to be listed as a case study on Racing Together's roundup of all Community Day activity, which can be seen here: <https://www.racingtogether.co.uk/racing-together-community-day-returned/>

The campaign was also covered by ITV Racing on 8th May, which enabled staff from both Scottish Racing and Scottish Racing Academy to promote the campaign and encourage further donations.



We were extremely grateful to receive the following words of gratitude from the Training Centres:

"Thank you to Scottish Racing and Scottish Racing Academy for the donation of second-hand tack. This will provide fantastic learning resources and a "wet day" activity cleaning it all." Mercy McEwen, Fossilfield Training Centre.

"We are so grateful to you all for the amazing amount of clothes and equipment and sheer generosity of the horsey world. This will go a long way to helping some of our riders keep on participating". Mary, Burnbank Equestrian Centre

"Oh my goodness! The delivery we received today is absolutely brilliant and perfect timing as we were in desperate need of some new equipment, but costs are always a struggle". Stephanie Robson, Stable Life, Selkirk.