

2012
SHOWCASE
& AWARDS

AINTREE RACECOURSE

All About The Horse

Promoting Horse Welfare At The Grand National Meeting



Objectives

Negative press coverage and public concern over horse welfare following the 2011 Grand National meeting prompted a joint review of the meeting by Aintree and the BHA. The Winner Ballabriggs was visibly exhausted following the race and his jockey dismounted just after the winning post leaving an exhausted looking horse to be cooled down in front of racegoers before not returning to the Winner's Enclosure. The jockey also received a much publicised whip ban. This post race confusion left it difficult to communicate what was happening to the public in attendance and watching on TV.

A 30 point plan was identified to improve welfare provisions for horses both prior to and following races and to promote a positive welfare message to a list of stakeholders.

Working with the BHA, the 30 point Review highlighted:

- The requirement for better post race care of horses and procedures
- The need to change current unsaddling arrangements and remove working media from the pull-up area (exclusion BBC/RUK)
- Greater emphasis on decision making between Aintree and the BHA to remove the pre-race parade
- Greater requirement to change processes on racedays to aid welfare
- Greater communication between stakeholders and the public
- The opportunity to educate the public about high standards of welfare in racing and at the course.



Delivery

Tangible Changes

- Over £250,000 was invested in greater watering capabilities on the Grand National course to fence 6 to assist producing ground no faster than good and;



- A new Wash-down and unsaddling area was created off the course with cooling fans borrowed from LOCOG, using best practise from other sports.
- Along with the wash-down area, an elevated viewing platform was created for stable staff.
- Small modifications were made to the landing sides of fence 1 & 6 with fence 4 being reduced by 2 inches.

Photographers were briefed as to a no-go zone following the Grand National to ease horse flow following the race.

Additional Changes

- Greater control was given to the racecourse to change pre-race procedures and make on-the-day decisions dependant on weather.
- The racecourse could decide on the day if horses go to the Winner's Enclosure or cooling area and a plan made to communicate these messages to those in attendance and watching. These messages were broadcast prior to races.
- Small modifications were made to the landing sides of fence 1 & 6 with fence 4 being reduced by 2 inches.
- Aintree appointed a veterinary consultant to work with the racecourse team in explaining welfare issues to the media

Results/Anticipated Results

Success of this activity was not only to provide 1st class provision of facilities for horses and racing professionals, but to communicate these proactive and positive messages to a number of stakeholders. In order to do this, working the BHA, Aintree:

Worked with the BHA on announcements and media interviews around the changes. Broadcast features were created before the Becher meeting in December and with RUK.

Devised and delivered a stakeholder communications plan, communicating messages to not only the public and the media but racing professionals, welfare organisations, broadcasters, sports editors and news editors who infrequently cover racing. We wrote to all stakeholders individually, reminding them of changes which had taken place, which for racing professionals, would assist in any future media interviews. For news broadcasters, we gave all contact details of relevant parties to continue open dialogue.

The Communications strategy also focused on greater communication between Aintree and the BHA in dealing with potential live raceday issues and involved a table top exercise day. This identified greater requirement for proactive messages through raceday broadcasts.

As a result of this, Aintree worked closely with the host broadcaster to deliver interviews from the new wash-down area and provisions were made for a post race image of the horse enjoying a peck of grass or a roll if it was to not return to the Winner's Enclosure, providing a positive message of a happy horse post race.

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AYR RACECOURSE

Owners' Experience

Introduction Of Improved Complimentary Lunches And Added Owners Liaison



Objectives

- To give Owners an unforgettable Raceday Experience that encourages them to return to Ayr with their horse(s) in the future.
- To further improve our complimentary food offering served in the award winning four star Western House Hotel.
- To make Owners feel they are special and treat them accordingly.
- To offer Owners facilities that are of the very highest standard and give them their own base for the day.
- To further improve Owners liaison by appointing a full time member of staff to be the on course point of contact on the day.



Delivery

- All Owners report to the Owners' Desk within Western House Hotel where they are met by our dedicated Owners & Trainers Administrator Jean Kerr who greets them with a friendly welcome.
- All owners (and trainers) are given complimentary lunch and wine served in Western House Hotel.
- The Owners Club was built especially for Owners (and trainers and Owners Club members) and opened in 2007. Situated close to the paddock this facility is of the highest standard with a pay bar and also offers complimentary tea and coffee. There is also a Bookmakers Shop within the Club.
- All winning owners receive a DVD and Framed Print immediately following their race which is brought to them by our on course Owners Liaison Officer Caroline Lambie.
- Owners of winning and placed horses are invited by Caroline to enjoy a glass of champagne and canapés in Winning Connections area within our Champagne Bar.



Results/Anticipated Results

- We constantly receive positive feedback from Owners including the following comments – “Great course and great people.” – Dr Marwan Koukash; “I’ve been racing all over the world and Ayr is as good as it gets.” – Richard Collins (owner with Alan Bailey); Alan Guthrie , ROA Council Member for Scotland: “Ayr’s hospitality for owners with runners is exemplary.”
- In an interview in the Racing Post recently Andrew Tinkler, CEO of the Stobart Group praised the Owners Hospitality at Ayr.
- We constantly have around 75% of owners with horses running who attend the meetings which we feel is testament to the hospitality they receive when they are at Ayr.
- A hardcore of around 40 – 50 owners and syndicates run their horses upwards of 4 times a season at Ayr underlining the esteem in which the course is held.



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BEVERLEY RACECOURSE

Corporate Social Responsibility

The Beverley Racebus



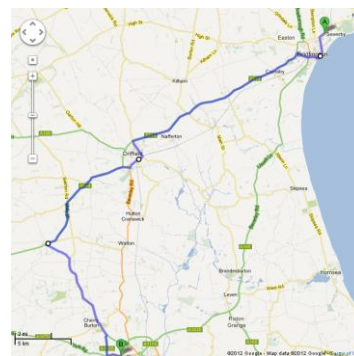
Objectives

- Beverley Racecourse wanted to facilitate travel to the racecourse on racedays for an audience that might otherwise not have the opportunity to visit due to a remote location, tight finances or lack of transport.
- It was felt that we could also use the opportunity to highlight the positives of leaving the car at home, the most important of these being avoiding drink driving and cutting down on pollution by transport sharing.
- The resulting idea was the Beverley Racebus, inspired by the SkiTrain model: a local service which picks passengers up at a convenient spot, delivers them to the racecourse in time for the first race and picks them up after the last race to drop at home, all for a minimal cost.
- Following a period of research, it emerged that the area up the East Coast would be an ideal area to target, with the starting point of Bridlington, caravan parks en-route and a number of small villages. We were aware that whilst a contingent of racegoers do come from this area, there were many more for whom the accessibility was a barrier and our Racebus could do much to address this.



Delivery

- Beverley Racecourse contracted local transport company East Coast Travel to provide a coach service to the races for selected meetings throughout the season. We developed two routes, both originating in Bridlington which took in a number of holiday parks and villages on route before arriving at the racecourse for the first race. We asked pubs in the pick-up villages to serve as a gathering place for people to catch the bus, and to promote the service to their punters, which they were very keen to do as it provided extra revenue for them too.
- The racecourse subsidised the coach's running costs so that passengers could be charged a minimal amount for a return journey. This subsidy meant that whilst the service was establishing itself, the coach was able to run consistently and reliably without worrying about running at a loss. The racecourse stood to make revenue from the passengers tickets.
- The 'on-bus experience' was an important part of the service. Racecards were placed on all seats so that racegoers could study the form whilst travelling to the course, and a pre-recorded tipster commentary by Graham Orange was played on the bus PA system on the journey. The driver escorted the passengers to the right enclosure entrance on arrival and ensured all passengers knew when and where to be picked up.
- To promote the service, a sub brand was developed for the racebus, posters were designed and put up in all pick up pubs, caravan parks and round Bridlington itself. We ran a competition in the Bridlington Free Press to promote the service, and heavily featured it online and on social media.



East Coast Travel 

Beverley RaceBus

Incredibly convenient and cheap return transport to Beverley Races, starting from just £6!

East Coast Travel's new RaceBus collects you from pre-arranged pick-up points, takes you to the racecourse and return you to your desired drop off.

When and where we run	
Wednesday 30th May Evening	Friday 6th July Evening
Saturday 1st July Day	Monday 9th July Evening
Tuesday 3rd July Day	Tuesday 10th July Day
Thursday 4th August Day	Wednesday 11th September Day
Pick-up points:	Drop-off points:
1. Beverley Racecourse	1. Beverley Racecourse
2. Puffin, Bridlington	2. Bait and Saus, Bridlington
3. The Old, Bridlington	3. The Old, Bridlington
4. The Old, Bridlington	4. The Old, Bridlington
5. The Old, Bridlington	5. The Old, Bridlington
6. The Old, Bridlington	6. The Old, Bridlington
7. The Old, Bridlington	7. The Old, Bridlington
8. The Old, Bridlington	8. The Old, Bridlington
9. The Old, Bridlington	9. The Old, Bridlington
10. The Old, Bridlington	10. The Old, Bridlington

Between £6 and £8 for return journey.
For further information or to book a place please contact
East Coast Travel on 0800 3340044.

Results/Anticipated Results

- The take up of the racebus has become progressively more popular throughout the season, and we expect it to grow further in 2013 as the word spreads.
- A new audience were enabled to attend that otherwise would have struggled to get to the course. A notable example was a retired couple who struggled to afford days out due to little disposable income and no transport, but for whom our racebus fitted the bill perfectly.
- Due to the racecourse subsidy of the coach, the service was cheaper than any other form of paid transport to the racecourse and considerably more convenient.
- Travelling in a group on the Racebus evoked a real feeling of anticipation and good humour amongst passengers, enhanced by the care taken in ensuring passengers knew where they needed to be and at what time once at the racecourse.
- As well as enabling access, the scheme has also facilitated transport sharing; reducing potential incidents of drink driving, raceday traffic congestion and the overall race traffic carbon footprint.
- The scheme was very well received in the local press.
- We are already planning new routes from other destinations for 2013 as the scheme has been so successful.



East Coast Travel 

Beverley RaceBus

Wednesday 30th May - LUCKY IN LOVE
Evening meeting – first race at 6.30pm

Timetable		
4.40pm	Sewerby Hall bus shelter, Sewerby	£8
4.50pm	Bus stop in front of Leisure World, Bridlington	£8
5.10pm	Star Inn, Nafferton	£7
5.20pm	Benjamin Fawcett, Driffield	£7
5.40pm	Robin Hood, Middleton-on-the-Wolds	£6
6pm	Beverley Racecourse	

These are departure times, the bus will not be able to wait for late comers so please allow plenty of time to reach your pick-up point.

Price includes return journey, tipster commentary on route, and Racecard (but NOT admission). To book a place please contact East Coast Travel on 0800 3445044.

In the interest of passenger comfort and safety, the driver has the right to refuse or remove any passenger the seems unfit to travel.

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BEVERLEY RACECOURSE Events

Beverley Fashion Week



Objectives

- Beverley Racecourse wanted to create a fresh and iconic new event in 2012 that would help establish the racecourse as a forward looking, vibrant and fashionable place to visit. We wanted to showcase the racecourse in a new light to existing audiences and gain exposure to new audiences to shake up existing perceptions of the racecourse and to put it at the forefront of people's minds.
- We also wanted to gain a new event that helped firmly establish the racecourse as the best venue in the locality to host region-defining events.
- The town of Beverley itself is currently experiencing a boom in the rise of independent boutiques and designers, all of whom need a stage to showcase the exceptional products they are making.
- The obvious solution was Beverley's first ever Fashion Week, involving the racecourse, local retailers, designers, models and artists all working together to deliver an exciting and iconic week's worth of activities, special offers and events, culminating in a major fashion show at the racecourse.



Delivery

- Beverley Fashion Week was given a distinctive brand to establish its own strong identity, and was widely advertised across social & local medias, street team flyering, word of mouth and amongst the retail and fashion community in Beverley who were very keen to be involved.
- The Fashion Week launched at an evening race meeting to great interest from racegoers, featuring mobile catwalk shows parading through all enclosures, flash mob dance performances, a street team chatting to racegoers and live entertainers. The evening had a wonderful carnival feel as a result.
- Throughout the week, town centre retailers offered special discounts and offers in store, evening pampering events were held and street teams were out chatting to the public in the town centre at lunchtimes.
- The finale was hosted by a popular local radio personality and featured a full catwalk show at the racecourse on the Saturday, featuring four exciting fashion sets including one dedicated solely to racing fashion. There were also performances from street dance troupes and live music, boutique shopping at 30 stalls and delicious bespoke catering including seafood platters, cakes and champagne. Local fashion labels provided the clothes and accessories for the show and took trade stands in the Fashion Hall.
- Local journalists, photographers and VIPs were invited to attend the event to help raise its profile. Luxury sponsor goodie bags were given out to the first 50 attendees, and there was a Best Dressed Lady competition. There was also a Style and Beauty zone where attendees could have mini beauty treatments on the day.



Results/Anticipated Results

- c1500 people attended the Finale with attendance figures for the raceday launch 37% up on previous years.
- A new 'fashionista' audience were introduced to the racecourse, with random polls showing 1 in 3 guests who were questioned having not previously visited. 'Stay in Touch' cards were distributed at the catwalk show to collect contact details from this new audience, acquiring c300 new email addresses for our database.
- A new 'fashion themed' racenight has been born as a result of the event.
- We established the first event of its kind in the region , which succeeded in its aims of being fresh, stylish and well received.
- The event forged new and positive links between the racecourse and the local community, which will be reinforced through other mini events currently being planned for 2013, and of course next year's Fashion Week.
- The feedback from the smaller local retailers who took part was that the Fashion Week had helped them with much-needed exposure and sales were up as a result of being showcased.
- The Fashion Week was covered extensively in local press, widely acknowledged as a great success and did much to portray the racecourse in a positive light.



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DONCASTER RACECOURSE

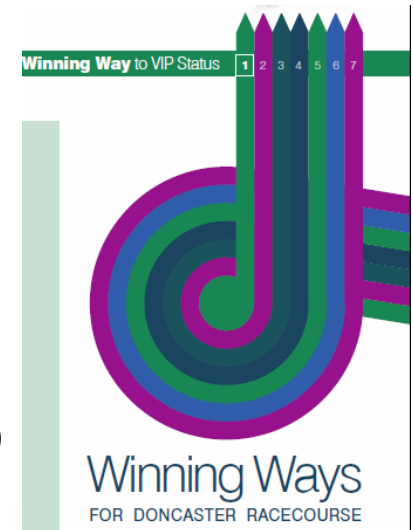
Operational Excellence

Winning Ways,
Team & Service Development Initiative



Objectives

- To develop and roll out entirely in house (e.g. without the use of an external agency) a customer service training programme like no other. We wanted to impact positively on every single customer touch point. From car park arrival to food and drink, to racing and betting to departure. The plan was devised to cover all aspects of each customer's journey and to be relevant to every employee's experience – the aim: for customers and colleagues to feel like a VIP.
- 'Winning Ways' is a training, development and engagement programme to measure our success as an organisation. It's integral to the development of our business and our people. The programme has a clear objective of introducing guidelines training of our teams, including:
 - ❖ Creating consistency through team work
 - ❖ Creating magic moments for our guests
 - ❖ Building stronger teams
 - ❖ Shaping our training needs for the future
 - ❖ Enabling us to recognise and reward success
 - ❖ Ability to measure our service standards
- Our key measures were:
 - Improvement in staff retention (Winning Ways became part of the induction process)
 - Reduction in reliance on third party labour
 - Guest feedback (volume captured and results)
 - Greater employee satisfaction
 - Guest retention
 - Financial success through service



Delivery

- Following a six month development plan; which involved input from team members of all levels (management and the internal staff council), the Winning Ways programme was launched in March 2012. It has now been rolled out to all team members; casual, permanent and third party contractors (circa 1200 direct and non-direct employees to date).
- Winning Ways focuses on maintaining and re-enforcing key standards at all stages through the employee's career spent with the company, the seven 'winning ways' are identified as the following strands:
 1. Look the part
 2. Ownership of your area
 3. Welcome with a smile / greeting our guests
 4. Know your stuff
 5. Communication
 6. Together we are strong
 7. Thank you
- Winning Ways is delivered through the development of an in-house brand and a series of engagement initiatives:
 - **Recruitment:** employees are recruited for attitude and measured against the Winning Ways standards
 - **Induction:** Each and every induction is opened by a movie message recorded by the Managing Director, introducing & personally endorsing the Winning Ways. Full day session, fun, interactive. Role play and team-building tasks help us identify those that should not continue on their journey with us (at the induction stage, only those that 'get it' get to deliver great service to our customers). Importantly, Winning Ways isn't just for directly employed team members- all third party and agency staff are also required to attend a Winning Ways session to ensure everyone is on message.
 - **Continual Training:** Empowering team leaders to deliver bite sized training sessions ahead of each race day/event; a holistic approach to promote consistency across all team members and departments – Winning Ways is at the centre of absolutely every team briefing session.
 - **Reward & Recognition:** The launch of reward schemes; annually, monthly and each racing fixture. It relates directly to individual achievements through customer feedback. E.g. When a positive TripAdvisor review is received and an employee is mentioned – that employee and the team will be directly recognised.



Results/Anticipated Results

- **Increased staff retention** through recognising individual and team success and increased employee engagement. In fact, since the launch of the programme - employee turnover rates across the whole workforce reduced from 4.9% to **0.5%**
- **TripAdvisor Excellence award** received for the first time in Summer 2012 – awarded for consistently receiving excellent customer feedback (we actively encourage guests to rate us on TripAdvisor, see image of table number, opposite)
- **Increased guest satisfaction:** Since the launch of the programme, 98% of guests who completed a guest survey form rated their visit as ‘very good’ or ‘excellent’
- **Increased profitability** for the business through a customer focused approach. Including double digit growth year on year - and a 10% increase in Annual Badge Membership
- **Reduced reliance on third party labour** - by 36% within the first two months of the Winning Ways programme being launched
- **Fewer complains (year on year):** Empowerment of team members to take responsibility and ownership. Each and every employee is encouraged to resolve issues ‘on the spot’
- **Join the revolution!** The Winning Ways development programme has revolutionised how we develop our teams. We actively nurture talent, and over 17% of the team have been promoted internally since the introduction of the programme
- **Testimonials:**
 - “I love my job, I love the people and I love having the chance to make people want to come back to Doncaster” (Connie Byrne, Hospitality Waitress).
 - “I’ve worked at many venues across the UK, but feel the training and development offered to employees here is the best I’ve seen” (Stephen Sharpe, Casual Team Manager)
 - View more comments online at www.doncaster-racecourse.co.uk/TripAdvisor



Rate us on  **tripadvisor**
www.doncaster-racecourse.co.uk/TripAdvisor

Table number artwork

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GOODWOOD RACECOURSE Marketing

August Bank Holiday Weekend



Objectives

- Create a hook for our traditional August Bank Holiday weekend race meeting
- Re-invent the Family Day theme which was starting to lose traction
- Create a design and theme which could be built on for future years
- Deliver the traditional Family Day in a Goodwood style
- Establish a new fixture on the Friday evening and build crowd numbers from a base figure of 17,109 in 2011



Delivery

- The August Bank Holiday weekend was to celebrate the Great British Seaside Holiday
- The South-Coast is obviously extremely busy with holiday-makers for the weekend and we attempted to tap into that market
- The creative was designed to celebrate the British Summer, and was extremely striking
- A beach was created on the East Parade Lawn – within the Gordon Enclosure
- We worked with Butlins to promote the weekend to their Bank Holiday visitors
- The Lennox (Family) Enclosure included vintage fair-ground rides and a wind-break maze, as well as the more traditional entertainment
- A bowling green was constructed within the Richmond Enclosure & cricket was played on the lawns
- The creative was used to advertise locally and regionally within press and on station posters



Results/Anticipated Results

- Although the weather was not kind, the look and feel of the weekend was extremely well received
- All the additional entertainment proved popular, with more money changing hands on the bowls than on the 2.30!
- Crowd figures increased to 24,547 over the three days
- The theme will be continued into 2013, and the scale of the entertainment can be increased easily
- The posters also raised money for charity, as racegoers gave over £500 in donations to take the posters home with them



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THE RACECOURSE NEWBURY

Food & Beverage

Creating a Premium Stand



Objectives

- To create a 'Premium' stand in the Premier Enclosure offering stylish, high quality surroundings to enhance the raceday experience for customers and increase turnover and dwell time in these areas.
- Improve The Hennessy customers' approach and journey to the restaurant reflecting, the fine-dining experience.
- Capitalise on our partnership with Moët Hennessy UK to increase their on-course brand awareness and sales, and align these facilities with a luxury brand.
- Continue to strengthen Newbury's portfolio of on-course retail brands.
- Provide a premium and contemporary venue for The White Room, our after racing parties.
- Create an area that also works well for non-raceday events and embraces the future regeneration of racecourse, setting a new standard for Newbury's food and beverage facilities.



MOËT & CHANDON
CHAMPAGNE
★
The Champagne Hall
WINE
CELLAR
& PANTRY

THE
Hennessy



The White Room

Delivery

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- The approach and way finding was improved by new fascias, flags and signage to the exterior of The Hampshire stand and the entrance for the Wine Cellar was created.

Moët & Chandon Champagne Hall:

- Transformed an uninspiring, unwelcoming betting space into a vibrant, aspirational Champagne Hall and Seafood bar. With excellent views over the Premier Enclosure, the bar provides a quality space to enjoy a wide range of champagne, wine & premium spirits.
- Worked with Moët Hennessy UK on renovation designs which were inspired by landmark venues such as The Royal Albert Hall Champagne Bar.
- Achieved luxurious feel by; introduction of flock wallpaper, carpeted floor, luxury makeover to the toilets and features such as a seafood bar made from pebbles, bespoke Chorion and brushed steel bar and Moët & Chandon branding.
- Fitted with lit dancefloor, DJ deck and lighting rig for transformation into The White Room, creating a fantastic party atmosphere.
- Totepool branding adapted to reflect decor.

The Wine Cellar & Pantry:

- Unique, memorable features were introduced throughout the design to celebrate the course's heritage e.g. Hennessy Gold Cup winner's board.
- A more intimate atmosphere was created, with the introduction of Chesterfield sofas, a bespoke bar and wrought iron gated wine cellar and traditional library wallpaper. The full expansive wine list, and special Bin End list can be enjoyed as well as a range of pate & cheese boards from The Pantry.

The Hennessy:

- The menu was given a refresh where a modern lighter approach was taken to give a more contemporary feel to the experience, while still retaining its characterful and seasonal British dishes.

1905: Introduced new brand and cocktail menu.



Results/Anticipated Results

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- Champagne Hall has seen 200% growth in turnover.
- The Wine Cellar did not exist before, its turnover is on a par with the Champagne Hall.
- The Hennessy continues to be our most popular dining facility:

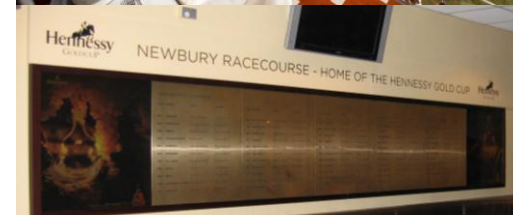
"Top class service with a smile! The best in the UK."

"The restaurant was in an impressive location, the food delicious and all staff were friendly and helpful."

- The Champagne Hall was awarded Best Bar and we also won a Merit in the Best Wine List category at the 2012 Racecourse Catering Awards.
- Press coverage includes trade media coverage and ITV Meridian news broadcast from The Champagne Hall when it opened. The Wine Cellar has been used as a photoshoot location.
- All improvements have been well received with fantastic feedback from racegoers, annual members and owners and trainers. The Champagne Hall receives the most 'check-ins' on-course, reflecting the aspirational surroundings.
- When the Wine Cellar was being created, Moët Hennessy were so taken with its design that the brand owners introduced Hennessy branding into the space featuring their finest product Paradis, with vintage prints and the bespoke winner's board for the Hennessy Gold Cup.
- Where next...
 - 1905 will be undergoing a facelift with the introduction of a dedicated cocktail section, tapas and a high fashion theme of decor.
 - We are looking at hosting new events in these areas on racedays and demand as a venue for non-raceday events has increased.



Two new bars have been created at Newbury Racecourse in Berkshire. The Wine Cellar (pictured) is described as "quintessentially British" in the style of a gentleman's club, with leather armchairs, rustic low lighting, wood panelling and a wine list from Berry Bros. The Moët & Chandon Champagne hall is a glamorous bar decorated in timeless monochrome and gold tones with a pebble-clad seafood bar.



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YORK RACECOURSE

All About The Horse

Unlocking the potential of the Frankel Factor



Objectives

- To unlock the marketing potential of the 'Frankel Factor'
- To promote the sport of horseracing to a wider audience
- To further take horse racing beyond the sports pages
- To work in partnership with connections and industry bodies to deliver the promotion of an elite racehorse
- To maximise the celebration of Frankel at York Racecourse
- To increase attendance of the first day of Welcome to Yorkshire Ebor Festival

Delivery

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- Maximised relationships by planning in advance i.e. with connections, Racing for Change and the media,
- ‘From Foal to Stallion’ Media Event Pre-Ebor – highlights the story of the horse. First press event to be held at Banstead Manor. To see Frankel’s dam Kind, his stable and his stallion barn. Plus, Frankel on Warren Hill in partnership with ‘Team Frankel’
- Email marketing offer sent to York Racecourse database within five minutes of Frankel winning the Sussex complete with an incentive to attend York
- The first television advert for a racehorse’s intended appearance, with 30 slots in the Yorkshire ITV region; in partnership with Racing for Change.
- *“The QIPCO British Champions Series is about taking the best of our sport to new audiences so it seems very positive to advertise the fact that Frankel is due to race in Yorkshire” – Rod Street, Chief Executive of British Champions Series*
- A PR focus on the horse; with over 30 interviews by the York team as well as those placed by RFC
- Facilitating the build up and coverage in broadcast media as well as in print media
- Advance planning with connections led to a dedicated Frankel support team (comprising horse aware minder, media escort for trainer, police officer), ensured safe delivery to/from stables as well as parade in front of the stands and a victory lap around the Parade Ring
- Creation of a temporary Winner’s Enclosure by BCS team holding a tape, delivered a safe space, a view for crowd and snappers, plus productive interviews which were all relayed on the racecourse PA system
- Frankel focused build up to the day for racegoers including dedicated articles in the racecard
- Provision of pink/green umbrellas and “Go Frankel” lollipops to add to sense of occasion



(l-r): email marketing, press engagement, winner's enclosure management

Results

- Attendance increased by 55% to 30,163 in 2012 compared to 19,457
- Record attendance for the opening day of the Welcome to Yorkshire Ebor Festival
- Over 500 customers redeemed post-Sussex offer
- Multiple film crews on site leading to headline news items on ITV News, BBC News, Sky Sports News, with Look North and ITV Calendar reporting live. The story of the horse filmed during the Newmarket media day featured throughout the day on BBC news24.
- Channel 4 viewing figures were up 42% for the day with a three minute peak of 845,000
- Tote turnover increased to over £560,000, another day one record, up 21%
- All hospitality areas sold out
- *“Without question, York appreciated [Frankel’s] visit and celebrated in style. Our thanks, too, for being so pro-active and amenable on the PR. The results spoke for themselves”* Rod Street, Chief Executive, Racing for Change.
- *“I would like to thank York Racecourse for putting on a tremendous raceday. For me the most pleasurable I can recall in some 40 years”* Brian Clark, Racegoer
- *“I’ve seen most of Frankel’s appearances but this one felt very different. I think whatever happens at Ascot – it’ll be hard to replicate the atmosphere of York”* Nick Luck
- *“It was so thrilling to watch and immediately afterwards Henry took us down to the stands’ rail to watch Frankel paraded by Tom in front of the Yorkshire crowd, who really appreciate a good horse”* Lady Jane Cecil
- *“makes me feel twenty years better”*- Sir Henry Cecil

