

SHOWCASE
& AWARDS
2013

BEVERLEY RACECOURSE

CORPORATE SOCIAL RESPONSIBILITY

ENCOURAGING RESPONSIBLE DRINKING & APPROPRIATE
BEHAVIOUR ON THE JOURNAL LADIES' DAY



@RCAShowcase

Objectives

- We wanted to address the issue of responsible drinking and appropriate behaviour on The Journal Ladies' Day in 2013, in response to the drinking culture and poor conduct that has become more common in recent years. Visitors to the event input significantly to the local economy, but the behaviour of some has been causing problems to the local community. It was time to do what we could to tackle this, without becoming overly censorious.
- The findings from a focus group we held revealed that for a staggering 70%, a trip to The Journal Ladies' Day was defined by the opportunity to drink glamorous drinks such as champagne and Pimms to intoxication. Drinking soft drinks or water was perceived as 'weak' and unglamorous.
- Our research also showed that people often felt under obligation to behave according to their surroundings, so when in a sophisticated and genteel environment, people generally adjusted their behaviour to suit.
- Making the drinking of water glamorous and on-trend, whilst redefining the vibe of The Journal Ladies' Day on the day struck us as the perfect solution.



Delivery

- We approached iconic and high-end local mineral water firm Blue Keld to partner with us, who donated 2,0000 bottles of mineral water to give away. We set up displays and welcome teams in the entrances to ensure racegoers knew on arrival that there would be water available for them and that we were encouraging a responsible approach to their drinking. We also asked our on-site cocktail bars to produce and publicise an elegant virgin cocktail as an alternative to the alcoholic versions.
- We deliberately recruited a vibrant and attractive young street team to hand out the bottles of water and chat to racegoers about the benefits of drinking water, to combat the perception that drinking water is 'cheating'. We also displayed messages about the benefits of drinking water around the course and on the big screens. Bar staff were briefed to offer soft drinks alternatives and the power to refuse to serve those who were drinking to excess.
- New 'zones' were introduced, according to our findings that nice surroundings encouraged people to behave appropriately. We developed an 'English Country Garden' with fountains, Greek statues and unusual topiary, and a chic Pimms Lawn with 'It's Beverley O' Clock' signs. We also introduced a no-alcohol chill-out zone, the Lavender Lawn, which was named to promote a feeling of relaxation and calm, and included a demo unit with chefs cooking local seafood and offering extensive tasters.
- All advertising in the run-up emphasised how The Journal Ladies' Day 2013 would have a different vibe to previous years, so racegoers' expectations were managed from the start (our artwork did admittedly depict a cocktail-bearing lady but the overall picture was one of sophistication.)



Results/Anticipated Results

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- The free bottles of water proved hugely successful, with all bottles given out within 2 hours. Bar sales of water & soft drinks was also up, proving the message of sensible drinking was getting through. Target groups of young men and women were happy to accept and drink the water, and chat to our street team about the benefits of staying well-hydrated.
- There were significantly less intoxicated people observed on the day, and there was an excellent vibe; racegoers were happy, peaceful and in control. The no-alcohol zone proved popular and busy throughout the day. Most importantly we seemed to manage to strike the right balance between maintaining a pleasant atmosphere and being kill-joys.
- The police praised us on the lack of alcohol-related incidents and arrests. Local press reported on the different feel of 'The Journal Ladies' Day 2013 in comparison to previous years, by way of the tone of the event. Additionally we received no complaints from local people about the 10,000 racegoers leaving the course, which was our greatest indicator of success.
- We are in talks with Blue Keld to repeat the exercise on a larger scale in 2014, incorporating a larger lead-up campaign.



Cheltenham Racecourse

Operational Excellence

The Festival 2013 - Get the show on the road..



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Objectives

Background –Severe temperatures and snow, not often experienced in mid-March, found the Cheltenham team in a position where The Festival was under threat from the elements, with the ground frozen across the whole site. In addition, the weather made the regular operational preparations for The Festival incredibly difficult, under enormous time pressure.

- Temperatures got down to -12°C wind-chill on the Monday Night. The site was like an ice-rink
- Both the new course and the old course were going to be frozen, with racing cancelled, unless measures were taken
- This situation is something that Cheltenham has prepared for in advance of The Festival, but never had to implement
- There are 8,000 hospitality covers over the four days of The Festival

Objectives-

- To ensure that racing took place on the Tuesday and Wednesday of The Festival 2013
- To ensure that the local community was not impacted by the cancellation of racing – it is thought that The Festival brings in over £50m to the local economy
- To safeguard the vast quantity food and beverages from freezing
- Make sure that the 460 runners and 27 Champions could be crowned



Delivery

- Both the old course and the new course were covered, as well as the take off and landing sections of the cross-country course. This is the first time in Cheltenham history that this had to be implemented on both courses
- This took 70 staff 16 hours in freezing temperatures to cover 70 acres (around 40 football pitches)
- 900 sheets, 10,000 pegs, 1,000 sandbags were used
- Heating was turned on 24 hours a day with food put into warmer areas. Additional fuel brought in
- The whole site was gritted, which is the equivalent of 200 miles. Ten tonnes of de-icing material also brought in
- Team Motivational Event – for the first time an event was held to motivate all casual staff. Michael Caulfield was used as a motivational speaker to ensure staff were aware of the standard and expectations of their role. The Jockey Club Core Values were also reiterated and to conclude a picture of all the casual staff with the Gold Cup was taken as a memento
- Groundstaff worked for seven days straight, in freezing conditions
- Extra railings had to be installed, to stop loose horses running on The New course, which was still covered



Results/Anticipated Results

- Racing took place on both days, with a slightly delayed start, in order to give enough time to remove the frost covers
- The only racing that was rescheduled was the cross-country race



- 56,284 racegoers on Tuesday and 53,295 on Wednesday enjoyed the first two days of the meeting, after which temperatures warmed up and the frost covers did not have to be deployed
- World wide positive PR stories in the media

<http://www.dailymail.co.uk/sport/racing/article-2293120/Cheltenham-Festival-live-Day-three.html>

- Willie Mullins after The Festival commented, *“Congratulations to your ground staff in their trojan work protecting the ground from frost. Never a dull moment I imagine!”*

Chester Racecourse

Owners' Experience

INITIATIVE



@RCAShowcase

Objectives

- To provide an outstanding experience for owners who visit Chester Racecourse.
- To ensure owners are rewarded for their significant and continued investment in the industry and are treated as they deserve.
- Our ultimate objective is for owners to choose an opportunity to run at Chester because of the exceptional owner experience.



Delivery

Pre-season

- At the beginning of 2013 Chester's most loyal owners were sent a branded tweed flat cap as a thank you for their support.

Pre-entry

- No race during the 2013 season was ran for less than £10,000, a feat not matched by any other racecourse.

Entry stage

- Personalised letter sent to every owner entering at Chester, including details of a dedicated racecourse representative (Jeannie Chantler). Owners invited to reserve a table in our Owners & Trainers Pavilion. Free collections arranged for owners from local airports and train stations.
- Owners provided with 4 complimentary badges per horse in single ownership declared at the overnight stage and 6 complimentary badges for those owned by a partnership/syndicate.

Race day

- Dedicated hostesses provided to meet owners at our County Stand entrance and escort them to their table in the Owners & Trainers Pavilion.
- All owners provided with a sumptuous grand buffet.
- Winning owners are given a DVD and photograph of the race and a glass of champagne in the entertainment suite in addition to the normal prizes.

Stable Staff

- All stable staff on duty at Chester receive complimentary food and drink for the length of their entire stay, as well as a bed in the Express by Holiday Inn for those staying overnight.



Results/Anticipated Results

Measurable statistics:

- Average number of owners catered for on a race day: 200 (74% owner attendance)
- Record number of entries in the 2013 season: 2349 (compared to 2231 in 2011)
- Average 2013 field size: 9.7 (national average 9.5)
- Chester Racecourse have held the ROA Gold Award since 2006.



Feedback received from owners who have visited Chester during 2013:

- ‘My husband and I felt we need to congratulate Chester Racecourse on its excellent owners and trainers facilities. We recently had the privilege of a first visit to Chester and found the facilities wonderful. The buffet spread was first class. This was a very welcome change from the dire facilities offered by many of our leading racecourses and could teach the likes of Newmarket and Ascot how to look after owners and trainers properly. Although we live in the South we look forward to having many more horses running at Chester. Once again, congratulations to everyone involved.’ - **Marie and Bill Mulshaw.**
- ‘I just wanted to thank Chester Racecourse on providing us with a wonderful day. The attentiveness of all your staff and the quality of your owners and trainers restaurant was excellent. We haven't seen better.’ - **Stuart Cawkwell**
- ‘I must mention Chester again as it is an outstanding track to attend. They look after the owners far and away better than any other track in the country. They have a dedicated area, a very good meal and brilliant prize money.’ - **Mark Tompkins, Trainer.**
- ‘A big thank you to you and all your team for making our trip to Chester a fantastic experience. The hospitality put on for our owners was top class and unlike any we have experienced on our travels before. The quality of food in the O&T was sensational. The stable staff also had great feedback.’ - **Lucy Stack, wife of Fozzy Stack, Trainer.**
- ‘I just wanted to say what a wonderful day we had. You really do things so well, not only with the wonderful complimentary lunch that you provide for owners, but also with your DVD and the photograph you have just sent us. The DVD is lovely with the horse being shown in the Winners' Enclosure afterwards. Most courses just cover the race alone.’ - **Christine Stevenson**
- ‘Just wanted to say many thanks for putting on such a wonderful lunch for the owners and trainers. The best I have come across in my time as an owner and I wish this could set the standard for other racecourses!’ - **Ann Black**
- ‘Over the last year we have sent over thirty horses to Chester from Kingsclere. Without exception, the service that we all have received has been exceptional. Owners are continually impressed by the standard of catering that is provided and the excellent facilities that are available to them. Jeannie and the team are always willing to help and they do everything they possibly can to ensure that both Owners and Trainers are getting the best possible service.’ - **Anna Lisa Balding**
- @chesterraces just sent me a flat cap but the stats were more impressive. No race to be run there for less than £10k. Hats off to them!

David Redvers@dredvers_7

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GOODWOOD RACECOURSE

FOOD & BEVERAGE

THE SECRET GARDEN



@RCAShowcase

Objectives

- Reinvalidate a tired hospitality area.
- To maximise the commercial return on an area that was previously a difficult sell.
- Create a space in which we could develop our partnership with Fairmont Hotels & Resorts.
- Provide a unique hospitality experience that epitomised the Goodwood brand.
- To generate extensive PR activity for our hospitality offering.
- To accurately reflect Edward VII's quote when he said that:
"Goodwood is a garden party, with racing tacked on".



Delivery

- Commissioned a Chelsea Flower Show gold medal winning designer, Roger Smith, to create an English country garden, within a traditional marquee structure:
 - Turfed the entire floor.
 - Built walls to create an enclosed walled-garden, incorporated traditional garden fixtures and fittings (drainpipes, wheelbarrows etc), and set dressed the entire area.
- Used a professional set designer to ensure the concept was delivered.
- Worked alongside our catering partners to create a menu that complimented the surroundings.
- Engaged with our external partners to ensure their buy-in and support:
 - Tote staff wore gardeners uniforms.
 - Tote betting kiosk converted into gardener's shed (Fred's Shed).
 - Catering staff wore traditional stately home staff uniforms.
- Fairmont Group came on board and delivered an afternoon tea menu that reflected a number of their international landmark hotels:
The Peace Hotel – Shanghai,
The Plaza – New York, The Savoy – London
- A total of 347 different plants were utilised.
- Created and established an area that can be used to spearhead sales in future years.



Results/Anticipated Results

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- Sales within The Secret Garden were significantly up year-on-year for the corresponding space.
- Feedback was superb:
“The Secret Garden was fabulous and was like no other facility I have been to at any other racecourse, the attention to detail was unbelievable, it was just so Goodwood.”
- We gained coverage in new publications, and had heightened TV coverage.
- Over 25% of all bookings secured for 2014 so far are for the Secret Garden.
- Due to the level of interest generated off the back of The Secret Garden, Fairmont Hotels & Resorts has renewed their contract for 2014.
- The Secret Garden will now be used as a template for future development of the hospitality facilities at Goodwood Racecourse.
- The Secret Garden facility is now at the forefront of our promotional activities.



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LINGFIELD PARK RACECOURSE

EVENTS

THE SHOWERKING FLYING FEATHERS MAIDEN STAKES (FOR SHIRE HORSES)



GBR GREAT BRITISH
RACING

051 sports
marketing



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Objectives



- Lingfield Park always strives to create new and unique initiatives which have a synergy to horse racing but also appeal to a broader audience whilst inspiring and enthusing existing racegoers.
- An enquiry regarding the use of the All-Weather track from Hurst Green Shires lead to the creation of The Showerking Flying Feathers Maiden Stakes (for Shire Horses), the first ever race of its type to be hosted at a racecourse in the world!
- Our aim was to increase attendance, gain positive press coverage on a national level whilst putting Lingfield Park firmly on the map as an exciting, innovative and diverse venue.
- The event would be enhanced by the raising of funds for The Countryside Alliance whilst raising the profile of the Shire horse breed, currently listed as an endangered species.



SHIRE HORSE RACE S.T.P.M.			
The Showerking Flying Feathers Maiden Stakes (For Shires) About 2 Furlongs (AWT) For Shire Horses Only Maiden (No Professional Jump Jockeys) All shire hares have previously been provided by a Hunt Course Shire. Showers, the general manager of this race will present medals to the jockeys and a sack of corn to the winning shire. The President of the Shire Horse Society will present a prize to the winning owner of this race. Medals will be handed out after the race.			
Rank	Shire	Age	AWT
1	ACE	11	
ACE is a Shire horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire.			
2	Flash	10	
Flash is a Shire horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire.			
3	Sunbeam	4	
Sunbeam is a Shire horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire.			
4	Jocko	14	
Jocko is a Shire horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire.			
5	Harry	5	
Harry is a Shire horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire. He is a well-bred horse who has been provided by a Hunt Course Shire.			

Delivery

- A sponsor was secured, a clear vision created and logistics considered before launching the race 6 weeks prior to the event with a photo-shoot using two of the Shire Horses and two professional jump jockeys.
- The use of Professional Jump jockeys would help further increase the appeal of the race and David Crosse was engaged to secure the riders and help promote the race via his Love The Races blog.
- A significant social media campaign began generating momentum for the event and triggering local, national and world wide press coverage.
- Our relationship with the Countryside Alliance and the Shire Horse Society, two National organisations further enhanced promotion of the event reaching an even wider audience.
- At The Races came on board and committed to televise the race live on the channel. We were also approached by The BBC One Show who were keen to run the story.
- Eight Shire Horses took part in the race, all beautifully turned out with traditional ribbons to match the Jockey Colours. There was a running commentary in the paddock explaining the origin of the breed and the individual characters of each horse. The pure enormity of these gentle giants proved a real spectacle around the paddock.
- Champion Hurdle Winning Jockey Noel Fehily was among the field as they were led to the 2 furlong start on the AWT. John Hunt's lively commentary added to the spectacle as they thundered down the track, hands and heels where a photo finish declared Joey ridden by Mark Grant victorious.
- A book was opened by on course bookmakers profits going to the Countryside Alliance Foundation. A temporary stable was erected on the Paddock to house a Shire for race goers to experience interaction at close hand.

Results/Anticipated Results

- Attendance was recorded at a record high of 7611, an increase of 101 % on previous year.
- The race was uploaded to YouTube and has received over 100,000 views from around the world, including 30,638 in the USA, 8,049 in Canada, 4,729 in Australia and 3,949 in Holland. So not only did we achieve our aim of gaining national publicity but global as well.
- The race was televised live on At The Races and shown on Sky Sports News. The BBC One Show sent a presenter to Lingfield Park and aired the race and related coverage on Monday 17th June on their prime time show.
- We achieved a new and unique initiative which far exceeded the desired crowd and media coverage and created an event that has the substance and longevity to earn a permanent annual position in Lingfield Park's Calendar.
- We received extensive press coverage in local, national and global media including The Racing Post, Horse & Hound, Horsetalk.co.nz, Daily Express and Horse & Country TV.
- We received positive feedback via social media from thousands of new and existing followers and numerous re-tweets all increasing our profile as an exciting and innovative venue.



Warwick Racecourse

CATEGORY : Best Campaign

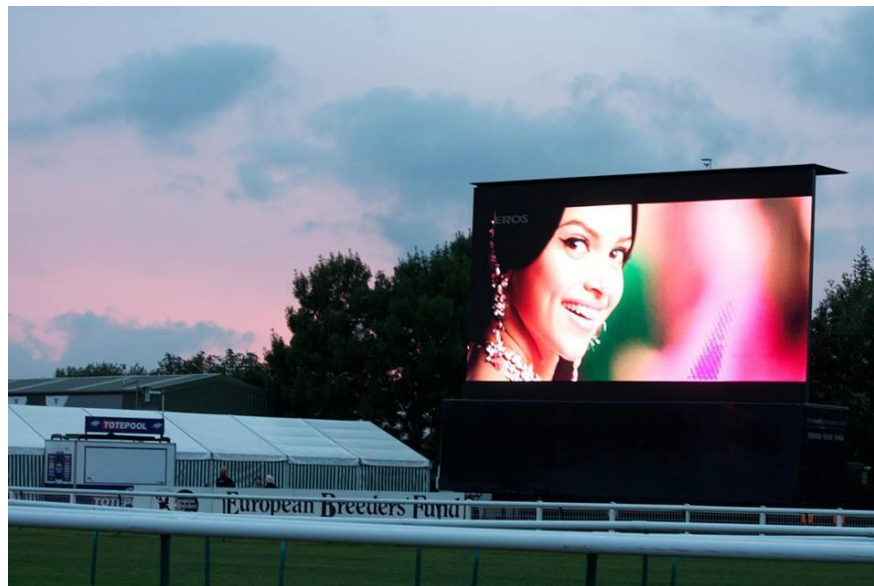
INITIATIVE: 'A Celebration of Bollywood' 21st August 2013



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Objectives

- To deliver a unique event to celebrate 100 years of Bollywood cinema and bring an international flavour to the local Food and Film Festival in Warwick
- To engage with the local Sikh community – Warwick has the UK's second largest Sikh community right on our doorstep, many of whom have not been racing before
- To showcase the facilities at Warwick to a targeted audience now that we have extended our paddock marquee to encourage Asian weddings. Warwick's partner for Asian weddings, Divya Group worked with us on promoting the event
- To increase footfall on a fixture that has previously never made budget. The target for that day was to hit budget of 1,000 racegoers



Delivery

- Asian food offerings were made available in our restaurant, corporate boxes and our caterers created a curry hut outside one of our bars of which all were made with Halal meat
- BBC Asian network were approached and came along to interview staff and racegoers earlier in the day in order to broadcast about the event on the news that evening
- The 'Banghra Heads' who were finalists on Sky 1's 'Got to Dance' performed their 15 minute dance routine to the crowds shortly before the 1st race of the evening at 5pm
- Asian drummers were on both sides of the main entrance to welcome all racegoers into the racecourse
- Two Bollywood dancing stilt walkers could be seen at various intervals throughout the evening, they worked alongside a henna tattoo artist who specialised in traditional Asian henna design
- Directly after racing the subtitled Bollywood blockbuster 'Om Shanti Om' was shown on the worlds largest mobile LED screen to racegoers who wished to stay on and watch
- All of the above were designed to bring the colour, feel and taste of Bollywood to our racegoers



Results/Anticipated Results

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- Exceptional result achieved with paid attendance 84% over budget at 1,894 racegoers and even beating the previous year which had Ali Campbell (UB40) performing live after racing
- Great coverage in the local area as shown below, in the Warwick Courier
- Raised cultural awareness in the local area of the anniversary of Bollywood cinema
- Event created new relationships with the Sikh community and bought a new audience into racing through our own marketing and partnership with Divya Group whom will be assisting us with marketing Warwick as an Asian wedding venue
- *“What a great way to bring a bit of culture to Warwick, not only was the entertainment fantastic (Dancers, drummers, Stilt walkers and of course the Bollywood film), it was well organised and thought through. The staff are always friendly, polite and helpful. We enjoyed it so much we went back in the family fun day. Definitely will be going back to Warwick Racecourse”* Satinder Baghrath, local resident
- Event helped to raise awareness of our bank holiday family fun day five days later of which another huge crowd turned out, nearly 2,000 up on the previous year



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YORK RACECOURSE

ALL ABOUT THE HORSE

YORK RACECOURSE HOSTS THE

CHARLES OWEN PONY RACE SERIES GRAND FINALS



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Objectives

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- To promote the Charles Owen Pony Race Series to new on-course and off-course audiences.
- To use the Charles Owen Pony Race to promote the raceday as whole to a new generation of racegoer by utilising existing connections, e.g. Pony Club families and Horse & Hound readers.
- To provide a fitting stage to help the development of aspiring young jockeys.
- To be the best venue for the Pony Racing Grand Final staged so far.
- To assist the Pony Racing Authority in successfully delivering on their objectives:-
 - to provide hospitality for all riders and guests fitting to the Grand Final;
 - to fulfil the promotional needs of Charles Owen; and
 - to deliver the annual Pony Racing Authority awards ceremony.



Delivery

- Early and loud announcement that the Charles Owen Pony Race Series Grand Finals were at York Races as part of Family Sunday 8 September:-
 - New PR message for the day.
 - Email to customer database .
 - Feature of racecourse website and brochures throughout the season.
 - Capitalised on the human interest connection as Anthea Morshead, Assistant Clerk of the Course at York, had her son, Henry, riding in the Finals.
 - Special offer to the Pony Club communicated nationally and direct to all local clubs.
- For the first time, secured a slot for a promotional film to run on Racing UK in the week before the Grand Finals.
- Dedicated six pages of the racecard to the pony racing story and biographies of the riders.
- Focused support to the series' sponsor, Charles Owen, throughout as well as providing them with a strong branding and promotional presence.



- Combined with other activity to build the involvement - watch the Pony Race Grand Finals, then:-
 - enjoy a free pony ride at the course that day;
 - meet Harry , the retired racehorse (and his friend, Meg the pony);
 - visit the Racing Interactive Zone to try the equicizer and other hands-on racing activities; and
 - use the racing Wii game as supplied by GBR (Kids Love the Races initiative).
- Combined Grandstand and picnic enclosures to encourage proximity to Parade Ring.
- For the first time, the ponies were stabled in the official racecourse stables.
- Dedicated marquee for the sponsors, officials, riders and their families to celebrate and enjoy the day including special invitation by the York Race Committee to watch the remaining racing on the day (with afternoon tea) in the Committee Room.
- Integrated the pony races into the raceday operation as if they were fully fledged thoroughbred contests.

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(l-r): equicizer in use,
Harry the retired
racehorse, free pony
rides, Pony Race
racecard insert

Charles Owen Pony Race 138cm & Under, 1pm-7p			
Pony Name	Rider	Age	
1 Push The Button Weight: 138cm, Age: 4, Mare Colours: Maroon, Yellow Sleeves, White Anklets, White Cap Form: 2, 1, 1, 2, 1, 1, 1, 1, 1, 1 James and Push The Button have been prolific winners during the 2013 Charles Owen series, and have won an amazing nine from their eleven races. James is the younger brother of Sam, who competes in the Ladies Final, and has kept his skill from his father, racehorse Master Peter and his mother Sarah, who is a talented rider herself. No ambition to leave school and become a professional jockey. Series points: 104	James Bowen Colours: Red Breed: Thoroughbred Cross Welsh	12	
2 Little Anne Weight: 138cm, Age: 4, Mare Colours: White, Royal Blue Chestnut, White Sleeves, Royal Blue Hoops Royal Blue and White Quartered Cap Form: 1, 1, 1, 1, 1, 1, 1, 1, 1, 1 Little Anne has continued their success after winning leading pony and rider in this category last year, with victories at Epsom, Perth and Mussburgh. As well as racing around the country each weekend, Charles has also qualified for the British Pony Olympiad, raising money for Great Ormond Street Hospital in the process. Series points: 64	Charlie Todd Colours: Chestnut Breed: Thoroughbred	12	
3 Honky Tonk Girl Weight: 138cm, Age: 12, Mare Colours: Black, Yellow Cross Belts, Yellow Sleeves & Cap Form: 4, 3, 3, 1, 2, 2, 1, 4, 1 Ella is the best Red cross pony yet, but it's already the North West Point to Point Pony Racing Champion amongst the girls in the 138cm division, and has won a race at Cheltenham. A real all rounder who has been training and competing, and will not let her father, the Grand National winning trainer Gordon Richards, down. Series points: 44	Ella McCain Colours: Red Breed: Red	11	
4 Stretcht Hermes Weight: 138cm, Age: 10, Gelding Colours: Royal Blue, Red Sleeves, Royal Blue Anklets, Red Cap Form: 1, 1, 1, 1, 1, 1 Stretcht Hermes has lots of racing interests, as he has competed at high level in BPH (showing) and represented Wales with his training master Peter, he has represented South West Yorkshire Pony Club at a local level in cross country, showjumping, dressage and eventing. He has a passion for county sports, and more and more regularly with the South West Yorkshire. Let me see blue rings for him, but his passion is for racing, and he hopes to emulate his father, top jumper rider, Mr McCay, one day. Series points: 20	Lorcan Williams Colours: Red Breed: Red	13	
5 Dillian's Girl Weight: 138cm, Age: 9, Mare Colours: White, White Cross Belts, White Sleeves, White Cap, Like Spots Form: 1, 2, 2, 1, 1, 1, 1, 1, 1, 1 Dillian's Girl has been a real star for the Charles Owen Series Grand Final each year. She has had great fun and gained lots of experience from riding her at different racecourses around the country, and greatly appreciates the pleasure she has given Mrs. Lacey other interests in shooting and riding, so perhaps he'll become a star sometime! Series points: 41	Jamie Perrett Colours: Red Breed: Purebred Thoroughbred	13	
6 Wee Anthony Weight: 138cm, Age: 10, Gelding Colours: Red, Royal Blue Cross Belts, Red Sleeves, White Spots, Red Cap Form: 1, 1, 1, 1, 1, 1, 1, 1, 1, 1 William started riding aged 11 years old, and he and Wee Anthony gained their first experience over the year of Christmas. William is an active member of Farnham Hills Pony Club down in Somerset. His ambition is to be a successful Flat Race jockey. Series points: 40	William Cox Colours: Red Breed: Red	14	

- Pony Racing Association Chairman, Edward Gillespie, said,

Danielle Santos, Director of Marketing, Charles Owen & Co, said,

Natalie Grainger, racegoer,

- The family story of the Bowen brothers, James and Sean, winning their respective finals added post raceday PR with titles such as Horse & Hound running a feature.

(l-r): the crowds , Pony Racing finalists approach the finish line, Charles Owen branding, Yorkshire Life article

