



Showcase
& Awards
2024

Warwick Racecourse – Family Fun Day

The Raceday Award



Proudly partnered by



RACING POST



Objectives

Our Family Fun Day in 2023 saw a record crowd which caught us out as 43% of customers had booked in the 48 hours prior to the event. This resulted in our race day being overcrowded and an operational nightmare. We received a lot of negative feedback and an **NPS score of -25**. We also had our **RCA Visit England Assessment scoring 76.74%**.

For our Family Fun Day in 2024 – Monday 6th May – we set out the objectives below –

- Restore customer faith in the racecourse by achieving a minimum NPS score of +30 (Great event)
- Ensure a better customer experience through reducing queues & improving entertainment – improve catering spend per head from £3.18
- Maintain the attendance above 2022 figure of 5004
- Reconfigure event layout to accommodate the size of crowd
- Improve communication with customers pre-event – send e-comm with event information with +30% open rate

What went wrong in 2023?

- Pony racing – We had 2 pony races before the main racing which resulted in closing the track twice for 10 minutes. Warwick car park is accessed via crossing the track.
- Queues – As a result of the pony racing and other delays around Warwick there was huge queues getting into the racecourse
- Attendance – Sudden increase in tickets sold within 48 hours led to a much bigger crowd than expected with a large walk up on the day.
- Location – all children's entertainment, toilets, bookmakers and picnics were located in one central field that could not accommodate the crowd.
- Access – An additional entrance direct into the family field resulted in a bottle neck of customers into one area.
- Overcrowding – The family field was too congested with no customers flowing into the other areas due to all activities being focused in the family field.
- Additional bouncy castles were booked a few days before which weren't managed properly.

How did we improve for 2024 –

- We liaised with the Caravan Club & reduced the number of pitches available for customers to ensure we had a larger space for the race day crowd – we took a financial hit from the Caravan Club in order to improve the race day experience.
- We utilised the space better by moving all children's entertainment, concessions, and bookmakers into a separate part of the enclosure that largely went unused the previous year.
- We put children's entertainment on both sides of the course to spread the flow of children.
- We kept the family field clear for picnics and one children's entertainer.
- We had no pony racing and moved them to another race day where it was more appropriate.
- We allowed customers to park 3 hours before and opened gates 2.5 hours before.
- We had multiple meetings with suppliers to ensure the space met their needs which allowed us to create an accurate site map for customers to visually see where everything was on course & also distribute in marketing comms before the day.
- We issued 'lost child' wristbands and flyers with the schedule and map on at both gates to parents.
- We increased parking attendants and security.
- Better signage including a map around the site advertising where the children entertainment can be found.
- We advertised the entertainment and the map across socials, email and the website in advance.
- We communicated with customers better regarding parking, timings and picnics – sent out an E-comm to the bookers in 2023 outlining the event improvements – achieved a 42% open rate with 1866 opens from 4409 distributions.
- We also opened up an additional hospitality area with a Bubbly Brunch package – cheaper than our standard offering but allowing a family friendly area to cater for other audiences

Results

GA & Hospitality revenue –
2023 - £63.4k
2024 - £75.3k



Up
£11.9k

Catering Turnover & spend / head -
2023 - £23,163 - £3.18
2024 - £39,253 - £5.94



Up
£16k

NPS SCORES

'How likely would you be to recommend your day out to your friends and family?'

2023	2024
-25 (needs improvement)	31 (great)

ATTENDANCE

	2023	2024
Adults	4831	4671
Children	2442	2237
Total	7273 (45% increase on 2022)	6908

BOOKING TIMESCALES

	2023* *Adult GA figures	2024*
Up to the Friday before BH Monday	57% (2259)	53% (2069)
The weekend of BH Monday	24% (973)	17% (651)
On the day (gate only in 2023, online and gate in 2024)	19% (760)	30% (1163)



Supporting Information (max 1 slide)

2023 Feedback comments –

“To many people in such a small area I was there for 20 minutes and left, my 2 children did not want to stay for family fun day as it was too over crowded and could not move”

“Family area was unsafe. Bouncy castle had triple the amount of children it should hold on it. The whole day was chaos. Lack of parking attendants meant all streets around the racecourse was gridlocked. Missed first 2 races due to this. Left after 2 hours. Total shambles. Expected more.”

“This really was the most awful family event I have attended. From the queues to get in, to the space assigned, health and safety and overall enjoyment. We were so disappointed as were my children. It was advertised as a family event and it wasn't due to the greed of ticket sales. Lovely idea but the numbers made the event terrible. We arrived and left early.”

2024 Feedback comments –

“It was a great day out for me and my family we really enjoyed it and will definitely be back soon”

“Great free activities for kids. Good first experience of racing for them. Friendly atmosphere. Felt safe. Great picnic site.”

“Fantastic day and brilliant atmosphere. Couldn't ask for better!!!!”

“Great day out for the family's and children, & lots of things to see and do for the children and great value for the money. Very enjoyable & great atmosphere.”

“Great day out with the family. Great atmosphere friendly and helpful staff. Highly recommended it and will definitely do it again”

“Was a good family day out with something for everyone. Was our first time going to the races family day & will definitely be back next time”