



Showcase
& Awards
2025

Wolverhampton Racecourse

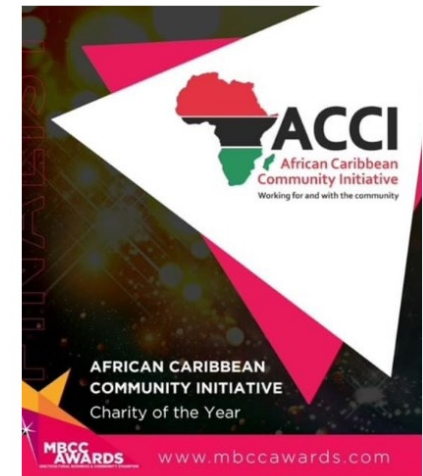
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Diversity & Inclusion

Our aim:

- To engage with the African & Caribbean Community in the Wolverhampton and Midlands area, 9.3% identify as Black African & Caribbean in the 2021 census in the Wolverhampton region, rising from 6.9% in the previous census.
- To create an event / raceday that they feel they can be part of as our regular crowd and race goers appear to not be formed of this community.
- Make it as authentic as possible by using local suppliers whether this be the musicians, stall holders, DJ's, entertainment and dancers. We had approx. 12 suppliers and 60 individuals within this number.
- To create a long lasting partnership where everyone feels welcome at Wolverhampton Racecourse.
- Working closely with the ACCI – African Caribbean Community Initiative.



Delivery

- We were aware that a lot of our neighbours were not visiting Wolverhampton Racecourse so we reached out to local businesses and well known people in the local community that were happy to build a long lasting relationship and partnership.
- The site was well themed with Jamaican flags, traditional food and drink, music, dancers, outfits, trade stands, steel bands and reggae music.
- This was well advertised to the community via radio (Skyline Radio which is aimed at Black African & Caribbean) and local businesses.
- The crowd for the event in 2025 was just shy of 2,000 visitors, a rise of 400 on the first year of the event in 2024. Most of the visitors to these two events were new to horse racing.
- In order to be as authentic as possible we worked alongside The ACCI – African Caribbean Community Initiative, so all of our suppliers, food and drink vendors and entertainment remained locally sourced within the Wolverhampton Black, African Caribbean Community.



Results

After operating this newly themed raceday for two years here at Wolverhampton Racecourse this has become a key feature of the Easter weekend and we are hoping that year three will be even more successful and attract more suppliers, more acts and entertainment and more race goers.

Entertainment, food and drink vendors and all suppliers for the event came from the local Wolverhampton Black African & Caribbean Community.

A lot of the race goers have never been horse racing before.

A strong relationship has been built with ACCI Afro Caribbean Community Initiative which has led to a future Charity Raceday in conjunction with them.

“Rum and Reggae Event

We came here for the Rum and Reggae Event and all I can say is it was Superb from start to end. With the music from , Midlands Pro DJ, Steel band, Ultimate 40 Reggae Band and food from Addassa Catering, were all on point. We had a fantastic time and hopefully can do it again next year.”

