

2011
SHOWCASE
& AWARDS

EPSOM DOWNS RACECOURSE

Events (including non-raceday events)

Epsom Racehorse Trainers' Open Day, Epsom Racecourse Family Funday
Raceday and free Summer Raceday 28-30 August 2011



Objectives

Epsom Racehorse Trainers' Open Day, Epsom Racecourse Family Funday Raceday and free Summer Raceday – 28 – 30 August 2011

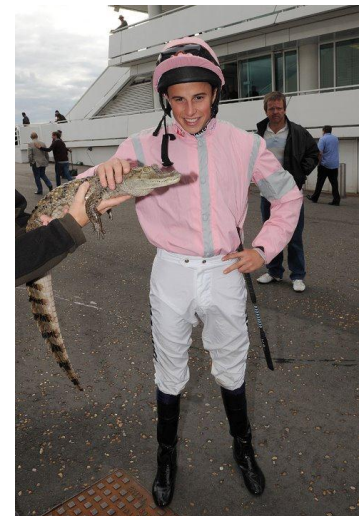
- To enhance the two day fixture over the August Bank Holiday and promote local interaction both with the Epsom racing industry and general public.
- To increase turnover both for the racecourse and Epsom Racing Staff Welfare (local charity that provides affordable housing and other welfare benefits for Epsom racing stable staff).
- To provide informative and interesting racing-related attractions to increase people's awareness and knowledge of the industry, in keeping with the Racing For Change initiatives.



Delivery

Epsom Racehorse Trainers' Open Day, Epsom Racecourse Family Funday Raceday and free Summer Raceday – 28 – 30 August 2011

- Previously the Epsom Racehorse Trainers' Open Day has been a standalone event with local yards opening during a Sunday morning and family activities taking place on the racecourse during the afternoon.
- To make the day more cost effective for both the charity and the racecourse, the open day was added onto a two-day racing festival at the racecourse to make a three-day industry themed event.
- The open day consisted of the gallops display and yards opening and the afternoon attractions were moved to the Funday on the following day. Whilst the charity still coordinated the trainers' yards opening on the Sunday open day, the marketing of the three days was amalgamated and the charity and racecourse worked closely together on the format of the event.
- The attractions included: parade of retired racehorses, painted horse anatomy display, shetland pony derby, tradestands, children's funfair, pony rides, face painters, exotic reptiles children's races, jockeys' autograph opportunities.
- Attendees of the Sunday open day were offered a discount to the Monday Funday Raceday and the Tuesday summer raceday was a free entry to all event.



Results/Anticipated Results

Epsom Racehorse Trainers' Open Day, Epsom Racecourse Family Funday Raceday and free Summer Raceday – 28 – 30 August 2011

- Nearly 1,000 people attended the Sunday event.
- Over 10,000 people attended the Monday event.
- Over 3,000 people attended the Tuesday event.
- We have created a Racing Festival that will grow in future years, provide interesting and informative racing-related attractions and make a contribution to a deserving charity.

