

2011
SHOWCASE
& AWARDS

Hamilton Park Racecourse Raceday Experience

Initiative

Parade Ring Theatre Project



Objectives

Project Objective – Offer racegoers added value by extending the entertainment beyond the track action and including the natural amphitheatre of the parade ring

- Introduce initiatives appropriate to the target audience of each event eg. Tipsters for punters, Fun for families.
- Focus activity on The Horse, thereby developing racegoers appreciation of our core product.
- Work within parameters of safety and time schedules so that neither are compromised



Delivery – careful allocation of initiatives to match the occasion

Blanket changes from start of the year and appropriate to every raceday:

- Parading in number order with extra large numbered armbands on stable staff
- Winner delayed in to enclosure with entry accompanied by fanfare and applause
- Relaunch of Raceday Presenter's style to become more empathetic and engaging with each audience

Targeted initiatives - bespoke to specific audiences eg Ladies, Families, Racing fans

Educational:

- Painted Horse – expert commentary on the anatomy of the racehorse
- Horsemen interviews eg Paul Hanagan / Silvestre de Sousa - fight for the championship
- Pedigree resume and status of Irish Breeding Industry by Daithi Harvey of Irish Stallion Farms
- Promotion of top Scottish trainers via interviews and parade of bloodstock available to purchase/lease
- All About The Horse pamphlet – distribution and reference to between races

Social Entertainment:

- Harry Redknapp on his runner's prospects and all things Tottenham; X Factor Star Katie Waissell; Preston manager Phil Brown
- Crowd participation eg Win if You Lose – tombola for give-away prizes a la Derek Thompson
- Children's Fancy dress competition – the final judging in the Winners Enclosure
- Best Dressed Lady Competition Finalists



Results – Parade ring activity gained new clarity for the layperson and the “void” between races diminished dramatically

- Developing the goodwill of local trainers by promoting their businesses
 - Jim Goldie sold one of the horses which he paraded
- Parade ring atmosphere improved with larger attendances from the public for a longer period of time
 - Historically we would get crowds of between 50 and 100 around the parade ring on ‘normal’ days. This grew to regularly be between 300 and 500 this year and race goers didn’t drift away after the trophy presentation as they have done in the past
- The Horsemen brought an extra dimension to proceedings sharing their expertise
 - Paul Hanagan talking about life as Champion Jockey and trying to retain his title
- Behaviour of Raceday Presenters became more proactive and energised when scheduled on a rota
 - Gordon Brown (ATR) requested a debrief meeting with executive to review performance
- Positive reporting from media about the fresh approach and enhancing value
 - David Carr’s blog - www.racingpost.com/blog/horse-racing/david-carr/painting-an-astonishing-picture-at-hamilton/851157/
 - Steve Dennis’s Scottish Tour - <http://www.thefreelibrary.com/%27It+puts+the+English+tracks+to+shame,%27+says+Dods+with+the+eloquence...-a0260018646>
- Classic case of **Edutainment** ie racegoers were provided with new opportunities to develop their passion for horse-racing whilst being entertained at the same time
 - Demonstration of the racehorse’s anatomy via the painted horse

