

2011  
**SHOWCASE**  
& AWARDS

# BRIGHTON RACING AND EVENTS

## Events

Brighton Football Club Park & Ride – Turning a threat into a opportunity



# Objectives

- The opening of the new Brighton FC Amex stadium just a few miles from the racecourse posed a huge commercial threat to the courses 'non racing' income, built up over the last 5 years to the highest in the NR group. The new stadium includes purpose built conferencing rooms and has a beautiful contemporary design, compared to the rather dated facilities at the racecourse.
- Our objective was to treat the club as a potential partner rather than an 'enemy' and work with them to minimise the threat.
- Brighton's season is primarily outside the football season and this partnership approach could benefit both parties and build the regions sporting profile.



- Early meetings with the club, indicated not enough land was available for the parking of the entire fan base.
- We reached a mutually beneficial commercial arrangement for the club to utilise racecourse land outside the racing season and operate as a 'park and ride' to the new stadium.
- In order to capitalise on this new arrangement and potential new market, we liaised with the tote and our caterers to create a pre-match experience for those using the park & ride with breakfast available and the bars and betting shops open.
- Not only is this a valuable new income stream, it allows us to market the course to a new customer base.



# Results/Anticipated Results

- The commercial agreement with the club has mitigated some of our anticipated shortfall from lost conferencing business.
- With regard to our pre-match experience, it is still early days in the season and after a slow start the number of guests using the facilities related to the park and ride is growing. We have agreed with our caterers and the Tote to allow the momentum to build before we do a full commercial evaluation
- One huge up side is that our discussions at the early stages of the stadium construction led not only to the 'park and ride' but also to an Albion in the community raceday as part of our August festival.

ALBION IN THE COMMUNITY RACEDAY  
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