

2011 **SHOWCASE & AWARDS**

AN INTRODUCTION TO THIS YEAR'S AWARDS
THE CATEGORIES AND FINALISTS.



2011
SHOWCASE
& AWARDS

ORDER OF EVENTS

Champagne Reception

Dinner

Awards Ceremony

Events

Food and Beverage

Free Racing Days

Marketing

Operational Excellence

Raceday Experience

Judges' Choice

Best New Initiative

Showcase Champion

Dancing

2011
SHOWCASE
& AWARDS

An introduction from the chairman



The Racing for Change initiative to popularise British horseracing is crucial to our future as a sport. And the Raceday Experience is a key element, promoting and encouraging innovation by the racecourses.

Racecourses are working very hard to increase their audiences in a tough economic climate. Attendances are up 4% on 2010 and should reach 6 million for the first time in years. A big part of the success is down to innovation in what is provided to customers. I have been highly impressed with the willingness of racecourses to share their best ideas and try out those proven elsewhere.

Individual initiatives range from improvements to the information provided to racegoers, to links with high street brands to improve the food and drink offer to racegoers and the development of social media strategies to reach customers. Horseracing is also the first sport to apply the Visitor Attraction Quality Assurance scheme (VAQAS) of Visit England.

The 2011 Showcase has again provided an excellent opportunity for racecourses to share their ideas, large and small, for improving the experience for their customers.

At last year's inaugural event it was genuinely uplifting to see so much enterprise freely shared with colleagues. This year's increased number of entries suggests even more fun and excitement for all participants particularly for those who win in the six award categories. These are Raceday Experience, Operational Excellence, Marketing, Food and Beverage, Free Racing Days and Events. The categories have been selected to reflect the areas which customers tell us are important to them. The short listed five nominations in each category show that racecourses have excelled in each of these areas.

I look forward to the RCA continuing our partnership with racecourses to help them build ever increasing popularity for racing through fantastic new customer attractions.

2011
**SHOWCASE
& AWARDS**
MENU

Champagne reception

With a selection of hot and cold canapés

Mains

Roast contrafilet of beef, anna potatoes, panache of vegetables, red wine & shallot jus

Wild mushroom ravioli with seared fennel & cherry vine tomatoes, basil cream sauce and toasted pinenuts, garlic bread and green salad (vegetarian option)

Dessert

Raspberry Brûlée served with cantuccini biscotti

Cheese and coffee

Wines

Argento Pinot Grigio

San Rafael Merlot

2011
SHOWCASE
& AWARDS
EVENTS

To celebrate both raceday and non-raceday events designed to enhance the guest experience and attract new customers to racecourses.



Perth Racecourse
Charity day

Chester Racecourse
Chester Rocks 2011



Carlisle Racecourse
The Edinburgh Woollen Mill ultimate ladies night



Newcastle Racing and Events
Newcastle Stampede



Goodwood Racecourse
Three Fridays nights

2011
SHOWCASE
& AWARDS

FOOD AND BEVERAGE

To identify best in class innovation in food and drink service at racecourses.



Ascot Racecourse
Paddock Bar and Grill



York Racecourse
Showcasing locally sourced food: the edible racehorse



Bath Racing and Events
Premier Grill



Goodwood Racecourse
The Tanqueray Bar



Sandown Park Racecourse
The Brasserie

2011
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FREE RACING DAYS

To award marketing innovations conceived and delivered by racecourses to enhance the appeal and effectiveness of free raceday initiatives.



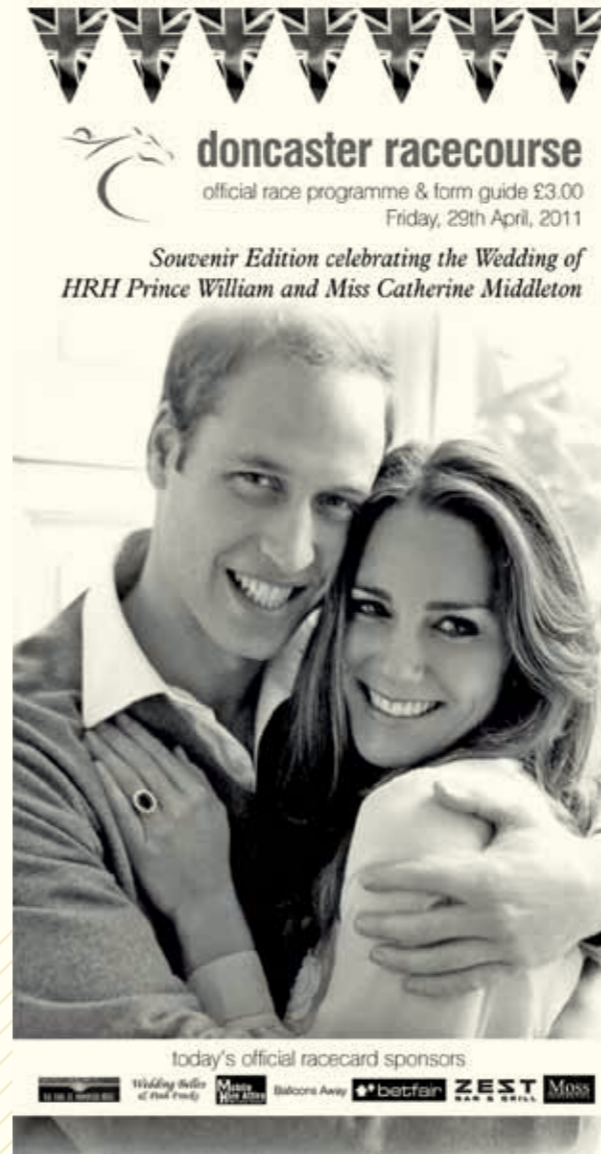
Pontefract Racecourse

Loyalty card



Wolverhampton Racecourse

Free grandstand enclosure throughout January



Doncaster Racecourse

Royal wedding raceday



Epsom Downs Racecourse

Trainers' open day, family funday raceday and free summer raceday



Newbury Racecourse

Services and equestrian racedays

2011 SHOWCASE & AWARDS MARKETING

To acknowledge excellence in the sphere of marketing, increasing the appeal of racing to new audiences and improving the frequency of visits amongst all customers.

Ascot Racecourse

Colts and Fillies Club horse



Kempton Park Racecourse

Kempton Live 2011



Royal Windsor Racecourse

Roadside banner campaign in partnership with Totepool on roads leading up to the racecourse



Doncaster Racecourse

Sales through service - social media



York Racecourse

Expanding the fashion aspect of Ebor before and during the raceday: Fashion on the Field

2011
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OPERATIONAL EXCELLENCE

To recognise exceptional delivery and initiatives to improve the operational performance and customer service at racecourses.



Aintree Racecourse

Catering staff training at Aintree for 800 new recruits for the John Smith's Grand National meeting



Plumpton Racecourse

Turf Talk and staff engagement programme



Brighton Racing and Events

Brighton Football Club park & ride
- turning a threat into an opportunity



Musselburgh Racecourse

Visit Scotland 5 star attraction

BATH
RACING & EVENTS

BRIGHTON
RACING & EVENTS

CHEPSTOW
RACING & EVENTS

FONTWELL PARK
RACING & EVENTS

GREAT YARMOUTH
RACING & EVENTS

HEREFORD
RACING & EVENTS

NEWCASTLE
RACING & EVENTS

SEDGEFIELD
RACING & EVENTS

UTTOXETER
RACING & EVENTS

Northern Racing

Segmentation of the fixture list and major raceday critical paths

2011
SHOWCASE
& AWARDS

RACEDAY EXPERIENCE

To celebrate initiatives introduced to enhance the customer's experience of a day at the races.



Hamilton Park Racecourse
Parade ring theatre project



Royal Windsor Racecourse
Creation of a racegoers river package



Kempton Park Racecourse
Grandstand ground floor refurbishment



**Fontwell Park
Racing and Events**
Royal wedding racenight



Newcastle Racing and Events
Plate festival premierisation



Veuve Clicquot

2011 **SHOWCASE & AWARDS**

WITH THANKS

A big thank you to all of the racecourses who took part in this year's Showcase & Awards:

Aintree Racecourse

Ascot Racecourse

Bath Racing and Events

Beverley Racecourse

Brighton Racing and Events

Carlisle Racecourse

Cartmel Racecourse

Chester Racecourse

Doncaster Racecourse

Epsom Downs Racecourse

Fontwell Park Racing and Events

Goodwood Racecourse

Hamilton Park Racecourse

Haydock Park Racecourse

Huntingdon Racecourse

Jockey Club Racecourses

Kempton Park Racecourse

Lingfield Park Racecourse

Market Rasen Racecourse

Muscelburgh Racecourse

Newbury Racecourse

Newcastle Racing and Events

Newmarket Racecourse

Newton Abbot Racecourse

Northern Racing

Nottingham Racecourse

Perth Racecourse

Plumpton Racecourse

Pontefract Racecourse

Sandown Park Racecourse

Sedgefield Racing and Events

Southwell Racecourse

Uttoxeter Racing and Events

Warwick Racecourse

Wincanton Racecourse

Royal Windsor Racecourse

Wolverhampton Racecourse

Worcester Racecourse

York Racecourse

A special thanks to GBI Racing Ltd for producing the Season review DVD

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The ROA wishes all attendees a
successful 2011 Showcase event

Thanks to our ROA Gold Standard holders
for supporting excellence in the raceday
experience for owners

ROA Gold Standard courses: Ascot, Ayr, Chester,
Doncaster, Epsom Downs, Fakenham, Goodwood,
Hamilton Park, Haydock Park, Musselburgh, Newbury,
Newmarket July Course, Newmarket Rowley Mile,
Pontefract, Sandown Park, Wincanton, York



www.racehorseowners.net

