



Tuesday 4<sup>th</sup> July 2023

# The Racecourse Association

Overview of British Racing Seminar 2023

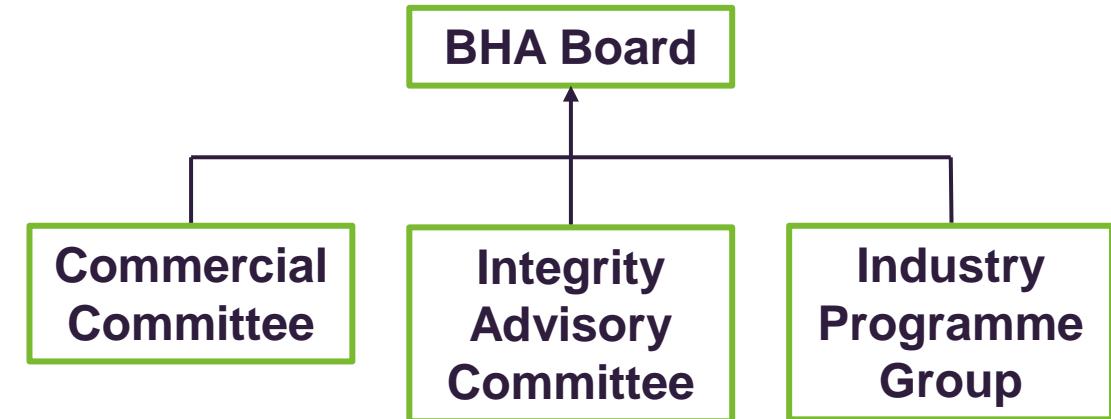
# What is the RCA?

- The Racecourse Association, formed in 1907, is the representative body of British racecourses.
- We serve the interests of our 59 British racecourse members.
- We work on behalf of racecourses to represent their views within the sport and more widely.
- The RCA is a member of the BHA Board and is an integral part of the sport's leadership structure.
- The RCA is funded entirely by racecourse membership fees



# Industry Structure

- All major decisions affecting the governance of the sport are made by the BHA Board. The RCA is represented on the BHA Board by its CEO, David Armstrong and Chairman, Wilf Walsh.
- The Commercial Committee, Integrity Advisory Committee and Industry Programme Group advise the BHA Board on the sport's main areas of strategic focus.
- The RCA is represented on the Commercial Committee by CEO David Armstrong and on the Industry Programme Group by Racecourse Services Director Caroline Davies.



## Role of the RCA

The RCA's operating plan serves the interests of British racecourses and covers a multitude of areas critical to racecourse operation:

- Promoting racecourse interests in the governance of the sport.
- Assisting racecourses in key discussions around race planning and fixture funding.
- Inspiring racecourses to welcome new customers/workforce through community engagement and D&I initiatives.
- Assisting racecourses in complying with legislation and BHA General Instructions.
- Providing information, training and support for racecourses.
- Serving as an active voice in industry communications, ensuring racecourses remain abreast of important campaigns and notices.





# Racecourses of Great Britain



# Who owns the racecourses?



THE JOCKEY CLUB

Since 1750

- Ⓐ Aintree
- Ⓐ Carlisle
- Ⓐ Cheltenham
- Ⓐ Epsom Downs
- Ⓐ Exeter
- Ⓐ Haydock Park
- Ⓐ Huntingdon
- Ⓐ Kempton Park
- Ⓐ Market Rasen
- Ⓐ Newmarket
- Ⓐ Nottingham
- Ⓐ Sandown Park
- Ⓐ Warwick
- Ⓐ Wincanton



# Who owns the racecourses?



- Bath
- Brighton
- Chepstow
- Doncaster
- Ffos Las
- Fontwell Park
- Great Yarmouth
- Hereford
- Lingfield Park
- Newcastle
- Royal Windsor
- Sedgefield
- Southwell
- Uttoxeter
- Wolverhampton
- Worcester



# Who owns the racecourses?

## Independently-Owned Racecourses

### Chester Racecourse Company

Chester, Musselburgh and  
Bangor-On-Dee

### Other Independents

Ascot, Ayr, Beverley, Cartmel,  
Catterick, Chelmsford City,  
Fakenham, Goodwood,  
Hamilton Park, Hexham, Kelso,  
Leicester, Ludlow, Newbury,  
Newton Abbot, Perth, Plumpton,  
Pontefract, Redcar, Ripon,  
Salisbury, Stratford, Taunton,  
Thirsk, Wetherby, York





# The RCA in 2023

# Fixtures & Funding in 2023



- ⌚ Liaise with other stakeholders (BHA and horsemen) to construct a fair annual Fixture List – 2024 process has begun
- ⌚ Reactive when required and guided by data (field sizes, betting turnover, horse population).
- ⌚ Work with racecourses to manage their commitments to prize money – ratecard mechanism introduced in 2022 which changed how central funding was distributed



# Fixtures & Funding – looking ahead to 2024

- ⌚ Currently working through significant changes to Fixtures & Funding landscape in 2024
- ⌚ Fixtures will be categorised as either Premier or Core across the Fixture List
- ⌚ Protected windows on Saturday afternoons anticipated to offer material benefits – emphasis on turnover



# Race Planning in 2023

- ⌚ Provide regular updates to racecourses – primarily in the form of data packs and more bespoke options
- ⌚ RCA Racing Committee sits alongside industry equivalent to discuss relevant race planning matters across the year



# Showcase & Awards

- Ⓐ Marquee event of the RCA to celebrate and reward the best of British Racecourses.
- Ⓑ Daytime seminar brings the biggest names in racing and sports/leisure worlds to share best practice.
- Ⓒ Racecourses submit entries across 11 awards to be presented at black tie gala dinner.





- ❖ All racecourses are annually assessed by The AA (under licence from Visit England) and Visit Scotland.
- ❖ The assessors 'mystery shop' each racecourse and assess all aspects of the customer experience.
- ❖ Data collated from scheme helps racecourses improve and is a key driver in Raceday Experience strategy.

**VisitEngland** TM

**VisitScotland | Alba** TM



- ⌚ Collaborative project co-funded by RCA and GBR with Two Circles.
- ⌚ A data-driven approach to enhance advance ticket sales and understand our customers.
- ⌚ All racecourses supply customer data to data warehouse. All data is secure and reported anonymously.
- ⌚ RCA provide support and best practice to racecourses in implementing actions arising from data



# Communications

- ❖ Participate in national campaigns on behalf of and alongside racecourses.
- ❖ Support industry campaigns with innovative content.
- ❖ Represent the racecourses in the national media when required, e.g. anti-social behavior
- ❖ Manage national media accreditation and work with the HWPA to enhance communications between the press and racecourses.



## Community Engagement—Racing Together

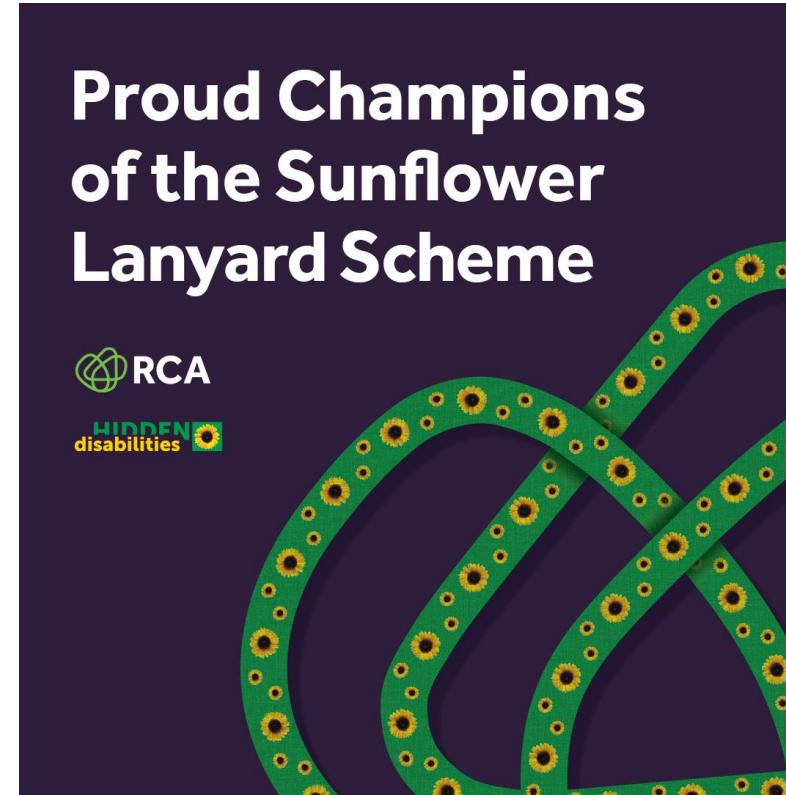
- RCA was one of the founding members of Racing Together, British Racing's community engagement brand.
- Racing Together designed to collate all community engagement activity within the sport to deepen its meaning and extend its reach to the wider world, including political decision makers.
- 26 racecourses supported the 5<sup>th</sup> annual Racing Together Community Day. The RCA team supported Ascot Racecourse in welcoming a number of local day-care residents to an afternoon tea.
- RCA continued to lead on fresh initiatives to welcome further people to a racecourse as part of community engagement such as the Scottish Racing/Walking Football initiative.



Racing  
Together

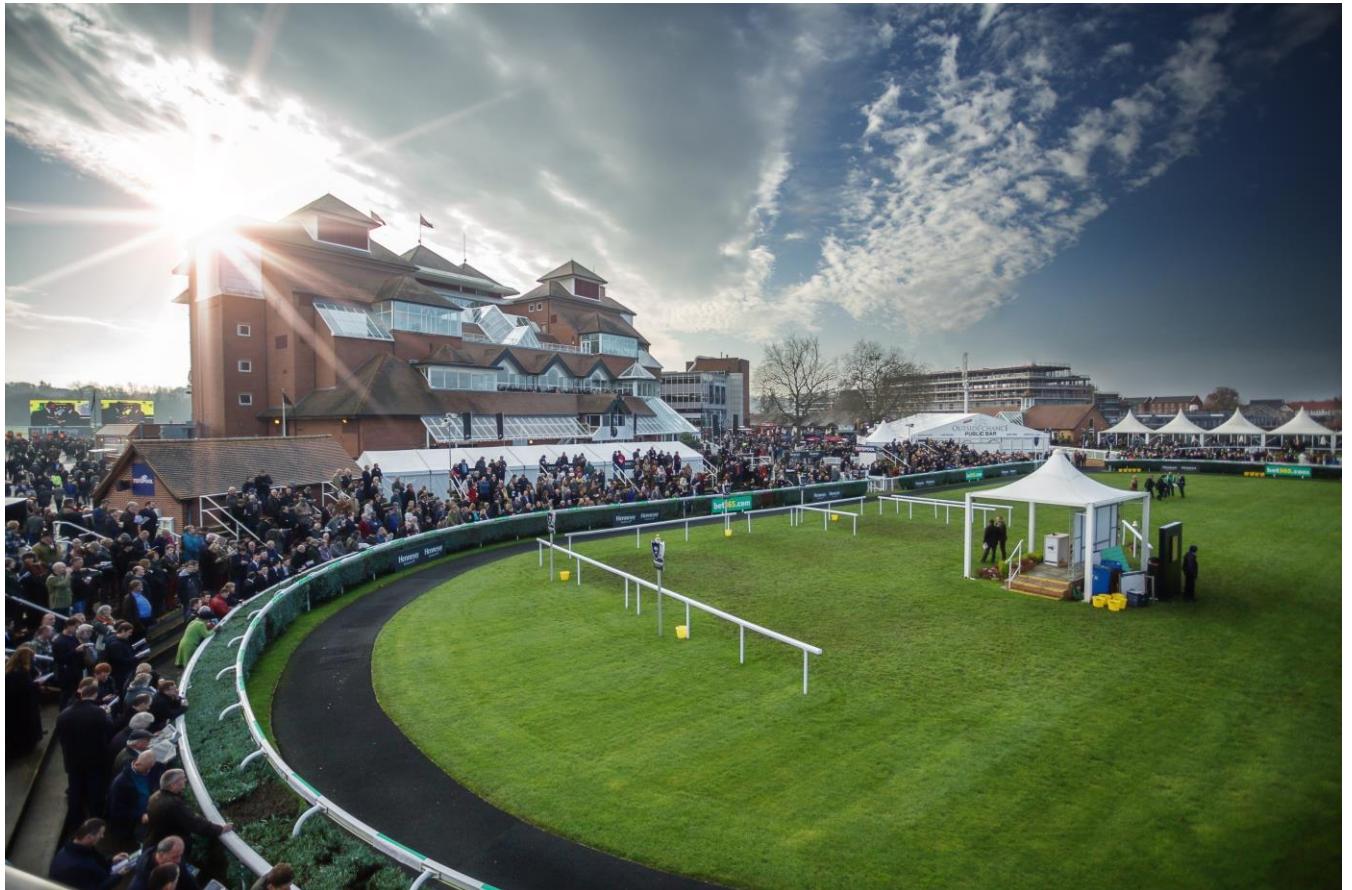
# Diversity & Inclusion

- RCA committed to industry drive on equality, diversity & inclusion.
- Series of initiatives developed to promote inclusion:
  - Research project working with ethnically diverse communities to identify perceptions and barriers towards racing
  - Sunflower lanyard scheme for invisible disability
  - Pan-racecourse audit of accessibility
  - Autism in Racing co-founder
- Mental health first aider permanent requirement within RCA team.





- The Racecourse Services Team works across a range of disciplines to provide advice, guidance and assistance to racecourses.
- Specialist support includes: raceday operations, turf husbandry, medical, veterinary, communications, marketing and customer experience.
- Work closely with a network of racecourse representatives, other industry bodies and specialist advisers.
- Provide racecourses with wider representation on significant third party bodies including Sports Ground Safety Authority (SGSA), National Police Fora & Cross-Sector Safety and Security Communications network (CSSC).





- ❖ Racecourse Services Director Caroline Davies is a member of the sport's inaugural Horse Welfare Board.
- ❖ RCA's veterinary advisor Simon Knapp provides expert guidance.
- ❖ A vital project for the sport in order to maintain relevance in the public eye and trust.



# Industry Training

- Training courses provided throughout the year to serve all manner of racecourse staff needs
- RCA one of accrediting bodies in Clerk of the Course training.
- Other courses include: digital marketing, community engagement and raceday experience forums.
- Groundsmanship and race planning also a key part of an ever-changing variety of courses.





Thank you