



21 November 2023

# The Racecourse Association

Tabitha Killingbeck



# What is the RCA?

- 🌐 The Racecourse Association, formed in 1907, is the representative body for all (59) British racecourses.
- 🌐 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.



# 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:

- ④ Promoting racecourse interests in the governance of the sport.
- ④ Assisting racecourses in key discussions around race planning and fixture funding.
- ④ Inspiring racecourses to welcome new customers/workforce through community engagement and diversity & inclusion initiatives
- ④ Assisting racecourses in complying with legislation and BHA General Instructions.
- ④ Providing information, training and support for racecourses.



# RCA Board



**Wilf Walsh**  
Chairman



**Alex Eade**  
Vice Chairman & Large  
Independent Racecourses



**Ilona Barnett**  
Independent Racecourses



**Jonjo Sanderson**  
Independent Racecourses



**David Armstrong**  
Chief Executive



**Martin Cruddace**  
ARC



**Jonathan Garratt**  
Independent Racecourses



**Nevin Truesdale**  
Jockey Club Racecourses



# 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

**International Racecourse Management**  
Catterick, Redcar, Thirsk and Wetherby

**Other Independents**  
Ascot, Ayr, Beverley, Cartmel, Chelmsford City, Fakenham, Goodwood, Hamilton Park, Hexham, Kelso, Leicester, Ludlow, Newbury, Newton Abbot, Perth, Plumpton, Pontefract, Ripon, Salisbury, Stratford, Taunton, York







# The RCA in 2023

- ❁ Represents RCA on various industry Boards, including BHA, GBR, HBLB and Commercial Committee.
- ❁ Involved in all areas of RCA Operating Plan working alongside team.
- ❁ Active on key industry campaigns, including Gambling Act Review and Weighing Room upgrade.
- ❁ Communications– work closely with PS to front up RCA messaging when required.



# 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. Covid restrictions, anti-social behavior
- 🌐 Manage national media accreditation and work with the HWPFA to enhance communications between the press and racecourses.
- 🌐 RCA comms checklist on the 'contacts' page of this document.

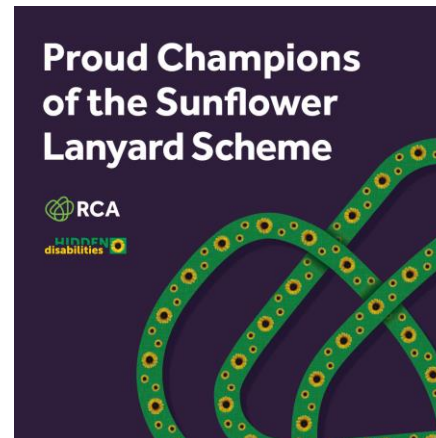


**No ifs,  
no buts**

Our community of racegoers create a fantastic atmosphere and enjoy great days out. Any antisocial behaviour will result in ejection from the site. No ifs, no buts.

# Community Engagement and Diversity & Inclusion

- ❁ RCA was one of the founding members of Racing Together, British Racing's community engagement brand.
- ❁ Racing Together Community Day– sport's national day of volunteering.
- ❁ RCA founding signatory of British racing's commitment to 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



Racing Together

# Marketing Services

- 🌐 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 any reported anonymously.
- 🌐 RCA provide support and best practice to racecourses in implementing actions arising from data



# Fixtures & Funding in 2023

- 🌐 Liaise with other stakeholders (BHA and the Thoroughbred Group) to construct a fair annual Fixture List – 2024 fixture list has been published
- 🌐 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

- Have been working through significant changes to Fixtures & Funding landscape for 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

- 🌐 The RCA ensures that racecourses are central in the formulation of race planning policy and in the delivery of initiatives to improve the race programme
- 🌐 Provide regular updates to racecourses – primarily in the form of quarterly data packs and more bespoke options
- 🌐 RCA Racing Committee sits alongside industry equivalent to discuss relevant race planning matters across the year





# Racecourse Services

- 🌐 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).



- 🌐 Privilege Access Swipe System (PASS) grants those who work within the industry access to racecourses e.g., Owners, Trainers and Jockeys, BHA Officials, Press.
- 🌐 Weatherbys - PASS Helpdesk
- 🌐 Sports Fusion – Software Developers
- 🌐 Racecourses have access to manage their fixtures and guest passes. The system also provides them with raceday data

Welcome to PASS  
EXCLUSIVE RACECOURSE ACCESS

Login to manage your fixtures, invitations, event access and guest passes.

accreditation@racecourseassociation.co.uk

.....

LOGIN

[Forgotten?](#)

# Racecourse Groundstaff Awards

- 🌐 The original and only recognised industry awards for racecourse groundstaff
- 🌐 26<sup>th</sup> Annual Awards
- 🌐 6 Award Categories
- 🌐 All racecourses are automatically considered for the core awards – Flat, Jump and Dual Purpose



- 🌐 Support re Grants Available (e.g., Fracture Support Kits, National Consumer Campaign Summer 2022, Weighing Room Loans).
- 🌐 Top Up Public Liability and Vet Insurance.
- 🌐 Support on general issues (e.g., Utilities, Rates)
- 🌐 Support of sister company RaceTech (100% owned subsidiary).
- 🌐 Analysis of racecourse financial statements.
- 🌐 Commercial projects to deliver collective benefits: Raceday Ready App, Operational Benchmarking & Purchasing





## Horse Welfare Board

- 🌐 Aintree Clerk of the Course, Sulekha Varma 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.



# 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 nine awards to be presented at black tie gala dinner.
- 🌐 12<sup>th</sup> annual event held recently at Aintree Racecourse



# Contacts



## Chief Executive

[David Armstrong](#)  
[Emma Carter](#)

## Racecourse Services

[Caroline Davies](#)  
[Holly Cook](#)  
[Tabby Killingbeck](#)

## Communications & External Affairs

[Paul Swain](#)  
[Matt Jones](#)

## Racing

[Kevin Walsh](#)  
[Izzie Marshall](#)

## Finance

[David Jeffery](#)  
[Jackie Tizzard](#)

## Twitter

[@TheRCA](#)  
[@RCAShowcase](#)

## Website

[www.racecourseassociation.com](http://www.racecourseassociation.com)

## RCA Comms Checklist

Executive Briefing  
Bi-weekly town halls (Zoom)  
Managers & Clerks' email list  
Marketing Services Monthly



Thank You

