



**REPORT TO:** The Musselburgh Racing Associated Committee

**MEETING DATE:** Tuesday 25 June 2019

**BY:** Senior Operations and Commercial Manager

**SUBJECT:** Operations and Commercial Report

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**1 PURPOSE**

1.1 To update the Committee on the commercial and operational performance of the Racecourse for 2019/20

**2 RECOMMENDATIONS**

2.1 The Committee is asked to note the report.

**3 BACKGROUND**

**3.1 Highlights**

**Ladies Day**

Ladies Day 2019 sold a total of 10,500 tickets, exceeding the budget by £23,600. This day now delivers a total of £353,600 in admission revenue alone.

Initial feedback from customers, via our online questionnaires and our social channels, has been overwhelmingly positive. There are always areas for improvement and we are currently in the process of reviewing all feedback and organising our debrief meetings with key suppliers. Any actions will be taken forward when planning Ladies Day for 2020.

**GBR Under 18s Campaign**

During the summer we will be supporting the nationwide Great British Racing Campaign to promote that all Under 18s can come racing for free. The two fixtures during this period that will benefit from being part of this campaign will be Tuesday 23 July and Friday 2 August. To ensure we provide suitable entertainment for the anticipated increase in younger racegoers we have increased the operational spend by £3,000.

**4 POLICY IMPLICATIONS**

4.1 None

## **5 INTEGRATED IMPACT ASSESSMENT**

- 5.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy

## **6 RESOURCE IMPLICATIONS**

- 6.1 Financial – None  
6.2 Personnel – None  
6.3 Other – None

## **7 BACKGROUND PAPERS**

- 7.1 None

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