

**REPORT TO:** Musselburgh Racing Associated Committee

**MEETING DATE:** 24 September 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 are asked to note the report.

## **3 BACKGROUND**

### **3.1 Highlights**

#### **3.1.1 Luca's Ice Cream Family Day – Tuesday 23<sup>rd</sup> July**

A successful day, held in glorious sunshine attracted a crowd of 2,783, with over 1000 children included in this crowd figure. The partnership with Luca's added to the raceday experience with all racegoers receiving a free ice cream as well as being able to enjoy an increase in family entertainments. The profit for the day was up by £12,000.

#### **3.1.2 Friday Night at the Races – Friday 2<sup>nd</sup> August**

Reducing our Friday Nights from three to one has resulted in this fixture delivering steady growth year, on year. The crowd was up by 700 on last year and £7,000 on budget. We think the theme works well and this year the operational set up delivered an improved experience with a good choice of seating, food, drink and entertainment across the racecourse, there was a slight increase in operational costs to accommodate for the larger crowd. Next year's event will be staged at the end of July, which should deliver further growth as it will be held ahead of the start of the Festival.

### 3.1.3 **The Edinburgh Cup Raceday – Saturday 14<sup>th</sup> September**

Previously known as The Caledonian Cup Raceday, this event struggled to attract a strong Saturday crowd. Re. branding the day to The Edinburgh Cup and investing into the raceday experience, with more live music, seating, food and drink options drove a significant increase in attendances. Budget for admissions is up £20,000. Sales for hospitality and sponsorship were also above budget, with a high number of runners driving additional income. In order to establish this new theme additional operational expenses were incurred, which was invested into prize money for the Edinburgh Cup and facilities and entertainment to help establish the new brand for the day and ensure we continue to deliver a 5-star experience. We anticipate raceday income from catering commissions etc., will increase in accordance with attendance, which will see us hit or exceed the budget.

## **4 POLICY IMPLICATIONS**

4.1 N/A

## **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 None

## **7 BACKGROUND PAPERS**

7.1 None

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<b>DATE</b>	14 <sup>th</sup> September 2019