

REPORT TO: The Musselburgh Racing Associated Committee

MEETING DATE: 7 January 2020

BY: Senior Operations and Commercial Manager

SUBJECT: Operations and Commercial Report

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

Highlights

Awards

- 3.1 Musselburgh Racecourse was shortlisted in four categories in the recent Racecourse Association Showcase Awards. The categories were for best Marketing Campaign (Easter Saturday), Best Event (New Years Day), Best Owners Experience and best innovative idea (Yurts on NYD).
- 3.2 The Racecourse was successful in winning The Best Owners Experience, beating tough competition from Ayr, Bangor, Haydock and Newbury Racecourse. The racecourse also collected Customer Experience accolades for Lovely Loos and Best Café/casual dining experience, which recognised the quality of our Harris Tweed Bistro.
- 3.3 Heritage Portfolio has also had success at the National Racecourse Catering Awards, collecting four awards including Best Fine Dining Experience and Lifetime achievement award for Doreen Hedley, who runs and hosts The Harris Tweed Bistro.

Sunday 29 September – The Honest Toun Family Raceday

- 3.4 Renamed The Honest Toun Family Day (previously Supporting your Services Raceday) this day was aimed at our local community, with entertainments and activities designed to be relevant for all ages. To welcome as many local racegoers as possible we worked in partnership with sponsors Virgin Media to distribute over 500 free tickets, to community groups, local residents, charities that we have supported throughout the year and local schools. Attendance for

this day grew by over 500 people (total 3023) with the budgeted income exceeded by £5,000.

New Years Day

- 3.5 A verbal update on New Years Day will be provided at the meeting.

Easter Saturday 2020

- 3.6 Betway has confirmed that they wish to sponsor Easter Saturday in addition to their New Year's Day commitment. A fee of [REDACTED] has been agreed. With very little interest from other bookmakers or businesses outside of Racing we are pleased to have secured this deal. Discussions are currently taking place to finalise the contract.

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 None.

7 BACKGROUND PAPERS

- 7.1 None.

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