

Racecourse Association Announces Showcase 2015 Finalists

Hexham Racecourse, Northumberland's only surviving Racecourse has been chosen as a finalist for one of the most prestigious National awards in the Racing Industry. The celebrations and special events which took place this year to recognise 125 years of National Hunt racing in the town, have been nominated in the Events category at the 2015 RCA Showcase Awards. The awards celebrate excellence and innovation on Britain's racecourses and the award ceremony takes place at Ascot Racecourse on Thursday 12 November.

Hexham Racecourse submitted an award application to the RCA regarding the celebrations that took place during the prestigious 125th anniversary year. The racecourse aimed to raise the profile of its unique heritage and history and reward racegoers, sponsors, owners and trainers for their loyalty by organising specific events such as the anniversary raceday which took place on Saturday 9th May 2015. The anniversary also attracted new and non-racegoers to Hexham and they were provided with added value and excitement at each race meeting. Racecourse staff and racegoers joined in the celebrations by dressing in period costume and a special anniversary ale was brewed by Mordue Brewery, North Shields.

Lauren Dobson, Marketing Manager at Hexham Racecourse said "Everyone is delighted that our 125th Anniversary has achieved such National recognition, particularly as we are competing against much bigger racecourses throughout the country with much greater marketing budgets. The accolade will continue to strengthen our image among racegoers, tourists, racehorse owners and trainers throughout the country and is a fitting acknowledgement of all the hard work and efforts of our small, dedicated team."

At the end of the evening one racecourse will be named overall Showcase Champion, as decided by an independent judging panel comprised of Alan Park (Operations Director, Center Parcs UK), Rebecca Joy (Group Guest Services and Hospitality Director, European Tour and Ryder Cup Europe), Jenny McGee (Director of Enterprise, VisitEngland), Steve Brice (Chief Executive, Pharaoh Global), Will Collinson (UK Director of Client Engagement, Corbis) and Paul Duffy (Racehorse Owners Association Council).

Racecourse Services Director Caroline Davies commented "we are delighted to announce the finalists for the 2015 Showcase & Awards, the only recognised industry awards for British Racecourses. The depth of quality in this year's submissions was greater than ever, meaning the racecourses that have been listed as finalists are all genuine examples of excellence and innovation."

Racecourses were invited to submit entries to the core Showcase Awards, with #TopSpots being submitted throughout the year via social media. The race going public also had their say, with nominations from ROA members and the general racing public in the ROA Owners' Experience and Racing Post Readers' Awards respectively. The Showcase Awards will also pay homage to the Ground staff teams across British Racing, with the Ground staff Champions being crowned.

The Showcase Awards follow on from a daytime seminar of sharing best practice in delivering an exemplary customer experience, with key themes this year being the 'power of the brand' and the 'art

SHOWCASE & AWARDS 2015

CELEBRATING RACECOURSE EXCELLENCE & INNOVATION
THURSDAY 12 NOVEMBER 2015
ASCOT RACECOURSE

of showmanship'. Guest speakers include Arsenal FC, Wembley Park, Channel 4 Racing and Great British Racing.

Events Category

Doncaster- Christmas Live

Goodwood- The Qatar Goodwood Festival

Haydock Park- Kylie: Live at Haydock

Hexham- 125th Anniversary Celebrations

Royal Windsor- War Horse Fireworks Display

Notes to Editors

- The Racecourse Association is the representative body of 58 of the 59 British racecourses.
- The sixth annual RCA Showcase & Awards will take place at Ascot Racecourse on Thursday 12 November 2015.
- Details of all Showcase Finalists are available to view via www.britishracecourses.org.

For more information, please contact Paul Swain at the RCA on 01344 873536 or visit www.britishracecourses.org.