



ASCOT RACECOURSE LAUNCHES DISCOVER RACEHORSE OWNERSHIP WEEKEND

21st November 2019

This weekend Ascot Racecourse launches the inaugural Discover Racehorse Ownership Weekend, taking place on Friday 22nd and Saturday 23rd November.

No fewer than 20 syndicates have stalls on site over the two-day meeting, including Kim Bailey Racing, who kindly sponsor race three on Friday; the Join Kim Bailey Racing 'Introductory' Hurdle.

The ROA have designated races on both days, and the penultimate race on Friday is the inthepaddock.co.uk Handicap Steeple Chase, referencing Great British Racing's own guide to shared ownership.

A Partnership Parade will take place on Saturday morning featuring horses from; Middleham Park Racing, Heart of the South Racing, Kim Bailey Racing, BG Racing Syndicates, Dare to Dream, Martin Keighley Racing Partnerships and Brian Meehan/Manton TB's.

Nick Smith, Director of Racing and Communications at Ascot Racecourse, said:

"We are most grateful for the assistance we have received with this initiative from the ROA and delighted to have 20 syndicates on board. Hopefully the day will open the window to the world of ownership for people who may not have considered it before.

"We selected this particular weekend as it historically attracts a knowledgeable crowd of enthusiasts who are familiar with the sport, for whom ownership, particularly fractional ownership, might be a natural next step.

“Also this weekend, we open our Sunflower Lawn – somewhere where guests with additional needs can enjoy their day away from the crowds. This quiet, alcohol-free space is located on the Grundy & Bustino Lawn. The initiative comes about as a result of our partnership with Debbie Matthews from Go Racing Green. Go Racing Green, along with five racing charities (Animal Health Trust, The Injured Jockeys Fund, Racing Together, Racing Welfare and Retraining of Racehorses) will also have stalls on site this weekend to raise awareness of their work.”

Charlie Liverton, Chief Executive of the Racehorse Owners Association, added:

“Syndicates are very important to the health of British racing, not just today but in the future. The benefits that shared ownership bring to the industry are well known, and as an industry, understanding how we can meet the expectations of syndicate members is crucial. Importantly, we now know from our research that if the syndicate experience is positive, then these tentative steps normally result in owners owning more shares in more horses.

“The industry strategy moving forward is to enhance and improve the experience of syndicate members. The popularity of the two days at Ascot shows that many syndicates are determined to be transparent, inclusive and find enjoyable ways of allowing people to experience the unique thrill of ownership. Our thanks go to Ascot and the syndicates attending the new Discover Racehorse Ownership Weekend meeting for helping more enthusiasts realise their dream of becoming an owner.”

Peter Kerr, Partnership Manager at Kim Bailey Racing, said:

“We are really looking forward to being part of this new initiative at Ascot. Racehorse ownership comes in so many different ways and therefore it is important for the industry to educate those engaged in the sport and those who may want to take that interest further by becoming an owner.

“Not only will we be exhibiting over both days and sponsoring a race on Friday, we will also be parading our exciting unnamed three-year-old SCHIAPERELLI ex BISAAT colt on Saturday too, who is being syndicated.

“We are looking forward to an excellent couple of days at Ascot, coupled with some great racing.”

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For further information, please contact:

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