

# CHELTENHAM FESTIVAL 2021

March 2nd 2021

Dear Sir/Madam,

We have chosen to write to a number of local businesses in order to provide an update on this year's Cheltenham Festival, which takes place between Tuesday 16th and Friday 19th of March.

Please feel free to share this letter's contents with your staff and colleagues and if you have any questions, please do not hesitate to get in touch.

### Behind-Closed-Doors

As you will no doubt be aware, this year's Festival is going to be conducted "Behind-Closed-Doors."

In short this translates to a situation where our big four days in March, will only be attended by those considered essential to the running of the sport itself. There will be no owners, annual members, hospitality guests or general public present.

Racing has been safely operating in this way since June last year and under the Government's current guidelines we are expecting the situation to remain this way until at least May 18th.

Whilst it is disappointing for everyone, we are incredibly grateful that the meeting will still go ahead, and that the sport's millions of fans can enjoy the coverage safely at home on ITV and Racing TV.

### A Safe Event

We have taken all precautions to ensure that the event is run in a safe way. Those that are attending for work purposes, be that accompanying horses, or working as part of the racecourse team, will be expected to participate and adhere to a stringent list of safety protocols when on-site. These procedures have been peer reviewed at the highest level both locally and nationally.

We have also given thorough consideration throughout the planning process to the creation of a clear and defined separation between those attending the event and our racecourse neighbours who live and work in the vicinity of the racecourse.

We appreciate that there is concern in the community about the impact the Festival could have but we feel confident our plan is robust enough to ease any of the worries people may have.

We have even gone as far as securing a temporary closure of the public footpath that runs the perimeter of the track. We have done this to give us the authority to stop crowds gathering to watch the races, in areas traditionally outside the control of the racecourse. This is a problem we have witnessed at other sporting events and we are determined not to see it at ours.

## The Festival supporting WellChild

We are very pleased to announce that the Gold Cup this year will carry the name of the Cheltenham-based, national charity, WellChild.

WellChild do a terrific job of providing practical and emotional support to ill children, young people and their families.

Hopefully, through its association with our event, and in particular ITV's coverage of the Festival, we can help generate both awareness for the charity and raise funds to assist them in their many excellent objectives.

### The Irish Are Coming

The Festival has had a long history of being an eagerly contested event between the British and the Irish. This competition at each Festival is celebrated as The Prestbury Cup.

This year, even with the restrictions in place, we are looking forward to welcoming a contingent from across the Irish Sea.

Their Festival experience however, will be very different to normal, in that once they arrive at the racecourse they will be expected to abide by a strict code of conduct and not leave the site for the duration of their stay. Trainers and grooms, who will all be tested several times for C-19 prior to arrival, and their horses will be accommodated at the racecourse for the whole of their visit to the UK and will remain segregated from their UK counterparts. It's been a mammoth task to make this possible but we wish to ensure that this year's Festival, despite no spectators, remains the pinnacle of the jump racing calendar, this only being possible through the participation of the best horses from the UK and Ireland.

### Let's Gallop on....

There is little question that this year's low key Festival will have a significant impact on your business, in one way or another, but finally it does look like there is some light at the end of the tunnel, and we can all look forward with more positivity to the forthcoming Summer and, hopefully, a return to a more normal season at the racecourse in 2021/22.

If you have any questions at all, please feel free to contact the racecourse. Your first point of call should be Andre Klein, our new Community Engagement Manager. He can be contacted via email: andre.klein@thejockevclub.co.uk.

Kind regards,

lan Renton

Managing Director - West Region of the Jockey Club including Cheltenham Racecourse