



POINT · TO · POINT

RACING COMPANY

POINT-TO-POINT UPDATE

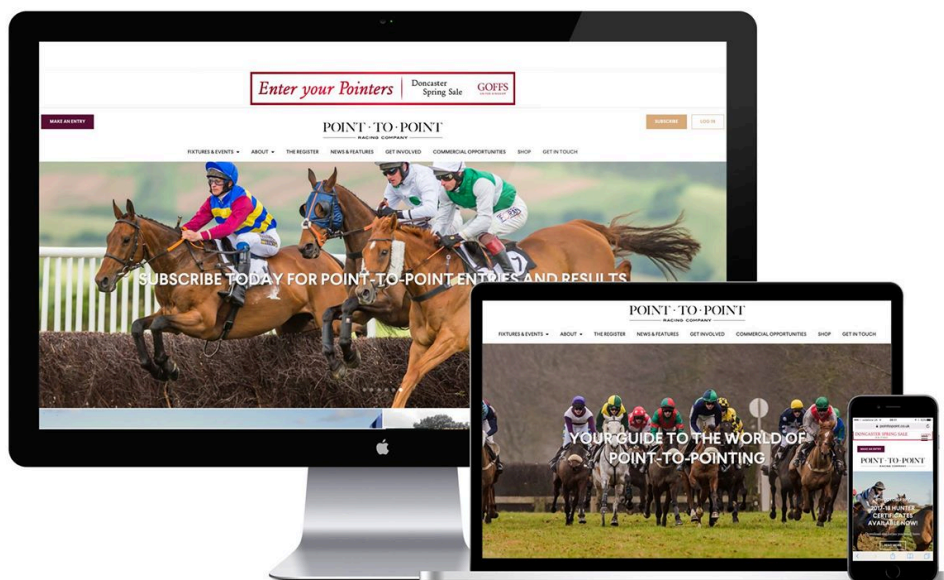
As we embark on another season of exciting racing action, it is an opportune time to update our stakeholders on improvements to the Point-to-Point Racing Company's services for the coming year. Before we do that though, here is a brief look back at some of the initiatives from the 2016-2017 season.

PAST YEAR

Over the last 12 months, the Point-to-Point Racing Company has continued to evolve its products and services to further support the Point-to-Point community - encompassing participants, organisers, supporters and enthusiasts.

- Last season saw the return of Point-to-Point news and data to the **Racing Post Weekender** and this important initiative is set to continue for the coming season. The Point-to-Point Racing Company supplies weekly page-ready content including Point-to-Point entries and Hunter Chase and Point-to-Point results data. The Point-to-Point Racing Company is indebted to both the Jockey Club and Arena Racing Company for their generous sponsorship and to the Racing Post for providing the sport with this valuable national shop window.
- Our online products and services were increasingly in demand. **Go Pointing**, our free weekly e-magazine, now has a **subscriber base of over 24,000**, ensuring that we continue to promote the sport effectively to an increasingly wider audience. Incorporating links to pointtopoint.co.uk and to Area or individual meeting websites, we provide the opportunity for casual racegoers to discover more about the sport and purchase e-tickets for events in advance.

- **Pointtopoint.co.uk** has the latest news and features, as well as providing all entries and results data and essential forms for participants. During 2016-17, the site received **4.5 million page views from nearly 300,000 unique users**. Subscribers enjoy early access to entries and results as they become available, and this information becomes free-to-view on the Friday before the weekend's racing. Video footage of racing is available for subscribers to view and we are looking to increase the current level of coverage.



- For Owners and Keepers, the facility to **enter horses online via pointtopointentries.co.uk** means that entries can be made at any time convenient to them, rather than being limited to set times or office hours. All meetings are available to enter online and during 2016-17, **64% of all entries were made via this system**. For the 2017-18 season, confirmation emails will be sent to customers on successful completion of their entries.
- The Point-to-Point Racing Company also continues to produce the flagship publications for the sport. **The Planner** includes all Point-to-Point and Hunter Chase race conditions, plus details of National Sponsorship, course information, General Conditions and contact details for organisers and industry bodies. **Results & Stats** supplies a comprehensive record of the season, incorporating full results, statistics and lifetime form for each horse that ran in Point-to-Points during that season. The **Loose Leaf and weekly Ratings service** keep enthusiasts fully up-to-speed with information throughout the season.

Plans for the Coming Season

In order to enhance our support of and service to the sport, the Point-to-Point Racing Company has several new and exciting initiatives for the future :-

- As part of the ongoing development of pointtopoint.co.uk, a **portal for meeting organisers to directly upload information about their event themselves** is being created - this will include the facility to update going information, admission prices and start times
- A **digital version of the Planner** is also being developed - this would allow access to pages online as well as in the traditional hard copy format

- The Point-to-Point Racing Company will sponsor a **Conditions race for Veteran horses** at Garthorpe in May 2018 with a view to consider a full series in future years
- Well known Point-to-Point journalist **Carl Evans** has been contracted to supply **news and features for pointtopoint.co.uk** during 2017-18, thereby significantly enhancing the content available and keeping the site fresh and up-to-date



Point-to-Point Racing Company Mission Statement

All these advancements to the services provided by the Point-to-Point Racing Company are in line with the company's Mission Statement which is ***"To serve and support the sport of Point-to-Point through excellence in management of racing administration and supply of commercial products and services."***

