

MARCH 2023



COMMUNITY INFORMATION

CHELTENHAM RACECOURSE

Dear Racecourse Neighbour,

We are quickly approaching the time of year where we welcome racegoers from around the country to our neighbourhood to enjoy one of the Britain's largest sporting events. I know for many of our racecourse neighbours this understandably creates a level of inconvenience.

This year's Festival runs from Tuesday March 14th to Friday, March 17th and I can promise you that the team at the racecourse hugely appreciates the patience and understanding of those who live and work close to the track. We do listen to the feedback and the suggestions we receive and are constantly thinking of ways we can mitigate and reduce any issues our local residents might experience.

• RACEGOER BEHAVIOUR – LOVE OUR TURF

There has been a highly publicised references about our objective to reduce the anti-social behaviour of some of our racegoers as they make their way to and from the racecourse. Following discussions with various partners, including Cheltenham BID, Cheltenham Chamber of Commerce, the Borough Council and the Police in November we trialled a new initiative called Love Our Turf, which had both operational and promotional elements. The feedback we received was really encouraging with complaints markedly reduced. For March we will be stepping up the scale of the campaign in a number of ways; we will have an increased number of wayfinding stewards, have additional toilet facilities along the main routes to the racecourse, and will be facilitating an enhanced litter picking programme. Additionally, this time around, the Love Our Turf initiative will be supported by an extensive advertising campaign. The Stewards are sourced from local colleges and from Cheltenham Rotary Clubs.



• STREET CLOSURES

Following consultation there will be a number of road closures. We will do our utmost to ensure that the closures are for as short a time as possible but the guideline will be 4pm to 8pm on all four days of the Festival.

A435 - Closed southbound only between Hyde Lane/Southam Lane traffic lights and the Racecourse Roundabout and the top of Evesham Road to Pittville Gardens from 10am-1pm and from 4pm-8pm

B4075 - New Barn Lane between Racecourse Roundabout and Albert Road will be closed to through traffic between 4pm and 8pm to allow access to the newly positioned taxi rank and bus drop off/pick up the Park & Ride car park.

Albert Rd - Closed to northbound traffic between 9am and 8pm except for service buses and local access.

Evesham Road – Closed to southbound traffic from 4pm to 8pm from Racecourse Roundabout to the top of Pittville Park. Stewards will be present and provision will be in place to allow for emergency access. Water-filled barriers will be placed along the central reservation and pedestrians will be encouraged to walk on the left hand side when heading towards the town centre. A new crossing, not in place when we trialled this in November will be placed at Hill Court Road to assist the residents at the top of Evesham Road make their way south.

- **ROAD CONCERNS/RAIL STRIKES**

At the Festival we usually expect to park around 10,000 vehicles on-site every day, whilst as many as 20,000 racegoers can be expected to arrive by train. The recent announcement of a rail strike during the Festival will add unprecedented pressure on road networks. To alleviate this concern, the racecourse has worked closely with National Express buses developing an alternative transport option to make sure as many racegoers can travel to the Festival by public transport.

- **REDUCED CROWD SIZE**

2022 saw a record public attendance of 73,875 on Boodles Gold Cup Day. Although we legally can accommodate more, we decided to reduce public attendance by 5000 and have capped our crowd at 68,500. This reduction should enhance the customer experience and reduce some strain in other areas.

- **NO WAITING & PERMIT ZONE PARKING**

Parking in the vicinity of the racecourse will be restricted to Permit Holders Only. Further information on the permit scheme and terms and conditions can be found on Gloucestershire County Council's website at: <https://www.gloucestershire.gov.uk/highways/parking/parking-permits-and-zone-maps/>

Every vehicle parked on-street will require a "virtual" permit. Residents who have previously registered for a Racecourse permit do not need to reapply for future race meetings. However, please amend your account if you have changed your vehicle. Properties are eligible for a maximum of two permits which are free of charge and there will be special permits available for carers. Residents will need their council tax reference, property address details and vehicle registration number when registering. To register for a Racecourse Permit please visit:

<https://secure.mipermit.com/gloucestershire/Register/ProductRegister.aspx?PermitType=RACECOURSE> or alternatively telephone **0333 123 5900**. Please fill in the form to complete your registration. Please be aware that if you park where restrictions apply, you may receive a Penalty Charge Notice (PCN).

If you have any concerns over the four days of the Festival or wish to report any incidents of note we have set up a direct contact email address: Cheltenham.community@thejockeyclub.co.uk or call the racecourse on: 01242 513 014. All enquiries will be diverted to the appropriate authority through our Event Control. Once again, thank you for your understanding. We know the town derives a lot of benefits from playing host to the world's greatest race meeting but we know the occasion brings its stressful moments too!

Kind regards,
Andre Klein

A handwritten signature in black ink, appearing to read 'Andre Klein', written in a cursive style.

Assistant General Manager – Cheltenham Racecourse