



Following yesterday's announcement about the GBRI Members Club, the *TDN* sat down with Great British Racing International's International Executive Carter Carnegie to learn more about the program.

TDN: What is the real goal of this program, and why was it needed?

CC: We feel very strongly that owners are the most important stakeholders in racing, and we should never underestimate the fact that, along with owners based in Britain, so many international owners choose to make a significant and sustained investment in British racing. The GBRI Members Club recognizes and rewards this contribution while ensuring that they have the opportunity to experience the very best the sport has to offer, not only when their horses are running, but whenever they choose to come racing in Britain.

TDN: Is there a fee for the service, and how does one apply?

CC: Membership is free and the criteria for to join is you have to reside outside the UK and have a minimum of a full horse in training in the UK. Members are nominated to the program by their UK-based trainers.

TDN: Explain to Americans the cost and accommodations factor of going racing in Britain, which we don't really experience here to the same extent.

CC: British racecourses take a lot of pride in providing owners with a horse running on the day a bespoke race-day experience. However, it can be hard to get access to certain areas if you do not have a runner on the day and we do not want International owners who can only be in country for a certain day to miss out on the opportunity to go racing. Additionally, many of the larger race meetings can be challenging to secure the right accommodations for owners as they tend to be sold out early due to heavy demand. With each racecourse having a different set up, the Members Club is there to assist foreign owners in providing insight and options that be customized to meet the their standards.

TDN: Why members from around the world? Why is the international aspect important?

CC: British racing, especially on the flat, enjoys the support of many foreign owners. With over 30 countries represented to date, we feel it is important to recognize these individuals who chose to have their horse in training in Britain and reward them for their commitment to British Racing. The success of British racing and the global appeal of our racing product is in large part due to this international involvement and the Members Club is a small but meaningful way for us to show our appreciation.

TDN: How will the Michelin-starred restaurant experience work?

CC: GBRI have partnered with Kirsty Stanley-Hughes, who represents internationally renowned Michelin-starred chefs, including Phil Howard of The Square in Mayfair, Brett Graham of The Ledbury in Notting Hill, and Jason Atherton of Pollen St Social in Mayfair. We feel if our members come to visit us for a race day, access to restaurants that are traditionally hard to reserve is another nice way to offer our appreciation. All the member needs to do is contact our office with their choice of one of Michelin restaurants and we will organize the rest.

TDN: You mention that trainers have played a key role in the launch. Are they telling you that accommodations have been a challenge for owners?

CC: We have worked very closely with trainers who are the ones who nominated their international owners to be part of the Members Club. Trainers are an integral part of the ownership experience but it can be difficult for them to look after their owners on the race day itself as they may have a lots of runners on the day. The Members Club is designed to assist them with providing a customized experience and strengthen their relationship with these clients.

TDN: Do you think this will promote racetrack attendance among owners and their friends?

CC: We very much look forward to members enjoying the benefits of the club throughout the season and hope that they can share their experiences with their friends. Members are entitled to up to four owners badges when attending any race meeting of their choice to accommodate their guests and share with them the joys and rewards of having a horse in training in Britain.