



For immediate release

5 December, 2014

## **Sectional timing returns for All-Weather Championships**

Sectional timing and real-time tracking is set to return to All-Weather Racing next week when TurfTrax will begin collecting data from Lingfield Park, home to the Finals Day of the All-Weather Championships.

Following a three-way joint funding agreement between the Cambridgeshire-based technology company, Lingfield's owners Arena Racing Company (ARC) and The British Horseracing Grant Scheme, administered by the British Horseracing Authority on behalf of the Secretary of State for Culture, Media and Sport, approximately 40 race days at the Surrey track will benefit from the deployment of the Sectional Timing and Tracking System (STATS) beginning with the fixture on Monday, 8 December.

Arena Racing Company commissioned TurfTrax to capture data at a select number of Lingfield Park fixtures in the lead-up to the first All-Weather Championships Finals Day staged on Good Friday last year.

ARC's Racing Director Jim Allen said, "We announced our commitment to sectional timing when we launched the All-Weather Championships and we are pleased to be working with TurfTrax. With the help of the British Horseracing Grant Scheme we are now in a position to almost double the number of fixtures covered this season giving owners, trainers, broadcasters and racegoers access to more data to help them in their analysis of races in the run-up to Finals Day on 3<sup>rd</sup> April 2015."

Data gathered will be made widely available throughout the racing community via print, broadcast and online media and for the first time a dedicated feed will be made available to the British Horseracing Authority (BHA).

TurfTrax Managing Director Mike Maher said, "We are pleased that coverage can re-commence at Lingfield Park with a semi-permanent installation that will stay in situ until the Finals Day of the All-Weather Championships. Continuity is an extremely important factor when calculating the value of sectional timing and the ability to make direct comparisons with last year's races will, I am sure, prove invaluable.

“We are grateful to the British Horseracing Grant Scheme whose support will provide us with further opportunities to develop new partnerships and investigate wider use of the data and how it can be applied to specific products.”

Nigel Roddis, who launched the BHA’s consultation document on sectional timing earlier this year said, “The British Horseracing Grant Scheme has invested in a number of projects for the benefit of the industry and its customers. It is unfortunate that this is the final year of the British Horseracing Grant Scheme, but we are pleased to provide funding for this initiative which will help racing to better understand how the customer uses the data provided.”

Data collected at Lingfield fixtures during 2014/15 season can be viewed via the All-Weather Championships dedicated website - [www.awchampionships.co.uk](http://www.awchampionships.co.uk) – or by visiting [www.turftrax.co.uk](http://www.turftrax.co.uk).

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**About TurfTrax:**

**TurfTrax** is a global leader in the design and implementation of innovative data products for the horseracing industry. During 2014 over 50 fixtures will have benefited from use of the Sectional Timing and Tracking System including meetings at Ascot, Goodwood, Lingfield Park, Newmarket, and York racecourses. The real time data produced by STATS is an integral part of the Channel 4 Horse Tracker App which has featured at this year’s Cheltenham Festival and Grand National.

The British Horseracing Authority rules require every racecourse in Great Britain to use the TurfTrax GoingStick and the device is now an internationally recognised standard.

The company also installs and operates Going Mapping and Weather Systems and its customers include; Jockey Club Racecourses, Channel 4, Arena Racing Company, Racecourse Media Group, France Galop, Dubai Racing Club, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Hong Kong Jockey Club, Japan Racing Association, The Australian Turf Club and The Victoria Racing Club.

### **About the British Horseracing Grant Scheme:**

The British Horseracing Grant Scheme was created in 2012 by the British Horseracing Authority and the Department of Culture, Media and Sport to provide important funding for worthwhile causes within the British racing and thoroughbred breeding industries and to date has made more than 60 awards totalling in excess of £1.5 million.

### **About the All-Weather Championships**

The All-Weather Championships were set up by ARC in 2014 and offer the very best of British All-Weather racing consisting of over 150 fixtures incorporating 900 flat races running from Thursday 30 October 2014 through to Good Friday, 3 April 2015 at Lingfield Park, Southwell, Wolverhampton, Kempton Park and Chelmsford City racecourses. Finals Day at Lingfield Park will have seven Championship categories with a total prize fund of £1.1million making it the richest All-Weather racecard staged in Europe, as well as one of the richest racedays in the UK.