



CASE STUDY

Chester Racecourse Enhances Event Management with 24/7 Software

Executive Summary

Chester Racecourse, the UK's most historic racecourse, sought to enhance crowd management and maintain safety during major racing events. By implementing 24/7 Software's analytics platform, the racecourse gained real-time situational awareness, enabling proactive incident management and resource allocation. The platform's dashboard tracked attendance, incidents, and hot spots, leading to a 13 percent reduction in time-to-close response times and enhanced visibility into the situation of an event. **With 24/7 Software, Chester Racecourse turned data into decisions, transforming chaotic crowds into confidently managed events.**



Background

Chester Racecourse, established in 1539, is the world's oldest operational racecourse, hosting tens of thousands of visitors annually for major racing and other events. Operating in a fast-paced, high-stakes environment, the racecourse requires robust tools to ensure attendee safety, operational efficiency, and world-class guest experience. Effective event management hinges on real-time insights into crowd dynamics and incident trends.

Challenge

Before adopting 24/7 Software's analytics platform, Chester Racecourse faced challenges in:

- **Limited Visibility:** Lack of real-time data on crowd behavior and incidents hindered proactive decision-making.
- **Inefficient Resource Allocation:** Without clear insights, security and medical teams are not deployed efficiently, delaying responses.
- **Incident Tracking Gaps:** Open incidents occasionally go unresolved due to manual tracking limitations.
- **Hotspot Identification:** Identifying high-risk areas across the venue was challenging, increasing safety risks.

Solution

24/7 Software's analytics platform provided Chester Racecourse with a powerful, real-time dashboard to monitor and manage events effectively. Key features include:

- **Attendance Monitoring:** Track crowd size and flow to optimize staffing.
- **Event Health Metrics:**
 - Ejections for disruptive behavior
 - Alcohol-related incidents
 - Drug searches and positive findings
 - Hospital transports for medical emergencies
- **Incident Management:** Display open incidents to ensure timely resolution.
- **Geospatial Analysis:** Visualise incident hot spots across zones

This solution enabled data-driven decisions, enhancing situational awareness and operational control.

Implementation

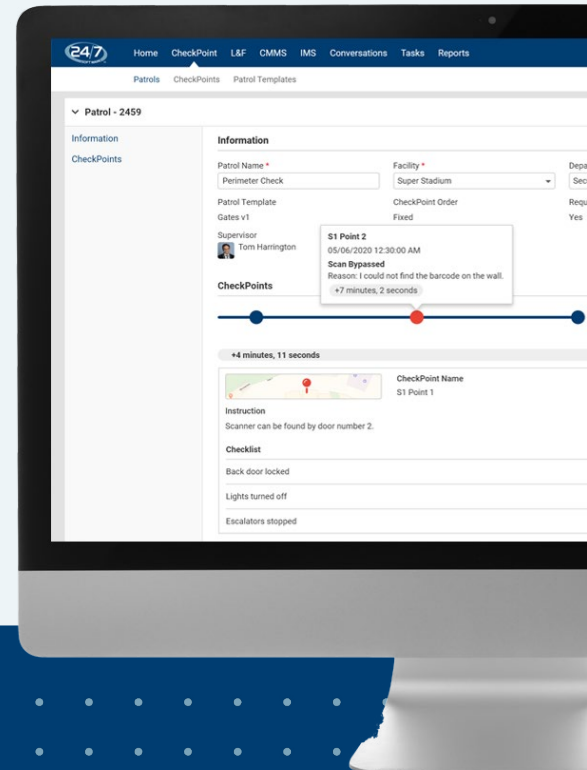
The deployment of 24/7 Software's platform was tailored to Chester Racecourse's needs:

- **Customisation:** The dashboard was configured to reflect the racecourse's layout and key metrics.
- **Staff Training:** 24/7 Software provided training to ensure staff could leverage the platform effectively.
- **Pilot Testing:** The solution was tested during smaller events to fine-tune functionality before major race days.

Results

The implementation of 24/7 Software's analytics platform delivered significant improvements:

- **Enhanced Situational Awareness:** Real-time metrics displayed in the control room allowed key stakeholders to instantly understand crowd behavior and incidents without needing staff briefings.
- **Faster Response Times:** Hot spot visualisation and real-time data reduced incident response times by 13%.
- **Complete Incident Resolution:** Real-time tracking ensured 100 percent of incidents were addressed promptly.
- **Enhanced Safety:** Proactive monitoring led to in disruptive incidents.
- **Improved Guest Experience:** Efficient operations boosted guest satisfaction, reinforcing Chester Racecourse's reputation.



Conclusion

24/7 Software's analytics platform has transformed Chester Racecourse's ability to manage large-scale events with confidence. By providing real-time insights into attendance, incidents, and hot spots, the platform ensures safety, efficiency, and an exceptional guest experience. The success of this partnership highlights 24/7 Software's role as a leader in event management solutions.



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