



Bookmakers Meeting

19.03.2026

Agenda



- WELCOME AND INTRODUCTION
- 2025 REVIEW
- 2026 OPERATIONAL CHANGES
- 2026 SEASON
 - Rowley Mile, July Course, Summer
 - Saturdays & Music Nights
- PARTNERSHIP FOR GROWTH
- GENERAL ARRANGEMENTS
- AOB



2025 Review

- Positive admission growth at key fixtures – new customers +11%, repeat customers +11.5%
- Guineas Saturday Premier sold out, 1st time since 2017
- Newmarket in the Top 15 racecourses in the UK for Customer experience in the Quality Assured Racecourses Scheme 94%
- Racecourse accolades: Groundstaff Award 2025, Summer Saturdays RCA Finalists
- Ranked 3rd & 4th out of all British Racecourses in the ROA Gold Standard 95%. NPS 51%, top 3
- Change of drinks policy in premier trackside
- 2,000 tickets redeemed through USAF at May fixture
- Continuation of free entry to all stud staff as well as continuation of free entry to all stable staff



2026 Operational Changes

- Permanent Drinks access Trackside on both Courses to continue
- One Enclosure – The Rowley, except for The Guineas festival
- New Customer Experiences - Gallop Inn & “Little Italy” by Napoli on the Rowley Mile
- Removal of Rous Pavillion – Hospitality – reinstate for 2027
- 3 additional race days - 6/8, 20/8 & 22/10
- 7 music events, 6 on sale pre-Christmas
- New senior Commercial role to drive attendance, Paul Latham
- Ben Dowdeswell – Operational / Michelle Kerr – tickets/fees





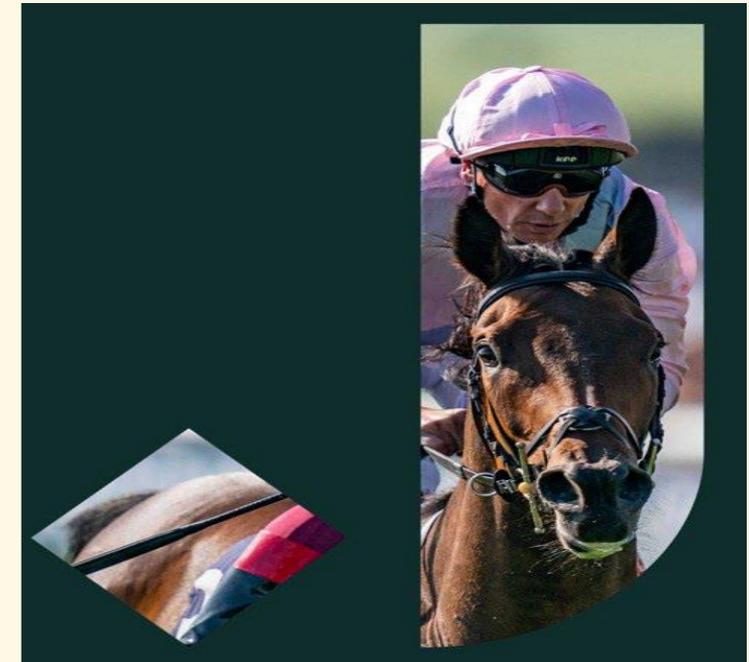
2026 Season

What to expect.....



Spring & Autumn Season on The Rowley Mile

- **The Craven Meeting** – Tuesday 14th to Thursday 16th April
- **BETFRED Guineas Festival** – Friday 1st May to Sunday 3rd May
- **The Spring Meeting** – Fri 15th to Sat 16th May
- **Cesarewitch Trial Day** – Saturday 19th September
- **The Cambridgeshire Meeting** – Thursday 24th to Saturday 26th September
- **Sun Chariot Day** – Saturday 3rd October
- **Dubai Future Champions Festival** – Friday 9th and Saturday 10th October
- **Two-Year-Old Day** – Wednesday 21st and Thursday 22nd October
- **The Final Meeting** – Friday 30th October and Saturday 31st October





Summer on The July Course

NEWMARKET NIGHTS	Friday 19 th June (evening)	Five
	Saturday 21 st June	90's & 00's Rewind
	Thursday, 25 th June	
NEWMARKET NIGHTS	Friday 25 th June (evening)	Basement Jax
JULY FESTIVAL	Thursday 9 th July	
	Friday 10 th July	
	Saturday 11 th July	
NEWMARKET NIGHTS	Friday 17 th July (evening)	Madness
	Saturday 18 th July	Boots & Bridles
NEWMARKET NIGHTS	Friday 31 st July (evening)	Aitch
	Saturday 1 st August	
	Thursday 6 th August	
NEWMARKET NIGHTS	Friday 7 th August (evening)	Jessie J
	Saturday 8 th August	Greatest Race Day
NEWMARKET NIGHTS	Friday 14 th August (evening)	Craig David
	Saturday 15 th August	
	Thursday 20 th August	
	Friday 21 st August	
SUMMER SATURDAY LIVE	Saturday 22 nd August	Kaiser Chiefs



Summer Saturdays

Summer Rewind – 20th June

- Summer Rewind returns to the picturesque July Course for an action-packed summer of entertainment on and off the track! Including – Silent disco, roaming musicians and after racing DJ set

Boots & Bridles– 18th July

- Step into a world where cowboy boots and jockey silks collide, and the sounds of the racetrack harmonize with the rhythms of country tunes. Get ready to saddle up for a day filled with exhilarating races, southern charm, and the unmistakable spirit of Nashville
- Newmarket's country themed race day where the thrill of the turf meets the twang of the guitar! Post-racing music provided by a Morgan Wallen tribute who is the closest you will get to the real deal with the look and authentic sound the man himself!
- Entertainment will include a a rodeo bull, 360-degree camera, Scott Wilkes, The Alabama Two, Folly Brothers, Emilia Quinn, James Riley.



The Greatest Raceday– 8th August

- The newest addition to the Summer Saturday Calendar – The Greatest Raceday! Taking inspiration from ‘The Greatest Showman’ The July Course will transform into a circus spectacular. Dazzling performances both on and off the track!



Music on the July Course

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Partnering for Growth: Admissions & Customer Engagement



Volume Campaigns

- **Black Friday Sale:** 50% off tickets for all Summer Saturdays. This follows a successful 2025 campaign which saw a 49% increase in redemptions (1,122 tickets sold).
- **Advance Booking Incentives:** All advance tickets will be priced significantly lower than gate prices (e.g., £54 advance vs. £65 gate) to encourage earlier commitments and better attendance forecasting.
- **Under 18s:** Maintaining the Under 18s attend for free policy to encourage family bookings.

Festival & Seasonal Highlights

- **Early Bird Pricing:** Encouraging earlier purchase "book early to save" strategy for major festivals. For example, Guineas Saturday Premier tickets will be £36 at the Early Bird rate compared to £65 on the day.
- **Betfred Guineas Festival:** Driving local attendance by offering £5 tickets to residents in the CB postcode area for the Friday fixture.

- **July Festival:** Continuing the popular "Best Turned Out" style competition, with a new focus on securing bigger prizes and high-reach influencer partnerships.
- **Summer Saturdays:** Three dedicated themed days featuring free post-race entertainment (DJs, live music, or shows).

Strategic Partnerships & Community

- **Students:** Targeted programs through CHURS (Guineas Saturday) and Invades (Guineas Sunday and DFCE) to capture the student market.
- **Military:** A complimentary offering of approximately 4,500 tickets for the USAF on Spring Saturday.4.

Structural Improvements for 2026

- **One Enclosure Model:** To simplify the customer journey, all fixtures on The Rowley Mile (except the Guineas Festival) will operate as a single enclosure.
- **New for 2026:** 2026 sees the opening of The Gallop Inn, providing a fresh social space for racegoers.

We would welcome your support in amplifying these promotions and can provide all necessary marketing assets to help you share these offers with your customers.

General Arrangements

Bookmaker Access/Car Parking/RBC ID/ Scannable Tickets

Admission to site – Garden Entrance, Rowley Mile

Bookmaker Numbers & Rings

Daily Betting Badges - Online Process

Marketing Fees

Think 25/under 18 Gambling

Health & Safety in the Betting Rings



Newmarket

RACECOURSES

THANK YOU

 A Jockey Club Racecourse