

Cheltenham Racecourse Bookmakers Liaison Meeting

Cheltenham Racecourse

24th February 2026

In Attendance

Cheltenham Racecourse: Gemma Steve, Steve Clare, Harry Vickery.

Bookmakers: John Hooper, Dale Such, Chris Johnson, Mark Jeal, Barry Pinnington, Paul Gold.

RBC: Neil Pateman.

Apologies: Andy Collins, Simon Wallace.

Cheltenham Festival 2026 Event Update

Advance ticket sales across all 4 days are currently ahead of 2025 figures. Anticipated attendances are as follows,

- Tuesday 57,500
- Wednesday (Ladies day) 44,500
- Thursday 54,500
- Friday 66,500 (sold Out)

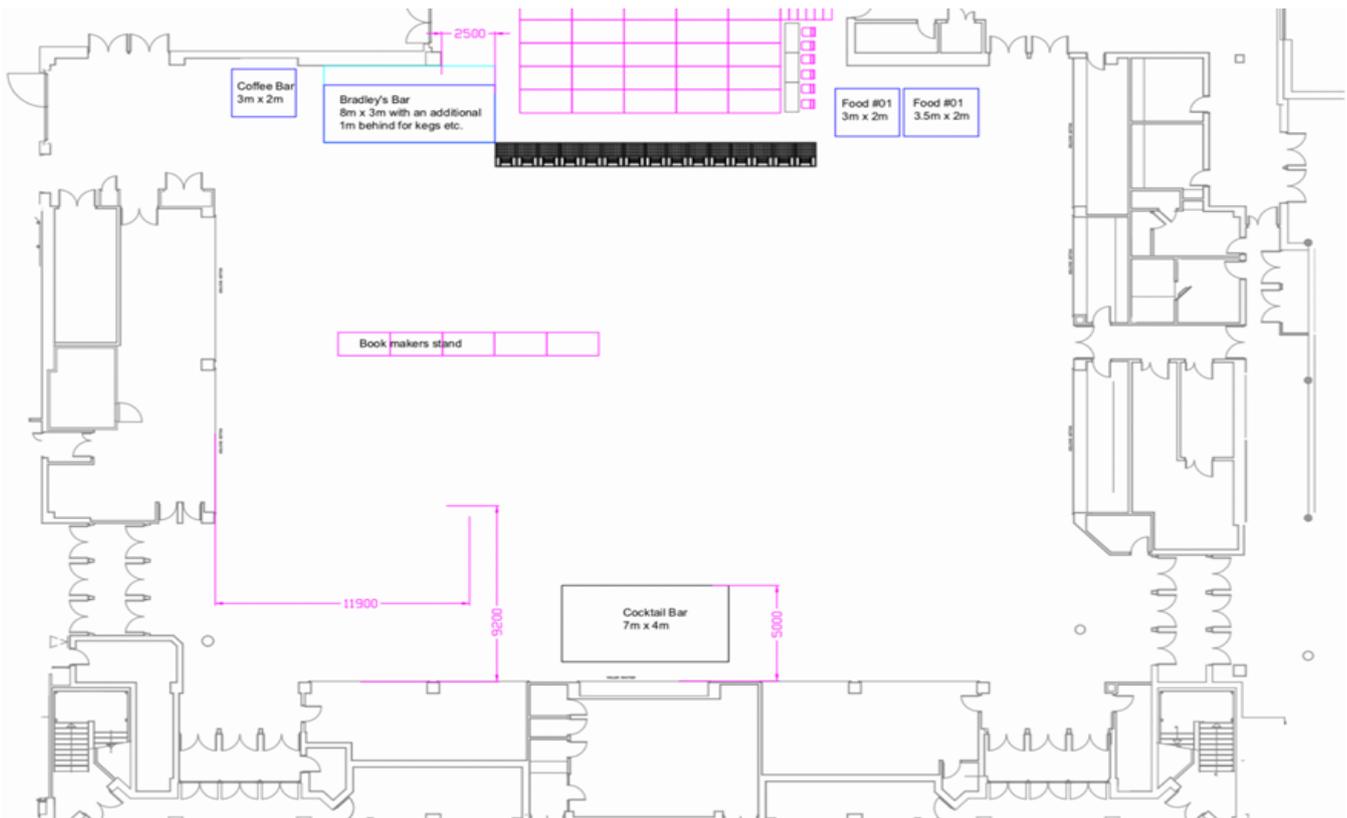
Wednesday will now be a designated Ladies Day. Ladies Day Takeover in the Centaur. Completely new look for the day, a numerous activations in Centaur throughout day. Approximately 400 Invade students will be in attendance and will be based in the Sales Arena.

Forecasting to be 10,000 heads ahead of 2025 festival attendances.

Hospitality facilities across all four days are close to selling out.

Site Changes

- There will be no head on stand viewing in 2026. The food court has been extended into this area with a covered area.
- There will be no tunnel access into Lower Tatts from the rear of the Guinness Village. The racecourse will monitor the impact of this change during the 2026 Festival and review arrangements ahead of 2027.
- Following the meeting GS, SC, NP and CJ visited the Centaur Arena. There will be a slight change to the location of the bookmakers in this area as shown on the below plan.



- The drinking policy has now been lifted to include the whole site.
- The Gambling Commission will be in attendance on the Tuesday of the Festival.

Wi-Fi

Bookmakers utilising Wi-Fi must ensure broadcasting is restricted strictly to approved channels. To maintain a consistent and reliable service, the following parameters apply.

- Permitted channels: 36, 40, 44 or 48 within the 5GHz band may only be used.
- Restricted band: the 2.4GHz band should be avoided wherever possible and must not be used without prior agreement.

All third parties bringing or installing wireless equipment are responsible for ensuring their configuration complies with these requirements before arriving onsite. Early engagement with The Jockey Club IT team is strongly encouraged where clarification or approval is required.

Wireless activity across the venue will be actively monitored throughout the event to maintain a consistent racegoer and operational experience.

Where deployments operate outside the defined parameters or cause interference, racecourse operational teams may request immediate adjustments, including channel changes, power reduction, or temporary shutdown of equipment where necessary.

We appreciate the cooperation of all partners and suppliers in supporting these controls to help deliver the best possible experience for racegoers and event stakeholders.

Key Timings

Public gates open: 10:30am (all days)

First Race: 1:20pm

Last Race: 5:20pm

Racecourse closes: 7:30pm

Pitching In Times

- 10:00am - Rails, Tattersalls and Best Mate
- 10:30am - All other areas
- The Bookmakers Betting badge portal is now open via the link on the RBC website. The Gold Cup betting badge has been reduced, reflecting the advance sell out in 2025.

Vehicle Access For Equipment Drop off

- Access only permitted before 9:30am each morning by prior arrangement. Anyone wishing to do this must email in to Cheltenham.bookmakers@thejockeyclub.co.uk.
- All vehicles must be off site by 9:45am.

All bookmakers intending to drop off equipment must:

- Email Cheltenham Racecourse in advance at, cheltenham.bookmakers@thejockeyclub.co.uk, with pitch number and vehicle make, model and registration, 24 hours in advance of the day.
- please provide a valid bookmaker RBC ID badge on arrival to gate staff
- ensure each person within the vehicle presents either a public admission ticket or an annual member's badge and is a designated worker for the day.

Equipment drop off on the Monday prior to the festival is available strictly by prior arrangement via the above email address.

Car Parking

- The application for bookmaker parking is now closed, and labels have been sent out via tracked delivery.
- If labels have not been received and applied for, bookmakers should contact: cheltenham.bookmakers@thejockeyclub.co.uk
- One carpark label per pitch is permitted via the application process.

- Bookmakers staff may access free parking in the Green Staff car park. Staff must carry proof of employment (a photo of the bookmaker ID badge or email confirmation from the bookmaker).
- Road closure arrangements on exit will mirror those implemented in 2025. No left turn out of P7.
- JCR operate a zero-tolerance policy regarding any abuse directed towards car park attendants please respect all staff.
- Public car parking is sold out Tuesday and Friday. No on the days sales or labels issued.

Bookmaker Conduct and Compliance

Bookmakers were reminded of the following requirements:

- Always maintain a clean and tidy area around each joint (within the 1.5 metre tidy line) and utilise the rubbish bags provided.
- Move betting joints to the side at the end of each day, as directed by the Betting Ring manager, to allow thorough cleaning of the betting ring.
- Wraparounds on boards and nameplates must remain in position for at least 10 minutes following the announcement of the weigh in.
- Secondary pay out positions may be used in the same location as previous years, Centaur End positions, Courtyard end positions, Seven positions at the north end of lower tatts, Best Mate 5 positions behind the grandstand and the Best Mate back row, positions 19-24. A separate fixed table or standalone payout position is not permitted.
- A secondary light board may be used in all rings other than the rails (pending a further update). Secondary light board specification brackets are available on the RBC website.
- Umbrellas must be lowered during races, unless required due to rainfall.
- No third-party advertising is permitted.
- All equipment must be clearly labelled with contact details. Unidentifiable items in the betting ring may be removed
- Electric sockets on the rails must not be overloaded with extension cables. All sockets will be tested prior to the festival.
- A similar number of ATMs will be positioned around the racecourse in 2025. There will no bookmaker banking facilities on site.