

Royal Ascot 2025

Bookmakers Arrangements – Monday 23rd February 2026

Box – 230-231

File Notes

❖ Introductions

➤ Those present

• Bookmakers

- Andy Stallard (remote) -
- Russ White- QA & Rails
- John Hooper – QA & Rails
- Peter Sutton – QA & Village
- James McNab - WE
- Andy Geraghty - WE
- Richard Lilies - QA
- Stephen Price – WE
- Steve Noyce – Village
- Michael Campbell – Village & Rails

• RBC/RDT

- John Carthy
- Andrew Boardley – Betting Ring Manager – QA & Rails
- Sarah Woodborne – Betting Ring Manager - Village
- Grant Newman – RDT Tech & Betting Ring Manager WE
- Dave Bramwell – RDT Tech

• Ascot

- Tony May – Senior Betting Manager
- Eve Crotty-Joyce – IT & Comm

❖ Confirm Dates & Timings

- Tues 16th June – Sat 20th June
- Gates Open - 10.30am every day
- Bookmakers pitching in times – 3 hours before 1st race (11.30am each day)
- Bandstand – These are selected on a daily basis and bookmakers need to be in position by 10.00am
- Bandstand – Andrew Boardley will arrange Bandstand positions by 4.00pm on days 2-5 (he will ask bookmakers whether they want to bet in the Bandstand area by 4.00pm each day so that all bookmakers can arrange to move their equipment safely each day. For Day One we'll contact bookmakers prior to RA to explore whether they wish to use the Bandstand positions and confirm these positions to all in advance
- REG Positions – these will be selected on a weekly basis and will be selected prior to the meeting

❖ **Race Times**

- 1st Race 2.30pm all days / Last Race – 6.10pm - all days
- Thursday Race Times – Race 5 will start at 4.50pm (not 5.00pm)
- Will attach the raceday schedule to the RBC website
- World Cup Coverage – there are no plans to show World Cup coverage as most games start later in the evening
- The afternoon games will be shown on some screens around each enclosure

❖ **Current Sales Numbers**

- Sales are positive in all enclosures when compared to 2025 although the WE is slightly behind last year at the same time but is expected to catch up after Easter.
- It is expected that RA 26 will have similar final attendances to 2025

❖ **Enclosure Plans - Confirm Max Bookmaker Numbers in Each Enclosure**

- Royal Enclosure Gardens - Max Books in the REG – 4
- Bookmaker Positions – No changes to 2025, all positions to be the same as 2025
- QA - Max Number - 90
- Bandstand Max Number – 4 chosen on a daily basis using the 1:1 basis
- WE – Max Number 75
- Village – Max Number – 28 – 5 in-front of each restaurant for all 5 days. The village enclosure is open for 3 days (Thurs-Sat) and bookmaker locations as per plan
- There will be 2 positions on the Lawns in front of each restaurant but these are not extra positions, it will still mean there are 5 books positioned in each area (if two books move to the Lawns, then 3 will operate on the road)
- 2 Books can operate in front of the Media Centre – all 5 days
- Heath Enclosure will be open all 5 days – bookmakers as per plan

❖ **Bookmaker Communications**

- Costs - Detailed on accompanying sheet
- Booking Tickets – as in previous years – all tickets must be purchased in advance and on-line (instructions will be advised)
- Parking – 1 x free Car Park Pass for either CP6 or CP8 to all bookmakers
- Collection of Passes – 2 options by post or collection
- Post – bookmakers to advise if they wish to have their Tickets/badges and car park pass in advance
- Collection – from the badge box as normal, will be open on Sunday 14th June & Monday 15th June from 9.00am through to evening and from 9.00am each morning
- Access / Wristbands to Access Enclosures

❖ **Dress Codes**

- All bookmakers and staff to adhere to Enclosure Dress Code
- <https://www.ascot.com/plan-visit/royal-ascot-what-to-wear>

❖ **Dropping off Equipment**

- Available in advance – must be pre-booked and details required will be names, car details – make & model, reg number

❖ **Betting Ring Managers**

- QA & Rails – Andrew Boardley & Duncan Lilywhite
- WE – Vicki Moore & Grant Newman (Andy Collins replaces Vicki on Fri & Sat)

- VE – Sarah Woodborne

❖ **Communication with Bookmakers – example RA offer**

Royal Ascot Bookmakers Tickets & Badges will be available after The Grand National Weekend.

❖ **Booking Tickets and Parking**

- *As per 2025, all booking procedures stay the same. Bookings to be made on-line as per the pricing document and included a 20% discount if all 5 days are booked in one transaction*
- *Village Bookmakers buying Thursday, Friday & Saturday badges will also receive the discount*
- *A weekly car parking pass will be issued free of charge to all bookmakers booking a weekly badge.*
- *These will be allocated on a ‘one pass per pitch position basis’ and will be issued in advance if required*
- *The car parks available are Car Park 6 and Car Park 8*
- *If a further car park pass is required – please arrange direct with me and we’ll invoice you separately*
- *Badges & Car Park Passes can be posted out this year for a fee of £5.00, please advise me direct if you wish to take advantage of us posting the badges in advance*
- ***Please note that we can only post bookmakers packages if your order is placed and confirmed by Friday May 29th***
- *All badges/tickets (not posted) can be collected from the badge box which will be open on Sunday 14th and Monday 15th as well as each day of the meeting- final hours will be agreed nearer the time*
- **Wristbands** to identify bookmakers and staff
- *As in previous years all bookmakers will be issued with a coloured wristband (the colours will change daily) to be worn to access the racecourse*
- *This is required so that all bookmakers/staff can be identified to enable speedy access*

The wristbands must be worn – you will be refused entry if not worn (do not try to access the course by carrying the wristband – you will be refused entry)

❖ **Access to racecourse**

- *Same as last year*

❖ **Leaving the racecourse**

- *Same as last year*

❖ **Connectivity**

- Ascot will liaise with both RDT & Elite in advance of the meeting prior to the event and all details will be communicated and agreed with them.
- Bookmakers will need to agree with either RDT or Elite what rules will be in place

❖ **Bet With Ascot –**

- Marketing - as in previous years, focus will be on World Pool races, placepot promotion and Betting Bundles
- World Pool - operating on all races through the meeting with WP place rules in operation for all races
- World Pool – dividends will be announced after each race and promotion of ‘will pays’ on all screens as before. The willpays are always based on each pool at the time its being displayed
- Bet With Ascot DO NOT offer a SP Guarantee – the dividends we pay are based on the pool sizes of each pool.

❖ **Dropping off Equipment**

- Is available on either Sunday 14th or Monday 15th – this must be booked in advance by emailing Tony.may@ascot.com
- You must advise vehicle details to ensure that the security team are aware
- There are no opportunities for vehicles to enter the racecourse during the event

❖ **AOB**

Royal Ascot Tickets & Badges will be on sale from the week after the Grand National and will be taken off sale on Friday 12th June

❖ **Village Extra Positions**

- There will be two positions available on each of the lawns where the Gazebos are located (in the Village Restaurant Viewing area and the Meadows Viewing area – for the avoidance of doubt this means that if utilised the number of books outside of the restaurants will reduce and so there will be ten bookmakers but with 12 positions to choose from (5:0 / 4:1/3:2)
- **These are not EXTRA positions**

❖ **Village – WC Provisions (Tues & Weds)**

- There are WC's located on the road and in the Heath Enclosure for use by bookmakers and Gazebo customers

Media Centre

- There are 2 bookmakers allocated to operate outside of the Village, they will be charged at Heath Prices

Windsor Enclosure

- The aim is to fit anchorage points on the concrete areas in the WE.
- TM to discuss with Ascot Facilities about whether they should be installed on the Lawn areas
- Guidance will be sought from Vicky Moore to ensure the anchorage point in the correct positions

BWA – Promotional Team

- This team promote & sell betting bundles, we will ask them not to sell to anyone whilst standing on the Steppings by the betting ring
- The bets included within these ‘bundles’ are mainly exotic, placepot, First Two (exacta), First Three (Trifecta), Two from Three (Swinger) and World Pool Treble
- Our teams will promote these bundles and sell to all other public areas, all lawned areas, all hospitality areas, all restaurants and along the concourse.

Results

- The big screens and Ascot Tv will show the results using standard UK betting terms