

BLC NOTES - NEWMARKET RACECOURSE 22 March 2023

IN ATTENDANCE:

Racecourse - Sophie Able, Margo Walsh, Darren Townsend, Steve Clare, Sarah Woodborne.
Bookmakers - Arthur Mulgrew, Mike Armes, Ed Thompson, Simon Barham, John Christie, Michael Cannon.

2022 SEASON HIGHLIGHTS

First full season post COVID, and the first three-day Guineas Festival since 2003.

A number of admission initiatives were trialled including a £10 G&P offer for Dubai Future Champions Friday; a Student's raceday organised through Invade which operates similar nationally; free entry to local stable staff widened to include stud staff as well; formation of the Cambridge University Horseracing Society.

2023 PROMOTIONAL PLANS – Sophie Able

As a result of the initiatives trialled last season, ALL meetings will benefit from significant online advance discounts, as well as reduced on-the-day prices for the Guineas & July Festivals.

Not only will the £10 G&P offer for Dubai Future Champions Friday will be offered again for this year but also for Guineas & Cambridgeshire Fridays.

There will be two Students Racedays, in association with Invade, likely to be during the Guineas and July Festival dates t.b.c.

The JC Racepass which is free to 18-24 y.o. and provides 50% discount at all JCR race meetings, has been and will continue to be actively promoted.

QIPCO Guineas Festival includes the £10 Friday G&P offer.

The Saturday & Sunday of Coronation Weekend will feature a Garden Party celebration within the Lawn enclosure where the public capacity will be increased to 2,000 for that race meeting. Gates will open early (10.30 t.b.c.) to enable the whole of the coronation to be viewed live on TV.

MW has been focussing attention within the local community to predominantly offer free admission to volunteers, around 700 organisations have been contacted with the offer.

The 3 day Suffolk Spring Festival will again the many military attractions including a Spitfire static display.

There will be 5 Friday music nights:

Bastille 30/6; Craig David 21/7; Hacienda Classical 28/7; McFly 11/8 & Olly Murs 18/8. Pre-sales for all are at good levels.

DBB multiples will be considered nearer each event dependant of pre-sales at that time.

This year there will be two Friday evening meetings without a music event – 23/6 & 4/8 – promotional plan t.b.c.

REDEVELOPMENT UPDATE - Darren Townsend

An update was provided on the redevelopment of the Head – On Stand at the July Course.

Works will be undertaken during the year to refurbish and extend the Weighing Room, fit out a Champagne Bar hospitality facility with terrace on the first floor and a ground floor bar and new toilets, available to all Premier customers.

GENERAL ARRANGEMENTS – Margo Walsh / Sophie Able

All rails bookmakers in attendance asked that the no drinking policy in the Premier enclosure be rescinded.

SA understood that a number of Premier customers/Members would like to see such a change, however there was a significant proportion who would object, therefore there would be no change in 2023. It was agreed that the situation would be monitored during the year.

Bookmakers were asked to use the designated bookmaker parking area close to the bookmaker's entrance. It was confirmed that bookmakers who were also annual members would not be permitted to take kit through the annual member's entrance. Bookmaker's parking labels will again be available and distributed via Sarah Woodborne, 1 per pitch at the first meeting each bookmaker attends.

It was confirmed that there would be no changes to the Bookmaker Number or betting rings and no further new betting areas this year. The two Aphrodite positions would remain available.

Bookmakers were reminded that the BRM will be equipped with a racecourse walkie-talkie and that they should direct any feedback or requests for assistance during racing to the BRM.

Bookmakers were complimentary about the ongoing management of the public and in particular the use of police to supplement racecourse security staff. It was noted that during last year there was only one public order arrest but that the racecourse would naturally continue to be vigilant in this regard.

The volume of the PA system was discussed and bookmakers were reminded to contact the BRM should there be any concerns.

The policy of removing umbrellas during racing in order not to block sight lines would continue, and bookmakers were thanked for their co-operation in this regard.

It was requested that the first race at evening meetings was as late as possible. It was agreed that this was in everyone's interest but the first race time is dictated by the time of the last race itself decided by the time light starts to fail. In principle it was agreed that the later the better.

There was a discussion about the lack of runners at certain times of the year. SA confirmed that the team was engaged in trying to tacking this issue.

A follow-up spot discount initiative was proposed and SA agreed to give it consideration.

The Punters Package was discussed. SA agreed to review.

Bookmakers asked that the anchor points were power washed pre-season. MW agreed.

Bookmakers were reminded of their responsibility to ensure that they and their staff do not accept bets from under 18s.

Bin bags will again be provided to each bookmaker.

NEXT MEETING – Spring 2024