

NOTES

ROYAL ASCOT 2024 BOOKMAKERS ARRANGEMENTS MEETING - 27 February 2024

IN ATTENDANCE:

- Bookmakers –
 - Simon Wallis
 - John Hooper
 - Mark Jeal
 - Richard Liles
 - Andrew Geraghty
 - Steve Price
 - James McNab
- RBC –
 - Andrew Boardley
 - Sarah Woodborne
 - Vicki Moore.
- Racecourse
 - Tony May
 - Steve Clare.
- Apologies – Nick Daisley.

Dates, Timings Current Ticket Sales

- June 18-22
- Gates open to the public at 10:30 daily
- First race 2:30
- Last race 6:10
- Pitching -in 11.30 daily – all areas

- Current public ticket sales to date are at expected levels, with fine dining and hospitality sales very encouraging.

BADGES/TICKETS AND RACECOURSE ACCESS

- Online purchase only (full details to be provided within the usual separate pre-event note for bookmakers)
- 20% DBB and staff ticket discount for all 5 days purchased together
- Bookmakers' fees will be charged based on the advance prices at 1/4/24 (rather than the on-the-day prices)
 - Queen Anne £90 Tues & Weds, £99 Thurs, Fri & Sat
 - Windsor £49 Tue & Weds, £65 Thurs, Fri & Sat
 - Village £85 each day
 - Heath £10 each day

- Car parking will again be in Car Park 6 or 8 charged at £45 per day or a discounted £180 for all 5 days.
- Disabled Blue Badge holders will be parked free of charge – as directed by car park staff.
- Bookmakers & each staff member must collect access wristbands from the Badge Box (available from Monday 17 June).
- Access (and pass out) to the racecourse will only be provided to bookmakers and staff wearing a wristband.
- There will be bag/equipment searches and sniffer dogs at each entrance.
- Please comply with gate staff requests.
- There will be a zero tolerance of aggressiveness/rudeness to gate staff with offenders being refused entry.

ENCLOSURES

- Rails - bookmaker number 29, the same as in 2023
- Queen Anne - bookmaker number 90 (including 9 on the grass & 4 to temp betting areas) the same as 2023
- Windsor - bookmaker number 75, the same as 2023, but with a revised layout as per attached plan
 - Note all bookmakers remarked on the new layout
 - All bookmakers did not agree with the reason for the changes but accepted that the racecourse wanted to make these changes to allow more space for customers to be closer to the rail especially to view all of the races and specifically the Royal Procession
 - VM 'strongly' remarked that the planned changes would affect customer flow of customers moving to place a bet and moving back to where they are based.
 - All bookmakers present commented that some positions would likely benefit from the changes whilst 'more' would be negatively affected
 - TM to review catering options as there was only one location for tea and coffee in 2023
- Village/Heath – total bookmaker number 41 and layout as per 2023.
- Temporary betting areas - (1:1)
 - Bandstand 4 (pick daily)
 - Royal 4 (pick in advance for all 5 days, earlier pitching-in on Tuesday)
 - There is now insufficient space for 4 on the Parade Ring walkway
- All present Bookmakers expressed disappointment at the reduction of Temporary Betting Areas.

OPERATIONS

- ATMs both fixed and temporary will be in a similar number to 2023 – they will be available in all Enclosures

- The England v Denmark (late afternoon k.o.) football match will be shown on CCTV and large screens. International football on the other days will be on CCTV but not on large screens.
- BRM office locations will be as per 2023.
- Kit drop-off on Sunday 16th / Monday 17th June will be available – liaise with TM
 - Ascot would prefer that all bookmakers dropping off equipment collect all wristbands/badges on the day they drop off equipment – Badge Box will be open for this purpose
- Bet with Ascot – number of betting positions will be the same as for 2023.
- Plain green or cream (colour to be agreed) bookmakers' umbrellas will be provided for mandatory use in temporary betting areas (Royal & Bandstand).
- A point of contact for RA enclosure management will be provided for bookmakers – TM.
- Low crowd barriers will be provided to be located behind Bandstand bookmakers – TM (if required) – Bandstand bookmakers to advise if required (Thursday?)
- Racecourse WiFi might be interrupted during the Royal Procession daily.

Suggestions from bookmakers

- Windsor Enclosure - Can the racecard sales positions have more obvious signage
- Are there enough of them in each enclosure? – **Racecards are now available through selected BWA booths and more positions by gates in all enclosures** (2023 many racegoers complained about an inability to buy a racecard)
- Could there be more than one tea/coffee vendor in the WE please (TM to review plans with Venue Ops and advise)
- The number of toilets and areas with shade from the sun for the Village seemed insufficient in 2023, can this please be reviewed? – **TM advised has already but will confirm changes**
- Can bookmakers please have access to the staff welfare areas in the mornings for tea/coffee? **This facility is available in the QA enclosure – TM to advise other locations**
- Order of Running – **TM to confirm changes**
- New Betting Areas – specifically those at the Parade Ring, Level 4 & area near to the Final Furlong structure – JH advised and all bookmakers agreed that there was concern that Ascot had reduced the number of 'New Betting Areas' (temporary) from 16 positions to 8 positions
 - TM advised that the two positions on Level 4 were only in place for a short time when there was a pause in the agreement with Betfred. Once that was renewed, those temporary positions were removed

- Parade Ring West – these positions were moved in 2022 to allow for the greater footprint of the new LK Bennett shop. They were removed completely in 2023 as it was felt that by Ascot that there were still queuing issues. These were reinstated for King George Day and Champions Day (2023) but only 2 positions were utilised. There is concern at Ascot that re-instating them again would cause queueing issues and due to this have been removed from the plan.
- There were two positions by the entrance to The Furlong Hospitality area before 2018. These were removed by the racecourse and have not been reinstated.