

## BOOKMAKER LIAISON COMMITTEE MEETING 2025 - Newbury Racecourse via Teams

Tuesday 20 May 2025

### IN ATTENDANCE:

Bookmakers - Alan Stadler, Tony Morris, David Hughes, Paul Gold.

Newbury Racecourse - Lucy Hayes, Mark Leigh, Shaun Hinds (part), Emily Paine (part), Steve Clare, Vicki Moore.

Apologies - Gerry Chesneaux, Nigel Spencer

### MEETING NOTES

INTRODUCTION & WELCOME - Bookmakers representatives from each betting area.

### SENIOR MANAGEMENT TEAM - LH

Chief executive Shaun Hinds has been in post for almost a year. Mark Leigh Finance Director. Marketing Director Harry Walklin. The Operations Director, Lucy Hayes has accepted a position as Operations Director at Edgbaston Stadium as leaves at the end of this month. The meeting wished her well.

Recruitment for a replacement is underway, and in the meantime the operations manager Nigel James is available for raceday ops matters.

### TRADING FEEDBACK FROM BOOKMAKERS

It was recognised that public admissions into the Premier Enclosure were significantly increased as a result of marketing/promotional activity. The closure of the Dubai Duty Free stand on quieter race meetings was also a factor.

Consequently, rails bookmakers had experienced very strong turnover levels at all meetings. Elsewhere the better tattersalls betting positions reported good levels of turnover on premium days, but very poor business when the DDF stand was closed to the public. It was reported that Lower Tattersalls bookmakers had fewer good days than those in Tattersalls and levels of trade were overall very poor.

In order to encourage more racegoers into the Lower Tattersalls area, plastic tables and chairs were requested to be positioned onto the lawn area. LH agreed to review.

Bookmakers were complimentary about the racecourse management's efforts to increase public attendances and the results to date and were hopeful of a 'rippling out' of the Premier enclosure success into the other areas through a continuation of efforts this year.

It was recognised that the Newbury team also works hard to achieve good field sizes, and overall is a great day out.

It was hoped that the ongoing promotional activities can continue to increase public admissions across the piece and that attendances on some of the quieter days can enable a review of DDF stand closure would be undertaken.

2024 SEASON - Emily Paine, Marketing Manager

Marketing/Promotional activity has centred around the early booking strategy with a new 'super earlybird' ticket at 25% off, multi-day passes, group bookings and premier offers which are already showing very positive results.

The focus is to continue to grow attendances across the board and public admission prices have been pitched at a lower level than last year.

Racecourse management remains confident that with the amount of activity, admissions will continue to grow.

31 fixtures overall in 2025 with remaining highlights:

Premier Racedays - Sat 19 July Weatherbys Super Sprint with Sophie Ellis-Bextor/Ells Henderson (forecast attendance c.14,000); Sat 16 August Hungerford Day with Clean Bandit (forecast admission c.12-13,000); Saturday 20 September Dubai Duty Free Day with James Bay (forecast admission 12-13,000); Saturday 29 November Coral Gold Cup Day; Monday 29 December Coral Challow Hurdle Day.

Additional Music Raceday - Friday 15 August Bjorn Again (forecast admission c.9-10,000)

AOB

Bookmaker feedback regarding the proximity of catering concessions to the betting areas, and resultant exhaust and catering fumes was discussed. LH explained that this had been recognised, and that mains power was provided wherever possible.

Some bookmakers reported poor mobile phone signals at the last race meeting, but this was not universal and thought to be an isolated incident. It was emphasised that the racecourse free public Wi-Fi had ample capacity for bookmaker use.

Participants were thanked for their attendance and contribution.

Meeting closed.