

## PRE-FESTIVAL BLC CHELTENHAM RACECOURSE - NOTES 30 September 2024

### IN ATTENDANCE:

Bookmakers - Simon Wallis, Barry Pinnington, Barry Johnson, Richard Johnson, Iain Harrison,  
Racecourse – Gemma Steve, Ella Hay, Andy Collins, Neil Pateman, Steve Clare.  
Apologies – John Hooper, Mark Jeal, Dale Such.

### **Forthcoming Season**

Fixtures as per previous years.

Advance ticket sales across all meetings are at present c.22% up over this time last year.

October – The Showcase Fri 25 & Sat 26. Invade Students Day (Saturday) 5k to 6k exclusive to Best Mate only.

November – Fri 15, Sat 16 & Sun 17. New for this season – Family Day on Sunday. Overall tickets sales up 39% like for like.

December – Christmas Meeting Fri 13 & Sat 14. Ticket sales up 30% like for like.

New Years Day – Wed. c. 28,000 attendance expected.

Festival Trials Day – Sat 25 January

The Festival – Tue 11 until Fri 14 March – separate BLC meeting in the New Year.

April Meeting – Wed 16 & Thu 17

May – Fri 2 Hunter Chase Evening

Best Mate enclosure will be open to the public for all meetings except – Showcase Saturday (6,000 students exclusively) note reduced online DBB 3x that day; both April days & Hunter Chase evening in May.

### **New Season Initiatives.**

Relaxed drinks areas trial – all meetings, ongoing review (see attached plan). Drinking will be allowed in all but the red shaded areas. Please note that in Best Mate all anchor points will be within the drinks allowed area.

November Meeting & The Festival Increased spread across site of after racing entertainment areas – Sales Arena, champagne Bar, Que Vega Stage; Guinness Village.

Centaur will have reduced level live music after racing on selected days on a far smaller scale, more round tables and chairs will be reinstated to area.

Discounted admission tickets for The Festival. Apart from the current Tier pricing approach, a new initiative has been launched. Buy any Festival ticket and save 20% on additional days (discount applies to days 1-3, i.e. not Gold Cup day).

Increased crowd monitoring – 200 new CCTV cameras installed to monitor crowd safety & behaviour.

More SIA trained stewards to replace reduced drinks stewards.

A request was made to consider a relocation of the disabled viewing area at the top of the Tattersalls Grandstand viewing to reduce possible congestion at access points to betting ring – GS

A review of Bookmaker Car Parking has been carried out. Refer separate notice & instructions on RBC website .

Race Programme - changes have been made aimed at achieving bigger fields and more competitive races.

### **Future Refurbishment**

A plan has been developed to increase the size of the Betting Hall Bar (Tattersalls Enclosure) including the Sales Arena & Winged Ox bar. The works will enable multiple draught beers (just Guinness currently) to betting hall, and improved customer facilities for all areas. Works will commence post New Years Day and be complete for Festival 2025. Area will have to be closed for Festival Trials day.

Ongoing refurbishment investment plans are focussed on providing benefits to general admission customers.

### **AOB**

Under 18/Think 25 - bookmakers responsibilities discussed.

Rails power overloading - bookmakers were asked not to use extension cables or additional power sockets as it is likely to cause a power breaker to cut in and disrupt operation.

Equipment drop off - can be done but bookmakers must provide sight of their RBC i/d, together with a public admission ticket or annual members badge for each person in the vehicle. Vehicles must be off site a minimum of 30 mins before gates open.

There will be cash machines on site to the same extent as last season.

A request was made to consider the DBB to be calculated at advance admission prices rather than gate prices. GS agreed to consider, but not for the 25/26 season.