

The Hill 2025

Invitation to bid for betting positions on the Hill at Epsom Downs Racecourse for 2025

This letter sets out the bidding process to determine which bookmakers will be permitted to operate from betting positions in betting areas on the Hill at Epsom Downs Racecourse on 6 June 2025 ("**Ladies Day**"), 7 June 2025 ("**Derby Day**") and 25 August 2025 ("**Bank Holiday**") (each a "**Bid Day**" and together the "**Bid Days**").

Accordingly, you are invited by Epsom Downs Racecourse Limited (the "**Racecourse**") to submit an online bid for any betting positions available on a Bid Day provided you follow the process outlined below.

The Hill Layout

Please refer to the attached layout plan for the **approximate** location of each betting area.

For 2025 the layout on The Hill is expected to be similar to how it was in 2024. Please note though, that due to the temporary nature of The Hill, this cannot be guaranteed.

The Derby Family Enclosure will be of a similar size to last year, and again be located alongside the Funfair behind The Walton Enclosure. New for 2025 is that it will be available on Derby Day only. Adult attendance in the family enclosure is hoped to be up to 6,000 adults on Derby Day. In addition to Tote kiosks will also feature in this enclosure.

The Hill Betting Square betting area will be in operation, between two Tote kiosks with bookmakers facing away from the Grandstand as usual.

Coach parking will be sited closer to the Heliport, the intention being to position the coaches in an 'L' shape (see layout plan).

In the Walton enclosure there will again be not be any buses or coaches. There is expected to be a William Hill betting shop marquee near to the large screen TV and a further mobile William Hill betting shop, Tote kiosks and Portaloos located approximately midway along.

The market will be located on the top of The Hill as in 2024.

The Upper Hillside betting area will be located in a similar position to 2024. Bookmakers will face and bet towards the racecourse.

A Tattenham Corner betting area will operate on Derby Day only.

A betting area will operate in Car Park 28 on Derby Day only.

Bidding process

The table below lists (a) the betting areas on The Hill, (b) the Bid Days on which they are available to bookmakers, (c) the maximum number of bookmakers who may operate in each betting area on a Bid Day, and (d) the minimum sum which may be bid for a betting position in each betting area. Please see the layout plan for the **approximate** location of each betting area. Some variation to the location of the betting areas may be necessary compared to the location of the betting areas on corresponding days when they last operated.

| A. Betting area: | B. Bid Days: | C: Bookmaker number: | D: Minimum bid (£): |
|-------------------------|---|-----------------------------|----------------------------|
| Tattenham Corner | DerbyDay | 4 | 400 |
| Hill Coach Park | Derby Day | 8 | 400 |
| Walton Enclosure | Derby Day Ladies Day Bank Holiday | 22 10 5 | 500 |
| Hill Betting Square | Derby Day Ladies Day Bank Holiday | 15 8 5 | 600 |
| Upper Hillside | DerbyDay Ladies Day | 4 4 | 500 |
| Derby Family Enclosure | Derby Day | 15 | 400 |
| Market | Derby Day Ladies Day | 4 2 | 400 |
| Car Park 26 | Derby Day | 3 | 400 |

- 1.1 You are permitted to bid for and operate any number of betting positions in any number of betting areas on the Bid Days up to a maximum of two (2) betting positions in any single betting area except for the Market, Car Park 28 and Tattenham Corner betting areas where you may only bid in each betting area for one (1) betting position (together the "**First Option Bid**").
- 1.2 Your bid for a betting position in a betting area shall be for all Bid Days on which it is designated to operate in the table above. For example, if you bid for a betting position in the Walton Enclosure betting area, that bid shall be for a betting position on Derby Day, Ladies Day and the Bank Holiday. However, if you are awarded a betting position, you will not be obliged to operate from the betting position on all Bid Days. If you bid for a single betting position only for your First Option Bid, you may

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also make a second bid ("**Second Option Bid**") for a single betting position in any betting area on the Bid Days by completing the section entitled "Second Option Bid" on the bid form. If you bid for more than one betting position in your First Option Bid, you may not make a Second Option Bid.

- 1.3 Bids must be submitted online using the bidding form available on the RBC website.
- 1.4 You must hold a valid betting operating licence under the Gambling Act 2005 and be registered with Racecourse Betting Compliance Limited ("**RBC**") to submit a bid and operate from a betting position on the Hill.
- 1.5 In order for a bid to be valid, each completed bidding form must be submitted **no later than Friday 21 March 2025**.
- 1.6 Bids received after **21 March 2025** will not be considered.
- 1.7 Once submitted a bid is deemed to be binding on you and may not be rescinded or amended by you in any way. Accordingly, if you are awarded a betting position by the Racecourse following the bidding process, the relevant bid amount will be charged to your payment card. No refunds shall be payable except the betting administration fee in accordance with paragraph 2.3.
- 1.8 This letter and any dispute or claim arising out of or in connection with it or its subject matter, whether of a contractual or non-contractual nature, shall be governed by and construed in accordance with the law of England. The courts of England shall have exclusive jurisdiction to settle any dispute arising out of or in connection with this letter.

2 Level of bids/administration fee

- 2.1 Any sums bid by you will be deemed to be inclusive of VAT and bids will only be considered if they are for a sum equal to or in excess of the minimum sum for the relevant betting area as set out in the table in paragraph 1. Any sums bid must be in whole pounds.
- 2.2 If you are awarded a betting position by the Racecourse, the sum you bid for that betting position will constitute the licence fee (which includes the cost of the betting badge) for that betting position. In addition to the licence fee, you will be required to pay a Betting Administration Fee for a betting position as follows:
 - (a) £30 for betting positions which are open for one Bid Day only;
 - (b) £60 for betting positions which are open for two Bid Days only; and
 - (c) £90 for betting positions which are open for all Bid Days.

2.3 If you are awarded a betting position by the Racecourse, the Betting Administration Fee is payable by you in advance. However, if you do not attend the betting position on the relevant Bid Day(s) RBC shall refund the Betting Administration Fee for that betting position on the relevant Bid Day(s).

2.4 Each bookmaker shall be responsible for safely securing betting joints and equipment at the allocated betting position by way of a spike, 'corkscrew' or similar.

3 Award of betting positions

3.1 After the closing date the Racecourse and RBC will review all valid bids received, following which the Racecourse shall award positions on a list created by RBC for each betting area (the "**List of Bookmakers**") according to the amount bid. The number of positions on the List of Bookmakers shall not exceed the maximum bookmaker number for each betting area as shown above. The highest bid for a betting area shall be allocated the first position on the List of Bookmakers and then positions on the List of Bookmakers shall be allocated in numerical order according to the successive next highest bid until either the List of Bookmakers is complete or all bids have been allocated (whichever is the earlier). The maximum number of betting positions available on each day will be equal to the number of successful bids for that day.

3.2 Where there are bids of the same amount for a betting position, the first bid submitted to RBC will take precedence and then the second bid received and so on (as the case may be).

3.3 The Racecourse reserves the right at its absolute discretion to refuse to accept or review a bid.

3.4 The Racecourse reserves the right at its absolute discretion to refuse to accept or review a bid in respect of any betting area where the number of bids received is insufficient to provide an acceptable number of betting positions.

3.5 You will be notified by email on or before **2 April 2025** if you have been awarded a betting position and of your list position on the List of Bookmakers and will be issued with a licence in the same or substantially the same form as the licence published on the RBC website.

3.6 The licence contains the terms and conditions for bookmakers operating at a betting position on the Hill. You will not be permitted to operate at a betting position without signing and returning the licence to RBC.

3.7 The signed licence must be received by RBC on **2 May 2025 at the latest**.

- 3.8 The Racecourse reserves the right to offer the betting position to an alternative bidder if the signed licence is not received by the due date. No Payments shall be refunded except the betting administration fee in accordance with paragraph 2.3.
- 3.9 Following receipt of the signed licence, the Racecourse will sign the licence and return a copy of the completed licence to you.
- 3.10 **Allocation of betting positions**
- 3.11 Betting positions in the relevant betting areas will be allocated in accordance with the position allocation policy set out in the licence as may be amended from time to time. The position allocation policy has also been described below for ease of reference:
- (a) a bookmaker shall not be allocated a betting position in a betting area on the Hill unless the bookmaker holds a list position on the relevant List of Bookmakers;
 - (b) positions in betting areas on the Hill will be allocated to bookmakers by the BRM in numerical order as they appear on the relevant List of Bookmakers at such time as the Racecourse deems appropriate;
 - (c) a bookmaker may not receive or take bets anywhere on the Epsom Downs Racecourse other than from the allocated betting position without the prior written consent of the Racecourse and breach of this obligation shall result in a bookmaker being removed from Epsom Downs Racecourse;
 - (d) on Derby Day, bookmakers' pitching-up time will be up to five (5) hours prior to the start time of the first scheduled race and the bookmakers shall be notified by RBC prior to Derby Day of the time a betting ring manager will be available in each betting area;
 - (e) on Ladies Day and the Bank Holiday, bookmakers' pitching-up time will be up to three (3) hours prior to the start time of the first scheduled race;
 - (f) bookmakers who arrive after position allocation has commenced will be allocated a betting position as soon as reasonably practicable;
 - (g) the number of betting positions allocated shall not exceed the actual number of positions on the List of Bookmakers awarded by the Racecourse and
 - (h) the layout of the betting area shall be determined by the Racecourse from time to time.
 - (i) for the Market, Car Park 28 and Tattenham Corner betting areas, in the event of there being only one successful bidder, the racecourse reserves the right

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to either re-offer unallocated betting positions or to refund the only bidder and not to use that as a betting area.

3.12 When operating from a betting position on the Hill you shall issue printed itemised tickets to all customers who place bets with you.

If you have any questions regarding this bidding process, please contact Steve Clare by telephone on 07836 515624 or by email at steve.clare@redgateconsulting.co.uk.

The Racecourse will carry out a review of the procedure for allocating betting positions on the Hill after the 2025 season.

Yours sincerely

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on behalf of the **Epsom Downs Racecourse Limited**