

Royal Ascot 2025

Dear Bookmaker

Welcome to Royal Ascot 2025 and the start of a new era for the racecourse under the guidance and stewardship of our new CEO Fliss Barnard.

As before, we look forward to welcoming you and your teams back to the racecourse for Royal Ascot 2025 and the remaining Summer Fixtures and our aim is to ensure that your experience is as enjoyable as we can possibly make it and that you get to enjoy the Royal Ascot experience as much as our guests.

There are not any changes to our TicketMaster booking system and we'll continue with the on-line bookings services as before. Unless you are new to Royal Ascot, you'll have all booked before and your details would have been saved.

Royal Ascot Meeting Details

- Meeting dates - Tuesday 17th June through to Saturday 21st June.
- Seven races on all days although the order of running has changed slightly from last year, a full list and order of running is included on the website:
 - <https://www.ascot.com/royal-ascot/royal-ascot-racing-guide>
- Gates open – all days – 10.30am
- First Race - all days – 2.30pm / Final race (race 7) – all days – 6.15pm

Fees

- As always, we are offering a weekly badge whereby if you purchase a badge for all five days of the meeting, you will receive a 20% discount. We can also extend this to all staff that are working for you as long as they /you purchase their tickets at the same time.
- The fee is x 7 multiplier (the bookmaker admission is included in this fee).
- As in previous years there is also a marketing fee for this meeting, this is calculated at 2 x the First Days admission price.
- The fees include the marketing fee and the RBC fee which is set at £30 per day per pitch in the Queen Anne Enclosure and £10 in the other enclosures

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| Royal Ascot 2025- Bookmakers Fees | | | | | | | | | | | | |
|-----------------------------------|------|------|-------|------|------|-----------|------------------|---|------------------|-----------------------|---------------|---------------|
| | Tues | Weds | Thurs | Fri | Sat | Sub Total | RA Fee * 7 Times | 20% Discount if all 5 days are booked in single transaction | Bookmakers Total | RBC Fee @ £30 per Day | Marketing Fee | Total |
| Queen Anne Enclosure | £99 | £99 | £110 | £110 | £110 | £528 | £3,696 | £739 | £2,957 | £150 | £198 | £3,305 |
| Windsor Enclosure | £35 | £35 | £45 | £40 | £45 | £200 | £1,400 | £280 | £1,120 | £50 | £70 | £1,240 |
| Village Enclosure | | | £85 | £85 | £89 | £259 | £1,813 | N/A | £1,813 | £30 | £170 | £2,013 |
| Heath Enclosure | £10 | £10 | £10 | £10 | £10 | £50 | £350 | £70 | £280 | £50 | £20 | £350 |
| Village Enclosure (Hospitality) | £10 | £10 | £85 | £85 | £89 | £279 | £1,953 | N/A | £1,953 | £50 | £20 | £2,023 |

| Royal Ascot 2025 - Bookmakers Staff Fees | | | | | | | | | | | | |
|--|------|------|-------|------|------|-----------|------------------|---|------------------------|-----------------------|---------------|-------------|
| | Tues | Weds | Thurs | Fri | Sat | Sub Total | RA Fee * 7 Times | 20% Discount if all 5 days are booked in single transaction | Bookmakers Staff Total | RBC Fee @ £30 per Day | Marketing Fee | Total |
| Queen Anne Enclosure | £99 | £99 | £110 | £110 | £110 | £528 | N/A | £106 | £422 | N/A | N/A | £422 |
| Windsor Enclosure | £35 | £35 | £45 | £40 | £45 | £200 | N/A | £40 | £160 | N/A | N/A | £160 |
| Village Enclosure | | | £85 | £85 | £89 | £259 | N/A | N/A | £259 | N/A | N/A | £259 |
| Heath Enclosure | £10 | £10 | £10 | £10 | £10 | £50 | N/A | £10 | £40 | N/A | N/A | £40 |
| Village Enclosure (Hospitality) | £10 | £10 | £85 | £85 | £89 | £279 | N/A | N/A | £279 | N/A | N/A | £279 |

Car Parking

- A single car park pass will be issued free of charge to every pitch, this will automatically be added in your pack of tickets. Please advise whether you would prefer a pass for Car Park 6 or Car park 8
- Extra car parking can be purchased as per the standard daily fee - there are limited spaces in each car park and preference will be given to pre-purchased car park ticketholders. These will be allocated on a first come first served basis.

| Royal Ascot 2025 - Car Parking Fees - 1 Car Park Pass Free with every Pitch Position - Parking only offered on a First Come First Basis | | | | | | | | | | | | |
|---|------|------|-------|-----|-----|-----------|------------------|-------------|------------------------|-----------------------|---------------|-------------|
| | Tues | Weds | Thurs | Fri | Sat | Sub Total | RA Fee * 7 Times | No Discount | Bookmakers Staff Total | RBC Fee @ £30 per Day | Marketing Fee | Total |
| Car Park 6 | £45 | £45 | £45 | £45 | £45 | £225 | N/A | £0 | £225 | N/A | N/A | £225 |
| Car Park 8 | £45 | £45 | £45 | £45 | £45 | £225 | N/A | £0 | £225 | N/A | N/A | £225 |

New Areas & Village Betting Positions

- Queen Anne Enclosure

The extra betting positions/areas that will be available are.

Royal Enclosure Gardens – 4 positions

These pitches are exclusively located in the Royal Enclosure (opposite the Summer House) and **a dress code will be required (Royal Enclosure dress code)** for all bookmakers and staff who wish to bet in this location. Positions will be offered on a 1-1 basis tatts/rails in the normal way. There is no 'extra' charge for this location.

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- Due to the dress code requirements, this location will have to be agreed in advance and are only available on a weekly basis. Please advise betting@ascot.com by email if you wish to operate in this area. Please advise your name, trading name and pick number in the email. I will advise all of those that have been successful by 4th June to allow time to arrange suitable attire.
- All staff will be issued with Royal Ascot name badges and only those named will be able to work in this area. Any bookmaker or member of staff not in REG dress code will not be able to operate or use this area at any time.
- We will discuss the logistics of offering these positions with the RBC and interested bookmakers. I will advise all of those that have been successful by 4th June to allow time to arrange suitable attire.
- As all equipment can be left in position all week, the pitching-in time for these positions is midday.
- We will supply Ascot branded umbrellas to use by bookmakers in these positions

Bandstand

- There will be four positions available in this location. They will be available on a 1-1 tatts/rails basis in the normal way. These will be allocated on a daily basis and the charges will be invoiced to the bookmakers taking these positions following the meeting.
- There is an additional daily charge of £150 for these positions and we will invoice the bookmaker after the event to collect this fee.
- The bookmaker confirms an 'openbook' policy in these positions and will share their turnover report at the end of each day.
- The pitching-in time for these positions is 10.00am
- We will supply umbrellas to use by all 4 bookmakers in these positions.

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General Information

| | Rails | Tattersalls (Queen Anne Enclosure) | Royal Silver (Windsor Enclosure) | Heath Enclosure and Village Enclosure |
|--------------------------|--|---|---|--|
| Joint drop off | All bookmakers can drop off equipment on either Sunday 15 th or Monday 16 th June. If you wish to drop equipment off, please email betting@ascot.com to confirm details. The Security Team will be made aware, and all equipment (joints etc) will be searched and sealed and left at your own risk. We will need your car (make and model) and registration details to ensure that you have access to the racecourse on either of the days listed. | | | |
| Free Parking | 1 x free Car Park Pass for each bookmaker – 1 pass per pitch Or New Mile Road (Staff Car Park) | | | |
| Enclosure | Rails | Tatts | Windsor | Heath / Village |
| Entrance | Pavilion (Course Road entrance) | Pavilion (Course Road entrance) | Windsor Enclosure East entrance | Heath Enclosure entrance |
| Earliest Access | 9.00am | 9.00am | 9.00am | 9.00am |
| Gates open for racegoers | 10.30am | 10.30am | 10.30am | 10.30am |
| Pitching up time | 3 hours before first race | 3 hours before first race | 3 hours before first race | 3 hours before first race |

Bookmaker Badges & Wristbands:

As a reminder Ascot Racecourse requires a swing badge to be worn by both bookmakers and their staff in order to trade on their pitch.

The badge must be worn so that it is visible to Ascot Racecourse and RBC staff at all times.

To gain access to the racecourse, all bookmakers and all bookmakers staff will be asked to wear a wristband. The wristband must be worn each day. Please be aware that unless you are wearing a wristband, relevant to the specific day, you may be refused entrance. We will issue your wristbands with your badges, and these can be collected from the racecourse on either Sunday (16th), Monday (17th) or each day of the meeting from the badge box at the Pavilion entrance.

To gain access to all enclosures, bookmakers and all staff must be wearing a relevant wristband. This helps our security staff in identifying all bookmakers and all of your staff, once inside you do not have to wear the wristband unless you exit the course and wish to re-enter.

- *Please ask all of your staff to wear the wristband when entering the racecourse.*
- *Do not attempt to gain entrance by carrying the wristband.*
- *To gain access to the course, you must be wearing the relevant wristband, each day is coloured to help the security team in identifying and helping you.*

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- *They have been asked to refuse entry to people carrying the wristband or not wearing the relevant wristband.*
- *They will also refuse entrance to people not wearing a wristband.*

Please assist the security team in doing what is a very difficult and stressful job. They are following our instructions so please treat the team with respect and we expect you to be able to enter the course each day without issues’.

The bookmakers badge box (at the Pavilion entrance) will also be open for collection of badges, wristbands and other issues on a daily basis from 9.00am through to 11.30am. This is for all bookmakers.

Bookmakers and/or their assistants who trade without the relevant badges will be asked to leave the pitch with immediate effect (or until a full priced betting badge is purchased) and will be reported to the Betting Ring Manager.

Bookmaker Staff Tickets:

All staff tickets must be purchased in advance. A weekly staff ticket is available and will be discounted at the same rate as the bookmakers’ badge (20%). All staff tickets will be accompanied by a swing badge which must be worn and visible to Ascot Racecourse staff at all times.

Secondary Pay-Out Positions:

Due to the lack of space within the betting rings and the likely impact on other bookmakers, the use of secondary pay-out positions is not allowed at Royal Ascot.

Enclosure Details

- **Queen Anne Enclosure – RAILS – max number of bookmakers – 29**

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- No changes to the layout of this area
- It is expected that 2 positions will be taken at the Bandstand.
- It is expected that 2 positions will be taken in the Royal Enclosure Gardens

- **Queen Anne Enclosure – max number of bookmakers - 90**

Due to the changes in facilities within this enclosure, the betting positions are as follows:

- There will be 77 betting positions in the betting ring as normal – they will operate in the usual manner (horseshoe style)
- It is expected that 2 positions will be taken at the Bandstand
- It is expected that 2 positions will be taken in the Royal Enclosure Gardens
- The remaining positions (9) will be located on the lawns in front of the Furlong Restaurant on the East Trackside Lawn

For the avoidance of doubt, if the positions at the Bandstand and in the Royal Enclosure Gardens are taken, then there will only be a maximum of 9 positions on the East Trackside Lawn. All other bookmakers will be expected to operate from the main betting ring.

- **Heath & Village Enclosure**

- There are a maximum of 5 positions located on the road in front of the Village Restaurant (all days)
- There are a maximum of 5 positions located on the road in front of the Meadows Restaurant (all days)
- There are a maximum of 2 positions located on the road behind the Winning Post Gardens (behind chalet number 1) – this is also adjacent to the Media Centre
- There are several positions on the road behind the ‘Gazebos at the Village’ which are located on the jumps track.
- All positions in the above areas are from the Heath list and are charged at Heath Prices on Tuesday and Wednesday and Village prices on Thursday, Friday & Saturday
- There will be a Betfred betting shop located in the Village and will open on Thursday, Friday and Saturday

Please be aware that on the Tuesday and Wednesday of the meeting, the Heath Enclosure will be reduced in size as there will be approx. 150 school children in attendance. The children will have their own area marked out and not be able to enter the main Heath Enclosure.

Windsor Enclosure

- There are a maximum of 75 betting positions in this enclosure
- The locations of the pitches will be as advised as per the plan attached with this document
- The Betfred shop will be located in the ‘lower area’ near to the Takeover Target bar.

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Purchasing your Royal Ascot Badges:

- All tickets must be purchased online and in advance at
- **Weekly Tickets**
 - <https://www.eticketing.co.uk/ascotracedcourse/EDP/Event/Index/412>
- **Daily Tickets**
 - Tuesday:
 - <https://www.eticketing.co.uk/ascotracedcourse/EDP/Event/Index/413>
 - Wednesday:
 - <https://www.eticketing.co.uk/ascotracedcourse/EDP/Event/Index/414>
 - Thursday:
 - <https://www.eticketing.co.uk/ascotracedcourse/EDP/Event/Index/415>
 - Friday:
 - <https://www.eticketing.co.uk/ascotracedcourse/EDP/Event/Index/416>
 - Saturday:
 - <https://www.eticketing.co.uk/ascotracedcourse/EDP/Event/Index/417>
- You will need to have an Ascot/Ticketmaster bookmakers account. If you have purchased tickets before (in 2024) , your details will have been retained by the system. If you are new to the Ascot/Ticketmaster booking system, please create an online account.
- Once you have this you will be able to purchase all badges, staff tickets and car parking (if required) online. All tickets, badges and wristbands can be collected in advance (Sunday or Monday) or on the Tuesday of the meeting but potentially there may be long queues on arrival. We strongly recommend that all tickets are collected in advance.
- The bookmakers badge box will be open from 9.00am each day of the meeting (8.00am on the Tuesday) until 11.30 for collections and any bookmaker enquiries.
- Booking Details
 - [RA25 - Booking Guide for Bookmakers.docx](#)

Windsor Enclosure:

Please note that the entrance is at the far eastern end of the Windsor Enclosure (off Winkfield Road). This is within easy walking distance to the staff parking locations. We will be taking steps to de-mark an area in front of the bookmakers as per previous years.

Searching:

Royal Ascot is a major international event, and this mass gathering has a worldwide audience, we therefore all need to be conscious of the security of the event. In order that we can provide a safe

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and secure venue, we do ask that you comply with the requests of our searching staff, supported by the Police and we are grateful for your co-operation. Please allow extra time for these checks.

Dress code:

Please be aware of the dress code. For full details please go to www.ascot.co.uk. Racegoers and Bookmakers are asked to wear smart clothes. In General Admission (Tatts) ladies are required to dress in a manner appropriate to a smart occasion. A hat, headpiece or fascinator should be worn at all times. Gentlemen are required to wear a suit with a shirt and tie.

For bookmakers opting into the Royal Enclosure Gardens, all bookmakers and staff are expected to adhere to the dress code.

Pitching times:

To ensure the allocation of pitches runs smoothly please arrive in plenty of time. In General Admission (Tatts/Rails) please meet in the centre of the ring; Royal Silver (Windsor Enclosure) by the Bar on the main viewing lawn; Heath/Village by the entrance.

Betting Ring Managers

- Queen Anne Enclosure (tatts & rails)
 - Andrew Boardley
 - Duncan Lilywhite
- Windsor Enclosure
 - Vicki Moore (Tues-Thurs)
 - Grant Newman
- Village/Heath
 - Sarah Woodbourne

Please don't hesitate to contact me direct by email at tony.may@ascot.com if you have any specific enquiries.

For any specific betting enquiries please contact Andrew Boardley, Regional Betting Ring Manager, at aboardley@rbc-uk.com.

Alternatively, please consult the RBC website at www.rbc-uk.com

We look forward to seeing you at what promises to be one of the 'must be at' events of the year.

Tony May
Senior Betting Manager
Ascot Racecourse