

Royal Ascot 2025

Bookmakers Arrangements - Tuesday 25th February 2025

Box – 230-231

File Notes

❖ Introductions

➤ Those present

- *Tony May – Ascot*
- *Steve Clare – Redgate Consulting*
- *Jon Carthy – RDT*
- *Dave Bramwell – RDT*
- *Grant Newman – RDT*
- *Eve Crotty-Joyce - Ascot*
- *Sarah Woodbourne Betting Ring Manager*
- *Vicki Moore – remotely – Betting Ring Manager*
- *Stephen Price - Bookmaker*
- *Michael Campbell – Bookmaker*
- *Andy Stallard – Bookmaker – remotely*
- *Mark Jeal – Bookmaker*
- *Peter Sutton – Bookmaker*
- *James McNab – Bookmaker*
- *Richard Lilies – Bookmaker*
- *Andy Geraghty – Bookmaker*
- *John Hooper – Bookmaker*
- *Russell White - Bookmaker*

❖ Confirm Dates & Timings

- June 17th – 21st
- Gates Open 10.30 – all days / all enclosures – same as last year
- 1st Race 2.30 - same as last year / Final Race 6.15
 - Pitching in time as advised on the document – minimum 3 hours before 1st race
- Current Sales Numbers
 - *All enclosures ‘at or above’ sales (numbers) when compared to 2024.*
 - *Significant increases in Windsor Encl*
 - *Fair increase - Village Encl*
 - *RE and QA encl – similar numbers to 2024*

❖ Enclosures – Plans

- Windsor Enclosure
 - *Bookmaker Numbers confirmed at 75 per day*
 - *Same format as in 2024, same locations and same number in each area*

- VM to mark out positions on Monday 16th June
- No plans to reduce bookmaker numbers – not sure where any rumour has started or why but to reiterate – NO CHANGES IN NUMBERS
- Music – bookmakers requested that all music should not interfere with the racing and asked whether there could be 5 mins before each race when the music has stopped – TM to ask Operations as this is part of the agreement and to update
- WE Sector manager to be advised of this if this happens
- TM to introduce VM to Sector Manager
- Review of planned screens
 - ◆ Bookmakers asked for an extra screen in the centre of course – was reviewed but rejected on cost grounds
 - ◆ Bookmakers asked whether a screen could be located far end of Golden Gates Lawn – will be reviewed but other screens are located in the enclosure, there are screens so customers need to be advised that all results will be displayed on the big screens
 - ◆ Screen 1 – lower part of enclosure – adjacent to toilets
 - ◆ Screen 2 - on lawn as in 2024
- Royal Enclosure
 - Confirm Bookmaker Numbers and Location
 - ◆ 4 bookmakers using 1:1 basis to be located in the REG – same location as before
 - Weekly Requirement
 - ◆ REG bookmakers opting in to this area **have** to opt in for the week
 - Dress Codes
 - ◆ All bookmakers and staff to adhere to the dress code and advise TM in advance so that REG badges can be produced
 - ◆ Once the gates are open, all bookmakers and staff must adhere to dress code, unfortunately no other team members can enter the Enclosure unless they have a name badge and dressed accordingly
- Queen Anne –
 - Confirm Bookmaker Numbers
 - ◆ As in previous years, there will be a max of 90 bookmakers in the QA enclosure
 - ◆ Locations - 77 in the betting ring, an expected 4 books will relocate to the Bandstand and REG, leaving a max of 9 to be located on the lawns close to the Furlong Marquee.
 - Weekly Requirement - Bandstand
 - Max of 4 books using the 1:1 selection process
 - Can be picked on a daily basis
 - Fee of £150 + Vat per day chargeable
 - This fee to be collected post event
- Village Enclosure -
 - Confirm Tues/Weds requirements and restaurant numbers

- *To repeat 2024 – no changes planned – 5 books able to bet in front of each restaurant – all 5 days*
- Confirm bookmaker numbers
 - *Positions of other bookmakers for last 3 days to be located as per plan and in virtually the same positions as 2024 although need to take in to account location of newly sited shop alongside big screen*
 - *Discussion around locating some bookmakers in the ‘actual village’ part of the enclosure – this has been explored and will be reviewed this year and consideration made for 2026 (Sarah Woodbourne to review in conjunction with Tony May and Steve Clare)*
 - *Same numbers as 2024*

❖ Communication with Bookmakers – example RA offer

- Booking Tickets and Parking
 - *As per 2024, all booking procedures stay the same. Bookings to be made on-line as per the pricing document and included a 20% discount if all 5 days are booked in one transaction*
 - *A weekly car parking pass will be issued free of charge to all bookmakers booking a weekly badge.*
 - *These will be allocated on a ‘one pass per pitch position basis’ and will be issued in advance if required*
 - *All badges/tickets to be collected from the badge box which will be open on Sunday 15th and Monday 16th as well as each day of the meeting- final hours will be agreed nearer the time*
 - *For the avoidance of doubt - **Badges will not be posted** out but made available for collection from the badge box.*
 - *Car park passes can be posted out or collected with the badges*
- Wristbands to identify bookmakers and staff
 - *As in previous years all bookmakers will be issued with a coloured wristband (the colours will change daily) to be worn to access the racecourse*
 - *This is required so that all bookmakers/staff can be identified to enable speedy access*
 - *The wristbands must be worn – you will be refused entry if not worn (do not try to access the course by carrying the wristband – you will be refused entry)*
- Access to racecourse
 - *Same as last year*
- Leaving the racecourse
 - *Same as last year*

❖ Connectivity

- RDT – update from meeting between RDT/Ascot
 - *RDT and Ascot have met and are in discussions as to how to develop the wi-fi services required*
 - *All Bookmaker communication should be directed to RDT*

- Elite – as above, Ascot IT services have spoken with Elite and plans are being made for Royal Ascot
 - AS ABOVE
 - All communication should be directed to Elite
- ❖ Dress Codes - as per the dress codes for each enclosure
 - Please read the Ascot website for clarification, details at the link pasted below
 - <https://www.ascot.com/plan-visit/royal-ascot-what-to-wear>
- ❖ Betting Ring Managers – location of offices
 - Rails/QA/Bandstand/ REG – BRM office – Grandstand – on the wall between betting ring and Bandstand Lawn – same office as always
 - Windsor Enclosure – Portakabin by main enclosure entrance
 - Village Enclosure – Portakabin on the Lawn beyond the Meados Restaurant
 - Bookmakers Timings – pitching in times – 3 hours before 1st race – if in doubt 11.30 each day
- ❖ Bet With Ascot –
 - Marketing - as in previous years, focus will be on World Pool races, placepot promotion and Betting Bundles
 - World Pool - operating on all races through the meeting with WP place rules in operation for all races
 - World Pool – dividends will be announced after each race and promotion of ‘will pays’ on all screens as before. The willpays are always based on each pool at the time its being displayed
 - Bet With Ascot DO NOT offer a SP Guarantee – the dividends we pay are based on the pool sizes of each pool.
- ❖ Dropping off Equipment
 - Is available on either Saturday 14th, Sunday 15th or Monday 16th – this must be booked in advance by emailing Tony.may@ascot.com
 - You must advise vehicle details to ensure that the security team are aware
 - There are no opportunities for vehicles to enter the racecourse during the event
- ❖ AOB