

## BLC NOTES - SANDOWN PARK & KEMPTON PARK RACECOURSES 5 August 2024

### IN ATTENDANCE:

Sarah Drabwell G.M. Sandown; Simon Durrant G.M. Kempton; Benny Jones; Simon Wallis; Joe O’Gorman; Mick Howard; Vikki Moore & Steve Clare.

Apologies – Russ White, Andrew Boardley.

### TRADING FEEDBACK FROM BOOKMAKERS

Bookmakers reported that betting turnover at Sandown Park was good at the bigger racedays & weekends, but poor on most weekdays. A similar pattern to other courses.

Weekend nights – Madness (Weds) okay but disappointing attendance due to the day of the week: Pete Tong (Fri) very good: McFly (planned for Thu 8 Aug), disappointing bookings to date – SDr agreed to a reduction in the DBB multiple to 3x, for that race meeting.

At Kempton the lower public attendance at AW fixtures usually meant there was enough trade for the smaller number of bookmakers in attendance.

Trade at NH fixtures mirrored that of Sandown. The King George meeting remains the jewel in the crown, with Tatts & Rails bookmakers reporting increased business on the second day of that meeting due to the Silver Ring being closed and a significant number of trade ups to G&P.

A possible New Betting Area for the very busy racedays was suggested by MH - by the Parade Ring in the vicinity of some Tote booths. SDr agreed that this could be a possibility, and that the location would be reviewed and confirmed by herself & Andrew Boardley.

Overall, betting turnover remains lower than pre-Covid levels.

### RACECOURSE PLANS

#### SANDOWN PARK

2024 fixture list unchanged from last year.

Attendance at weekend and feature race days is holding up, as are restaurant and hospitality bookings.

The strategy to increase attendances aimed at a broader target audience remains the priority.

Generous discounts on advance ticket purchase are available online.

The racecourse will continue to work with Invade to bring Student Day/s to Sandown.

A focus on increasing the number of Annual Members & Annual Ticket holders is in operation. A number of options are available – Annual Membership, Annual G&P admission Card; NH season G&P Card and a Flat Season G&P Card.

2025 marks 150 yrs. of Sandown Park and 50 yrs. sponsorship of the Coral Eclipse – there will be commensurate promotional activity to celebrate both milestones.

It is expected that there will again be three music nights in 2025 – acts and dates t.b.c.

Suggestions by MH – Brewery Day/Night perhaps involving nearby Fullers Brewery pubs. SDR to consider.

## KEMPTON PARK

70 fixtures this season comprising AW and NH.

King George Winter Festival two day meeting remains the highlight. Not opening the Silver Ring on the second day meant that the other enclosures were more vibrant. This will happen again in 2024.

The regular All Weather fixtures remain the 'bread & butter' for Kempton Park. The Wednesday night special restaurant package of £45 per head has been very successful.

It was agreed that AW field sizes had held up very well with the resultant positive impact on E/W betting.

## AOB

A discussion ensued regarding the ongoing requirement for bookmakers to carryout age I/D checks based around the Think 25 initiative. All present confirmed their activities in this regard and that all staff acted accordingly as directed by the bookmaker.

In order to help them determine whether to attend or how many staff would be required, bookmakers requested that expected attendances at Sandown weekend and busier fixtures be provided to RBC for display on their website. SDR agreed to arrange for this to be done.

It was requested by bookmakers that the restriction to purchasing one day at a time on the current JCR bookmakers online advance process be amended to allow multi-day purchases. It was acknowledged that this handicap was recognised, and was on the list to be dealt with.

MH suggested a number of ideas for discounted advance purchase of DBBs, on a no-show no refund basis. These were debated, and would be re-visited once multi days could be purchased via the online process.

Bookmakers were thanked for their attendance & contribution.

Next meeting date first quarter 2025.