

BLC NOTES - NEWMARKET RACECOURSE 17 February 2022

IN ATTENDANCE:

Racecourse - Sophie Able, Margo Walsh, Steve Clare, Sarah Woodburn, Neil Pateman.

Bookmakers - Arthur Mulgrew, Mike Armes, Steve Andrews, Ed Thompson, Simon Barham, John Christie.

2022 SEASON

The meeting was held slightly earlier in the year than usual at the request of the bookmakers.

It was also suggested that it might be appropriate to hold two BLC meetings per year, one pre-season and one post season - SA to consider & revert.

The racecourse 2022 fixtures and outline promotional plans were briefed in by SA. The overarching objective being to achieve increased public attendances.

Advance public ticket sales for the QIPCO Guineas Festival to date are very encouraging and in ahead of this time in 2019.

There will be 7 Music Nights in 2022 (full details on the website) - 6 with confirmed acts and only 24 June t.b.c. Advance ticket sales to date for music nights are also encouraging. However, nearer the event attendance numbers will be reviewed to determine whether any DBB multiples require amendment - SA/MW.

Bookmakers were invited to propose promotional ideas which could be considered for inclusion in detailed marketing plans. A Postcode free ticket initiative was discussed.

It was also suggested that the number of JCR Annual Member reciprocal days could be increased.

It was agreed that during the season the racecourse would notify Sarah Woodburn of advance ticket sales a few days prior to the major racedays so that bookmakers could be notified accordingly - SW

A request was made that Newmarket offer a 'season ticket' for each course i.e. one for racing at The Rowley, and another for the July course. A debate ensued, during which the consensus was that the existing Annual Membership covering both courses represented such good value that separate season tickets were not needed.

Bookmakers raised for discussion, instances of antisocial public behaviour in previous seasons.

Racecourse plans for dealing with such include: a request made of Suffolk Police to provide a number of uniformed officers on major racedays; ongoing monitoring and action by the racecourse Control Room team via CCTV; response to reports of any incidents from

racecourse security staff; use of SIA accredited security staff; deployment of sniffer dogs; large coach parties being welcomed on site via the racecourse security personnel.

BOOKMAKER OPS

The New Betting Area in the Aphrodite Enclosure was discussed. The racecourse proposed a trial for the 2022 season of a NBA with two positions at every raceday in that enclosure. This was discussed and accepted by the meeting as a positive step forwards. A review will take place at next season's BLC.

The two position NBA in the Jockey Club Car Park for each day of the Guineas Meeting was confirmed as being available again this year.

Bookmaker access / car parking - no change to previous seasons. It was suggested that the size of the bookmaker car parking area on the July Course might be too small since Tote staff are also able to use it. MW to review.

Bookmakers may drop off their kit by driving into the betting ring, but vehicles must be off site a minimum of 2¼ hours before the first race.

Vehicles may access the enclosures to collect kit post racing when it is safe to do so (as directed by security staff).

As previously, during the three days of the Guineas Festival, and Cambridgeshire & Future Champions Saturdays, the whole of the front line Tattersalls and position 1 of lines 2 & 3 will not be available for use – MW/NP/SW

Bookmakers were delighted to learn that the racecourse intended to continue to offer cash machines in public enclosures.

Whilst they also recognised that the racecourse website did state that betting with cash was available on course, they asked it that could be further emphasised – SA.

Bookmakers were reminded to: please lower umbrellas (and boards on Rails) during the race; keep their kit neatly stored around joints to minimise trip hazards; have electrical kit PAC tested; dress in a smart casual manner – not scruffy please; use bin liners, as provided by the racecourse, for litter.

Bookmakers asked if results and R4 announcements could be made in a timely manner – MW.

SA confirmed that there would be no change to the policy of excluding alcoholic drinks in public enclosures in front of the grandstand.

NEXT BLC MEETING – t.b.c.

