

BLC NOTES – ROYAL WINDSOR RACECOURSE 29 March 2023

IN ATTENDANCE:

Liam Johnson Executive Director; Charlotte Platt Financial Controller; Russell White; Joe O’Gorman; Jason Newberry; Vikki Moore & Steve Clare.

TRADING FEEDBACK FROM BOOKMAKERS

Overall, bookmakers reported that betting turnover and tickets seemed down last year compared to previous years.

The Tattersalls ring has been increasingly impacted by the move away from that location towards the lawn by the Parade Ring/Weighing Room.

All we hopeful that this year would see an increase in business levels.

The future of the defunct Silver Ring bookmaker’s lists was raised by VM. Two options exist, either to merge with the Tattersalls list (bookmaker number 28 therefore the 20 in the number on the Sliver list would be added commencing at 29), or a Lower Tattersalls betting area could be introduced. Interested parties are invited to email ljohnson@arenaracingcompany.co.uk by the end of April with comments. Decision will be made by LJ in due course.

NEW SEASON RACECOURSE PLANS

There will be 26 race meetings in 2023.

The promotional strategy aimed at increasing the spectator volume and spend on site, was explained by LJ. This includes very competitive admission pricing, as well as an emphasis on the Day at the Races offer of admission, pie & pint, racecard at under £20.

In order to support this strategy, the annual marketing budget has been increased from £150,000 to £250,000 for 2023.

A number of the larger local employers will be provide with a block allocation of complementary tickets during the summer.

Monday nights form an integral art of the strategy with each having a distinct theme featuring Ladies Evening on 29/7.

Family Fun Days – 1/5, 29/5, 2/7 & 13/8.

Free BH Racenight Monday 8/5. Gentleman’s Day Saturday 1/7.

Currently advance sales are up 20% over the same time last year.

During the off season the racecourse has benefitted from a significant maintenance programme to both track and facilities including the Member's (c.350 annual members) Bar and Weighing Room.

AOB

It was proposed that bookmakers could be offered an annual betting badge season ticket which would be paid for at the start of the season and offered at a discounted price LJ/CP to consider.

A few issues about the bookmaker's online advance payment process were raised - on occasions a £3 booking fee appeared, ApplePay seemed not to work consistently; multiple days could not be bought on the same order – CP to investigate.

NEXT MEETING T.B.A.