

# NATIONAL JOINT PITCH COUNCIL

## Minutes of the Beverley Local Joint Pitch Council held on Thursday 16 November 2006 at Beverley Racecourse

### Present:

Mr M Ryan	Chairman NJPC (MR)
Miss S Iggulden	Beverley Racecourse (SI)
Miss F Clancy	Beverley Racecourse (FC)
Mr J Stevenson	National Association of Bookmakers (JS)
Mr G Billington	Rails Bookmakers Association (GB)

### **1 MINUTES OF THE PREVIOUS MEETING**

GB asked SI what concessions had been given to customers for the Tattersalls entry. SI said that concessions had been given to OAP's and Students, and that free food had been provided for the opening of the Rapid Lad Bar.

GB asked SI to clarify designated drinking areas in relation to Tattersalls/Lower Tattersalls. SI stated that initially the drinks lawn in Lower Tattersalls was the designated drinking area up until 18 July when the Racecourse agreed to allow drinking in the Tattersalls area in front of the Rapid Lad Bar up to the Winning Post.

These comments were noted and the minutes, dated 16 November 2005, were approved as a true record.

## 2 OPEN MEETING REPORT

MR reported on the open meeting held at Beverley Racecourse on 13 September 2006, approximately 40 bookmakers were in attendance. SI and JR were also in attendance. MR stated that this was an opportunity for all the bookmakers to reflect on the past season in particularly the experiment of Lower Tattersalls. Various comments were made regarding Lower Tattersalls. The main points raised were;

A further 12 month experiment  
Lower Tattersalls open for a set number of days  
Retention of Lower Tattersalls  
Merger of lists

A number of Tattersall's bookmakers commented that the creation of Lower Tattersalls had a detrimental effect on their business due to more bookmakers and less custom.

MR presented members with comparison figures in relation to 2005 and 2006 for customers and actual bookmakers in attendance, and stated that this was the basis of the Tattersalls Bookmakers argument. SI acknowledged an increase in bookmaker numbers and stated that a number of factors had affected crowd attendances. The Saturday in May was particularly poor due to very inclement weather and also that it was the FA cup final day. The abandonment of their fixture on the 23 May, the effect of staging meetings during the World cup and losing the August Saturday meeting, to be replaced, by a damp mid week meeting. The Racecourse's view is for bookmakers to remain in the old Minster Ring and they appreciated that those bookmakers who attended on quieter days to support their customers, had little business. SI stated there was no common ground.

GB asked SI about redevelopment plans at the Course. SI commented on the plans to redevelop the Minster Stand in 2008 which would bring better facilities for customers and hopefully increase the attendances for all of the Tattersall areas. GB asked SI if Beverley Racecourse had lost out financially through the restructuring. SI stated there had been no significant loss in revenue and stated that the turnover in the Rapid Lad bar had doubled over the season. JS stated that a down turn in disposable income for customers was a possible reason. JS and GB both stated that Betting Exchanges were a major factor in the reduction of turnover for on course bookmakers, with the practice of bookmakers hedging off course reducing liquidity in the ring. SI re-iterated this problem and stated that turnover would be down at most Racecourses.

SI stated to Members that the Racecourse was considering moving Tote Credit to where the betting shop is situated and that it would have a separate counter inside the betting shop. SI asked Members if this would encourage more customers into the vicinity of Tattersalls. GB stated that having a Tote Credit within the betting shop area could bring more people down to this particular area of Tattersalls.

Having discussed in detail all the different comparisons presented to them, the Members concluded that there wasn't sufficient evidence to suggest that the detriment to business in Tattersalls was due to the increase in bookmaker numbers from Lower Tattersalls. GB stated if there was a downturn in turnover it was more perceived than fact that it was solely due to the creation of Lower Tattersalls. GB stated that a migration of customers to the Course Enclosure was a factor. However, It was his belief that this trend would be reversed in part during the coming years. SI emphasised that it was her intention to encourage back, customers lost to the Course and establish new custom in Tattersalls. GB stated that the Tattersall bookmakers had an opportunity prior to the season commencing to raise these concerns about a Lower Tattersalls.

MR gave members the options open to them, permitted by the NJPC guidelines.

Merger of the lists into Tattersalls and Course  
Retain Lower Tattersalls in its present form  
To keep Lower Tattersalls open on high days only.

Members voted unanimously to retain Lower Tattersalls in its present form. SI expressed her wish that Lower Tattersalls be open on all days.

All members agreed that Lower Tattersall bookmakers would have to pay the full badge price similar to their colleagues in Tattersalls.

**3 DESIGNATED NUMBERS**

Members agreed designated numbers as per attached sheet.

It was agreed to have the numbers relatively unchanged for the Course Enclosure with a view that there could be a movement in customers in 2007, due to the restructuring of the betting rings. If the level of customers stayed the same as 2006 Members would look to increase numbers in 2008.

SI will also monitor the crowd numbers in the Members Enclosure throughout 2007 with a view to considering increasing bookmaker numbers in the future.

**THERE WAS NO OTHER BUSINESS  
MEETING CLOSED**

**DESIGNATED NUMBERS FOR BEVERLEY 2007**

<b>DATE</b>	<b>RAILS</b>	<b>TATTERSALLS</b>	<b>LOWER TATTERSALLS</b>	<b>COURSE</b>
18 April	5	30	6	6
26 April	5	30	6	6
New 9 May	5	30	6	6
22 May	5	30	6	6
26 May	5	35	16	10
Evening 30 May	5	35	10	10
13 June	5	30	6	8
26 June	5	30	6	8
Evening 6 July	5	35	16	10
7 July	5	35	16	10
17 July	5	30	6	8
Evening 23 July	5	35	12	10
31 July	5	30	6	10
15August	5	35	16	10
16August	5	30	6	6
25August	5	35	16	10
26August	5	35	16	10
11September	5	30	6	6
19September	5	30	6	6
25September	5	30	6	6

