

## Notes from Epsom Bookmaker Liaison Committee Meeting

Monday 23<sup>rd</sup> April 2018

### Attendees:

Simon Durrant – General Manager, Epsom Racecourse  
Dickon White – Group Betting Director – The Jockey Club  
Steve Clare – Jockey Club Racecourses' Betting Consultant  
Joe O'Gorman – Bookmaker  
Ian Govey – Bookmaker  
Barrie Bass - Bookmaker  
Andrew Boardley – BRM, AGT

### Apologies:

Dave Peckham - Bookmaker

### Welcome & Introductions

DW welcomed everyone to meeting and introduced the JCR team to the bookmakers at the meeting. He made it clear JCR wants to involve bookmakers in betting ring matters and wants to support them in having vibrant and exciting rings. Notes would be taken and circulated and when approved, published on to the AGT website. Personal views are encouraged and everyone was invited to participate actively in the discussions.

### 2017 Review of Trading – Epsom only

BB stated that he had seen Epsom go from having top bands, through to secondary bands and now themed bands on the Music Nights. This was disappointing and he was concerned about dwindling attendances. What could be done to build the crowds at Epsom? He lives nearby and tries to attend all meetings. Derby Festival works well for him.

JO'G outlined similar views to BB on Derby Festival. He holds Tattersalls 9 & 10 at the Off meetings, and stated that the one-enclosure policy was not good news for Tattersalls bookmakers. Music was disappointing last year. He added that the seasonal Tattersalls membership that was offered to bookmakers also gave great value (Sandown offered this also!). Stage position at rear of Grandstand on Hyperion Lawn on Music nights was also not helpful for bookmakers.

Ian Govey (Lonsdale 21 – Derby & 1 on Off lists) again stated that the Derby meeting was good for him. The uncertainty of whether the Lonsdale Enclosure was open at the Off fixtures was a concern. This was not promoted properly and should be outlined on website if course intended to open or close.

DW added that JCR were aware that bookmakers' costs are significant and is committed to helping where possible e.g. reduced multiples charged for DBB when music nights use a lower profile act.

### 2018 Epsom Plans

SD outlined the plans for Epsom for the forthcoming season. Attendances are a challenge but he (and his team) were doing everything possible to market and promote both the Derby Festival and the Off fixtures. He was keen to support the bookmakers, and the on-course market.

AB mentioned that he had supported Newbury with some pre-racing talks to racegoers about betting in the ring. These were well received. SD stated that he could look to do these at Epsom with an opportunity to de-mystify the ring. Bookmakers supportive of the idea of racegoer betting briefings by an 'able' representative.

SC asked whether bookmakers would support a voucher/promotional offer i.e. £2 off a £5 bet to be placed into the racecard. SD to look at.

SD also outlined improvements being made to the Derby Village offering improved catering and public facilities. It was important that these facilities did not encroach onto the Tattersalls pitches (like they did in 2017). It was agreed that the Champagne bar was too close to the pitches. SD would review to improve for 2018. Concern also expressed about over enthusiastic drinks hawkers in the betting ring, and this would be addressed with Jockey Club Catering. Owing to early public attendance and to help prevent public encroachment into the betting positions, Lonsdale pitch-up times at the Derby Festival would be brought forward by one hour (11.00 Oaks Day & 10.00 Derby Day). SC would discuss further with other Lonsdale bookmakers. SD also reported that Derby Festival coach party sales were very good in Upper Tattenham & Lonsdale, and encouraging for The Hill where a Sky Sports promotion is being used. SD also presented the plans for Music Events at Epsom in 2018, and these were selling well at present, with discounted admission badges being available.

#### Bookmaker Access/Car Parking

All agreed that access for bookmakers and car parking was good for bookmakers. Bookmakers could park in number 20 and this was heavily used by all.

Bookmakers were requested to once again pre-purchase all Daily Betting Badges online for the Derby Festival. This worked well in 2017, and JCR thanked the bookmakers for their support with this.

Bookmakers asked whether they would be able to drop off their joints on the Thursday before the Derby Festival like at Cheltenham and Aintree - SD to investigate and report back.

#### Bookmaker Numbers & Rings

There was a discussion about the rings in operation on each day and the numbers in each ring. DW stated that JCR would be reviewing all bookmaker numbers over the coming months and would report back to the respective BLC's at each course.

#### Marketing Fees/ Promoting the On-Course Market

Bookmakers are encouraged to propose marketing or promotional activities that could be funded by the AMF.

It was agreed that on-course bookmaker representatives could be used at pre-racing Punter's Panels that the course often staged.

#### Role of the BRM's

DW outlined the importance of the BRM's across all JCR courses and that they were a valuable member of the raceday team. Epsom's BRM's were viewed to be excellent by all at the meeting.

#### Think 21/under 18 Gambling

DW stated that all bookmakers were responsible for ensuring that no under 18 racegoers were allowed to place bets. There were some bookmakers' joints that did not have the signage in a clearly viewable location and this needed to be addressed. Racecourses were keen to support bookmakers with this issues, as the Gambling Commission and the Local Authority were becoming more demanding with this matter.

#### Health & Safety in the Betting Rings

Bookmakers were asked to tidily stow kit boxes and other paraphernalia around the joint so as not to create a hazard.

## AOB

### Pitch Renting

Still being looked at by AGT, in conjunction with racecourses, and further action may be forthcoming.

### Each Way Betting Terms

DW outlined that a proposal to amend the place terms had been received. This involved an additional place being offered to punters in specific races, but with a reduced fraction. The bookmaker who had submitted the proposal had been asked to get additional support, and/or feedback from other bookmakers.