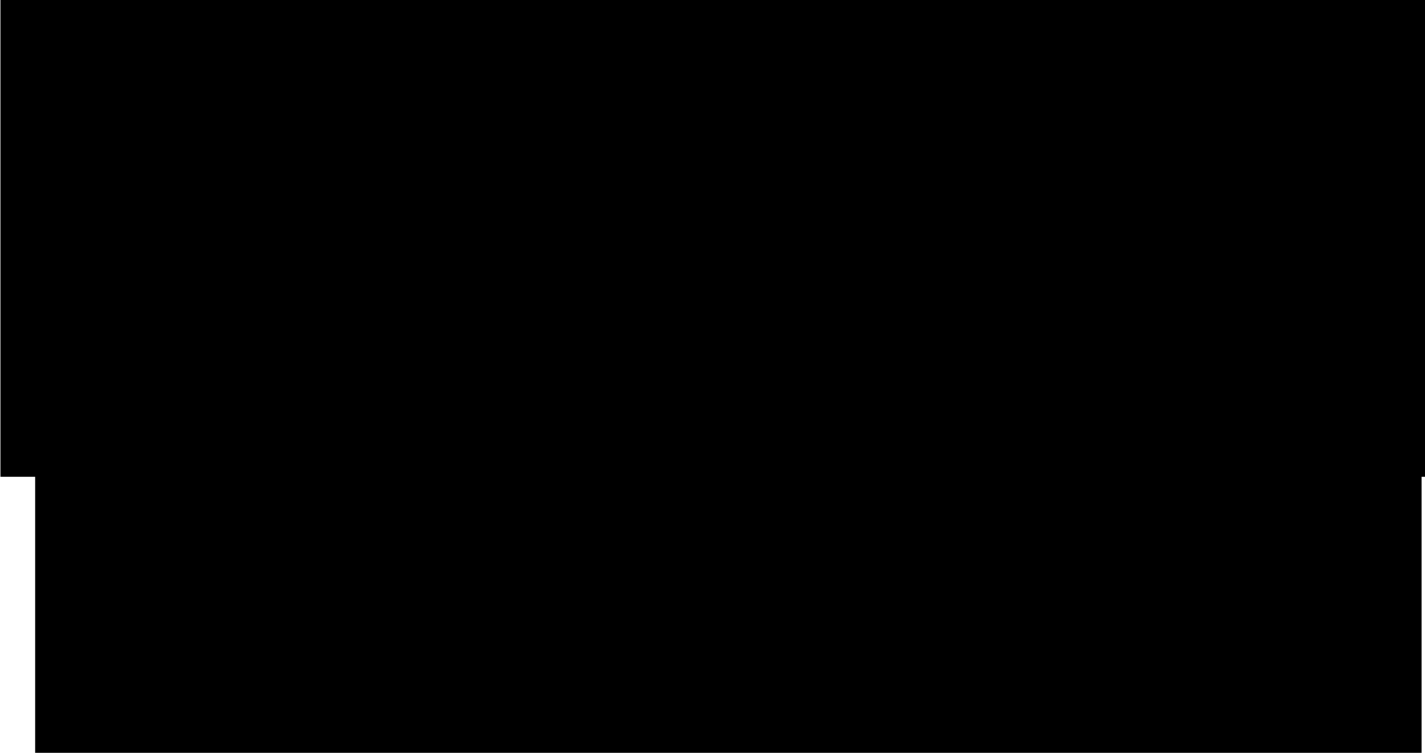


Briefing: Visits



- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

22/8 Chepstow

Racecourse

- Got context of racecourse, the contractual changes post 2005 Act and challenges since. Noted contrasts with some of the largest racecourses, eg whether diversifying to more entertainment driven – reflects more online.
- Noted general return to participation post-covid and see first 1 year as exceptional, eg first bubble of early events, then slight drop as embracing overseas holidays, so looking at next year for more stable picture.
- Met variety of on course bookmakers, discussed their business models, on setting up a white label online business. Discussed general market across variety of racecourses – noted good to see a mixture, eg Cheltenham has 80+ stands for bookmakers and highly prized.
- C500 consumers, interesting mix including some groups (eg family/corporate) – said wont be a big draw for bookies, but was a decent buzz for a Monday; have c50 events through year, marketing first jump race as big day and Welsh National in December, so is pretty usual turnout.

- [Redacted]
- [Redacted]
- [Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

