

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 18 November 2015 10:43  
**To:** [REDACTED]  
**Subject:** FW: Cheltenham - Ticket Touts

Further evidence on the tout side.

  
**THE JOCKEY CLUB**

Since 1750



---

**From:** [REDACTED] [mailto:\[REDACTED\]](mailto:[REDACTED])  
**Sent:** 18 November 2015 08:37  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Cheltenham - Ticket Touts

[REDACTED]

I mentioned to [REDACTED] during my visit for the formal opening last Friday that I was disappointed to see ticket touts operating at Cheltenham Racecourse.

I arrived by bus into the car park and as soon as I disembarked there were a number of ticket touts offering tickets. Then as I walked towards the entrance there continued to be ticket touts along the road offering to buy and sell tickets. On leaving the course just before reaching the car park to catch a bus there were still some ticket touts offering to buy un used tickets.

Regards

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 24 April 2017 14:54  
**To:** [REDACTED]  
**Subject:** FW: Festival Touts

Not sure if you had seen this?

**From:** [REDACTED]  
**Sent:** 10 April 2017 08:25  
**To:** [REDACTED]@thejockeyclub.co.uk>  
**Subject:** FW: Festival Touts

another for the tout file.

----- Forwarded message -----  
**From:** [REDACTED]@gmail.com>  
**Date:** 20 Mar 2017 14:04  
**Subject:** Festival Touts  
**To:** <cheltenham-races@thejockeyclub.o.uk>  
**Cc:**

Firstly let me say what a great 4 days racing. I was fortunate to be there on the Tuesday and Wednesday, so had the best of the weather.

I am however increasingly frustrated by the lack of action on the touts operating throughout the town. Whilst I appreciate you can do very little about them away from the course nothing was being done within the vicinity. There was a lot of talk in the media about clamping down but alas that was all it was-talk.

On Tuesday at the entrance to the Best Mate stand, two were operating a couple of metres from the turnstiles. Two police officers actually walked past and did nothing. I mentioned it to the steward on duty who said he had reported it but no action was forth coming.

Touts operating though out the festival do nothing to enhance the procedures. Next year if you say you are clamping down please do so.

Regards

[REDACTED]

--

[REDACTED]

[REDACTED] mobile

--

[REDACTED]

[REDACTED]

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 23 March 2017 11:00  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

have responded but [REDACTED] for the tout file and [REDACTED] for info re traffic.

-----Original Message-----

**From:** Cheltenham Reception  
**Sent:** 23 March 2017 10:21  
**To:** [REDACTED]@thejockeyclub.co.uk>  
**Subject:** FW: General Enquiries Submission

-----Original Message-----

**From:** The Jockey Club Email Relay [mailto:jockeyclub@chromasports.com]  
**Sent:** 22 March 2017 19:52  
**To:** Cheltenham Reception  
**Subject:** General Enquiries Submission

**Name:**  
[REDACTED] (member)

**Telephone:**

**From:**  
[REDACTED]@hotmail.com

**Address:**  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Postcode:**  
[REDACTED]

**Message:**

Well done Cheltenham, another great & successful meeting. We were well looked after in Cotswold Club with very helpful attentive staff.  
The traffic flow/control was a vast improvement, particularly getting out.  
I would love to know how the ticket touts get their tickets which are on offer even just outside entry to the course. You must be aware of this but is there nothing you can do to prevent tickets getting into their hands?  
some are offered at face value & some at considerably more. Shall be interested to hear your views.  
[REDACTED]

**Marketing:**  
Yes

**Page:**  
<http://cheltenham.thejockeyclub.co.uk/more-information/contact/general-enquiries>

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 22 March 2016 14:39  
**To:** [REDACTED]  
**Subject:** FW: Touts on site

Another for the tout file

---

**From:** Cheltenham Reception  
**Sent:** 22 March 2016 14:31  
**To:** [REDACTED]  
**Subject:** FW: Touts on site

---

**From:** [REDACTED]@hotmail.com  
**Sent:** 22 March 2016 12:10  
**To:** Cheltenham Reception  
**Subject:** Touts on site

Hello,

I came with a group of friends to visit the racecourse on Wednesday. Most of us had advance tickets, but one person had made a last minute decision to come along for the day. It was too late to book online, but it seemed there would still be tickets available from the ticket office when we got to the course.

When we arrived, we asked a gentleman where to find the ticket office, but he said he had tickets for sale. As he was on site, we had assumed that perhaps he was official, and this was to speed up people getting tickets on the day. It was only when the price he quoted wasn't the same as what the rest of us had paid that we realised that this was a tout. Fortunately, we found the box office and all had a good day, but could you please keep touts off the site to stop this confusion happening in future?

Many Regards,  
[REDACTED]

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 21 March 2016 15:45  
**To:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

More tout evidence.

-----Original Message-----

**From:** Cheltenham Reception  
**Sent:** 21 March 2016 13:10  
**To:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

-----Original Message-----

**From:** The Jockey Club Email Relay [mailto:jockeyclub@chromasports.com]  
**Sent:** 21 March 2016 13:06  
**To:** Cheltenham Reception  
**Subject:** General Enquiries Submission

**Name:**

**Telephone:**

**From:**

[REDACTED]@yahoo.co.uk

**Address:**

**Postcode:**

**Message:**

Hi

I have been to the race course a number of times and am always surprised at how openly touts are able to operate. As you walk up Evesham Road towards the course there are a number of touts who seem to go completely unchecked by the police but what is truly remarkable is how freely they operate within the grounds of the race course. You seem to have official statements against touts such as:

<http://cheltenham.thejockeyclub.co.uk/ticket-information>

Touts: We strongly recommend that you do not purchase tickets from touts as your ticket may be declined at our entry gates. We are working with local police to reduce the effect touts have on our customer experience and ask that you assist us by refusing to engage with them

However they continue to have free reign to do what they like. I'm not sure what sort of response (if any) I expect from this as I'm sure you are completely aware of what goes on but it is something which I think detracts from the customer experience

[REDACTED]

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 21 March 2016 15:28  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

In case you want for the tout file

-----Original Message-----

**From:** Cheltenham Reception  
**Sent:** 21 March 2016 11:47  
**To:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

-----Original Message-----

**From:** The Jockey Club Email Relay [mailto:jockeyclub@chromasports.com]  
**Sent:** 20 March 2016 14:03  
**To:** Cheltenham Reception  
**Subject:** General Enquiries Submission

**Name:**

**Telephone:**

**From:** [REDACTED]@hotmail.co.uk

**Address:**

**Postcode:**

**Message:**

We have visited the festival for over 50 years and booked the week again for my 70th birthday this year. However, since my last visit (about 5 years ago) I must say the standard of behaviour of the race goers has deteriorated. The dress code in members appears to be jeans and beer, you need more marshals to stop the alcohol being taken into the paddock area and the betting ring. Both my wife and I had drink on our coats nearly every day. We saw a gentleman with a jacket saying Betting Ring Manager, if we could see both men and women walking around with a glass of drink then surely they should be ejected? If it is to much for 1 person to police, employ more staff, you charge enough. What are you going to do about ticket touts? Every day from Cheltenham town right upto the doors we were confronted by touts offering to buy or sell tickets, I thought this practice was illegal? Also the mess generated by all the "freebies" given away by Betfair etc.. Vouchers and cards from local clubs etc.. are they billed with the cost of cleaning up the area? The whole area looked like a tip, we will not be coming again. We will save our money and watch next year from the safety and comfort of our armchairs.

**Page:**

<http://cheltenham.thejockeyclub.co.uk/more-information/contact/general-enquiries>

[REDACTED]

---

**From:** [REDACTED]@hotmail.com>  
**Sent:** 16 March 2017 12:38  
**To:** [REDACTED]  
**Subject:** Ticket Touts

Dear [REDACTED]

Re our conversation regarding the above subject

Two of my colleagues were approached yesterday by a Tout offering them Tatts tickets for £40 each. This all took place outside the main entrance near the Red car park. They were then taken up towards the back of the Centaur where he knocked on a door which was Staff only, the door was opened by a girl who he promptly showed his pass to and also ushered my two colleagues through the door with their Tatts tickets.

Once through the door they realised they were in a ladies toilet and were quickly taken down the stairs into a bar where the Tout took the tickets off them and told them both that they were now in the course and wouldn't need them again.

Once in he got my the friends to buy him a drink and started bragging about the number of people he got into the course every day

I will send you the ticket we spoke about in the post

I hope this helps you

Regards

[REDACTED]  
Mobile [REDACTED]

Sent from Mail for Windows 10

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 09 March 2017 12:52  
**To:** [REDACTED]  
**Subject:** FW: Ticket touts

Further evidence..

**From:** [REDACTED]  
**Sent:** 09 March 2017 10:40  
**To:** [REDACTED]@thejockeyclub.co.uk>  
**Subject:** FW: Ticket touts

In case you want to add to the file.

**From:** Cheltenham Reception  
**Sent:** 09 March 2017 10:34  
**To:** [REDACTED]  
**Subject:** FW: Ticket touts

**From:** [REDACTED]@gmail.com]  
**Sent:** 09 March 2017 01:09  
**To:** Cheltenham Reception  
**Subject:** Ticket touts

Dear Sir or Madam

Can you please forward this email to members of the committee/executive team please?

Every meeting for as long as I can remember there are 10 - 20 ticket touts working on the racecourse car parks. Is it about time you actively cleared them off your property? In this day of age of bar codes on tickets potentially they are selling tickets that could already have been used and by condoning their presence you are bringing the racecourse into disrepute. It's about time they were prevented from working on your site.

Kind Regards

[REDACTED]  
Membership Ne [REDACTED]



[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 04 February 2016 12:38  
**To:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

One for the tout file.

-----Original Message-----

**From:** Cheltenham Reception  
**Sent:** 04 February 2016 10:57  
**To:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

-----Original Message-----

**From:** The Jockey Club Email Relay [mailto:jockeyclub@chromasports.com]  
**Sent:** 04 February 2016 10:01  
**To:** Cheltenham Reception  
**Subject:** General Enquiries Submission

**Name:**  
[REDACTED]

**Telephone:**  
[REDACTED]

**From:**  
[REDACTED]

**Address:**  
[REDACTED]

**Postcode:**  
[REDACTED]

**Message:**  
Hello,

I attended the Festival Trials Day on Saturday last and had a most enjoyable day, being very impressed with the works you have completed in the last 12 months.

However, I did not enjoy having to deal with the approaches of several 'ticket touts' as I made my way into the event. I am very surprised that you allow them to operate with impunity on what I assume is your property, and that I could see no attempt to disrupt their activities. I am sure that you are aware of the efforts made by many major sporting venues in the UK to disrupt and deter their activities, given their known links to criminality and crime. I discussed this with the friends that I had travelled with (all members) and they were disappointed as well that this activity was allowed to take place.

You are a premier event location in the UK and the presence of these individuals is not good for the sport in general, nor your reputation. I would encourage you to banish them from your events.

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 16 November 2015 15:23  
**To:** [REDACTED]  
**Subject:** FW: Feedback

Another tout one.

-----Original Message-----

**From:** [REDACTED] mailto:[REDACTED]  
**Sent:** 15 November 2015 10:34  
**To:** Cheltenham Reception  
**Subject:** Feedback

Just wanted to say what a great time I had at the Open at Cheltenham, both on Friday and Saturday, despite the weather and having no winners.

We had club tickets and it really was a great set up.

However, it was really surprising and disappointing to be faced with so many ticket touts on our way in, not on the streets, but within the racecourse grounds. It's unnerving, uncomfortable and, quite frankly, not what I want to see.

Ticket touts are breed of criminals that should not be encouraged. And I would like to see more of an effort by the jockey club to ensure they are not on the premises of events.

Hope you can try to remove them from future events.

A great event though.

Thanks.

Kind regards

[REDACTED]

Sent from my iPad

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** 15 November 2015 09:14  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

Tout related so might be helping with the council.

-----Original Message-----

**From:** Cheltenham Reception  
**Sent:** 15 November 2015 08:48  
**To:** [REDACTED]  
**Subject:** FW: General Enquiries Submission

-----Original Message-----

**From:** The Jockey Club Email Relay [mailto:jockeyclub@chromasports.com]  
**Sent:** 14 November 2015 20:54  
**To:** Cheltenham Reception  
**Subject:** General Enquiries Submission

**Name:**

**Telephone:**

**From:** [REDACTED]@hotmail.com

**Address:**

**Postcode:**

**Message:**

Dear Sir / Madam,

As a regular visitor to Cheltenham racecourse I visited today for the Paddy Power Gold Cup, I once again observed a practice that I have observed on many occasions over the years at Cheltenham and feel I must highlight to you to avoid any serious health and safety issues arising at some point.

As you know ticket touts operate on the concourse outside the entrance to tattersalls without challenge from the police or the stewards. Whilst unethical I appreciate this is not uncommon at most sporting venues.

Where these ticket touts get particular immunity at Cheltenham is in the following scam:

- 1 - Tout offers cheap tickets to your customers
- 2 - Once agreed, no ticket changes hands
- 3 - Tout has a metal club badge and pins others to the customers

4 - The group walk past the stewards and tout removes badges and walks back out

5 - Repeat over and over

The issues I have with this are as follows:

1 - the stewards clearly know these individuals are touts and not paying for entrance for the people they bring in.

2 - Cheltenham racecourse has no way of knowing how many people have entered on a big race day as nothing is scanned, showing the metal badge is all that is required.

Can you please raise this internally and let me know what will be done to address this? Surely the venue has a legal obligation to control numbers on site and I would think also wants to maximise revenue not line the pockets of the ticket touts?

I look forward to hearing from you.

Regards,

Page:

<http://cheltenham.thejockeyclub.co.uk/more-information/contact/general-enquiries>

23<sup>rd</sup> June 2016

Dear [REDACTED]

I have intended to write to you with closer proximity to the close of the March race event, so my apology for my lateness in communication.

I can speak on behalf of my whole team when I say that we enjoyed another fantastic event, working with you in partnership. We are already looking forward to kicking off again later on in the year and building up to another big March race event in 2017. I have had the opportunity to run through the operation with you, from our perspective, however there is an important issue that I wanted to put in writing to you.

Ticket touts. They were present at the course again this year and I would estimate that they were even more fervent in their approach of jumping on our customers than before. There is no room for customers to disembark without the touts appearing and harassing them. We try to manage this as best we can, however my staff are so occupied handling a multitude of operational factors, we don't have the time or the authority to try to fend off touts.

The impression that it makes when touts jump on the customer is awful. We have so many elements of the operation managed so professionally, I would like to see this tout issue dealt with once and for all, by persons whom have the authority to properly remove them from the course. Whatever you need in terms of support from us to do this, we will offer.

Putting aside my comment on touts, thank you for all your support on this event and I look forward to being a part of any future planning.

Kind regards

[REDACTED]  
[REDACTED]  
[REDACTED]