

Racecourse Bookmaker Customer Charter

It has become increasingly clear in recent months that many racecourse bookmakers are offering each-way terms that are worse than the customary terms. The feedback from customers is that offering each-way terms that differ from those generally offered by the off-course market is confusing and that the inferior terms offered by some bookmakers are a deterrent to betting in the ring. The issue has received negative publicity in the media and has also been raised by many racecourse bookmakers as something that is damaging the reputation of the betting ring.

It is in the interest of both racecourses and the betting ring to ensure that customers receive the best possible service – including each-way terms that they recognise as the industry standard.

Racing for Change and the RCA are therefore launching a “Customer Charter” for ring and rails bookmakers. This Charter will be effective from **Friday 4th June 2010**.

This Charter includes provisions relating to customer service standards but critically requires bookmakers to agree that if they are betting each-way then they will offer standard each-way terms – or better – as set out in the current Tattersalls Committee Rules on Betting.

This “Customer Charter” is voluntary but we hope that bookmakers will recognise the customer benefits from the provisions within it. We believe that it will ultimately lead to increased business as customers identify and prioritise those bookmakers that have agreed to the Charter.

In order to enable customers to easily identify those bookmakers that have agreed to the terms of the Charter, a gold flag will be provided for such bookmakers to display above their boards. The RCA and Racing for Change shall ensure that racegoers are made aware of the reason for the flag.

If you wish to receive your gold flag prior to the launch on 4th June 2010 please apply to AGT as set out below prior to 1st June 2010 to ensure that you receive your flag on or before 4th June 2010.

AGT Limited, which administers betting rings under contract to the racecourses, has agreed to process applications for the gold flags. To apply, bookmakers should email mainoffice@agt-ltd.co.uk giving their trading name, or fax AGT on 01480 499181 or write to AGT at the usual address. By applying, all bookmakers indicate that they have read and understood the terms of the Charter and will abide by them.

Replacement flags will be available from Securit Limited.