

CUSTOMER SERVICE CHARTER

FOR ON-COURSE BOOKMAKERS

Overview

Betting is an integral part of the customer's day at the races and the interaction that they have with on-course bookmakers defines the experience for many visitors. On-course bookmakers and the racecourses recognise this and have designed this Customer Service Charter to help ensure that customers receive the level of customer service that they expect and deserve.

This is a voluntary code. Those bookmakers that have signed up to this charter can be identified by the prominent display of a gold flag above their odds display boards.

If you want to experience the level of customer service that the racecourses believe that you deserve then please look out for the gold flag.

Customer Service Charter

Bookmakers who have signed up to the Customer Service Charter agree that they will:

Service Levels

1. Make all customers feel welcome and deal with them politely and efficiently and answer any questions constructively.
2. Assist inexperienced racegoers, when time allows, and help to educate them on betting and racing.
3. Provide customer service feedback to the racecourse so that the views of racegoers are discussed pro-actively between the bookmakers and racecourses to ensure that the experience of attending a race meeting is an enjoyable one.

Terms of Betting

4. Bet in accordance with the Rules of Betting as published by the Tattersalls Committee, **with the exception that each way terms will be as outlined below**. In particular, bookmakers will clearly display if they are betting win only on a particular race. Where bookmakers accept each-way bets the terms will be (or will be better than):
 - i. Fewer than 5 runners – All to Win
 - ii. 5-7 runners – 1/4 odds on place 1-2
 - iii. 8 or more runners – 1/5 odds on place 1-2-3
 - iv. Handicaps with 12-15 runners – 1/4 odds on place 1-2-3
 - v. **Handicaps with 16 – 21 runners – 1/5th odds on place 1-2-3-4**
 - vi. **Handicaps with 22 or more runners – 1/4 odds on place 1-2-3-4**
5. **Take any bet from either a customer, or a bookmaker within this Customer Charter, to lose a minimum of £250 in the Silver Ring, £500 in the Tattersalls Enclosure or £1,000 on the rails or in the Members Enclosure (or the equivalent racecourse areas). The minimum amount represents both the Win and Place element on each way bets.**

A bookmaker that signs up to this Charter must adhere to these rules at each race meeting and in respect of each race at a race meeting. A bookmaker cannot select individual races or days on which he/she wishes to abide by the terms of this Customer Charter and must offer the above level of customer service at each race meeting at which they do business.