



The ROA Gold Standard Award has been highlighting those racecourses that offer owners the very pinnacle of the raceday experience since 2006. The ROA Racecourse Accreditation scheme was introduced in 2019 to supplement the Gold Standard Award by recognising those racecourses that have achieved a minimum standard of performance, and allowing the industry to benchmark each racecourse's performance year on year.

The ROA Racecourse Accreditation Scheme is assessed by AA Hotel & Hospitality Services, who provide an independent and objective assessment of the raceday experience across all racecourses. The AA's carefully selected and trained group of assessors visit each racecourse across the year (Newmarket Rowley Mile and July courses are assessed separately) and complete a detailed report that is fed back to both the racecourse and the ROA. All assessment areas are graded 1-5 and converted to a percentage score, with accreditation awarded on the achievement of a qualifying minimum percentage. One of the key aims of the scheme is to encourage racecourses to seek to improve areas in all of the categories that they are assessed against and to provide a detailed report which can serve as a "toolkit".

Additionally, the ROA collates owner feedback throughout the year. This is via a feedback form on the ROA website; emails sent directly to racecourses which are then sent onto the ROA; and feedback postcards which are completed by owners on the raceday, collected by racecourse staff and emailed/posted to the ROA. All assessment areas are graded 1-5 and an average score generated.

The 2025 criteria and scoring metrics are shown below. The framework and structure of the scheme have been updated to reflect the changes we have seen over the last few years, as well as following consultation and feedback within the industry.

The Racecourse Assessments will take place from March – end of November 2025, ideally at major (but not Festival) meetings, and the team will be in touch shortly to coordinate the visit.

We look forward to the 2025 Assessments; promoting the range and variety of ongoing innovation and supporting ongoing development by racecourses in the provision of the Owners' Raceday Experience.

2025 ROA RACECOURSE ACCREDITATION SCHEME – CRITERIA

- All assessment areas to be graded 1-5 to allow for distinction across scoring
- Questions 4, 10, 16, 28 and 32 will be double weighted
- Quality Mark to be awarded on achievement of 70%
- Racecourses achieving 85% or more to be assessed for ROA Gold Standard
- Owner feedback will also inform the assessment scheme for the ROA Gold Standard, with racecourses required to obtain a minimum of 40 pieces across the year (via all methods available), with an average score of 4 in order to be considered for the Award.

		Score				
		1 NEEDS SUPPORT <i>In need of improvement and support with provision</i>	2 AVERAGE <i>Basic provision for the owner: enhancements encouraged</i>	3 GOOD <i>Good provision of services that satisfy owners' needs</i>	4 VERY GOOD <i>Smooth provision of services for a quality owner experience</i>	5 EXCELLENT <i>Gold Standard provision, "surprise & delight"</i>
	<u>PRE-RACEDAY COMMUNICATION</u>					
1	Each racecourse website should have a dedicated Owners page (accessible from the home page) – including Going report – on their website explaining the experience that an Owner should expect to receive on racedays	<i>No owners page</i>	<i>Basic owner's page. Lacking much information and difficult to locate.</i>	<i>Basic owners' section, easy to use.</i>	<i>Good owners page, updated regularly. Raceday specific information provided. Specific information provided for syndicate owned runners</i>	<i>A professional owners' page which goes beyond what you would expect to receive. Highly informative content with external links, going, weather, travel</i>
2	Owners with entries receive pre-raceday	<i>No communication</i>	<i>Basic entry information. Owner liaison is contactable</i>	<i>Basic entry information and some racecourse</i>	<i>Good entry information & important racecourse details (direction,</i>	<i>Personalised & warm welcome email/letter with all important raceday</i>

	information within 24hrs of entry including contact details for an owner-liaison who can assist owners and co-ordinate arrangements including catering.		<i>through only one means – and is not dedicated to the role on the raceday.</i>	<i>information. A dedicated Owner liaison is contactable on racedays but only provides the essential information</i>	<i>parking, food). Specific information provided for syndicate owned runners. Dedicated owner liaison – contactable in advance and on the day</i>	<i>information. Mapping out your day with when your horse runs. Syndicate Managers contacted and offered alternative facilities when available. Details provided for highly visible and accessible dedicated individual. Knowledgeable – both about the racecourse and racing and can make autonomous decisions</i>
	Total					
	ARRIVAL					
3	Clear signposting to the racecourse to be evident from the main roads and into the car park, with no queues/delays	<i>No signage</i>	<i>Basic, poorly located signage. Not owner specific and not that visible.</i>	<i>Basic signage, but well positioned and visible.</i>	<i>Good signage, with clear distinction between car parks. No delay on entry.</i>	<i>Informative signage with clear instructions for owners, from a fair distance from the racecourse. No delay on entry, staff proactive in directing owners away from any queues.</i>
4	There should be a car park for Owners, which is easily accessible, well-signed and has sufficient capacity. (If grass and well maintained do not penalise)	<i>No specific provision for Owners' parking</i>	<i>Not in a good location and/or inadequately sized. Any overflow carpark is inconveniently located for the owner's entrance.</i>	<i>Adjacent to O&T Entrance with overflow (if needed) almost equally convenient.</i>	<i>Well located car park, which is accessible for everyone including wheelchair access. Well-lit, clean with efficient and friendly marshalling.</i>	<i>Well located car park, with space for all owners even on feature days. Clean with good walkways, and adjacent to the owner's entrance. Lighting and planting/landscaping. Charging points provided for Electric Vehicles</i>
5	Owners to have a badge collection area, which should be adequately staffed and sized for the	<i>No dedicated badge collection area.</i>	<i>Small and basic collection area, with limited (and not very knowledgeable) members of staff.</i>	<i>Adequately sized and decorated collection area which is dedicated to owners.</i>	<i>Dedicated area. Pictures/décor pleasant. Pleasant and knowledgeable staff. No queue at any time.</i>	<i>Owners have a badge collection area, and the areas is decorated with care and attention, with flowers/sweets etc.</i>

	likely number of people wishing to gain admittance.		<i>Queues at peak times</i>	<i>Less than a 5 minute wait at peak times</i>		<i>Pleasant and knowledgeable staff. No queue at any time.</i>
6	Owners' badge allocation	<i>Less than 6 badges provided (regardless of ownership structure)</i>	<i>More than 6 complimentary badges provided</i>	<i>6 complimentary badges per sole owner, 10 per partnership/syndicate</i>	<i>6 complimentary badges per sole owner, 10 per partnership/ syndicate , plus option to provide additional General Admission badges. Option to swap lunch vouchers for additional badges. Focus on flexibility.</i>	<i>8 complimentary badges per sole owner, 10 per partnership/syndicate , plus option to provide additional O&T or General Admission badges Option to swap lunch vouchers for additional badges. Additional lunches also offered where possible. Focus on flexibility.</i>
7	Discount rate for additional badges (additional badges to be O&T when space allows).	<i>No discounts.</i>	<i>Limited discounts – for general admission.</i>	<i>Limited discounts in O&T facility on non-feature days.</i>	<i>Flexible and generous discount/complimentary – for general admission.</i>	<i>Flexible and generous O&T discounted/complimentary tickets provided (even on feature days).</i>
	Total					
	<u>OWNERS AND TRAINERS FACILITY</u>					
8	Location of the main facility	<i>Inconvenient. Far from horses, parade ring and course,</i>		<i>Parade and/or pre-parade ring view and proximity</i>	<i>Course-facing but not offering same quality view as provided in the grandstand.</i>	<i>Course-facing, located within grandstand, opposite winning line.</i>
9	The Owners' facility should be policed to ensure only those with a runner on the day are admitted	<i>Not policed</i>		<i>Policed effectively.</i>		<i>Very well policed in a friendly manner and with a positive attitude</i>
10	Ability to provide seating and comfort for Owners in attendance across the day	<i>Obvious over-crowding and many standing.</i>	<i>Obviously busy facility with inadequate number of seats.</i>		<i>Everyone who wants a seat has one but tables that are vacated are immediately taken.</i>	<i>Seat at a table for the day if wanted OR heavily discounted restaurant seats offered to prevent over-crowding.</i>

11	Card/contactless and cash payments should be accepted	<i>Only cash or only card</i>	<i>Card machine but inadequate signal. Cash accepted</i>		<i>Sufficient card machines and cash accepted.</i>	<i>Contactless card payments are accepted with a good signal. Cash accepted.</i>
12	Provision of a betting facility/courier	<i>No betting facility or courier</i>	<i>Poorly manned betting facilities, shared with public</i>	<i>Adequate facilities provided</i>	<i>Adequate betting terminals and/or couriers manned by friendly staff</i>	<i>Adequate betting terminals and/or couriers manned by friendly staff, ensuring no/minimal queues.</i>
13	Complimentary Wi-Fi to be provided and accessible from Owners & Trainers facility (where speed will be measured min. 3 times) during racing	<i>No Wi-Fi</i>	<i>Slow (10-11Mbps)</i>	<i>Slow (12-60Mbps)</i>	<i>Good (60-100 Mbps)</i>	<i>Excellent (100Mbps or more)</i>
14	Toilets – provision, location and layout	<i>No dedicated Owners toilet facility or nearby facility</i>	<i>No dedicated Owners toilet facility, but nearby facility with minimal queues.</i>		<i>Dedicated Owners toilets facility with male and female provision and minimal queues</i>	<i>Sufficient provision of male and female toilets within the Owners' facility for the busiest racedays. Sufficient space for comfortable access and use.</i>
15	Toilets – quality, decor and maintenance	<i>Scruffy, dirty, smelly</i>	<i>Basic but clean</i>	<i>Good levels of presentation and maintenance. Some units may be out of order. High quality fixtures and fittings. Sanitary and waste bins provided</i>	<i>Higher standard of toilet facility. Fresh paintwork, tiles, grouting, mastic seals. High standards of lighting and ventilation. All expected fixtures and fittings. All working.</i>	<i>Outstanding levels of presentation, maintenance and fixtures and fittings. May include flowers, pot plants or other personal touches. Excellent quality fixtures and fittings. Higher quality soaps, towels and/or hand dryers. Fancy wallpaper.</i>
16	Ambience – the character and atmosphere of the facility.	<i>The ambience is unpleasant or uncomfortable. The environment is uninviting, with significant issues such a noise, poor</i>	<i>The ambience is below average. Some aspects might be acceptable, but there are noticeable shortcomings that</i>	<i>The ambience is satisfactory. The environment is adequate but not particularly impressive or memorable.</i>	<i>The ambience is enjoyable. The venue is appealing, with thoughtful design and a comfortable atmosphere.</i>	<i>The ambience is outstanding. The environment is beautifully designed, inviting, and enhances the overall experience.</i>

		<i>lighting or uncleanliness.</i>	<i>affect the overall experience.</i>			
	Total					
	<u>ACCESSIBILITY PROVISION</u>					
17	Accessibility (to include wheelchair access and consider other access requirements). Consideration and assistance given to owners with non-visible impairment e.g. impaired vision, hearing loss, dementia, autism	<i>No access/provision</i>	<i>Limited access/provision</i>	<i>Limited access and provision but proactive management attitude</i>	<i>Good access and provision</i>	<i>Excellent access and provision</i>
18	Accessible viewing of races	<i>No provision made</i>	<i>Provision shared with public</i>	<i>Separate (but small) Owner viewing available</i>	<i>Large provision</i>	<i>Large provision, within O&T viewing area</i>
19	Accessible toilets (to include wheelchair access and consider other access requirements). Consideration given to owners with a stoma.	<i>No access/provision</i>		<i>Provision shared with public</i>	<i>Good access and provision in both male and female toilets, within O&T facility</i>	<i>Excellent access and provision within O&T facility, including a unisex accessible toilet (to enable carers to accompany if required). Signage to highlight that not all disabilities are visible.</i>
	Total					
	<u>SHARED OWNERSHIP PROVISION</u>					
20	Entry tickets to racecourse	<i>No extra provision</i>		<i>Limited extra tickets</i>		<i>All syndicate/club members given course entry (within reason,</i>

						<i>outside of Festival/feature days and music nights)</i>
21	Group ownership facilities provided either in O&T facility or separately	<i>No separate provision</i>	<i>Limited provision – facility changes by fixture</i>	<i>Syndicate facility provided for midweek fixtures</i>	<i>Facility provided on the majority of fixtures</i>	<i>Separate and dedicated facility provided for all fixtures. Flowers/premium furniture and presentation of room with ownership focus</i>
22	Catering and bar facility	<i>DIY tea/coffee for sale, basic bar.</i>	<i>DIY tea/coffee for sale, basic bar. Light snacks for sale.</i>	<i>Staffed facility. Complimentary tea/coffee. Basic meal for sale.</i>	<i>Staffed facility. Complimentary tea/coffee. Limited number of covers for full meal available</i>	<i>Full bar. Complimentary tea/coffee. Complimentary or substantially discounted meal for all.</i>
23	Parade ring/winners enclosure/unsaddling area access	<i>Rigid policy of no additional access to parade ring</i>		<i>Limited number of extra parade ring passes provided</i>	<i>Parade ring passes provided on request with flexibility on the day up to maximum paddock safety level.</i>	<i>Parade ring passes provided on request with flexibility up to maximum paddock safety level. With numbers notified in advance.</i>
	Total					
	FOOD AND BEVERAGES					
24	Unlimited complimentary tea and coffee to be available within the Owners' facility. Non-disposable cups to be offered (with the choice of takeaway cups with lids provided).	<i>Limited tea/instant coffee available in disposable cups only</i>			<i>Good tea and coffee in suitable cups. All machines working.</i>	<i>Unlimited free, good quality tea and coffee, with biscuits and choice of cups. Range of teas and coffees and choice of fresh milks available.</i>
25	A vegetarian/gluten free option should be provided,	<i>No options for food intolerances</i>	<i>Basic vegetarian/gluten-</i>	<i>Basic vegetarian option</i>	<i>Good vegetarian/free-from options.</i>	<i>A wide range of foods that accommodate common food intolerances</i>

	and the racecourse should be prepared to facilitate those with a food intolerance.		<i>free substitutes – if notified in advance</i>			
26	For Owners wanting a more substantial meal, or table for the day, a discount should be provided in a restaurant on the racecourse, with a number of tables being held back until after declarations for owners to book.	<i>No discount/Tables not held until after declarations.</i>	<i>No discounts but tables are held back</i>	<i>Reservations are available, with discount taking account of admission price</i>	<i>Reservation with minor discounts (above admission price)</i>	<i>A large discount is provided, with availability in multiple restaurants within the racecourse (if applicable)</i>
27	Food and drink: range and menus (Hot food not required in heatwave conditions)	<i>Very limited selection of food and drink or poor availability of stated items. Availability is for a limited time</i>	<i>A wider choice of food and drink but no consideration given to children, vegetarians and other groups. There is limited choice from mid-fixture</i>	<i>A good range of food and drink options. Hot food may not be available but a good range of cold food is available. Clear menus with vegetarian options. Full bar.</i>	<i>A wider choice of hot and cold food options. For example, a vegetarian option, range of breads for sandwiches. A wide range of drinks. Full bar</i>	<i>A comprehensive selection of items and dishes on the menu. An ability to deal with dietary requirements. Vegetarian options, local produce, healthy options and a children's menu if appropriate. There is good availability of food until 30 minutes after the last race.</i>
28	Food and drink: quality and presentation	<i>Little thought given to presentation of hot and cold food, either in display cabinets or on the plate. Poor quality ingredients. Food may be overcooked, dry or reheated</i>	<i>More than one element of the offer is disappointing. A lack of fresh ingredients, poor presentation, food served at an incorrect temperature. Some elements of food and drink may be good, but others make for a</i>	<i>Well-presented food and drink, but let down in one or more areas. Presentation skills may not be as good as they could be for hot and cold food. Food may be overcooked or not at the ideal temperature</i>	<i>High quality presentation of food and drink, served at the correct temperature and using good quality ingredients. Fresh ingredients in at least some of the dishes. All dishes freshly cooked.</i>	<i>The food and drink offering is a highlight of the day. The emphasis will be on fresh ingredients, ideally locally sourced and freshly cooked. An obvious level of skill and care in the presentation of food. All food will look fresh and appetising and served as stated on the menu</i>

			<i>disappointing dining experience.</i>			
	Total					
	<u>WATCHING THE RACE</u>					
29	Racecourses to have a big screen at all meetings.	<i>No big screen</i>	<i>“Small” big screen with regard to proximity to stand etc</i>	<i>Basic big screen but not that easy to view at every part of the grandstand</i>	<i>Big screen</i>	<i>Adequate number of big screens that are easily visible from anywhere within the grandstand, of a suitable size</i>
30	Provision and quality of internal screens within the Owners’ facility	<i>No screens provided within the Owners’ facility</i>	<i>Insufficient screens provided to enable comfortable viewing from all areas of the facility</i>	<i>Sufficient screens provided to allow easy viewing from all areas of the facility but not all are working.</i>	<i>Sufficient screens provided to allow easy viewing from all areas of the facility. Some content additional to the day’s racing</i>	<i>Sufficient screens provided to allow easy viewing from all areas of the facility. A high level of content which may included racing from other venues, other sports coverage or a news channel</i>
31	A dedicated Owners’ viewing area should be provided in the grandstand of an adequate size, easily located and properly policed.	<i>No owners viewing area.</i>	<i>Small basic Owners’ section. Inadequate policing.</i>	<i>Good size Owners’ section, but not in the best position. Adequate policing</i>	<i>Owners’ viewing area in a good location and policed well.</i>	<i>A range of options including a large area that is provided that gives the owner the best view of the action on the racecourse, including disabled facility. Sufficient space for syndicates to view. Friendly staff</i>
	Total					
	<u>POST-RACE EXPERIENCE</u>					
32	The winning Owner should be greeted by a senior member of staff or director and taken for a celebratory	<i>No greetings.</i>	<i>Met by a member of staff with basic drinks provision made (not champagne) in</i>	<i>Met and taken for champagne by member of staff. Offer of alternative to take a</i>	<i>Taken for champagne with a senior member of staff or director. Facility is welcoming and</i>	<i>Taken for a complimentary celebratory drink with food offer with a senior member of staff or a director. “VIP” treatment. All</i>

	drink in aspirational surroundings, in a space of adequate size.		<i>small/bland room. Limited number of connections entertained.</i>	<i>bottle of champagne home.</i>	<i>“special”. Syndicates accommodated.</i>	<i>syndicate/club members accommodated (alternative facility provided if necessary) with a glass of fizz.</i>
33	Good variation of mementoes and a photo to be provided to the winning Owner.	<i>No memento or photo</i>	<i>Basic memento – with no variation – and poor quality photo with no frame.</i>	<i>Simple memento but good quality, photo in a proper frame.</i>	<i>An adequate range of mementoes. Good quality photo and frame, personalised to date/horse etc.</i>	<i>Wide choice of mementoes, thoughtfully sourced. Engraved where appropriate. Locally sourced “extra” provided. Good quality photo and frame, personalised to date/horse etc.</i>
34	Treatment of Placed Owners	<i>No contact made with them</i>		<i>Placed connections invited for a drink if winning connections not present</i>	<i>Placed connections provided with voucher for champagne</i>	<i>Champagne and race viewing. Dedicated facility or shared with winning connections.</i>
35	Consideration and assistance given to owners where a welfare issue has arisen on course incl. injury or fatality to the horse	<i>No provision or policy</i>	<i>Limited provision and policy</i>	<i>Limited provision and policy but proactive management attitude to support owners in such instances and enable rapid access by owner to horse.</i>	<i>Good provision and policy incl. staff awareness of the process should an issue arise including separate owners facility</i>	<i>Excellent provision and full policy including proactive support for owners, transport to horse, on site facility away from other owners and follow up post race</i>
	Total					
	<u>EXIT FROM THE RACECOURSE</u>					
36	Staff available to provide assistance for departing Owners	<i>Queues, no traffic control</i>		<i>Minimal queues, traffic directed</i>		<i>No queues, easy departure.</i>
37	Taxi booking service	<i>No taxi numbers available</i>	<i>Taxi number available on request</i>	<i>Visible taxi numbers</i>	<i>Taxi booked if requested</i>	<i>Proactive booking of taxis. Clear signage of Uber/Taxi collection point.</i>

	Total					
	<u>OWNER FEEDBACK LEVELS</u>					
38	To be completed at the end of the annual assessment period by the ROA – How many pieces of feedback has the racecourse received (via forwarded emails, completed postcards and ROA website feedback forms)	<i>Less than 20 pieces (Note – less than 40 pieces removes a racecourse from Gold Standard consideration, regardless of any other scores)</i>	<i>21-39 pieces (Note – less than 40 pieces removes a racecourse from Gold Standard consideration, regardless of any other scores)</i>	<i>40-70 pieces</i>	<i>71-99 pieces</i>	<i>100 pieces +</i>
	Total					

Additional comments – including racecourse-specific USPs, addition of local flavour etc