



OWNERS' RACEDAY EXPERIENCE ASSESSMENT – SMALL COURSE

Racecourse:

Racecourse executive met:

ROA representative:

Date of visit:

Please complete this form and e-mail to Sarah Holton: sholton@roa.co.uk within 7 days of the visit date.

Prize-money stats (to be completed by Sarah)

- Average racecourse spend per fixture: £
- Position on league table:
- Premier or Standard PM Agreement:
- Percentage of AMS races unlocked cumulatively:

ASSESSMENT

a) Pre-raceday

1. Does the racecourse provide an updated going report by 7.30am on the day of entries, declarations and raceday?

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2. Does the racecourse contact owners in advance of the fixture e.g. by letter or email?

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b) Owner's arrival

3. Please comment on the location, size and exclusivity of the Owners' and Trainers' car park. Is it well signposted?

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4. How far is the racecourse from the nearest station? Is any assistance provided by the racecourse to owners arriving by public transport e.g. a taxi from the station?

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5. Please comment on the location, size and appearance of the Owners' and Trainers' entrance. Is it well signposted?

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6. How many badges (complimentary and discounted) does the racecourse provide to an owner with runners? Note any differences between sole owners and partnerships.

7. What level of discount is offered on discounted badges to owners?

c) Food and Drink

8. Is there adequate signage enabling owners to locate the Owners' and Trainers' Bar?

9. Please comment on the appearance, cleanliness and size of the Owners' and Trainers' Bar, including the provision of TVs, and whether card payments are accepted at the bar.

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10. Is the Owners' and Trainers' Bar exclusive to owners and trainers with a runner on the day, and policed to allow only the correct badge-holders?

11. Is it shared with Annual Members?

12. Is a betting facility available in the Owners' and Trainers' Bar?

13. Is unlimited, complimentary tea and coffee available?

How is it served? (i.e. China, Paper, Plastic cups)

14. How do O&T bar prices compare with outlets for racegoers on course?

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15. Is there a complimentary food offering? Please provide full details if so

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16. Is there an owners' restaurant or are tables for owners available in another restaurant which can be reserved until the afternoon following declaration? If so, what level of discount is offered to owners, and how are they made aware of it?

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d) Racecourse Staff

17. Does the racecourse have a dedicated owner-liaison? If so where are they based on the raceday, and how are owners made aware of this individual and their role?

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18. Is there a dedicated Catering Manager (or equivalent) within the O&T facility at all fixtures?

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19. Are all staff adequately trained and briefed by racecourse management as to the racecourse's policy regarding owners, and do they make the owner feel welcome and appreciated? Is the owners' experience covered in the Raceday Staff briefing?

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e) Racing experience

20. Is there a separate viewing area for owners and trainers in a premium position and, if so, where is it located?

21. Is there a big screen at all meetings?

f) Post-race

22. Please comment on the type and standard of memento awarded to winning owners. Include mention to any 'special' mementos provided e.g. a food gift.

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23. Is a DVD/USB/equivalent and photograph given in all races to winning owners?



24. Please comment on the standard and size of the winning connections area

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25. How are placed connections treated - are they taken for a celebratory drink also? Do they receive a photo/DVD/bottle of champagne?

g) Misc.

26. If the racecourse holds music nights, how is the owners' experience enhanced?

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27. If the racecourse races under more than one code, does the owners' experience differ?

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28. On Feature days, or for Feature races, what enhancements or differences are there to the owners' experience?

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29. Does the course make adequate provision for disabled owners, including those without visible disabilities?

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30. How is the racecourse responding to the 'Horse Comes First' campaign?

31. What is the racecourses' attitude to equine welfare e.g. use of padded hurdles, provision of on-site radiographic equipment, free transportation to local equine hospital?

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32. How are the owners of fallers treated?

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33. Is complimentary Wi-Fi available anywhere on course?

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34. Does the racecourse have a defibrillator available (other than in the ambulances)?

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35. What is the racecourses' policy on using owners' images for publicity purposes?

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36. Does the racecourse provide any guidance, or assistance, regarding departure from the racecourse?

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37. Did the racecourse go above and beyond your expectations in any respect not mentioned above? Examples could include provision for the children of owners, personalised swing badges/racecards, welcome drink.

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OVERALL ROA ASSESSMENT

On a scale of 1 to 5, what is your assessment of the following key areas –

Owners' arrival at the racecourse, whether by car, public transport or other method?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Owners' entrance and badge collection area?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Owners' badge allocation?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Location, policing, size and decor of the Owners' and Trainers' facility?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Standard of complementary food and drink?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Owners' exclusive viewing area?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Post-race treatment of winning owners?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Standard of winning owners' memento?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Post-race treatment of placed connections?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Racecourse attitude towards, and provision for, equine welfare?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

Racecourse attitude towards, and provision for, disabled owners?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

What is your overall assessment of the owners' raceday experience at the racecourse?

1	2	3	4	5
Poor	Adequate	Good	Very Good	Exceptional

In addition to your numerical assessment, please provide your brief overall view of the quality of the raceday experience for owners at the racecourse:

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Please list any areas that require improvement:

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In your opinion, are the facilities and general level of service provided to owners with a runner of sufficiently high standard to warrant consideration for the Gold Standard?

In your opinion, has the racecourse shown enough improvement over the last 12 months to warrant consideration for a Most Improved Racecourse award?