



2024 ROA RACECOURSE ACCREDITATION SCHEME

The ROA Racecourse Accreditation Scheme was introduced in 2019 to run alongside the ROA Gold Standard and has focused on working with racecourses to achieve excellence in the delivery of the owners' raceday experience. The Scheme has evolved and developed further for its 4th year in 2024. The 2024 racecourse assessments will again be undertaken by AA Hotel and Hospitality Services.

The Scheme dovetails with the ROA Gold Standard, and a key principle of the ROA Racecourse Accreditation Scheme is to review all courses utilising the same criteria, so they are benchmarked against each other regardless of their size. Another of the key aims of the scheme is to encourage racecourses to seek to improve across all categories that they are assessed against and to provide a detailed report which can serve as a "toolkit".

Racecourses are also encouraged to seek feedback from owners, as this feedback is a key component in qualifying for the ROA Gold Standard. An online feedback form can be accessed [here](#) or via the QR code below to provide to owners.



The 2024 criteria and scoring metrics are shown below. The framework and structure of the scheme have remained broadly in line with that utilised in 2023, with some changes made following industry consultation and feedback:

- the removal of the prize money element based on the complexities aligned to the development of the Premier and Core Racing product trial. In 2023 and 2024 the raceday experience will be the primary area focused upon, however details relating to racecourses prize money arrangements will also be published to ensure racehorse owners are provided with the overall information relating to their ownership experience.
- the removal of Childrens Meals in favour of focusing on options and variations available under Food and Beverage
- the removal of Shuttle Bus offering given the weighting impact if deemed unnecessary due to the location of racecourse and in favour of O & T teams proactively providing support for owners requests ahead of or after racing



The Racecourse Assessments will take place from March – December 2024, and the team will be in touch shortly to coordinate the visit.

We look forward to the 2024 Assessments and promoting the range and variety of ongoing innovation and developments by Racecourses in the provision of the Owners’ Raceday Experience and supporting Racecourses with the ongoing development of the Owners’ Raceday Experience.

2024 ROA RACECOURSE ACCREDITATION SCHEME – CRITERIA

- All assessment areas to be graded 1-5 to allow for distinction across scoring
- Quality Mark to be awarded on achievement of 70% (subject to review)
- Racecourses achieving 80% to be assessed for ROA Gold Standard (subject to review)
- Owner feedback will also inform the assessment scheme for the ROA Gold Standard

	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>					
Owners with entries receive pre-raceday information within 24hrs of entry	<i>No communication</i>	<i>Basic entry information</i>	<i>Basic entry information and some racecourse information</i>	<i>Good entry information & important racecourse details (direction, parking, food). Specific information provided for syndicate owned runners</i>	<i>Personalised & warm welcome email/letter with all important raceday information. Mapping out your day with when your horse runs. Syndicate Managers contacted and offered alternative facilities when available.</i>



Contact details to be provided for an owner-liaison who can assist owners and co-ordinate arrangements proactively using owners data and information provided through third parties	<i>No contact details.</i>	<i>Owner liaison is contactable through only one means – and is not dedicated to the role on the raceday.</i>	<i>A dedicated Owner liaison is contactable on racedays but only provides the essential information</i>	<i>Dedicated owner liaison – contactable in advance and on the day</i>	<i>Details provided for highly visible and accessible dedicated individual. Knowledgeable – both about the racecourse and racing and can make autonomous decisions</i>
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>
Accurate and regularly updated going reports	<i>No going report found on website</i>		<i>Going report found on website, but not timed or dated and potentially out of date</i>		<i>Up to date and timed going report on website on the day of the race meeting. Link to external sources eg Turftrax and technical information</i>
Details of the restaurant arrangements, and the booking procedure, to be provided in the pre-raceday information.	<i>No pre-raceday information.</i>	<i>Basic pre-raceday information.</i>	<i>Basic pre-raceday information and booking info.</i>	<i>Restaurant details and preferential treatment are obvious and provided pre-race. Specific information provided for syndicate owned runners eg if hospitality boxes available (for a fee)</i>	<i>All the information is given to you in a professional and personal manner. Contact details provided for booking</i>
Total					
ARRIVAL					
Clear signposting to the racecourse to be evident from the main roads.	<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.</i>	<i>Informative signage with clear instructions for owners, from a fair distance from the racecourse. Live updates provided re delays</i>



There should be a car park for Owners, which is easily accessible, well-signed. (If grass and well maintained do not penalise)	<i>No specific provision for Owners' parking</i>	<i>Basic car park, not in a good location.</i>	<i>Basic car park, adjacent to O&T Entrance.</i>	<i>Well located car park, which is accessible for everyone including wheelchair access.</i>	<i>Well located car park, which is clean with good walkways, and adjacent to the owner's entrance. Lighting and planting/landscaping. Charging points provided for Electric Vehicles</i>
Disabled car parking bays should be provided, with a firm and flat surface from them to the entrance. (Allow flexibility)	<i>No disabled parking bays</i>	<i>Basic and limited car parking bays.</i>	<i>Disabled car parking spaces but poor surfaces to the racecourse.</i>	<i>Disabled car parking bays with good surfaces to the racecourse.</i>	<i>Car parking bays are located as close as possible to the entrance with a flat and firm surface to the entrance.</i>
Owners to have a badge collection area, which should be adequately staffed and sized for the likely number of people wishing to gain admittance.	<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.</i>	<i>Owners have a badge collection area, and the areas is decorated with care and attention, with flowers/sweets etc</i>
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>
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>
Swing badges to be provided.	<i>No swing badges.</i>	<i>Poor quality badges (not pre-strung).</i>	<i>Owner centric badges are provided, basic quality.</i>	<i>Swing badges of good quality provided.</i>	<i>Swing badges provided which are personalised on occasion and aesthetically</i>



					<i>pleasing, made of good materials.</i>
Total					
STAFF					
Staff Training and Knowledge	<i>No staff training</i>	<i>Staff trained but no specific owner focus.</i>	<i>Staff trained on the needs for owners.</i>	<i>Specific tool box training for key staff – whether racecourse staff or contractors - provided regularly</i>	<i>The staff are knowledgeable, personable and warm. They should also take special measures when they are with owners: training provided each raceday.</i>
All staff within the Owners’ facility should be adequately briefed by racecourse management as to the racecourse’s policy regarding owners, and make Owners feel welcome and appreciated.	<i>No briefing</i>	<i>Basic briefings.</i>	<i>Staff briefed but not sufficiently to the needs of owners.</i>	<i>Staff are well briefed on a daily basis.</i>	<i>The staff are knowledgeable and “regular” in the owners’ facility and very warm and friendly and go beyond to make sure the owners feel welcomed and appreciated.</i>
Staffed by a “regular” Catering Manager/Team Leader.	<i>Team Leader changes by meeting.</i>	<i>Agency staff with same team leaders.</i>	<i>Mix of agency and regular staff.</i>	<i>Regular staff.</i>	<i>Attentive and thoughtful regular staff, who are aware of who you are as an owner and focus on relationship building</i>
Customer care – Car park	<i>Staff not friendly or welcoming. Signs of an unhappy workforce.</i>	<i>Prompting required to encourage a friendly welcome or engaging service.</i>	<i>Welcoming service but staff are not proactive. Staff are pleasant, friendly and polite.</i>	<i>Evidence of some members of staff going the extra mile.</i>	<i>All staff are welcoming, helpful and have a pleasant demeanour. Nothing is too much trouble.</i>
Customer care – Owners & Trainers reception	<i>Staff not friendly or welcoming. Signs of an unhappy workforce.</i>	<i>Prompting required to encourage a friendly welcome or engaging service.</i>	<i>Welcoming service but staff are not proactive. Staff are pleasant, friendly and polite.</i>	<i>Evidence of some members of staff going the extra mile.</i>	<i>All staff are welcoming, helpful and have a pleasant demeanour. Nothing is too much trouble.</i>
Customer care – Food & drink (bars, restaurant, food service)	<i>Staff not friendly or welcoming. Signs of an unhappy workforce.</i>	<i>Prompting required to encourage a friendly welcome or engaging service.</i>	<i>Welcoming service but staff are not proactive. Staff are pleasant, friendly and polite.</i>	<i>Evidence of some members of staff going the extra mile.</i>	<i>All staff are welcoming, helpful and have a pleasant demeanour. Nothing is too much trouble.</i>



Customer care – Owners & Trainers facility (security, door staff)	<i>Staff not friendly or welcoming. Signs of an unhappy workforce.</i>	<i>Prompting required to encourage a friendly welcome.</i>	<i>Welcoming staff but not proactive. Staff are pleasant, friendly and polite.</i>	<i>Evidence of some members of staff going the extra mile.</i>	<i>All staff are welcoming, helpful and have a pleasant demeanour. Nothing is too much trouble.</i>
Customer care – Key racecourse areas (Parade Ring, Winners Enclosure)	<i>Staff not friendly or welcoming. Signs of an unhappy workforce.</i>	<i>Prompting required to encourage a friendly welcome.</i>	<i>Welcoming staff but not proactive. Staff are pleasant, friendly and polite.</i>	<i>Evidence of some members of staff going the extra mile.</i>	<i>All staff are welcoming, helpful and have a pleasant demeanour. Nothing is too much trouble.</i>
Customer care – Exit	<i>Staff not friendly. No acknowledgement. Signs of an unhappy workforce.</i>	<i>Prompting required to encourage acknowledgement.</i>	<i>Staff acknowledge departing Owners but are not proactive. Staff are pleasant, friendly and polite.</i>	<i>Evidence of some members of staff going the extra mile.</i>	<i>All staff are proactive in acknowledging departing Owners, helpful and have a pleasant demeanour. Nothing is too much trouble.</i>
Appearance of Staff	<i>Untidy or dirty clothing. Poor personal appearance</i>	<i>Lack of uniform or appropriate clothing</i>	<i>Recognisable and appropriate style of dress. Clean and tidy in appearance</i>	<i>Smart, branded uniform seen in most, but not all areas of the racecourse</i>	<i>Smart, branded uniform throughout the racecourse including appropriate clothing for catering staff</i>
Total					
<u>OWNERS AND TRAINERS FACILITY</u>					
The Owners’ facility should be policed to ensure only those with a runner on the day are admitted	<i>Not policed</i>	<i>Basic policing</i>	<i>Policed well</i>	<i>Policed well with friendly staff</i>	<i>Very well policed in a friendly manner and with a positive attitude</i>
Ability to provide seating and comfort for Owners in attendance across the day	<i>Not policed</i>	<i>Basic policing</i>	<i>Policed well</i>	<i>Policed well with friendly staff</i>	<i>Very well policed in a friendly manner and with a positive attitude</i>
Card/contactless payments should be accepted	<i>Only cash</i>	<i>Card machine but inadequate signal</i>	<i>Card machine adequate</i>	<i>Sufficient card machines</i>	<i>Contactless card payments are accepted with a good signal</i>
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 couriers manned by friendly staff</i>	<i>Mixture of courier/fixed terminal, highly trained staff</i>
Complimentary Wi-Fi to be provided	<i>No Wi-Fi</i>	<i>Slow with poor reception and difficult to access</i>	<i>Wi-Fi is good in parts of the racecourse, but not throughout</i>	<i>Wi-Fi that is good but slightly slow</i>	<i>Complimentary easy to access Wi-Fi that is fast and accessible everywhere in the racecourse</i>



Disabled Access (to include wheelchair access and consider other access requirements)	<i>No access</i>	<i>Limited access</i>	<i>Limited access but proactive management attitude</i>	<i>Good access</i>	<i>Excellent access</i>
Consideration and assistance given to owners with non-visible impairment e.g. impaired vision, hearing loss, dementia, autism	<i>No provision</i>	<i>Limited provision</i>	<i>Limited provision but proactive management attitude</i>	<i>Good provision</i>	<i>Excellent provision</i>
Toilets – provision, location and layout	<i>No dedicated Owners toilet facility or nearby facility</i>	<i>No dedicated Owners toilet facility, but nearby facility</i>	<i>Dedicated Owners toilets facility with male, female and accessible provision</i>	<i>Sufficient provision of male, female and accessible toilets within the Owners’ facility for busier meetings. Sufficient space for comfortable access</i>	<i>Sufficient provision of male, female and accessible toilets within the Owners’ facility for the busiest racedays. Sufficient space for comfortable access and use</i>
Toilets – decor and maintenance	<i>An untidy appearance and little evidence of maintenance</i>	<i>A tired appearance. May include poor lighting, poor ventilation, rusty pipework. Some units out of order</i>	<i>Good levels of presentation and maintenance. Some units may be out of order</i>	<i>Higher standard of toilet facility. Fresh paintwork, tiles, grouting, mastic seals. High standards of lighting and ventilation</i>	<i>Outstanding levels of presentation, maintenance and fixtures and fittings. May include flowers, pot plants or other personal touches</i>
Toilets – fixtures and fittings	<i>Dated, chipped or cracked sanitary ware. Basic fixtures and fittings provided</i>	<i>Better quality fixtures and fittings with a degree of uniformity. Waste bins provided</i>	<i>High quality fixtures and fittings. Sanitary and waste bins provided</i>	<i>Higher standard of toilet facility with all expected fixtures and fittings</i>	<i>Excellent quality fixtures and fittings. Higher quality soaps, towels and/or hand dryers</i>
Total					
<u>SYNDICATE PROVISION</u>					
Separate syndicate facilities provided for group owners	<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</i>
Presentation of room	<i>No facility provided</i>		<i>Standard decoration and presentation</i>		<i>Flowers/premium furniture and presentation of room with ownership focus</i>
Catering for syndicates	<i>Limited tea/coffee/drinks offer</i>	<i>Tea/coffee/drinks/light snacks</i>	<i>Basic food offering</i>	<i>Limited number of covers available</i>	<i>Equivalent catering to Owners & Trainers facility for unlimited number</i>
Bar facility	<i>Basic bar</i>		<i>Standard bar provision</i>		<i>Full bar offering with premium offer</i>



Parade Ring Access	<i>No additional access to parade ring</i>		<i>Limited number of parade ring passes provided</i>		<i>Parade ring passes provided on request</i>
FOOD AND DRINK					
Unlimited complimentary tea and coffee to be available within the Owners' facility. Non-disposable cups to be offered (with the choice of takeaway cups provided).	<i>Limited tea/coffee available</i>	<i>Tea/coffee only in throw away cups, which is poor tasting</i>	<i>Basic tea and coffee</i>	<i>Good tea and coffee in suitable cups</i>	<i>Unlimited free quality tea and coffee, with biscuits. Also, friendly staff serving and asking for your choice of cups</i>
A vegetarian/gluten free option should be provided, and the racecourse should be prepared to facilitate those with a food intolerance.	<i>No options for food intolerances</i>	<i>Basic vegetarian/gluten substitutes – if notified in advance</i>	<i>Basic vegetarian option</i>	<i>Good vegetarian option</i>	<i>A large range of foods that incorporate all the people with food intolerances</i>
For Owners wanting a more substantial meal, 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 given in some of the better racecourses, 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>
Food and drink: range and menus	<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 and children's options</i>	<i>A wider choice of hot and cold food options. For example, a vegetarian option, range of breads for sandwiches and extended ranges of teas, coffees and soft drinks. A wide range of drinks</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 after the last race.</i>
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.</i>	<i>More than one element of the offer is disappointing. A lack of fresh ingredients, poor presentation, food served at an incorrect</i>	<i>Well-presented food and drink served at the correct temperature and using good quality ingredients. Fresh ingredients in at least some of the dishes</i>	<i>High quality presentation of food and drink, but let down in one or more areas. Presentation skills may not be as good as they</i>	<i>The food and drink offering is a highlight of the day. The emphasis will be on fresh ingredients, ideally locally sourced. An obvious level of skill and care in the</i>

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	<i>Food may be overcooked or dry</i>	<i>temperature. Some elements of food and drink may be good, but others make for a disappointing dining experience.</i>		<i>could be for hot and cold food. Food may be overcooked or not at the ideal temperature</i>	<i>presentation of food. All food will look fresh and appetising and served as stated on the menu</i>
Total					
<u>WATCHING THE RACE</u>					
Racecourses to have a big screen at all meetings.	<i>No big screen</i>	<i>“Small” big screen</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>
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</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>
A dedicated Owners’ viewing area should be provided in the grandstand, and of an adequate size.	<i>No owners viewing area.</i>	<i>Small basic Owners’ section.</i>	<i>Good size Owners’ section, but not in the best position.</i>	<i>Owners’ viewing area in a good location.</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.</i>
It should be clearly signed and, on busy days, policed to ensure only Owners’ badge holders gain admittance.	<i>No policing</i>	<i>Policing only on “busy” days.</i>	<i>Policed over officiously.</i>	<i>Policed well.</i>	<i>There is clear signage and policed by a friendly member of staff.</i>
Disabled Viewing	<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>



Total					
POST-RACE					
The winning Owner should be greeted by a senior member of staff or director and taken for a celebratory drink in aspirational surroundings, in a space of adequate size.	<i>No greetings.</i>	<i>Met by a member of staff with basic drinks provision made (not champagne) in small/bland room. Limited number of connections entertained.</i>	<i>Met and taken for champagne by member of staff.</i>	<i>Taken for champagne with a Director. Facility is welcoming and "special". Syndicates accommodated.</i>	<i>Taken for a complimentary celebratory drink with food offer with a Director. "VIP" treatment. Syndicates accommodated (alternative facility provided if necessary)</i>
Good variation of mementoes to be provided to the winning Owner.	<i>No memento</i>	<i>Basic mementoes – with no variation.</i>	<i>Simple mementoes.</i>	<i>An adequate range of mementoes – which serve a purpose.</i>	<i>Wide variety of mementoes, thoughtfully sourced. Engraved where appropriate. Locally sourced "extra" provided. Provision also made for the Racing Staff. Raceday presenter interviews winning owner: celebrating the win and promoting ownership.</i>
Winning Owner to also receive a complimentary photograph and DVD/USB/alternative recording, of their race.	<i>No complimentary recording/photograph of the race.</i>	<i>DVD – presented in unbranded cover. Complimentary photo provided in cardboard cover.</i>	<i>DVD/USB provided. Photo provided.</i>	<i>DVD/USB provided. Photo provided in photo frame.</i>	<i>Owner provided with option of DVD/USB – presented in fully branded cover. Email with link to race also provided. Additional copies offered.</i>
Treatment of Placed Owners	<i>No contact made with them</i>	<i>Congratulations offered – but no special treatment</i>	<i>Placed connections invited for a drink if winning connections not present</i>	<i>Placed connections provided with voucher for champagne</i>	<i>Complimentary DVD/USB provided and/or photo. Champagne and race viewing. Dedicated facility or shared with winning connections.</i>



Actively seeking owner feedback about the day	<i>No feedback sought.</i>	<i>Low key promotion of ROA feedback option. Poor response rate to owner feedback.</i>	<i>Promotion of ROA feedback in O&T Bar. Timely response to owner feedback.</i>	<i>Good feedback available both on the day and online. Seeks solutions to owners' feedback. Promotes ROA feedback option</i>	<i>Post raceday follow up via "thanks for running" and bespoke owner survey and direction to ROA feedback. Racecourse responds constructively and proactively to feedback.</i>
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</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, on site facility away from other owners and follow up post race</i>
Disabled provision	<i>No disabled access</i>		<i>Wheelchair access provided</i>		<i>Wheelchair access provided and facilities for other access requirements. Examples may include hearing loops, subtitles on video screens.</i>
Consideration and assistance given to owners with non-visible impairment eg impaired vision, hearing loss, dementia, autism	<i>No provision</i>	<i>Limited provision</i>	<i>Limited provision but proactive management attitude</i>	<i>Good provision</i>	<i>Excellent provision</i>
Total					
Exit from the racecourse					
Staff available to provide assistance for departing Owners	<i>No staff available for assistance at the racecourse exit or in the car park.</i>	<i>Staff available at the racecourse exit or in the car park – but limited interaction with staff</i>	<i>Staff available at the racecourse exit and in the car park. Hi-vis car park attendants, but limited to feature days</i>	<i>Staff available at the racecourse exit and in the car park. Hi-vis car park attendants on all days</i>	<i>Proactive in asking if assistance required – through pre-raceday info and in O&T facility. Hi-vis car park attendants on all days. Friendly goodbye on departure from staff</i>
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>CLEANLINESS</u>					
Arrival and car parking areas	<i>Strong evidence of litter, bins not emptied regularly.</i>	<i>Evidence of litter</i>	<i>Occasional litter but evidence of litter picking in progress</i>	<i>No apparent litter, rubbish or untidiness. Minor lapses observed.</i>	<i>High standards of presentation with no apparent litter, regularly emptied bins and obvious care being taken to maintain standards</i>
Key racecourse locations – Parade Ring, Winners Enclosure, Weighing Room	<i>Strong evidence of litter and/or other rubbish</i>	<i>Evidence of litter</i>	<i>Occasional litter but evidence of litter picking in progress</i>	<i>No apparent litter, rubbish or untidiness. Minor lapses observed.</i>	<i>High standards of presentation with no apparent litter and obvious care being taken to maintain standards</i>
Owners & Trainers facility	<i>Strong evidence of litter, bins not emptied regularly</i>	<i>Evidence of litter, untidy or uncleared tables</i>	<i>Occasional litter but evidence of regular cleaning. Clean but lacking the final polish.</i>	<i>No apparent litter, rubbish or untidiness. Clean flooring. Minor lapses observed.</i>	<i>High standards of presentation with no apparent litter and obvious care being taken to maintain standards</i>
Owners & Trainers toilets	<i>Litter, dirty flooring, fixtures and fittings, unpleasant odours suggesting a lack of cleanliness</i>	<i>Evidence of litter, poor levels of cleanliness</i>	<i>Occasional litter but evidence of regular cleaning. Clean mirrors and fittings but lacking the final polish.</i>	<i>No apparent litter, very good levels of cleanliness, but minor lapses observed.</i>	<i>Pristine facilities with outstanding levels of cleanliness and evidence of a regular cleaning routine</i>
Total					
<u>Promotion of Horse Welfare</u>					
Does the course visibly promote equine welfare (through the Horse Welfare Board or course specific campaign) (racecards/CCTV/posters/literature)	<i>No visible evidence of support.</i>	<i>Minimal promotion of initiative. 1 of the following: Pre-raceday comms, racecard, CCTV, onsite posters</i>	<i>Support but basic promotion. 2 of the following: Pre-raceday comms, racecard, CCTV, onsite posters</i>	<i>Support and promote. 3 of the following: Pre-raceday comms, racecard, CCTV, onsite posters</i>	<i>Support and promote equine welfare. Also educating people on what the initiative is. All of the following and beyond: Pre-</i>

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					<i>raceday comms, racecard, CCTV, onsite posters</i>
Total					

Notes – including weather: