



20th MAY 2009.

Each-Way Betting.

The 2005 Gambling Act has given bookmakers the opportunity to vary their each-way terms from the historical standard. It means bookmakers are no longer obliged to bet overbroke on the place market when offering competitive odds. Whilst standard terms are usually workable if applied to SP margins, this is sometimes not the case with regard to the more competitive odds on offer on the course.

However, the new flexibility has a downside. If the public believe they are being ripped off – whatever the truth of the mathematics – it will cause ill feeling, disputes and ultimately cause punters to stop at home.

As an Association we have no authority to impose any rules on how any bookmaker wishes to trade but we would hope that members would not abuse their freedom and will limit deviations from standard to no more than one increment. If this still “does not fit” we would ask members to consider whether it may be more appropriate for them to bet win only or to offer a loss-leader rather than to offer a very much reduced fraction.

All members are reminded that they should clearly display their terms, particularly when they deviate from standard.

*National Association of Bookmakers Limited.
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