



FRONTRUNNER NEWS-



OCTOBER 2010

Desperate measures require desperate times. Racing's rulers have brought us the desperate times – now they're following up with the measures: Racing For Change, Racing United, Lovetheraces – you name it, the BHA have the crisis to fit the bill.



Ralph Topping calls for us all to sign a petition saying racing must give more inside information. This will increase turnover, profits, and ultimately the Levy yield. For years the BHA have been trying to restrict inside information, this has resulted in betting on horseracing going down. Other sports (cricket and football for example) have increased their flow of inside information and betting on these has gone through the roof. Obviously some places still do get inside information, and we make money accordingly, hence the opening of another new betting shop in Newmarket, but generally if we want to help racing, get onto your punters with all the duff tips and rubbish information that you used to. Please please do, racing is in crisis and needs all the help (mugs) it can get.

Old Jokes Home (I)

My wife treats me like a god...She takes no notice of my existence until she wants something



“Please sign the petition to save Nic’s job”.

Having failed to deliver what he was employed to do (despite outsourcing most of it) Nic wants “racing” to rally behind him to ask for more money. He seems to have forgotten the punters (who are milked for the Levy) and the inconvenient fact that no petition has ever changed

Government policy, yet this idea is presented as a masterstroke.

We are sinking, Coward and co will soon be casting off the lifeboats and they want us to help provide them with outboard motors – not bloody likely.



Which one has sold out?



We’ve been frog-marched to this tune before: Greg Nicholls banging the drum as BHB boss against predatory Betfair, before renegading on all his rhetoric to take – Betfair’s shilling.



Scousers celebrating outside court – not something you see very often.

And then there was Martin Broughton, trying to emulate his failure at Shaftesbury Avenue with another one at Anfield Road – and looking like succeeding.

Perhaps we should be hunting the head-hunters.

There are lots of reasons why racing will miss out for this latest ‘losers guide’, the main one being the appallingly bad document they put forward stating their case: who actually writes this guff, somebody with learning difficulties? I have read it - a 16-year-old high-grade subnormal could have done better, Shameful. Racing United will neither succeed nor fail as a result of a silly petition. It is defined as a “campaign”, by BHA. So was Barberossa - and look where that got Hitler.- btw Raoul Moat had more “friends” on Facebook than have signed Nic’s petition.

Where does it all go?



Racecourse fashion at next years “Champions day”

So far Racing for Busybodies has cost over £1,000,000. Now having bigger fonts on number cloths was ground breaking, but what else have we got for the cash?

Well, racing’s narrative is now harder to follow than a James Willoughby article. Those of you who thought the Champion Stakes was a ten-furlong race over the straight course at Newmarket are now confused; those of you who thought the QE II stakes was actually quite late enough for milers who had been on the go since April, were wrong, it’s going to take place even later; and those who thought that championship races round a bend on rain softened ground, with a draw bias in cold weather is a good finale, are right.

PS: It has all gone to Ascot because it has the Royal connection i.e. Her Majesty will be in attendance, and they can get 40,000 in the door. – except they will not get 40,000 in, it will be cold and wet and no one will go – unless it’s free entrance and they find a fading 80s band to attract non-racegoers with fading faculties. FFS.

Jockey Club boozers: Longchamp schmoozers



Jockey Club Racecourses proudly announce they can deliver a pint of lager in 6 seconds, a pint of bitter in 9 seconds and a pint of Guinness in 12 seconds. They proudly didn’t announce the price. But if, as they admit, 30 per cent less Irish turned up at last year’s Cheltenham Festival, Guinness, abused in this way,

probably won’t encourage them to return. Equally galling was the hospitality in Paris for the Arc hacks. There was a grade one terrorist red alert in the French capital – but more shocking still was the absence of drink from the media centre. If you considered (most of our finest had completely written off Workforce’s chance anyway) some of the reporting was lack lustre, now you know why.

Old Jokes Home (II)

I used to be in a band called 'Missing Cat'. You probably saw our posters.

Stopping jockey



One feature of the Casela Park affair disturbs Fronrunner. Both jockey and trainer (warned off three years) have been in racing all their Irish lives. They know the score. If they were stopping the horse at Newcastle, the way they did it was laughable. Cat Ballou couldn't have ridden worse. Was yer man drunk? You would have had to have been as blind as Ray Murrhly (Aussie stipe who got KF, DW and FL off at the Old Bailey by not knowing how we ride races in Britain) not to see that the horse wasn't running on its merits. Were the Irish twerps banking on Murrhly being flown over again? Why did they think they wouldn't be fingered? That's the question that needs answering.



Fronrunner’s view of the world

RADICAL ACTION AT LAST



Well done the BHA, you have really grasped the nettle and made some swingeing cuts to the fixture list. It is good to see that you have finally listened to common sense and reduced the 2011 fixture list by nearly double figures. What happened to the other 240 you were clearing out? Show us the money.

Old Jokes Home (III)

I was shopping online and saw a horse that I rather liked.

So I clicked "Add to cart."

If the hat fits...



Appropriately for the sleeping giant that is BBM (alright another acronym – usual packet of hobnuts, best guess what it stands for: British Bloodstock Marketing not good enough) they (who they? Ed) have appointed one of racing's big beasts to run it. Harry Herbert stands head and shoulders above anybody else in the parade ring wearing his Highclere Thoroughbred Racing hat. Will BBM millinery sit comfortably on the head of one of racing's few success stories? Or will Herbert, like everyone passing through the High Holborn portals, go native?

Horse and Hound



No regular racing coverage in *Horse and Hound* ("Watchtower" of the country set) any more. Hope not too many Fleet Street editors are familiar with the country sports' magazine, they might get ideas. Football gets loads of coverage in the papers, but only the premiership, and a bit of other leagues. There is a lesson to be learnt here – stop thinking that more racing will be of interest to anyone.

Storytelling



Narrative what narrative? If Racing For Change's byword has any meaning at all in the context of horseracing, it involves the jockeys' championship which lasts from whenever to wherever but often provides drama, none more so than Seb Sanders and Jamie Spencer dead-heating on the last day a couple of years ago. It was looking that way this time with Paul Hanagan leading Richard Hughes but Hughsie

with slightly more ammunition, courtesy of his father-in-law Richard Hannon. Step forward Wolverhampton stewards with a week's ban for title-chasing Hughes which the BHA appeal panel at High Holborn endorsed. End of story. Couldn't Hughes have been stood down for seven consecutive Christmases? Was this the same panel that banned Nicky Henderson for three runner-less summer months? No it was not, and don't you go round spreading fairy stories about one Rule for one and one for another.

LEADING OWNERS PRIZE MONEY 2010

K ABDULLA	£3,280,698
GODOLPHIN	£2,303,868
SHEIKH HAMDAN BIN MOHAMMED AL MAKTOUM	£1,266,243
HIGHCLERE THOROUGHBRED RACING	£1,265,105
HAMDAN AL MAKTOUM	£1,193,700
D SMITH, MRS J MAGNIER, M TABOR	£947,495

We made this table up (on Oct10): not that it isn't true. But it's not the one the BHA puts out. If forty winners - three at Royal Ascot, the King George, the Gimcrack, doesn't rate for the owners' table dominated, as ever, by the Maktoums – what does? Despite everyone in racing thinking, and referring to them as “Highclere”, colours light blue, dark blue hooped sleeves and cap, the BHA insists they are 24 different syndicates. Take another look at the owners' table, and where are the likes of Thurloe, Axxiom, Middleham Park, Favourites Racing (will get the rest in next issue). Let's give them all a puff – the BHA, racing's self-styled promoters, won't; brilliant.

Old Jokes Home (IV)

If you have a parrot and you don't teach it to say, "Help, they've turned me into a parrot", you are wasting everybody's time.

Simply Wrong

Take a look at www.lovethefaces.com it starts off (on its home page) with a quote from -

Tabitha Khamsin Hunter-Smale who "loves to wear fantastic hats on sunny days".



A quite brilliant lead in, managing to encapsulate all that I despise about the site. I am sure Tabitha is perfectly lovely, but a) her name annoys me before I go any further, bet her brother isn't called Brian: b) it is supposed to be about horse racing, and like all marketing lead sites misses the point that a love of racing is deep rooted in, er, racing - a great day out to drink champagne, watch the kids play on the bouncy castle, listen to a band is all complete eyewash. Get people converted to the racing, the rest follows. Get people to go for the wrong reasons, they do not come back (as the market research acknowledges on paper but not when it comes to marketing).

To be honest the proof of the pudding is in the eating, but I suspect it would be cheaper on a per capita basis to hire people from the Job Centre and bus them to the course.

It is quite dreadful, as a racegoer I hate it, I can only imagine that no one would be converted to my church by reading it. If I never see another picture of Frankie Dettori kissing another giggling gormless girl, I'll die a happy man.



It is not tricky. Racing is marmite (sort of), you either get it or you don't. Please don't pretend people are getting it because they turn up to see a band. Racing needs people who like racing, who will return to see the racing. Get them in the door, with reduced admission charges, better value food and drink, more racing on days when people can go (bank holidays especially), less racing mid-week when it gets boring (and we cannot afford it) and stop telling the whole world that you really should not bet on it because it is corrupt. Gambles are not necessarily "plots": nb: gamble – "a risky act or venture".



How funny is this?

However, this is not the worst thing about the site, scattered with verbal diarrhoea trowelled on by someone with no feel for the sport, we are treated to some of the "funniest racing clips ever", where we can laugh at a tarpaulin with what (we are told) might be dead horse underneath, the ridiculing of jockeys (dwarves, infants, all the clichés), and horses with obscene names. Now it might make you laugh (it might not), but it conveys the message that racing and people involved with it are freakish oddballs peopling an odd sport with unfathomable depths. Exactly how this can help encourage newcomers is quite beyond me, and someone is paid to give racing this sort of publicity. Quite unbelievable.

"At heart, this is a game of intrigue and fascination. This shouldn't be a game designed for idiots". (B.W. Hills)

BHA, Racing For Change, etc., please note!

Simply Red



Simply Red played at a few racecourses this summer, despite rumours of their perverse obsessions with rabbits – just check out their song titles:

Hiding back the ears
Bunnys too tight to mention

Same record

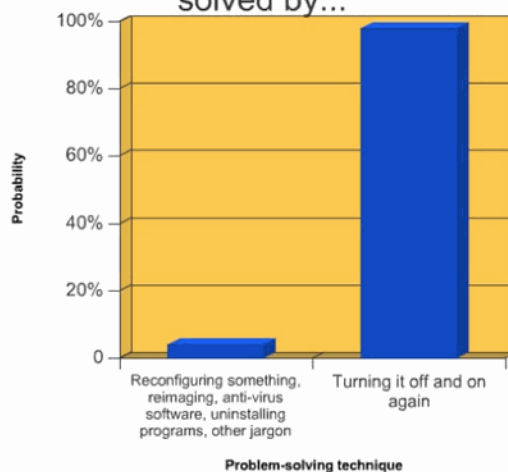
If you want to get hold of me:

Office: 01449 612991, Mobile: 07768 146146,

E-mail: mark@frunner.com

If you cannot get through on the phone, send an email, I will get it wherever I am, and will see it before I get round to listening to voicemail.

Likelihood of a computer issue being solved by...



GraphJam.com

Old Jokes Home (V)

Twice: So good they named it twice.

Wow!

A box now in need of repair at Beckhampton Stables after a BMW drove into it at 4 am (to miss a badger, yeh right). The occupant had been in it 48 hours previously.



Frontrunner CD



For those of you who are customers, this is being sent out in the post, with a CD and with chocolate (chocolate has not been sent out over the summer partly mainly because it would melt and make a hell of a mess in the envelope).

PUT the CD in the machine and let the software load – make sure you are not running frontrunner at the time.

Main changes

Owner's summaries now work and you can filter which one you want.

Screens are bigger and better

Full Windows 7 compatibility

Sage ver 17 compatibility

Sundry invoicing now defaults to today's date.

Owner's labels with colours, can also be filtered.

Link to easy entry to pick up and automatically enter vaccinations and prices into enter charges (ring and ask).

The internet links to the RP work again.

Enter charges now goes much faster.

Emailing invoices to owners now spot on.

You can now choose between using the calendar or typing a number (like you used) to alter days charged in the month.



Old Jokes Home (VI)

I put a wooden desk and a blackboard in my bedroom.

You know, to make it more classy.

