



Winning with Speed.

Using speed ratings to improve your odds at the races.

Introduction

My name is Ian Welch and I run www.informracing.com and have done since it began way back in 2003 and am happy to say that we are now the number one dedicated provider of UK horse racing speed ratings on the net.

Personally I have been involved in horse racing for over thirty years now and have seen many changes in horse racing over the years and of course the main one is the internet which has made betting one of the most popular past times in the UK now as well as an incredibly lucrative business for the bookmakers.

The ease at which you can place a bet these days at home on the internet or from anywhere using a mobile phone means that it is more necessary than ever to be knowledgeable about your racing and disciplined about your betting.

I have always been interested in betting and horse racing but I have always looked at it as an opportunity to make money rather than a hobby where I had a little enjoyment but ultimately expected to lose like so many do. Right from the start I realised that discipline and knowledge would be the key to success and I have tried to improve in those over the years – and I wholeheartedly recommend that if you do not do so at present, you start to do so from today and I assure you that the benefits and profits will increase from day one.

Since starting Inform Racing I have been an active and respected member on many of the main horse racing forums where I try to convert other users to the benefits of betting sensibly and to making profits and am a strong campaigner against 'miracle systems' and 'scammers' who create web pages with false claims and profits that are basically lies, just to get you to hand over your cash.

Believe me, there is no system out there that will make what these sites claim that you can and if you get just one thing from this reading this it should be that paying for any of these items will lead to disappointment.

The good news however, is that it is wholly possible to make a decent profit, even a second income from betting if you choose the right path. Spending all day in the bookies is not the right way I am afraid, nor is backing every short priced favourite either, but having knowledge about the horses and their form, discipline to bet only when you have the odds in your favour and a method of combining these two will give you the enjoyment and the winners that you desire.

I cannot hold you by the hand and place your bets for you but with my betting experience, knowledge of what works and the way I understand racing I can certainly put you on the right path.

Horse racing, bookmakers odds and winning.

When you look at a newspaper or a race card online, what is it that you go by to select the horses that you are going to bet on? Is it the forecast odds, the form of the horses, the newspaper tipsters selections or is it something else?

The three selection methods above are what the majority of punters look at and for this reason is why the majority of punters lose. The forecast odds are a guide only, yes a fair one it has to be said but ultimately just a guide that lots of punters see as more meaningful than they should.

Favourite backers love the 2/1 shots or less and mark them down as the best bets of the day but unfortunately backing favourites is the quick way to the poor house.

Only a third of all favourites win meaning that in 7 out of 10 races the favourite loses and at an average price of around 2/1, you have to be a master at selecting the right favourites every time to make any sort of money at all. I am not saying never back the favourite at all but when you consider that this is the horse that most mug punters will latch on to before a race, especially if it has shortened up in price a little before the off. You can see the panic on some people when they think the favourite is being backed and almost falling over themselves to get a bet on at double their normal stake only to see it come down the field.

Yes the favourite is the horse that the bookmaker wants to get beaten and for this reason is the horse that will be shorter than it should be in nearly every race that is run due to people's perception of the betting market and how it works – or how they think it works.

Just over half of all horses that go off between Evens and 2/1 on (1/2) ever win, so you would need a near 90% strike rate to really make any profit at all with these runners so I advise you to leave them well alone as even a winning bet will all but disappear on the next losing one that you have at these odds.

The next method most people use is the recent form figures shown in the paper. In a normal race most people will look at a horse with form figures of 112111 and start dribbling with anticipation and imagining the twenty length success it will have with such ease. For me, I see this as a horse that has run many races recently and won but that run will have to stop soon and how short a price it will probably go off at anyway. I would think to myself that the other runners in the field will likely go off much bigger than they actually should due to this favourite horse and would spend my time looking for something to beat it.

You may have heard a lot of people go on about 'value' and it is not a major part of my betting vocabulary but I do know that you want to take advantage of a horse that you fancy when it starts at bigger odds than it normally would and not for any bad reason, just due to circumstances such as running against a 'dead cert' favourite like above.

The other point to make is that just looking at the form figures alone doesn't really tell the whole picture. A horse that won its last race may have been lucky that a couple of other fancied runners were badly drawn or were brought down at a fence through no fault of their own and a horse that came nowhere last time out may have been running on unfavoured soft ground that day but is now running on more suitable firm going so the last run can be dismissed.

Finally we come to newspaper tipsters. You may have your favourite and they will sometimes pull a 10/1 shot out of the bag but over a very long period of time, a newspaper tipster will pick more favourites than anything else and will have no more than a success rate of around one winner in five.

If a newspaper tipster has gone for the horse that you have decided has the best chance through looking into the form in more detail and the whole race overall, then this may just increase your confidence but a one in five strike rate is even worse than backing the favourites and you know how they perform over the long term don't you!

The problem that most people have and the reason why so many take these short cuts, is that reading the form and understanding a race on a deeper level, does take time and patience – a lot of patience. It may not be necessary to look at every horse in the field but if you check out most that have a chance in a 14 runner handicap for example, you could spend over an hour, maybe even two.

In my earlier betting life I found that all of the information was out there but using it correctly was another and I have to admit I didn't like the hours of research just to find one horse that perhaps didn't even run. I needed to find a better way of winning that was quicker and easier, that gave me all of the information but without the long hours of research required.

When I first started looking for something else I tried lots of different ideas to gain an edge over other punters. After all, if they are mostly going by the form, or the price (or the name – oh dear!), then I wanted to be doing something different, something better that would allow me to find the not so obvious horses that still had a real chance of winning and that is when I discovered speed ratings.

In case you are unaware, a speed rating is a figure given to each horse after a race representing its ability based on the time that it ran. By measuring these times against a standard for each course and distance, after a calculation is made to allow for the going on the day, all performances can be compared. This gives you an overall picture of how a race will pan out and allows you to narrow down the field to the few that should take part in the finish. Something that bare form reading cannot do alone.

More popular in America then over here back then and surprisingly to me and a few well informed others, they still are today but this method of rating a horses chance by the time it ran the race, seemed like the most logical thing in the world to me. As in a race, isn't it the fastest that normally wins?

Compare these to normal horse racing ratings which are based entirely on the opinions of the compiler, who in most cases simply uses his or her 'judgement' to rate a race often based on the finishing positions of the higher rated horses in the race.

This method is open to gross misinterpretation and is in the main an inaccurate method of rating a performance as although the rating is based on the runners in the race, it does not allow for the class of the race in question or the going on the day and any reason *why* the better rated horses were beaten. This way, nothing can be deemed as definite unlike the precise calculations you do get with horse racing speed ratings.

Speed Ratings in the UK

When I first started to calculate my own speed ratings as they do in America, I did wonder if they could be successful in the UK. After all, most tracks in America are left handed and oval and where it was far easier to compare times of races and horses at these tracks when they are all the same or similar, unlike racing is over here.

In the UK we have every type of course configuration there can be, such as tight oval, long straights, uphill finishes, switchback tracks, diamond shaped, figure of eight, downhill and so on and so forth. For this reason alone I believe that speed ratings weren't popular in this country before and to be honest are still not taken that seriously by many punters today.

Another reason UK punters dismiss speed ratings is when they are used for jump racing over fences or hurdles. Quite understandable it would seem, after all some of these races are run at a real dawdle and it can take thirty seconds for the jockeys to decide to get on with it after the tape goes up.

However, many good horses jump well and jump quickly. Watch a top racer and you will see him just brush the obstacle, land running and be quickly away from the field. Compare this with a poor jumper that loses about half a dozen lengths after a fence having to put itself right after a bad display of fencing.

Find a horse be it flat or jumps that has produced good, consistent ratings before and you can back it against another who has never matched up to the formers speed ratings before. We provide average winning speed ratings at Inform Racing and the quickest way to short list a competitive race of handicappers is to eliminate those that have not scored a rating at or above the average given for that race type, class and age group.

Why would you want to back a horse that has never matched another's time in its previous races? Yes of course it *may do* today but you're taking a chance and it hasn't done it in twenty odds runs thus far so it just has to be eliminated from the reckoning this time around which at least makes your job of finding the winner a little easier if nothing else.

If laying horses is your thing, (betting that a horse will lose on the Betting Exchanges), then for races with lots of previous form, you need to be using Inform Racing as you will find a number of favourites running most days that just haven't cut the mustard despite having decent form figures on show, unlike many of the rivals it will be running against today and when you find a method that regularly highlights false priced favourites, then you're onto a winner – or should I say loser!

How speed ratings are calculated.

As I have already mentioned, speed ratings are the most accurate method of rating a horse's performance, as the rating itself is achieved using a set calculation based on the time in which the race was run compared with the standard time set for each course and distance. We use our own standard times for every course and distance in the UK and adjust these throughout the year to help make the ratings as accurate as they can possibly be.

After a day's racing, all the races at each meeting are rated using our unique method of calculation, after which a 'going allowance' is then added. This going allowance simply allows the races to be adjusted depending on the condition of the ground on the day, so for example if the ground was riding very soft, all race times would be slower than standard, so another set calculation is made to determine by just how much each race was slowed down (or quickened up if the ground was riding faster than 'Good').

Unlike conventional speed ratings, which all use the same basic method of calculation, we also work a class allowance variable into the figures before the ratings are finally adjusted to allow for the differing standards of each race on the card, again giving you the most precise speed rating available.

Inform Racing calculate a rating for each and every runner that can be confidently used as a measure of a horse's ability and how it is likely to run in a race.

Using the figures for success.

Once you have the ratings, how best to use them successfully?

Well there are many angles I have found over the years and have had a lot of success from them too, as have all of our subscribers, past and present and the number of big priced winners highlight by the ratings, still amazes me today and the simplest way of using the ratings is to concentrate on the top three rated horses in each race.

By sticking to the top three rated in the Master column, (this gives the best rating for each horse in the past twelve months), will give you a better than 50% strike rate of success and with many of these winning at some very big prices too. This means that you can narrow down the field to just three horses and find the winner in over half of races run.

This should encourage anyone to have a good think about trying out our ratings because finding winners doesn't come much simpler than that and many have come in at 33/1, 25/1, 20/1, 16/1, 14/1 and more!

All subscribers are given a list of 'systems' to look at which suggests ways of using the cards but apart from just the top three, anything that stands out much bigger than the next best rated horse should be looked at seriously.

Without giving too much away that subscribers pay to get access to, a couple of other methods that work well are to look for horses that have a top three last time out rating, that came fifth or worse which shows you a horses that ran good speed figures in a good race BUT because of the form figures they are likely to go off at bigger than expected price and only users of the ratings will know about these horses.

On occasions also, you will get a horse whose last three ratings are better than any other horses' last three ratings and that is really the time to strike because you can almost guarantee success when this happens and in non handicaps, especially over the jumps, a horse that is 5 or 6 clear or more in the M+A column to the second best rated horse will normally win.

To know when a horse really is most likely to win is quite something and these real stand out horses are what a lot of our subscribers love about Inform Racing and where a large proportion of our winners are found. Many of our subscribers have been with us from the beginning and the majority have found Inform Racing to be one of the best choices they have made.

"Just to say I had my best day punting ever with your ratings yesterday finding them fantastic so thanks a lot and keep up the good work." Iain

"I would not want to go to the bookies without your ratings, I am finding them really good so far and a great insight into reading races. Anyone betting on horses should be subscribing to your service because if they are not they are really missing out." Gary

"Thank you ever so much, I had a winning 1999/1 five fold yesterday by combining the three systems selections. What a great result, I am totally over the moon and can't thank you enough." Waseem

Just to let you know that your site has already paid for itself 10 times over in only a month. Keep up the great work." Ryan

"I haven't been a subscriber long, but I can already see that there is real magic in your speed figures. I have actually made over 100 points profit in a little over a week. I have had winners at Betfair prices of 14-1 (twice), 28-1 and 75-1, plus others at lower odds. So, what can I say, but thanks. Inform is the perfect assistant to allow me to take my pro-gambling to a higher level." Andy

We have over 400 testimonials on record like those above and they have all been sent freely without our involvement because when people find something that really works, they want to tell you about how happy they are and how successful they have been and our ratings have been compared favourably by subscribers on more than one occasion with the so called 'professional ratings services' that often charge much more than we do without coming up with the goods.

"You are to be congratulated on your methodology producing your ratings. In terms of accuracy I would place you top of the tree, above the likes of Dave Edwards (Raceform), Dave Bellingham (Timeform) and Nick Mordin (Speed ratings analyst and expert)." Philip

"You may remember we spoke on the phone a few days ago about how I was going to compare your speed ratings with the speed ratings on the At The Races website. I thought you might be interested to know that I have ditched the ATR speed ratings, mainly because they are nowhere near as reliable and consistent as the speed ratings produced by yourself at Inform Racing." Darren

I put great store by your ratings - they're better than Timeform." Anthony

How we provide the ratings and what else we provide the punter wanting success.

The Inform Racing race card provided for every race run in the UK, is not complicated to understand and forms the basis of how to find your winning bets, without the need to delve too deep into the form guides and advanced search features also available for each race which we will mention a little more about shortly.

4-30		KEMPTON (A.W) RH Flat BACK OR LAY AT BETDAQ.COM HANDICAP (DIV I) (0-70) (5) 3YO+ Winner £2,264.15									10 run 1m 2f		VDW Ratings	
No.Dr.	Dr%	Horse	Master	Lto		Avg	M+A	Cse	Dis	Ability	Form			
1.	2	10%	Bert The Alert	83 ³⁶	77 ²⁸	83 ³⁶	33 ¹⁷³	64	147	77	83	24	15	
2.	3	10%	Shalambar	76 ²⁵¹	64 ²²⁶	76 ²⁵¹	71 ²⁶⁶	70	146	76		19	9	
3.	1	7%	Height Of Summer	72 ¹⁹⁵	65 ⁷⁴	66 ¹⁰⁷	54 ¹²⁴	62	134	66	72	23	21	
4.	4	14%	Daffydowdilly	75 ³⁵¹	64 ⁵⁰	49 ⁷²	68 ⁸³	60	135			16	15	
5.	9	12%	Sail Home	75 ¹⁸⁶	74 ¹¹	70 ⁶⁹	66 ⁹⁰	70	145	73	75	20	15	
6.	5	7%	Royal Etiquette	81 ¹⁶³	78 ²⁸	56 ⁵¹	74 ⁷⁶	69	150	78	78	19	18	
7.	6	15%	Fairyinthewind	82 ²⁰	79 ⁷	82 ²⁰	73 ³⁴	78	160	79	82	16	12	
8.	7	10%	Having A Ball	79 ²⁸	79 ²⁸	66 ⁵⁶	72 ⁶⁹	72	151	79	79	18	10	
9.	10	5%	Guarda Pampa	65 ¹⁷⁴	63 ²⁰	65 ¹⁷⁴	59 ¹⁹³	62	127		65	0	21	
10.	8	10%	Final Delivery	69 ³³⁴	42 ³⁷	19 ⁵⁰	66 ¹¹⁸	42	111		62	17	23	

By clicking any of the column headers all of the highest ratings will be sorted in order from the top so that you can quickly see the top three, or the horses most likely to win.

You can read our [user guide](#) to find a detailed explanation of what everything on the cards mean.

After the site was up and running I decided I wanted to add more value to what I offered subscribers so I came up with our pop up boxes that give users all of the basic form and stats for each runner in one place on the card so that you have the info required along with the ratings, to make an informed decision on the race BUT without the hassle. These boxes give detailed information about each horse and its past form, strike rates of success and more, all found by simply holding your mouse over each horse name on the card.

5-15		BATH LH Galloping 32RED CASINO HANDICAP (0-58) (6) 3YO+ Winner £1,940.70									17 run 6f		VDW Ratings	
No.Dr.	Dr%	Horse	Master	Lto		Avg	M+A	Cse	Dis	Ability	Form			
1.	12	5%	Presumido	71 ¹³	71 ¹³	70 ³²	51 ⁵²	64	135		71	0	10	
2.	17	3%	Risky Rizkova	60 ¹⁶⁷	56 ³²	53 ³⁶	60 ¹⁶⁷	56	116			21	24	
3.	8	9%	Stonecrabstomorrow	75 ³⁵⁴	49 ³⁸	60 ⁵⁵	60 ⁷³	56	131	73	74	25	29	
4.	10	5%	8327900 Stonecrabstomorrow								10 9-06	69	0	9
5.	16	5%	b g Fasliyev (USA) - Tordasia (IRE)									79	21	6
6.	15	3%	Roy Brotherton At Cse: 5/103 (5%) 14 days: 0/1 (0%) Since a win: 45 days - 4 runs									72	18	17
7.	11	11%	Mark Coumbe (3)At course: 2/35 (6%) On horse: 5/46 (11%)									64	0	17
8.	13	6%	Days since last run: 38 Since a win: 388 days - 14 runs									73	19	24
9.	3	2%	Career Win: 13/89 (15%) 2nd: 14 (16%) 3rd: 10 (11%) Win/Pl: 37 (42%)									72	26	7
10.	5	11%	Course: 0/2 (0%) Distance: 7/50 (14%)									67	19	11
11.	2	6%	OR Today: 57(-2)									69	22	17
12.	4	8%	Last Won: 63									71	39	17
13.	9	3%	Highest Winning: 77									79	22	13
14.	14	5%	OR last 5: 62 (2) , 62 (7) , 62 (9) , 61 (10) , 59 (10)									75	19	11
15.	7	10%	Won Left Handed: 11/68 (16%)									67	0	21
16.	6	3%	Won Right Handed: 2/21 (10%)									77	16	25
17.	1	5%	Run Style: 4,4,4,4,2,2,4,4,2,4,4,1,4									65	28	13

[Form Guide \(New Window\)](#)

[Advanced Search \(New Window\)](#)

[In Depth Form Tables \(Race Conditions, Run Style, Official Ratings, Race Class\) \(New Window for Tablets, i-phones etc.\)](#)

Last 20 winners run style: 1, 60% 2, 40% 3, 0% 4, 0%

Above you can see the form shown for Stonecrabstomorrow, all in one simple place at a glance. Without the need to delve into the form book or leaf through pages of notes and form you can see how the horse has performed overall, on different goings, in different classes of race and much, much more and will save you hours in time spent mulling over a race.

We also provide users with a full form guide for each horse showing all runners form for a race on one page so that it can be compared and cross referenced and an advanced search feature which allows you to drill down into the more detailed criteria of the race and see how each horse is likely to perform under today's conditions – invaluable.

Again, please check out the Inform Racing [user guide](#) for more details about all of the features

So why not give us a go?

There is no miracle system or tipster out there that will make you money in the long term and it does take a few years to realise that to win at horse racing takes a little bit of effort. In fact in a recent survey I undertook with my current subscribers, I asked them amongst other things, what their age group was and I found that most of my subscribers were aged forty or older.

I believe this is because most younger people think there are short cuts to winning and it can take them quite a few years to realise that you can't and some effort has to be made.

At Inform Racing, we try to make that 'effort' as simple as possible so that you can not only look at the race card and see the runners with the best chance clearly highlighted for a simple yet effective method – just going from the top three rated as mentioned before, but if you want to look a bit deeper into a race you can read all the horses form and its likely chance at a glance, in fact you can actually read a whole race or even a meeting in minutes!

And all for less than £2 a week!

Take a look today. www.informracing.com

Your site is excellent and at the price it's the best value on the web...by a distance!! Thanks to you for the ratings, to a small stakes punter like myself they're a boon". Pat

"Hello Ian, happy New Year. I thought I'd drop you a note to say well done on today's form at Southwell, I had the winner through the card! Your service is great and long may it continue." Martin

"I am friends with the all weather again! Dancing Mystery, Party Boss, Lamback, Desert Fury, Flying Edge, Law Maker. How do you back winners like this, answer INFORMRACING. Keep em coming." Joe

"I must confess that I've worked on systems for picking winners consistently and never got anywhere that generated much of a positive balance, so I'm very impressed by your consistent performance month in, month out." Chris

"I have been meaning to email you since Christmas, just to say thank you for such a fantastic job – like many others I would be nowhere near as successful without you. Long may you continue." Barbara

"Just a quick note to say thanks a lot for the last few days, your ratings are flying! Yesterday Victoire De Lyphar practically jumped out of the page at me, I couldn't believe I got it at 13/2, brilliant stuff. I'm gradually upping the stakes as my betting bank continues to rise. Thanks again" John

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