

# Pat Potter Sports returns to Devon high street roots with high-tech 'no risk' betting business model

A new betting shop, recently opened in Kingsbridge, Devon is the first of its kind to set its betting activities around a model which is no-risk on any bets – win or lose. The shop, Pat Potter Sports Betting, has installed BetX-Tech's sports betting technology which includes two self-service kiosk betting terminals and odds/price display screens.

The shop is managed by James Patrick whose grandfather originally started a bookmakers in the fifties. Patrick is pleased to be able to return to the family's roots in the betting business: 'My grandfather left the business due to the betting tax in the eighties and concentrated on bingo halls.

'However, since the alleviation of the tax and the introduction of the gross profit tax along with the FOBTs it becomes a more viable business to get into.

'Also, with the introduction of the 2005 Gambling Act, we could open a shop here in Kingsbridge as there is no 'demand criteria' anymore. We have a Betfred and Ladbrokes nearby who tried to object but they didn't have any success.'

Patrick confirms that the



Business has been growing steadily at the shop since its opening earlier this year

shop's interior looks like any other betting shop at first glance: 'It operates as a traditional betting shop really. There are self-service kiosks and we don't use bet slips but otherwise everything is the same.

'A lot of our customers are still placing their bets over the counter as they've been schooled on that for the last forty years. But, instead of filling in a slip, they just say to the cashier what they want to back. All our terminals operate

using Betfair although the interface that the customer sees looks more like a standard betting site but with touchscreen technology.'

Patrick is particularly pleased with the flexibility of the BetXTech set-up: 'We've paid a one-off cost for all the hardware which is good as a lot of companies charge you annually to hire the equipment,' he says.

'It means that you can really compete with the national companies especially where

prices are concerned. There's also the flexibility regarding the margin that you build in, you can select any percentage you want, you can even select zero per cent and then just take money on your FOBT.'

The new shop has now been open for just over two months and has witnessed steady trade throughout that period and Patrick believes that football, rather than racing, will be one of the main sources of income in the coming months.

## Toothpaste robber is jailed for four years

A robber who used a tube of toothpaste wrapped in a sock in order to imitate a gun during a raid on a betting shop in Croydon was sentenced to four years in prison at the Old Bailey in August.

Lloyd Wright, 38, pleaded guilty to armed robbery following the incident at a bookmakers in Croydon on April 14 this year.

Wearing a hood with a scarf around his face, Wright walked into the shop at 9.15pm and pointed the imitation weapon at frightened members of staff.

He then assaulted an employee before fleeing with his haul, but was caught when another member of staff alerted the police and an off-duty policeman, who spotted Wright running out of the shop, gave chase.

Following help from local residents, the police finally apprehended Wright at his home. Sweating heavily, Wright told officers he had been exercising at home, but a search found a white sports sock with a tube of toothpaste inside it - which exactly matched the description given by staff of the 'weapon' used in the robbery.

Police sniffer dogs were also able to track the route taken by Wright, which led from the betting shop to the back door of his home.

Detective sergeant Paul Bickley, of the specialist crime directorate's flying squad at Tower Bridge, said:

'This is an unusual case, but irrespective of the weapon used the experience of the victims is often traumatic and affects them long after the crime has been committed.

'This case demonstrates the Met working at its best, with uniformed officers and specialist units working together to identify suspects and gather evidence to convict offenders. The off-duty officer also demonstrated great bravery in chasing Wright, not knowing what weapon he was carrying.'

## Corbett's dedicates race to charity

Corbett Bookmakers has donated one of its high-profile races to North Wales-based charity Nightingale House Hospice (NHH).

In a unique initiative, the bookmaker donated the race – staged at the Chester race meeting on August 30 – to the charity in a bid to raise awareness of its work and achievements in the local community.

Michael Corbett, Corbett's managing director, said: 'We are delight-

ed to dedicate one of the region's biggest races to the NHH. Corbett's is well known in the region and we are delighted to be able to help the NHH increase the awareness to the community that it serves, whilst helping to secure long-term sustainable funding for the wide range of specialist palliative care services on offer at the hospice.

'We are a family-owned firm with community values, so partner-

ing with the NHH and helping push their cause was a natural decision.'

John Savage, chief executive of NHH, added: 'We are absolutely thrilled to be involved in such an exciting event at Chester Racecourse, and we value the support immensely that Corbett's is providing through this initiative.

'The hospice relies heavily on the goodwill and endeavour of local businesses to ensure that these

much-valued services continue to be provided and expanded for the benefit of patients and their families. It will cost £2.5 million to run the hospice in 2008.'

The NHH provides specialist palliative care services, completely free of charge, to people across Wrexham, Flintshire, East Denbighshire, the A494 corridor to Barmouth, and the borders, including Oswestry, Ellesmere, Wem and Whitchurch.