2026/2027 Betting Campaign

Staking Methodology, Campaign Timeframes & Profit/Loss Reporting

Introduction

Several followers have enquired about my staking methodology and, in particular, the reasoning behind the stake levels applied to individual selections.

Having now completed the first phase of Period 1, I thought this would be an opportune time to provide an initial profit and loss (P/L) update, together with a comprehensive breakdown of how the 2026/2027 campaign is structured.

The campaign is divided into four principal periods, each covering a different stage of the racing calendar. Each period is further subdivided into phases to enable performance to be monitored over shorter, clearly defined timeframes.

This approach will provide a transparent record of results, allowing followers to assess both individual phases and the overall performance of the campaign.

1. Campaign Structure – Four Main Periods

Period	Campaign timeframe	Number of phases
Period 1	Post Ascot Champions Day to All-Weather Finals Day	4
Period 2	Post All-Weather Finals Day to Epsom Derby meeting	3
Period 3	Post Epsom Derby to York Ebor meeting	4
Period 4	Post York Ebor to Ascot Champions Day	3
Campaign total	**Full 2026/2027 campaign**	**14**

2. Period 1 – Post Ascot Champions Day to All-Weather Finals Day

Overall timeframe: 19 October 2026 – 4 April 2027

Period 1 covers the main winter campaign and is divided into four phases.

Phase timetable

Phase	Start date	End date	Description
Phase 1	19 October 2026	7 November 2026	Ascot Champions Day to Doncaster November Handicap Day
Phase 2	8 November 2026	31 December 2026	Remainder of autumn and calendar year
Phase 3	1 January 2027	28 February 2027	January and February campaign
Phase 4	1 March 2027	4 April 2027	Spring closing phase to All-Weather Finals Day

Period 1 – Phase-by-phase P/L

Phase	Bets	Profitable bets	Total points staked	Points returned	Profit/Loss Adv Price	SP	ROI	Strike Rate
Phase 1	8	5	370.00	562.00	+192.00	+44.50	51.89%	62.5%
Phase 2								
Phase 3								
Phase 4								
Period 1 total								

- Strike rate is based on profitable bets including each way selections that returned a profit but didn't win

3. Period 2 – Post All-Weather Finals Day to Epsom Derby Meeting

Overall timeframe: April 2027 – June 2027

Period 2 marks the transition from the winter campaign into the main Flat season. It is divided into three phases, with the principal spring meetings providing the natural dividing points.

Phase timetable

Phase	Starting point	End point	Description
Phase 1	After All-Weather Finals Day	Day before Craven meeting	Opening spring phase
Phase 2	Day 1 of Craven meeting	End of York Dante meeting	Spring campaign
Phase 3	After York Dante meeting	Final day of Epsom Derby meeting	Closing phase of Period 2

Period 2 – Phase-by-phase P/L

Phase	Bets	Profitable bets	Total points staked	Points returned	Profit/Loss Adv Price	SP	ROI	Strike Rate
Phase 1								
Phase 2								
Phase 3								
Period 2 total								

4. Period 3 – Post Epsom Derby to York Ebor Meeting

Overall timeframe: June 2027 – August 2027

Period 3 covers the main summer racing campaign, incorporating Royal Ascot, the Newmarket July meeting, Glorious Goodwood and the York Ebor Festival. This period is divided into four phases.

Phase timetable

Phase	Starting point	End point	Description
Phase 1	After Epsom Derby meeting	End of Royal Ascot	Early summer campaign
Phase 2	After Royal Ascot	End of Newmarket July meeting	July campaign
Phase 3	After Newmarket July meeting	End of Goodwood	High summer campaign
Phase 4	After Goodwood	End of York Ebor meeting	Closing summer phase

Period 3 – Phase-by-phase P/L

Phase	Bets	Profitable bets	Total points staked	Points returned	Profit/Loss Adv Price	SP	ROI	Strike Rate
Phase 1								
Phase 2								
Phase 3								
Phase 4								
Period 3 total								

5. Period 4 – Post York Ebor to Ascot Champions Day

Overall timeframe: August 2027 – October 2027

Period 4 completes the annual campaign, covering the final part of the summer and autumn racing seasons through to Ascot Champions Day. It is divided into three phases.

Phase timetable

Phase	Starting point	End point	Description
Phase 1	After York Ebor meeting	End of Doncaster St Leger meeting	Late summer campaign
Phase 2	After Doncaster St Leger meeting	Arc weekend	Autumn campaign
Phase 3	After Arc weekend	Ascot Champions Day	Final phase of the campaign

Period 4 – Phase-by-phase P/L

Phase	Bets	Profitable bets	Total points staked	Points returned	Profit/Loss Adv Price	SP	ROI	Strike Rate
Phase 1								
Phase 2								
Phase 3								
Period 4 total								

6. Overall Campaign Performance – 2026/2027

The four individual periods will ultimately feed into one consolidated performance record, providing a complete picture of the campaign.

Period	Bets	Total stakes	Returns	Profit/Loss Adv Price	SP	ROI
Period 1						
Period 2						
Period 3						
Period 4						
Campaign total						

7. Definitions – Understanding the Performance Figures

To ensure consistency throughout the campaign, the following definitions will apply to all P/L reporting.

Bets: The total number of individual selections advised during the relevant phase or period.

Total Stakes: The combined value of all stakes advised, expressed in points or monetary terms, using the staking methodology applied to the campaign.

Returns: The total amount returned from winning bets, including the original stakes returned at Advised Prices.

Profit/Loss (P/L): The difference between total returns and total stakes.

S.P. The return based on the S.P.

Strike Rate: The percentage of advised bets that have resulted in a profit.

Return on Investment (ROI): The profit or loss expressed as a percentage of the total stakes invested.

Reporting principles

- All phases will be reported separately.
- Each period will include the combined results of its constituent phases.
- The overall campaign table will combine all four periods.
- Stakes will be recorded consistently to ensure meaningful comparisons.
- Profitability will be assessed using the advised staking levels rather than simply counting winners.

8. The Purpose of the Four-Period Structure

The principal reason for adopting this format is to provide a more meaningful assessment of betting performance throughout the racing year based on the training methodology of William Haggas

The ultimate goal is a profitable campaign, but understanding when profits arise and which periods or phases contribute most is equally important.

By separating the campaign into 14 individual phases, followers will be able to monitor performance as it develops rather than having to wait until the end of the year for an overall assessment. It also reflects the natural flow of the Racing year rather than the usual calendar month by month basis.

The intention is to provide an open and transparent record of both the staking methodology and its results throughout the 2026/2027 campaign.

9. The Staking Plan

Getting staking levels right can have a significant impact on profit and loss. Haggas-trained horses can be particularly volatile in the betting markets: prices often shorten from the opening show but sometimes drift back out before the race. Market movements therefore play an important role in any betting approach involving horses trained at Somerville Lodge.

It is difficult to apply rigid rules in every situation. However, recommendations not to bet should be followed when they are based on insufficient information or a specific rule, such as not backing two-year-olds in Period 1.

In handicaps, however, if market support begins at the opening price and continues throughout the morning through to post time, shortening the price to below 5/2, a 25pt win bet is recommended.

These bets ***will not be included*** in the overall P/L record, which tracks only selections advised in advance.

Recent examples from Period 1, Phase 1 include the two-year-olds **Bulletsnap** and **National Pride**, which won at 11/8 and 6/4 respectively. Neither was recommended as a bet. Neither was Crown Office backed from 4/1 to 5/2 but beaten.

Conversely, when a runner drifts markedly in the betting, it rarely wins. Even with recommended bets, I will often cash out or back another horse in the race, accepting the loss. These adjustments are also excluded from the overall P/L record.

Staking Levels

Staking levels are generally based on three core factors:

1. Race type, venue and historical trends
2. Opening price
3. Current form of the yard and the horse

Where historical trends are favourable and both the yard and the horse are in good form, stakes are based on the quality of the race and the value of the opening price, including ante-post prices.

Higher stakes are recommended in stakes races than in lower-grade handicaps. The yard has traditionally campaigned three-year-old handicappers successfully, so horses with this profile also attract higher recommended stakes.

Novice stakes and maiden stakes races are increasingly avoided, with bets advised only when bookmakers have made a pricing error.

Bets in black-type races restricted to fillies and mares are rarely advised unless the yard has a strong history of targeting those events.

Selections at tracks targeted by Haggas generally attract higher recommended stakes.

Lower stakes are advised when factors such as a poor draw or unsuitable track conditions may disadvantage a selection.

For each-way recommendations, the advised stake is the total to be split equally between the win and place bets. For example, 60pts means 30pts to win and 30pts to place.

Most advised stakes range from 20pts to 60pts. Stakes of 70pts to 100pts indicate maximum confidence, with the exact amount determined by the value of the price available.

10. List of Rules

1. Never bet on a Haggas trained unraced 2,3, or 4yo.
2. No bets on 2yo's in Period 1.
3. Avoid betting at Kempton Park.
4. Only bet on Newmarket July course if horse has proven track form.
5. Only bet on 3yo handicappers in Period 2 Phase 1 if they have run in current Calander year.