

2023 SMART BETTING CLUB AWARDS REPORT

THE BEST OF THE BETTING & TIPPING WORLD



AS VOTED BY YOU!



SMART BETTING CLUB

2023

SBC BETTING & TIPSTER AWARDS

Welcome to this Free Smart Betting Club (SBC) Awards Report featuring the results of votes cast by SBC members and website visitors in May 2023.

The [Smart Betting Club](#) is an independent subscription service dedicated to helping its members **make their betting a success**. Primarily, we do this through our incisive tipster reviews & tipster profit reports that profile the experts, betting tools and services to follow.

Whether it be tipsters, tools or strategies you can use with major online bookmakers or small independent firms, betting shops or even betting exchanges and sharp bookmakers (those that don't restrict you for winning!), we continue to help smart bettors make a profit.

Always taking a long-term approach to our analysis of the results of any tipster service, our reviews contain odds availability tracking, Monte Carlo simulations, betting bank/staking advice, betting exchange analysis and much more besides.

In terms of making your betting a success, when you consider that just 2% of the general betting public make a profit of some kind, **the fact that 70.59% of SBC members reported a profit for the last 12 months¹** suggests that we continue to hit our targets! A further 2.94% of members reported that they broke even over the same period and 10.29% declined to answer the question.

Beyond tipster reviews, the SBC is also dedicated to revealing the truth about the betting world itself—be it

the places you bet or the resources, websites & podcasts that help you to make informed betting decisions.

Therefore, to recognise those making a positive impact for punters, each year we now publish these awards to help showcase the very best (and the worst when it comes to some bookmakers!) of both the betting & tipping world.

Inside this report you can see how you, the betting public, have rated everything from free tipsters and betting websites through to bookmakers and betting podcasts in the last 12 months.

These awards are important as they are based on the [fundamental SBC principles of honesty, fairness and independence](#), with no bookmaker affiliations or advertising requirements to cloud opinions.

No monetary rewards were sought or given to any of those nominated or to those that won in any of the categories put forward.

As such, these Awards represent the true judgement of the general betting public and SBC members on what is out there of merit.

Please be aware that some sections contain some sarcastic humour—barring the worst bookmakers, we do not intend any offence!

¹ This stat of 70.49% is based on the results of a members' survey from May 2023 where we asked the question "How much money did you win or lose betting in the past 12 months?"

70.59% of all respondents answered that they had made a profit with a further 2.94% reporting 'break even' results over the same period. 16.17% of members posted a loss whilst 10.29% of respondents did not share their results when answering the question. Naturally, we would like to help 100% of SBC members make a profit, yet that is not always realistic for a number of reasons, such as length of time following, variance, adherence to staking plans and patience and discipline to stick with a tipster or strategy long enough to reap the rewards.

Your 13 Categories

In this free report you can read the results of the following categories:

- • Best Free Horse Racing Tipster *New for 2023*
- • Best Free Sports Tipster *New for 2023*
- • Best Overall Free Tipster
- • Best Betting Website
- • Best Betting Data Resource
- • Best Bookmaker
- • Best Independent Bookmaker *New for 2023*
- • Worst Bookmaker
- • Best Betting Exchange
- • Best Betting Podcast
- • Best Betting Writer
- • Best Betting Video Content
- • Best Betting Expert

A Gold, Silver or Bronze Award was given in each category based on the percentage share of votes received.

You can read the exact breakdown of votes cast (plus a summary of who won what) below. Links to referenced services have also been placed in the text (in the form of hyperlinks).

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Keen to road-test out a Smart Betting Club membership and see the difference we can make to your betting?

You can save 10% on the cost of membership by using the coupon code 2023AWARDS during the checkout process.

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YOUR BEST FREE HORSE RACING TIPSTER



DARYL CARTER



**ANDREW
MOUNT**



HUGH TAYLOR

[Daryl Carter](#) has always been a strong performer in the big races and the SBC Awards 2023 was no different as he pulled away from a stellar field to win on the bridge in our inaugural 'Free Horse Racing Tipster' award.

Polling saw Daryl take an early lead and despite some of those in-behind looking to challenge in the middle part of the race, he pulled away to win comfortably in an excellent front-running performance, gathering just over 20% of the votes.

In behind was Daryl's www.gg.co.uk colleague, [Andrew Mount](#), who confirmed his consistent credentials by placing in another SBC Awards' voting heat. Andrew briefly challenged the runaway leader around the final

bend but couldn't quite find as much in the final straight, gathering an extremely impressive 14.33% of the vote.

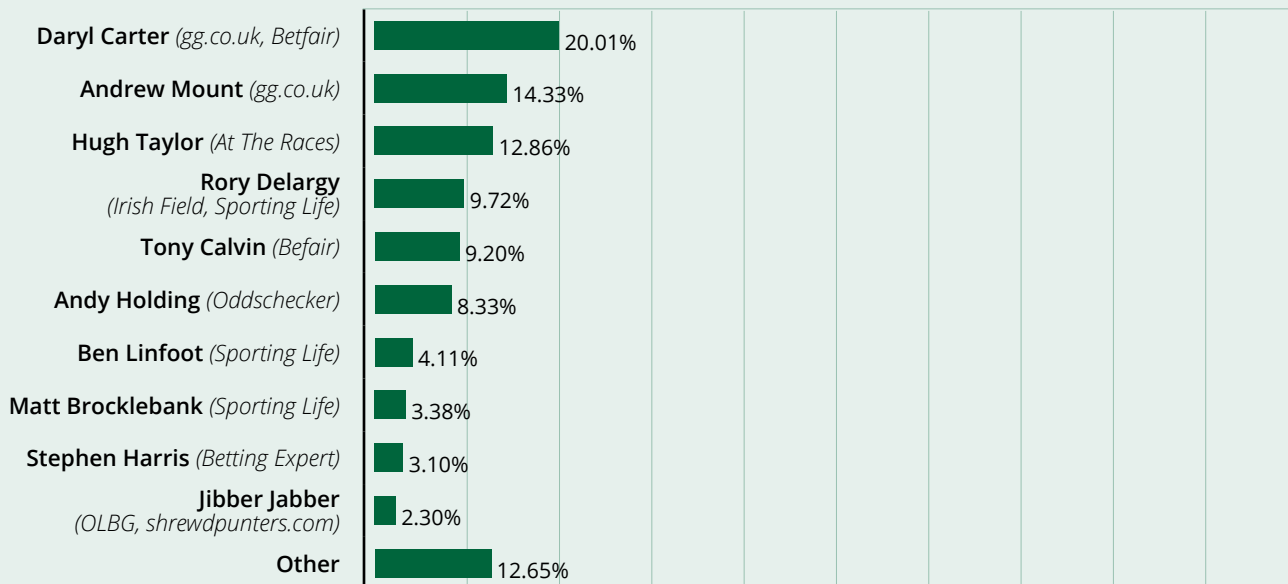
The final place was filled by the experienced campaigner [Hugh Taylor](#), who used all of his nous to beat away some less exposed rivals to finish in a clear third.

Special mentions should also go out to [Rory Delargy](#) and [Tony Calvin](#) who both saw trouble in running but still got nearly 10% of the votes each. Those bettors lucky enough to still have SkyBet accounts will be paid out for both, returning a healthy profit in the process.

Last Year's Results:

New Category

How You Voted



100%

YOUR BEST FREE SPORTS TIPSTER



STEVE PALMER



BEN COLEY



MARK O'HAIRE

Two of the SBC Awards' stalwarts were beaten into 2nd and 3rd in this season's top competition for sports tipsters.

[Steve Palmer](#) could have been mistaken for his namesake Arnold this year as he drove like DeChambeau, was fleet-footed around the greens and showed plenty of mettle when putting to poll an astonishing 29.29%, leaving the field in his wake.

[Ben Coley](#), who has found himself at the top of the podium in many renewals of SBC tournaments, had

to settle for a silver medal, with his 21.04% vote share leaving him behind the runaway leader in a very creditable 2nd place.

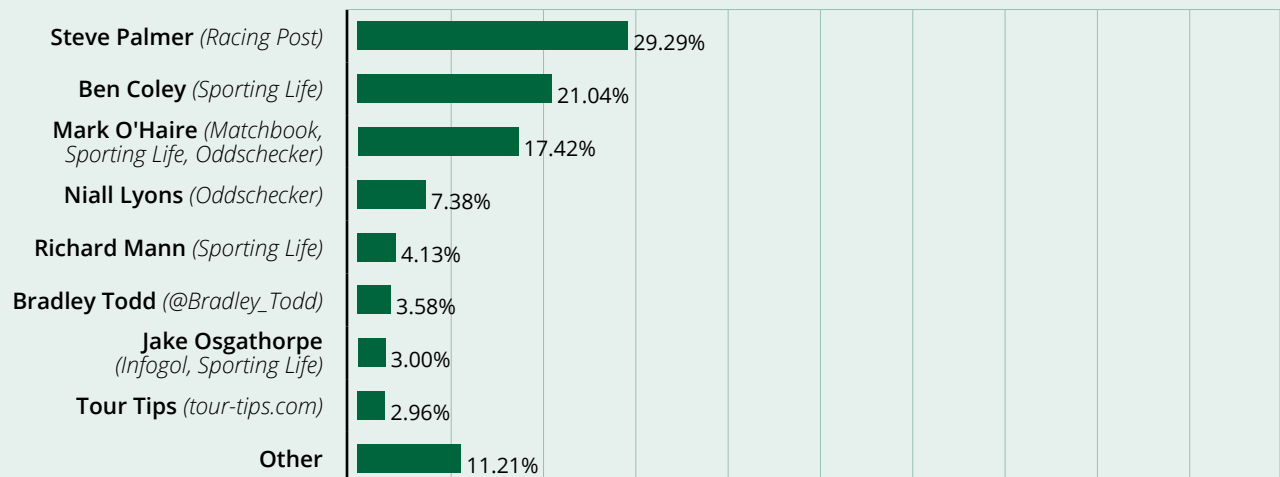
[Mark O'Haire](#) was playing a different sport which makes his third-place finish even more impressive! 17.42% left him in third, with the top three dominating the voting.

Of the rest, Oddschecker's [Niall Lyons](#) was the only other contestant to get close to a 10% vote share.

Last Year's Results:

New Category

How You Voted



100%

YOUR BEST OVERALL FREE TIPSTER



STEVE PALMER



DARYL CARTER



BEN COLEY

Taken from a combination of the free tipster categories above, the 'Best Overall Free Tipster' category provides a picture of how all of the tipsters stack up against each other.

[Steve Palmer's](#) runaway win in the 'Best Free Sports Tipster' category ensured he got another gold medal here, with [Daryl Carter](#) just behind in 2nd place.

[Ben Coley](#) secured another podium finish in third, with Mark O'Haire and Andrew Mount just in behind.

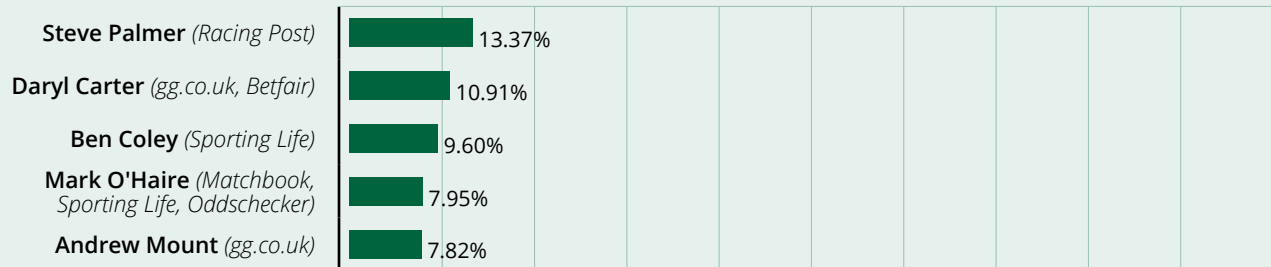
Last Year's Results:

Gold: *Ben Coley*

Silver: Bookie Bashing Racing Tracker

Bronze (joint): *Northern Monkey Punter & Weekly Golf Value*

How You Voted



100%

YOUR BEST BETTING WEBSITE



GEEGEEZ



ODDSCHECKER



**BETTING.
BETFAIR**

A tight betting heat in the 'Best Betting Website' category saw five competitors score 10% or more of the vote, indicating how much value they all added to punters' betting over the last year.

[GeeGeez](#) was the eventual winner, with 23.76% of the vote ensuring a 'changing of the guard' as positions were reversed from last year's awards, with [Oddschecker](#) falling into second place with a 14.28% vote share.

Matt Bisogno and his team have been consistent podium finishers in past SBC Awards and some additions to their service over the last year appear to have been

very popular, restoring them to a position that they held for 5 consecutive years prior to 2022.

[Betfair](#) grabbed 3rd place with 12.28% of the vote and they beat two strong contenders into 4th and 5th with [Sporting Life](#) and [Racing Post](#) attracting 11.55% and 11.27% of your support respectively.

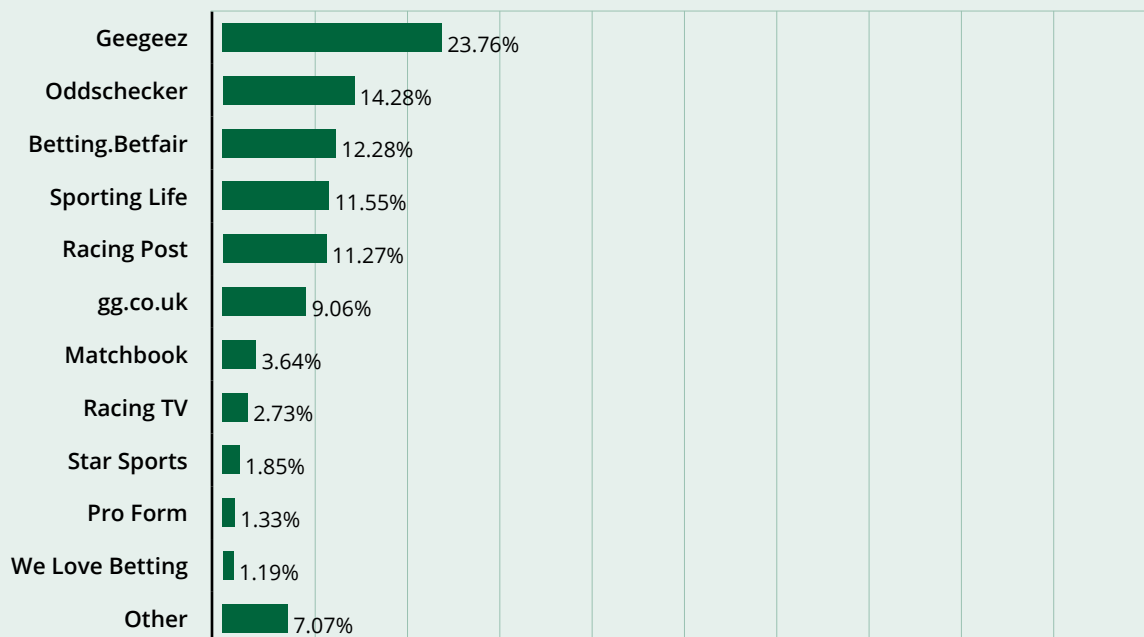
Last Year's Results:

Gold: *Oddschecker*

Silver: *Geegeez*

Bronze: *Racing Post*

How You Voted



100%

YOUR BEST BETTING DATA RESOURCE



GEEGEEZ



TIMEFORM



PREDICTOLOGY

[GeeGeez's](#) popularity with punters was confirmed in the 'Best Betting Data Resource' category as they also clinched this title, thus securing themselves a well-earned double with just over 30% of the vote.

In a field dominated by the top two, [Timeform](#) was the other player to gain substantial support, with 24.53% of voters propelling them into a clear second place.

The remainder of the votes were spread relatively evenly, but the football data resource, [Predictology](#) filled the places with 6.97% of your votes.

What this polling showed us was how every resource on the list adds value to different types of bettors; golf, football and Cheltenham Festival resources all had plenty of support, demonstrating how they meet the niche needs of a wide array of gamblers.

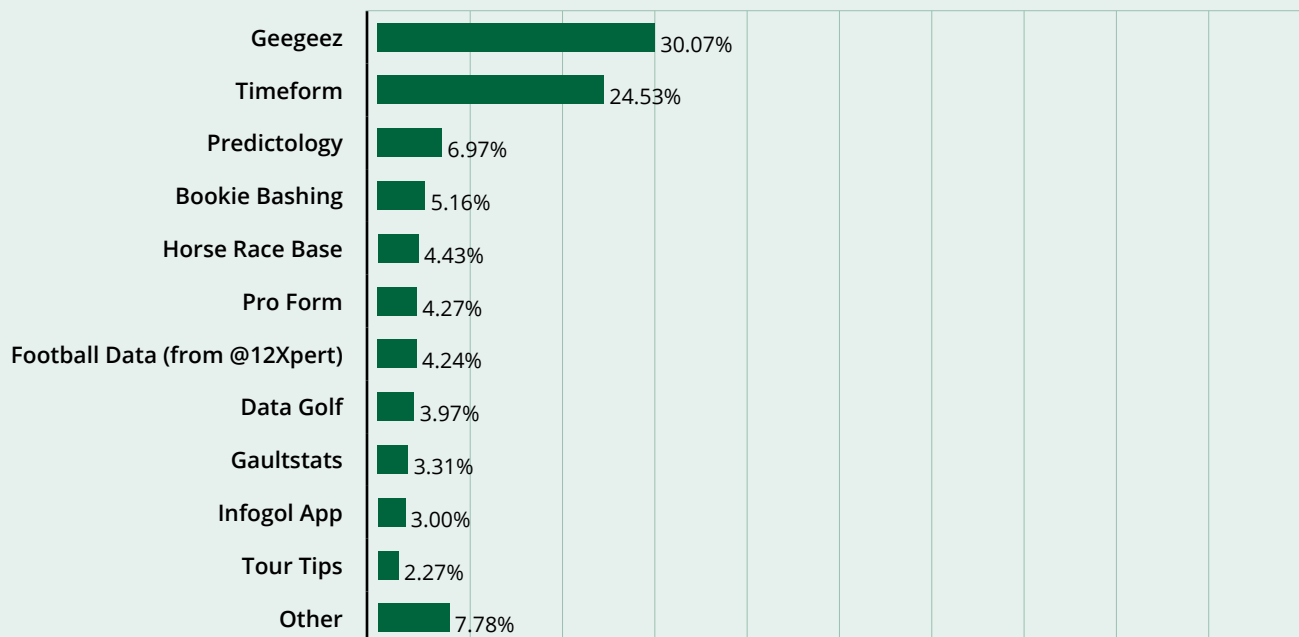
Last Year's Results:

Gold: *Geegeez*

Silver: *Proform Racing*

Bronze: *Whoscored*

How You Voted



100%

YOUR BEST BETTING PODCAST



GG WEEKEND WATCH (gg.co.uk)



UPPING THE ANTE (Racing Post)



BARSTEWARDS ENQUIRY

It was all change in the 'Best Betting Podcast' category as an extremely tight field was separated by just a few lengths at the top of the leaderboard.

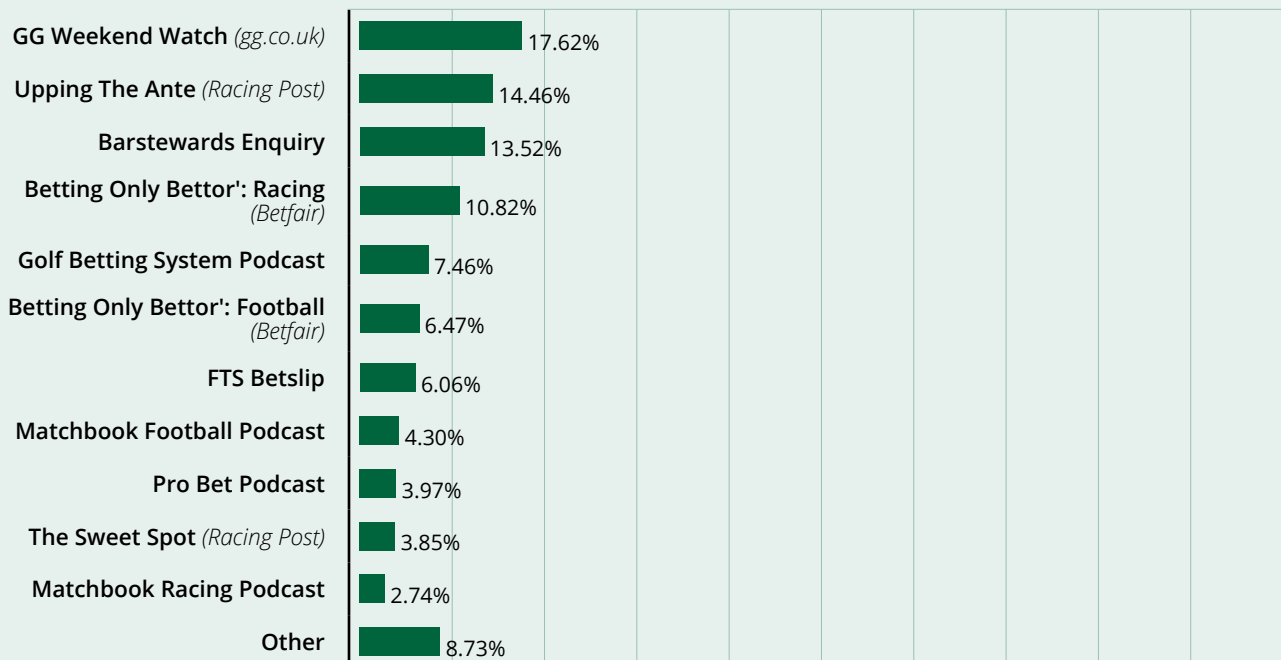
[GG Weekend Watch](#) was the eventual winner, with their 17.62% vote share completing an impressive double for Daryl Carter as the first two home in the 'Best Free Horse Racing Tipster' category saw their voters team up to get them over the line.

The Racing Post's '[Upping The Ante](#)' stormed into second place as David Jennings and Johnny Dineen's show

demonstrated how popular it has been with bettors over the last 12 months with 14.46% of the vote.

In third place, the late starting [Barstewards' Enquiry](#) ended up filling the places despite being seen drinking copious amounts of gin and chain-smoking before entering the stalls. They didn't keep on a true line and did well to come from off the pace, especially considering that all 6 of their 'pro-cush encouragements' were used up in the first furlong. (For those uninitiated in the Barstewards' sense of humour, please listen to

How You Voted



100%

their podcast and this paragraph will make a lot more sense!)

Honourable mentions can also go out to Betfair's ['Betting Only Bettor'](#) and [The Golf Betting System Podcast](#), who both secured sizeable vote shares from the betting public.

Last Year's Results:

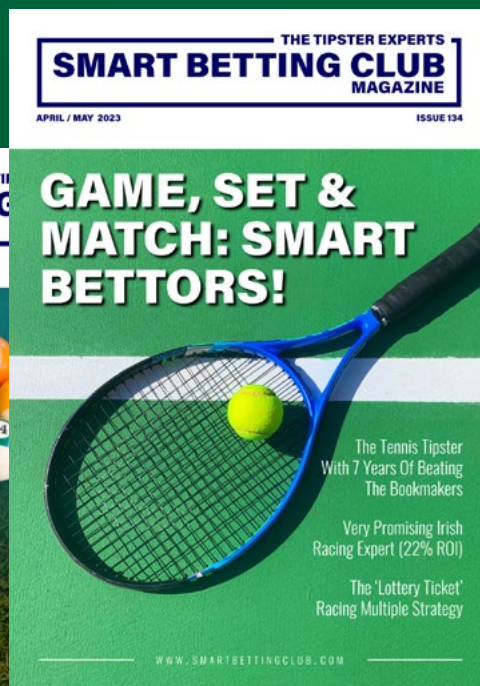
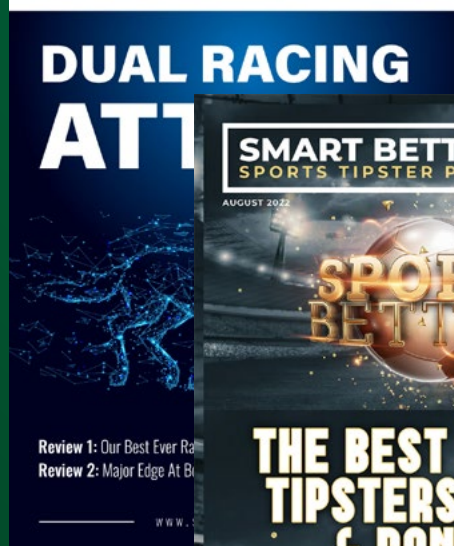
Gold: *Betfair's 'Betting Only Bettor' Racing*

Silver: *Matchbook Betting Podcast*

Bronze: *Racing Post 'Postcast'*

Everything You Need To Make Money Betting Using Tipsters

To help you improve your betting profits, we regularly publish a series of reports and magazines exclusively available to Smart Betting Club members.



[Check out more on some of the latest publications](#)

YOUR BEST BETTING VIDEO CONTENT



RACING TV



GG.CO.UK



RACING POST

Another category that saw new entrants take the spoils was the 'Best Betting Video Content' heat, where [Racing TV](#) edged out the competition with 16.97% of the vote. This was one of this year's tightest heats with [www.gg.co.uk](#) failing to land a hat-trick by just 0.36% of the vote as their 16.61% left them in second place.

The [Racing Post](#) weren't far behind, with their 15.26% vote share leaving the judges with the unenviable job of splitting the three in a photo finish.

[Simon Nott and Star Sports](#) deserve an honourable mention, with their 12.6% vote share leaving them just short of the podium and new entrant [Cheltmental](#) also polled well in his first run out in this stellar company.

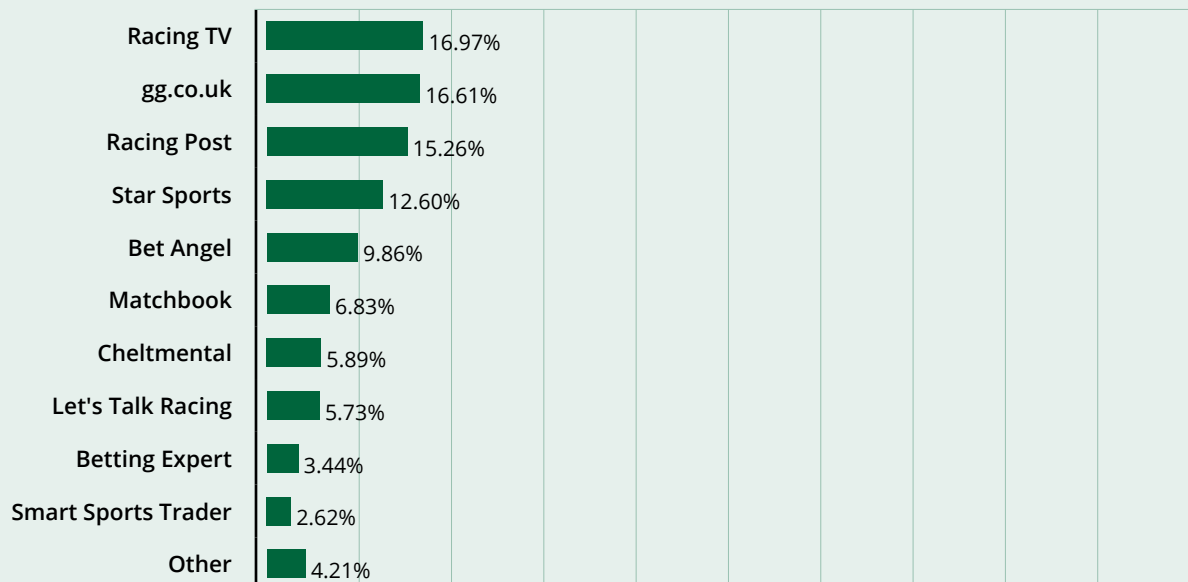
Last Year's Results:

Gold: *Racing Post*

Silver: *Sporting Life*

Bronze: *Star Sports*

How You Voted



100%

YOUR BEST BETTING WRITER



MATT BISOGNO



KEVIN BLAKE



SIMON NOTT

Two top raconteurs battled it out for the 'Best Betting Writer' category as [Matt Bisogno](#) of GeeGeez locked horns with [Kevin Blake](#).

Matt eventually came out on top with his 21.62% vote share narrowly beating Blake down to second (on 20.48%).

Timing might have affected this outcome as Kevin's first-class demolition of an Animal Rising 'activist' came after voting closed and may well have resulted in a surge of support.

The prolific [Simon Nott](#) secured 3rd place with 9.84% of the vote and was followed in by many top notch writers including Lydia Hislop, Tony Calvin and Ben Coley who all had considerable support.

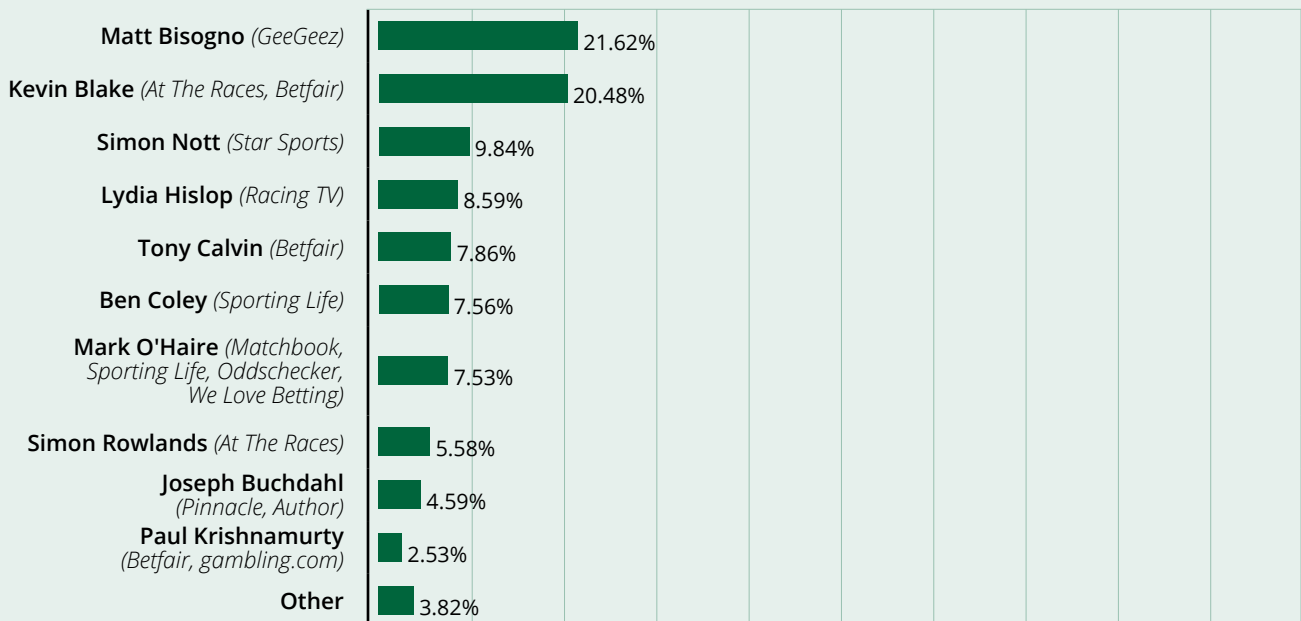
Last Year's Results:

Gold: *Kevin Blake*

Silver: *Lydia Hislop*

Bronze: *Matt Bisogno*

How You Voted



100%

YOUR BEST BETTING EXPERT



STEVE PALMER



JOHNNY DINEEN



NEIL CHANNING

The second renewal of the 'Best Betting Expert' was a competitive affair, with no one contestant achieving a 20% vote share.

[Steve Palmer](#) came out on top to complete a memorable treble (he also won 'Best Free Sports Tipster' and 'Best Overall Free Tipster') with 18.21% of the vote.

[Johnny Dineen](#) received a silver medal with 16.49% of the poll going his way and [Neil Channing](#) (9.3%) again ended up on the podium, narrowly beating Mark Holder (9.17%) into fourth place.

This heat was another trappy affair as most experts garnered a considerable number of votes and [Jonjo Leng](#) of The Barstewards' Enquiry also had plenty of mentions in the 'Other' category, making him a likely shortlist member for next year's renewal.

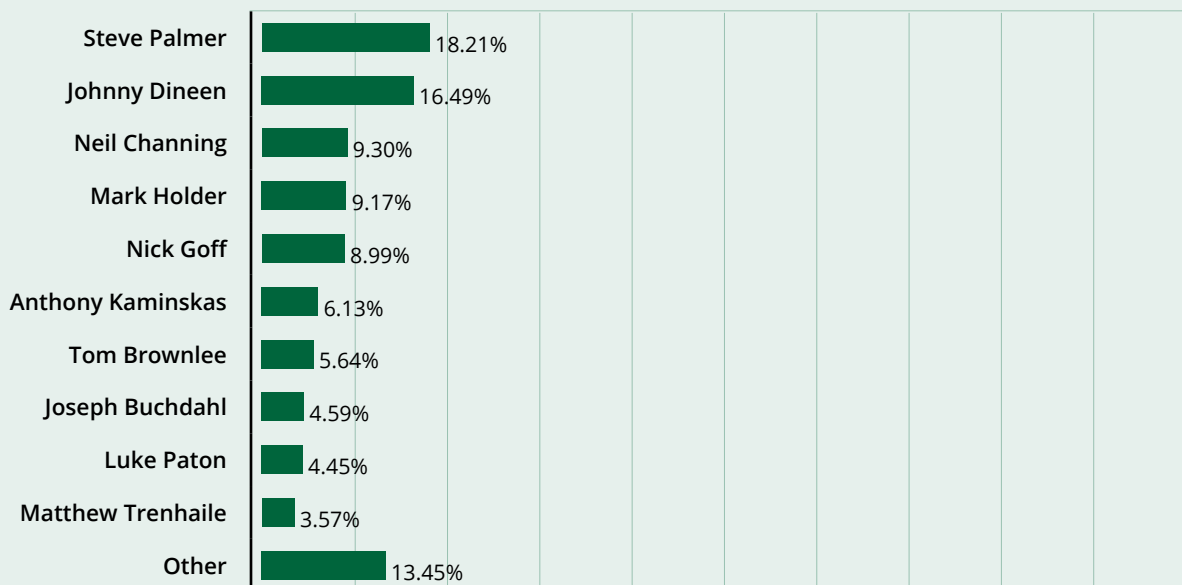
Last Year's Results:

Gold: *Neil Channing*

Silver: *Nick Goff*

Bronze: *Tom Brownlee*

How You Voted



100%

YOUR BEST 'MAJOR' BOOKMAKER



BET365



SKYBET



**BETFAIR
SPORTSBOOK**

[Bet365](#) won like Frankel in a Grade 6 in this year's 'Best Major Bookmaker' category as they came close to taking half of the vote on 46.88%.

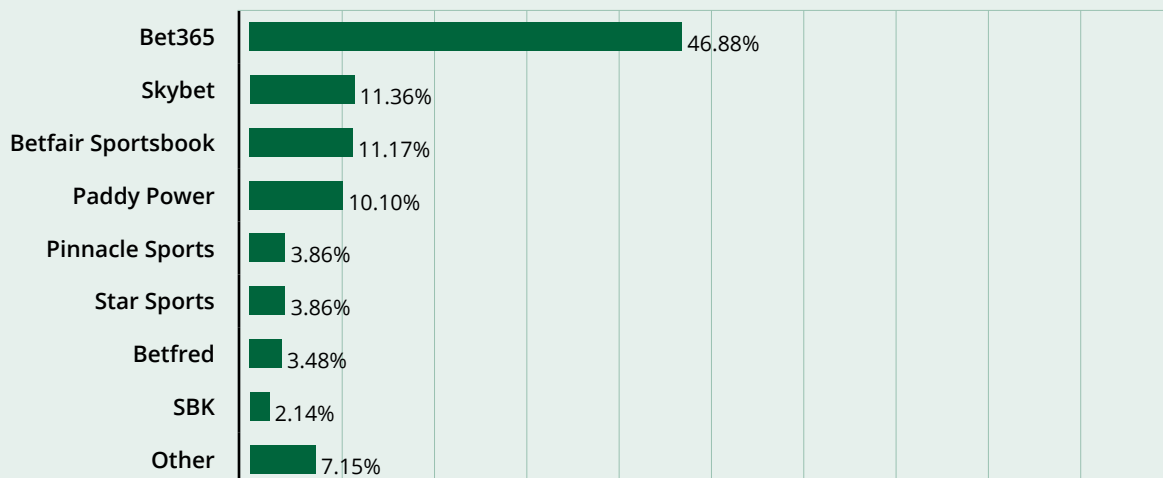
Competition for places was fierce as [Skybet](#) scraped 2nd on 11.36%, beating [Betfair Sportsbook](#) (11.17%) into third.

Paddy Power were unlucky to miss out to their 'brother & sister' Flutter brands as they achieved 10.10% of the vote share back in 4th.

Last Year's Results:

New category

How You Voted



100%

YOUR BEST INDEPENDENT BOOKMAKER



AK BETS



FITZDARES



JOE JENNINGS

An independent inquiry was instigated after ‘friend of the SBC Podcast’ Anthony Kaminskas’ firm **AK Bets** romped to victory in the inaugural ‘*Best Independent Bookmaker*’ category with 30.15% of the vote.

Allegations of ‘*AK Bets Hoodies for Votes*’ have been levelled in some quarters, with reporters labelling this the biggest scandal since ‘*Partygate*’. We expect speculation to continue for some time to come and as a handful of rival contestants have lodged complaints with the courts, any further SBC comment would be inappropriate.

This heat showed just how popular independent bookmakers are becoming as **Fitzdares** (15.24%) and **Joe Jennings** (11.03%) both secured sizeable vote shares to get onto the podium.

Dragon Bet roared with 10.92% and the well-regarded MacBet (9.32%) also received plenty of support.

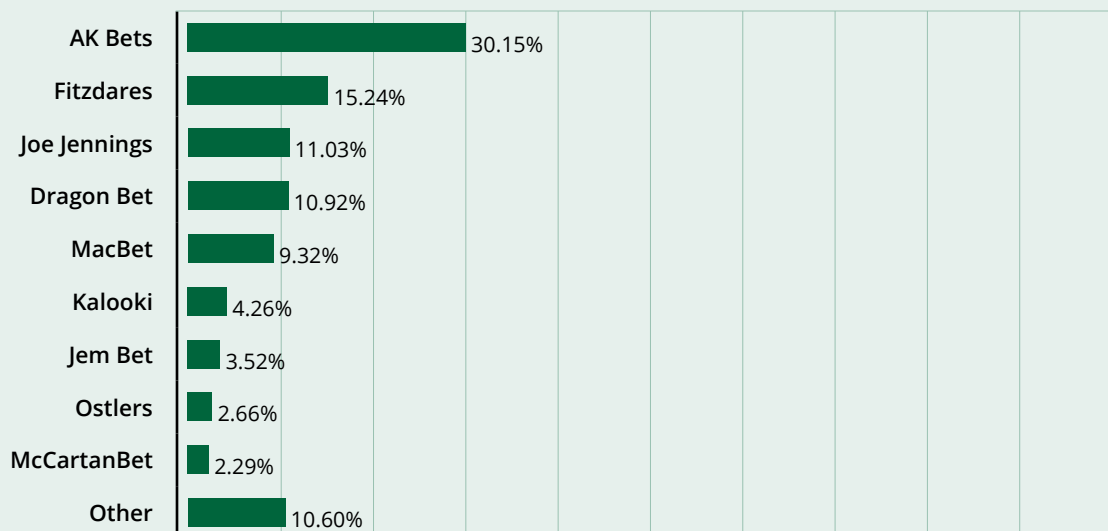
Independent bookmakers have been a large focus at The SBC in recent times and feedback for all of the firms on this shortlist have been extremely positive.

One common theme in messages we have received has been the willingness to take a bet and then adjust prices accordingly—that’s called bookmaking for those major firms who just restrict anyone who beats a few prices!

Last Year’s Results:

New category

How You Voted



100%

YOUR BEST BETTING EXCHANGE



BETFAIR



MATCHBOOK

Betfair have had a stranglehold over the 'Best Betting Exchange' award in recent years and they tightened their grip further on the trophy this year with over 81% of the vote.

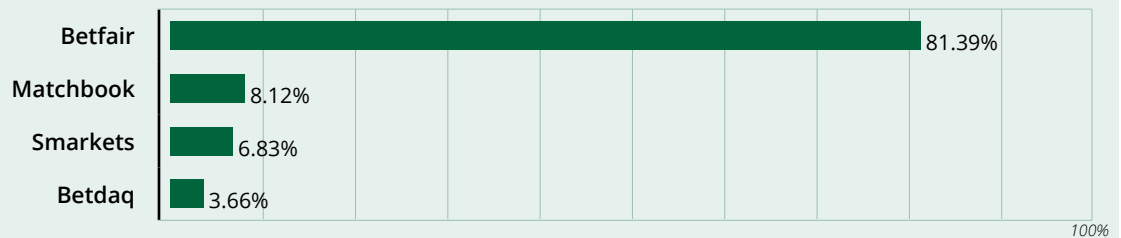
Matchbook retained their runner-up spot with 8.12% of respondents' support as the behemoth's competitors appear to be struggling to compete in this area of the betting market.

Last Year's Results:

Gold: *Betfair* (64%)

Silver: *Matchbook* (16%)

How You Voted



YOUR WORST BOOKMAKER



LADBROKES
(7th year in a row)



WILLIAM HILL



CORAL

Death, taxes and over-watering at every flat meeting this Summer. You can add **Ladbrokes** being voted 'Worst Bookmaker' to this list of certainties as they retained their 'brown crown' for the **seventh** year in a row.

Shoddy customer service, terrible odds, consistent breaches of regulations and awful adverts all contribute to their consistency year in year out and despite the efforts of some of their competitors, they've done it again—the worst of a bad bunch.

Ladbrokes only managed 18.25% of the vote this year as **William Hill** put everything into usurping them. They managed to break records (for fines) and took the worst of their old outfit and merged it with the worst of 888Sports to make a blue and orange Frankenstein's

monster of a bookmaker. They managed 15.55% of the vote and may well threaten Ladbrokes if they continue on the same trajectory.

Ladbrokes' partner in crime **Coral** (10.83%) scraped third place from the ever-charming Boylesports (10.62%) and from communication we have received this year, QuinnBet may be one to watch in the future, as they appear to be prioritising annoying their patrons very seriously.

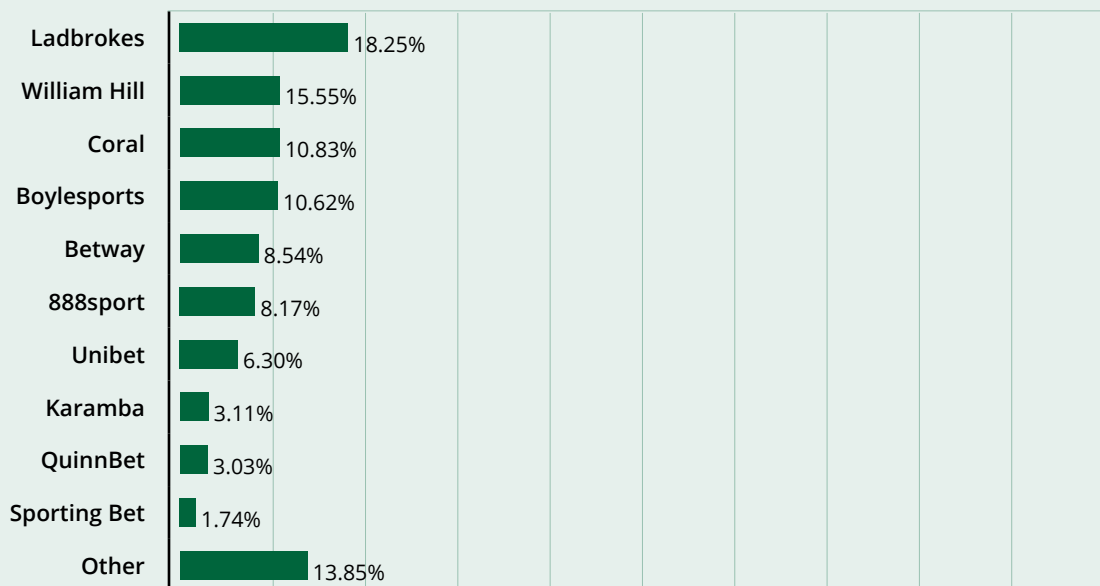
Last Year's Results:

Gold: *Ladbrokes*

Silver: *Betfred*

Bronze: *Coral*

How You Voted



100%

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We can help point you in the direction of the **best tipsters, strategies and guidance for making money betting** via the following:

- [SBC Magazines](#)—Gain full access to regular SBC magazines, which feature our **massively detailed and independent tipster reviews**—famed for their insight and for uncovering the very best betting tipsters out there.
- [SBC Tipster Profit Reports](#)—Published several times a year, these unique reports contain our latest tipster ratings, including ‘Hall of Fame’ recommendations and at a glance comparative league tables on over 50 different of the most profitable tipsters.
- [Pro Betting Fundamentals](#)—Get your betting off to the best possible start with these expert guides: ‘*The Pro Gambler Blueprint*’ and ‘*Get The Betting X-Factor*’. Designed to help you get the winning betting mindset needed to make it pay long-term and bet like a professional.

- [Bet Diary Pro](#)—Looking for real-life guidance on how to make a profit betting with tipsters? Follow the ‘Bet Diary Pro’, a weekly blog penned by profitable punter, Rowan Day on the tipsters he uses and the money he is making following them in.
- [Free Tipsters](#)—SBC membership brings exclusive, free access to several top performing betting tipsters who provide their advice via both the members-only tipping forum and via direct email.
- [Massive Tipster Savings](#)—Benefit from huge savings deals on many of the best tipsters exclusively to SBC. Save more than the cost of SBC membership in the first place!

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