

Written evidence submitted by the British Horseracing Authority

1. Introduction

- 1.1 The British Horseracing Authority (BHA) – the governing and regulatory body for thoroughbred horseracing in Great Britain – is pleased to have the opportunity to respond to this important inquiry on behalf of the country's second largest sport and a world leader in international thoroughbred horseracing.
- 1.2 The British racing industry generates a £3.5 billion annual economic impact for the UK, and directly employs some 17,400 FTE staff in a variety of important roles across our 60 racecourses, 550 licensed training yards, thousands of breeding operations and the active Point to Point community. This economic and cultural impact covers the length and breadth of Great Britain and is predominantly focussed in small rural communities. British racing also supports employment in several ancillary industries including the veterinary, farriery and betting sectors.
- 1.3 While we are predominantly a rural industry, of which we are extremely proud, we are also a sport which reaches many parts of British culture and society. Our events have a significant cultural and societal impact for the UK. British racing is the second highest attended sport in Great Britain, with four of the top ten highest attended sports events in the country in 2017 – Royal Ascot (3rd), Cheltenham Festival (4th), the Epsom Derby Festival (9th) and the Aintree Grand National Festival (10th). Moreover, set against an ageing population, 44% of attendees at British racecourses in 2017 were from the millennial generation (born between 1980 and 2000) when only 21% of the UK population.
- 1.4 The grassroots of the British racing industry – and the rural communities which they are based in across the country – have recently received a significant boost from the UK Government's implementation (with cross-party support) of a critical reform to the sport's central funding mechanism from betting activity, the Horserace Betting Levy. British racing is extremely grateful for the support of its campaign for Levy reform from Parliamentarians across both Houses of Parliament.
- 1.5 This reform – by ensuring all betting operators accepting bets on British racing from British customers contribute to the funding of the sport – will generate an estimated £30-40 million of additional income annually. This additional income is already being targeted at the sport's significant grassroots – with record prize money of £160 million forecast in 2018 – which will support further investment in the sport from owners, allowing more horses to be kept in training, providing more employment opportunities, and boosting the many rural communities where this additional employment will be focussed.
- 1.6 British racing is an industry which, while primarily sponsored by the Department for Digital, Culture, Media and Sport (DCMS), has an economic, cultural and societal impact that reaches across many Government departments. These include the Department for Environment, Food and Rural Affairs (Defra), the Department for Education (DfE), HM Treasury and the Department for Exiting the European Union (DExEU).
- 1.7 In line with the UK Government's recent Second Annual report on the *Sporting Future* strategy, we believe that it is very important that there is a cross-Government approach towards harnessing the significant cultural, societal and economic benefits which sports such as British racing can provide. We still believe that the UK Government can go

further in fully integrating its approach towards the benefits of sport across Departments, and there have been several examples of policies announced without consideration of how sport can help the Government meet its policy objectives.

- 1.8 British racing also believes that sport would benefit from having clearly defined Government processes for measuring the social impact of participation. Introducing a common and respected standard would assist organisations in determining which projects would secure the best return, and allow for easier cross-departmental engagement with Government to roll out the projects which are most successful and maximise their benefits.
- 1.9 The BHA has developed this short submission to provide the Committee with evidence of the significant contribution which British racing makes to communities and culture across Great Britain, with specific case studies in relation to education and community engagement and diversity. We would be delighted to provide the Committee with any further evidence that it requires for its Inquiry or indeed to invite the Committee to see some of the important work organisations in British racing carry out throughout the year to support communities in action.

2. Education

- 2.1 In 2017, there were a total of 1,366 new joiners in the British racing industry, of which 414 (30%) were under the age of 19 when they joined.
- 2.2 The British racing industry has three national training providers – the British Racing School (Newmarket), the Northern Racing College (Doncaster) and the National Stud (Newmarket) – which provide bespoke training for young people looking to start a career in the British thoroughbred racing and breeding industries.
- 2.3 British racing is extremely proud of the work carried out by our training providers. As part of the significant training offered to students in detailed aspects of equine care and horse riding at these institutions, there is also significant emphasis placed on teaching students' key literacy and numeracy skills which will benefit them within or outwith the racing industry in future.
- 2.4 Set against an increasingly tough wider funding environment in the education sector, it is important that the UK Government recognises the opportunities within British racing for young people to develop skills and engage in careers.
- 2.5 The BHA's *Careers in Racing* (@careersinracing) programme does a significant amount of work to highlight the wide range of careers opportunities for young people to become involved in British racing. This includes a variety of avenues through our training providers, equine colleges and the Graduate Development Programme, which has been running for over 25 years. It is important that Government supports initiatives by sports such as this, both through promotion and linking these in to wider Departmental strategies.
- 2.6 Aside from our vocational education programmes, and wide range of employment opportunities, British racing does a significant amount of work to support the National Curriculum. The education charity, *Racing to School* (@RacingtoSchool), started its programmes in 2001. Its main objective is to work with a range of partners to deliver free outdoor learning activities for young people at racecourses, studs and trainers' yards across the country. At present, the charity works with approximately 200 primary and

secondary schools and delivers around 350 events each year. *Racing to School* plans to engage a record 14,000 beneficiaries in 2018.

- 2.7 The curriculum-based and inclusive programmes engage with young people with special educational needs, and over a third of the output targets those from inner city, rural and deprived areas – as defined by their schools. *Racing to School* staff have a range of industry backgrounds, including former jockeys who have retrained to develop their second careers. Their experience is invaluable as the charity introduces horseracing as an accessible sport to young people, and provides insight and guidance on the range of careers available across the thoroughbred racing and breeding industries.
- 2.8 The charity's main Education Programme accounts for most of the activity, but in 2016, two new Programmes were launched. The Riders' and Work Programmes are aimed at supporting older schoolchildren, college students and Pony Club members by focusing on the width of training and career opportunities. 57 events were staged as part of the Riders' Programme in 2017, with independent evaluation demonstrating that 93% of young people participating in the programme felt their knowledge of careers in the industry had been enhanced. Both Programmes support employability and are supported by the BHA's *Careers in Racing* programme.
- 2.9 *Racing to School* also delivers two Beacon Projects: the Aintree Beacon Project and Newmarket Academy Godolphin Beacon Project, both of which focus on engaging specific schools with a richer programme of learning activity. Both Beacon Projects are progressing well.



Picture 1 – Pupils enjoying a *Racing to School* day at Catterick racecourse

3. Community engagement

- 3.1 As outlined above, British racing makes a significant contribution to communities across the length and breadth of Britain, predominantly in rural areas.
- 3.2 *Racing Together* (@RacingTogether) encompasses British racing's community engagement activity. The initiative was formed to coordinate, support, represent and measure racing's community work that takes place right across the industry, and involves a range of charitable and commercial organisations. *Racing Together's* vision is for the sport to be known as a 'force for good' by finding on-going ways to help the communities in which it operates.
- 3.3 *Racing Together* aims to support, represent and celebrate British racing's community engagement through various channels and activities, including:
- An independent [website](#) showcasing a wide range of community engagement from *Racing Together* partners, which include British racecourses. Partners are encouraged to use this free resource as a meeting place for racing's efforts to give back
 - Access through the site to a national volunteer platform, which enables all racing charities and racecourses to post volunteer opportunities for the public to search. This is the first of its kind in British racing.
 - An ever-growing and credible Twitter page that aligns itself with relevant trends
 - A strong relationship with the BHA communications team
 - Media assets, such as a promotional video broadcast at all racecourses in Britain
 - Hosting and coordinating a *Racing Together* Action Group Meeting, which draws representation from charitable and commercial partners who support a combined approach to growing the output and impact of community engagement
 - Driving Community Volunteering days
- 3.4 *Racing Together* will be expanding in 2018 to include a Scottish pilot aimed at supporting a combined effort of Scottish racecourses to increase their community engagement work. Funding a dedicated resource in Scotland will add 'on the ground' resource to the work already undertaken by Scottish racecourses and support national initiatives.
- 3.5 Structured engagement with MPs and political stakeholders is part of the future strategy in bringing these closer to the sport and the communities it serves. Racecourse visits and attendance at Racing to School education days will be targeted this year, and *Racing Together* would be delighted to arrange such visits for members of this Committee.



Picture 2 – A local pensioners community group enjoying a visit to trainer Jonjo O’Neill’s yard, facilitated by the Racing Together programme

4. Diversity

- 4.1 British racing is undertaking significant work to enhance diversity within our industry. Not only will enhancing diversity within British racing unlock huge amounts of potentially untapped talent, but also attract a wider range of audiences from a broad range of socio-economic backgrounds to become involved in British racing.
- 4.2 A study conducted by Oxford Brooks University for the *Women in Racing* organisation in May 2017 found that, while progress was being made on gender diversity within the sport, British racing did face challenges in ensuring that people from all backgrounds are represented at all levels of our sport. There was also concern at the number of respondents to the study who indicated that they had experienced discrimination or inappropriate behaviour in the workplace within British racing.
- 4.3 This is an issue which British racing treats extremely seriously. Our industry already undertakes work to increase diversity and inclusivity including through our *Careers in Racing* programme, Arena Racing Company’s £100,000 *Silk Series* to provide opportunities for young female jockeys in the sport, and the National Trainers Federation developing a set of standards to help members manage their workforce and to retain and motivate staff.
- 4.3 Further, women constitute around 30% of the BHA Board, Leadership team and raceday officials. While not subject to Sport England requirements at present, the BHA is currently undertaking a Governance Review that will consider all aspects including Board representation, with a view to potential compliance with Sport England requirements.
- 4.4 Nonetheless, we realise that we need to do more. For that reason, in 2017, the BHA established a Diversity in Racing Steering Group – a key recommendation of the Oxford Brooks study – as an independent body to champion and enhance diversity within the industry. 16 [members of the group](#) – drawn from across the British racing industry – will meet quarterly as a forum to discuss ideas and activities to enhance diversity, making recommendations to the BHA and other industry stakeholders.

- 4.5 Initial priorities for the group include consideration of an industry-wide diversity and inclusivity policy for racing, considering recruitment and pipeline development throughout the industry, and ensuring appropriate policies and procedures are in place to allow for enhanced data collection against which benchmarks can be set. British racing is looking forward to working with the group on implementing its recommendations to improve diversity in the sport.

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