

A DIVERSITY IN RACING ANNUAL UPDATE 2019

Produced by the Diversity in Racing Steering Group

OUR VISION FOR BRITISH RACING:

We want British racing to be a diverse and inclusive sport in which everyone has the opportunity to achieve their potential within the sport and where fans from all backgrounds feel welcome.

Introduction

In July 2018 the Diversity in Racing Steering Group (DiRSG) published the first Diversity in Racing Action Plan highlighting ways to promote greater diversity and inclusion (D&I) across British racing. It set out core values, principles and ideas allowing everyone in the sport to discuss, debate and understand their role in supporting existing initiatives as well as progressing new ideas.

This review aims to explore why a focus on creating racing for everyone provides an exciting opportunity for the sport, as well as to share an update on activity and progress and to outline the priorities set by the DiRSG for the next year.

About the Diversity in Racing Steering Group

The Diversity in Racing Steering Group works collaboratively to ensure everyone in British racing has the opportunity to achieve their potential and where fans from all backgrounds feel welcome.

Formed in August 2017, it is a forum for the discussion of ideas and activities, and provides strategic direction, advice and support to the industry in delivering upon set objectives. It aims to have diverse membership and operates as an independent voluntary body, whose work is reviewed and supported by the

industry's Members' Committee, which features leaders from racecourses, participants and the British Horseracing Authority (BHA).

British racing is one sport and it is imperative that if it is to become more inclusive and diverse, everyone within the sport must strive for one clear goal, a shared responsibility will accelerate progress.

An opportunity for British racing

Today, and throughout racing's history, people with enormously varied backgrounds have contributed to the sport in a multitude of ways. In many ways racing, like other sports, can pride itself on its reach across different parts of the population, we can open our arms to an audience as diverse as Britain itself. Racing is the second most attended sport with a 40:60 female male gender split amongst attendees and is built on the unique platform of men and women competing alongside each other equally.

However, currently some areas of the sport could be seen as out of kilter with modern British society - from the composition of the sport's leadership and the opportunities afforded to participants, through to the make-up of people attending and enjoying racing.

The commercial benefits of widening racing's reach and growing engagement to broaden our customer base, as well as our workforce, are unequivocal. Recently we have seen some interesting clues as to how we may go about this to put racing back at the centre of national life.

If we look across all sport, we are seeing new investments, greater media coverage and sports brands focusing on women's sport and this is intrinsically linked to the increase in audience numbers, as demonstrated by record figures for the 2019 Women's Football World Cup.

In 2019, racing already saw the benefits of its ability to attract a diverse range of participants and the appeal of top-class female competitors. The sport hit the front pages of mainstream media thanks to some inspiring success stories: Byrony Frost, Rachel Blackmore and Paisley Park, trained by Emma Lavelle and owned by Andrew Gemmill in Cheltenham Festival's golden hour; Hayley Turner winning at Royal Ascot, the first female jockey to do so in 32 years; and one of racing's biggest stories for many

years, Khadijah Mellah, the young Muslim woman from inner City London who broke down perceptions and barriers to win the Magnolia Cup at Glorious Goodwood.

Combine this with the interest from outside the sport in Vanessa Cashmore's recent research showing that female jockeys are as good as male jockeys¹, and it is clear that the role of female participants attracts attention from new audiences, suggesting this is an area which we can build on.

As few as a quarter of trainers are women and only 14% of professional jockeys are women, yet in 2018 female jockeys took just 8.2% of rides and no women rode in a top-level Group 1 race at all. Encouragingly, we are making progress, but the data trend-line predicts equality in share of rides won't be reached until approximately 50 years' time on the Flat, and in roughly a century in Jump racing².

Racing has a unique opportunity to bust some myths and stereotypes about sport, and at the same time make the headlines through its positive stories.

This is not just about gender; there are minority groups that are not truly included in our sport. Recent research amongst customers, soon to be published, indicates that racing's ability to make everyone feel welcome presents an exciting chance for the sport to develop.

The world is changing. By making racing for everyone, the industry has an opportunity to appeal to the next generation as fans and employees, to sponsors, to Government, and to compete with other sports and leisure activities. In doing so it can grow and thrive as a sport.

2019 Review

Since the publication of the Diversity in Racing Action Plan there have been some hugely positive stories and actions taken to create a more equal, diverse and inclusive sport. With the number of female professional jockeys increasing and numerous records being broken and 'firsts' being accomplished throughout 2019, we can really start to imagine our sport differently.

The Action Plan covers a broad spectrum of new ideas as well as existing initiatives across the sport involving racegoers, participants and employees and is a fantastic starting point for British racing. The biggest developments for the DiRSG in starting to tackle the Action Plan have been:

- the BHA recruiting a dedicated resource (Rose Grissell, Head of Diversity and Inclusion) in November 2018 to work across British Racing to drive and co-ordinate progress and delivery
- securing a grant from the Racing Foundation in August 2019 to support the key enabling activity within the first phase strategy over the next year, which will act as a catalyst for industry stakeholders to work collaboratively
- developing a closer relationship with the industry through the Members' Committee.

Through these key steps forward, racing is now in a much stronger position to progress some key actions towards creating a more diverse and inclusive sport.

On top of this, the DiRSG, alongside other stakeholders, has made some good progress towards activity outlined in the Action Plan, along with some additional actions too. These include:

British Racing's leadership setting the pace

- Nick Rust appointed Diversity Champion for the BHA to drive D&I agenda forward across the organisation and the whole sport.
- BHA has improved the inclusiveness of internal policies and practices: development of processes to better measure the diversity of applicants and employees, D&I staff awareness training, advertising job roles widely outside of the sport, anonymised recruitment where possible.
- Conducted a review of the BHA's governance structure to ensure it is in line with UK Sport's Code of Governance.
- Published safeguarding policy, which is being rolled out across the sport, including development of industry-wide training.
- DiRSG members have been raising awareness of the need to prioritise D&I at industry meetings across the sport.

Understanding the British racing landscape

- Commenced PhD research by David Letts investigating the organisational culture and existent masculinities within the British horseracing industry.

Role models, leaders and careers

- CareersinRacing shared case studies of females in a variety of roles for International Women's Day 2019.
- GBR celebrated and showcased female jockey role models for International Women's Day 2019, with an estimated reach of 16.9 million.

Supporting and promoting opportunities for female jockeys

- Completed audit of female jockey facilities across British racecourses.
- Continuation of academic analysis of the performance of female and male jockeys through Vanessa Cashmore's PhD.
- Developed a greater understanding of the impact of the female jockey weight allowance in France and continue to monitor.

Attending, consuming and enjoying racing

- Researched the appeal of horseracing to ethnic communities in betting shops undertaken by Horseracing MBA student John Vincent.
- Research soon to be completed exploring the appeal of racing to the wider public, with themes around inclusion / exclusion being highlighted (including dress code).
- Development of the inaugural Diversity and Inclusion category at the RCA Showcase and Awards, to recognise and share best practice across racecourses.
- RCA sharing best practice regarding hidden disabilities with the introduction of specific safe spaces at a number of racecourses in 2019.
- #RacingWithPride saw racecourses, stakeholders and key organisations across the sport join leading charity Stonewall in support of LGBTQ+ Pride celebrations by sharing messages of support and changing their social media profiles into a rainbow print. BHA Steward Will Hudson, shared what it is like to be part of the LGBTQ+ community in racing in his Racing Together blog³ and a 'Racing is everyone's sport' poster was distributed to weighing rooms nationwide.

In addition to the above there has been some incredibly positive activity across racecourses as was recognised in the RCA Showcase & Awards, from racecourses training staff as dementia friends, to improving accessibility guides or inviting local refugees to come racing, just to name a few.

Priorities and Plans 2020

Our ambition is for racing to be a sport for EVERYONE and where inclusion is the norm.

There is a lot to be achieved to deliver the Action Plan and so the DiRSG is taking a phased approach. Four key objectives have been set, each underpinned by a set of activities to focus on over the next year to 18 months, which will be delivered in collaboration with the industry.

Approach

The ambitious objectives will help us become more inclusive year on year. We will challenge ourselves and the sport to do all we can to ensure that diversity and inclusion is central to everything that we do.

Our focus will be on creating an inclusive culture and widening representation and will be led by:

- Evidence - Our interventions will be based on evidence such as representation data and research from across the industry.
- Transparency - To ensure that we are moving in the right direction, we will look to measure and report our progress.
- Leadership - Leaders across the sport must be empowered to drive D&I. We will champion positive behaviours and role models and call out discrimination, bullying and harassment.
- Engagement and Commitment - We will actively communicate and listen to each other. It is important to recognise that making an impact in the complex area of D&I will require long-term and on-going commitment from everyone across the whole of British racing.

We will look to position racing amongst other sports as a leader and explore opportunities to collaborate and share best practice.

Objectives

Objective 1

To raise awareness of the importance of D&I across the whole sport

It is imperative that if racing is to become more inclusive and diverse, everyone within the sport must strive for one clear goal, a shared responsibility will accelerate progress. For this to become a reality, as outlined in the Oxford Brookes report, we must build a greater understanding of diversity issues and engage and educate stakeholders, participants and the workforce on the importance of D&I for commercial, legal and moral reasons.

We aim to:

- Launch a communication and engagement campaign across the sport to raise awareness, including a film and dedicated webpage to signpost to best practice.
- DiRSG members will continue to present key messages at events and meetings, as well as host D&I industry-wide events.
- Annually publish a review to recognise progress and best practice across the sport, including recognising people and organisations standing up against discriminative behaviours.

Objective 2

To better understand British racing's landscape and monitor progress

Unless we can understand the true and accurate make up of our workforce, participants and fans and monitor any changes, we will not be able to identify the challenges or know the true impact. Once clear methods of collecting accurate data are identified we will hold the industry and ourselves to account by considering targets and publishing data. This will accelerate progress as what gets measured gets done.

We aim to:

- Collate the current diversity data (where accessible) on a diversity dashboard for the people that work, participate and enjoy racing.
- Identify new ways to collect and monitor D&I data to feed into the dashboard.
- Publish D&I data (where we have it) for the industry to analyse and monitor over time.

Objectives

Objective 3

Creating an inclusive sport for all

Racing is a family with a place for everyone. We want the most talented individuals to work in our sport, free to voice their views, challenge and innovate. We lead together. We respect each other.

We will create a culture which encourages all of us to be ourselves. An inclusive culture leads to an engaged workforce and fanbase, it increases productivity and will deliver better outcomes for our sport.

We aim to:

- Publish initial findings of David Letts' PhD investigating the organisational culture and existent masculinities within the British horseracing industry.
- Develop and publish practical best practice toolkits and case studies for the industry for example around recruitment and promotional imagery and content.
- Join other sports in delivering racing's own version of Stonewall's Rainbow Laces and developing an industry-wide LGBTQ+ and allies network, with the aim to change outdated attitudes towards LGBTQ+ community and encourage people to call out the use of homophobic language in sport.
- Develop the first phase plan for racing to engage with and reach out to BAME communities, understanding some of the barriers in place.
- Explore the idea of an industry wide mentoring scheme.

Objective 4

To increase the number of riding opportunities for female jockeys

Racing is proud to be one of the few sports where men and women can compete on equal terms, however looking at the data, female jockeys do not get their fair share of the rides which shows there are ingrained inequalities that need to be addressed. Gender is the most progressed area of the diversity discussion within racing, and with female jockeys making huge strides forward, it is important that we keep the momentum going to accelerate progress and build on the existing influential research.

We aim to:

- Complete initial research into every stage of a female jockey's career, with a set of recommendations to implement.
- Improve female jockey facilities on racecourses, to have updated the BHAGI if necessary and to have shared a 'gold standard' facility template to racecourses.
- Learnt more about the performance of female jockeys, compared to their male counterparts.

Conclusion

The DiRSG believe that the Action Plan raised the profile of D&I in racing, it started the conversation and provoked debate and discussion amongst British racing. As a first review since the Action Plan was published, it is clear that we are moving in the right direction and awareness is being made. However, the DiRSG's ambition is to accelerate progress over the years to come. With clear priorities outlined and funding to support key activities, now is the time to push forward with deliverables and grasp this opportunity to grow the sport.

This first phase will be a small part of a longer journey for the industry in creating a more diverse and inclusive sport and will act as a springboard for further action. The DiRSG believe this agenda requires long term commitment, resource and funding, and importantly, collaboration from the whole sport.

It is our hope that the industry understands the potential benefits to the sport, and continue to support industry-wide initiatives and developments but to also push forward with their own activity. As one team, together we can create a sport in which there is a big-hearted welcome for everyone.

Get in touch

However big or small, we would love to hear about your contribution to creating a more diverse and inclusive sport. We aim to share best practice case studies to showcase and celebrate the great work being done.

Email diversity@britishhorseracing.com with your stories, plans and ideas so that we can shine a spotlight on them.

Members of the DiRSG

Josh Apiafi, Rewards4Racing Founder and Director

Catherine Beloff, BHA Director of Legal and Governance

John Berry, Racehorse Trainer and Journalist (since November 2019)

Sally Bethell, Racehorse Owners Association Board Member (until September 2019)

Linda Bowles, The Jockey Club Group People Director

Guy Disney, Walking with the Wounded and Amateur Jockey

Zoe Elliott, BHA Head of Careers Marketing and Recruitment

Di Farrell-Thomas, The British Racing School Industry Courses Manager (since November 2019)

Susannah Gill, UK Tote Group Communications and Corporate Affairs Director

Debbie Grey, Former Operations Director for The Racing Centre

Rose Grissell, British racing's Head of Diversity and Inclusion

Francesca Leyland, Regulus Partners Gambling and Sports Adviser (until January 2019)

Lee Mottershead, Racing Post Journalist

Rory Palmer, East Midlands Member of European Parliament (since November 2019)

Rishi Persad, Broadcaster for ITV, BBC, Racing TV

Harriet Rochester, Founder Rochester PR

Nick Rust, BHA Chief Executive (Chair)

Suzy Smith, Racehorse Trainer and NTF Council Member (since November 2019)

Tanya Stevenson, Freelance Sports Journalist and Chief Executive of the Horseracing Sponsors Association

Sulekha Varma, Recently appointed Jockey Club Racecourses Regional Head of Racing – North West

Laura Whyte, BHA Board Member

¹ Research by Vanessa Cashmore, 2018
https://www.britishhorseracing.com/press_releases/female-jockeys-good-males-suggests-thoroughbred-horseracing-industries-mba-study/

² Research by Vanessa Cashmore, 2019
https://www.britishhorseracing.com/press_releases/female-jockey-performance-in-jump-racing-being-underestimated/

³ Will Hudson Blog, Racing Together, June 2019
<http://www.racingtogether.co.uk/bha-employee-will-hudson-talks-about-his-life-working-in-racing-within-a-sport-which-has-for-the-first-time-united-to-recognise-and-celebrate-pride/>

