

DIVERSITY IN RACING ADVISORY GROUP

2023
ANNUAL
REVIEW



DIVERSITY
IN RACING

INTRODUCTION

By Dr. Eleanor Boden, Chair of the Diversity in Racing Advisory Group:

As we reflect on the past year, 2023 stands as a pivotal moment in the ongoing journey towards improving diversity and inclusion within British racing. With the landscape of our sport continually evolving, it's crucial to recognise the strides we've made and the obstacles we continue to face. In my role as Chair of the Diversity in Racing Advisory Group (DiRAG), I am honoured to share our collective progress and outline our vision for the future.

In 2023, one of the most significant developments was the initiation of a review of the Diversity and Inclusion Industry Commitment and progress made to date by signatory organisations, with 31 organisations now actively engaged. This coalition underscores the increasing recognition of diversity and inclusion as foundational principles of our sport. However, participation alone is not sufficient; it's imperative to translate these commitments into meaningful action and measurable outcomes. In 2024, our focus within the Diversity in Racing Advisory Group will be on implementing robust support mechanisms to ensure that these organisations are equipped to fulfil their pledges, emphasising accountability and tangible results.

Moreover, the establishment of the Horseracing Industry People Board, with diversity and inclusion embedded into its core activities, presents an exciting opportunity for collaboration and alignment across the industry. We eagerly anticipate working closely with this newly formed entity to drive substantive change and advance our shared goals.

Another important piece of progress in 2023 was the launch of the Recruitment Toolkit which marked a significant milestone in our ongoing journey and is an important resource to share best practice, ensuring hiring

processes can be free from bias and discrimination. This resource provides comprehensive support to British Racing around attracting, recruiting, and selecting talent.

I extend my heartfelt appreciation to the numerous individuals who continue to champion diversity and inclusion within British racing. Their tireless efforts and innovative initiatives serve as sources of inspiration, propelling us forward on our extensive path to inclusivity.

Furthermore, I express gratitude to the Racing Foundation for their unwavering support, which has been instrumental in driving coordinated diversity and inclusion initiatives - thank you.

Looking ahead, we must recognise that the responsibility of embedding diversity and inclusion within every facet of our sport lies with each of us. While external support has been invaluable, it is essential to acknowledge that sustained progress necessitates internal commitment and dedication. As societal expectations for inclusivity continue to evolve, embracing diversity becomes not only a moral imperative but also a strategic imperative for the enduring success of British racing.

As we embark on the journey ahead, let us embrace the challenges and opportunities that 2024 presents. Together, let us reaffirm our collective commitment to fostering a more diverse, equitable, and vibrant racing community, one that reflects the richness of our society and the spirit of inclusivity that defines our sport.

OUR VISION

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

GROUP STRUCTURE AND MEMBERSHIP

In 2023 we announced the establishment of the new Diversity in Racing Advisory Group, marking a significant step forward in our ongoing commitment to enhancing equality, diversity, and inclusion across the British racing industry.

As a successor to the former Diversity in Racing Steering Group, our restructured advisory body will now work closely with the Horseracing Industry People Board. This alignment allows us to play a pivotal role in shaping the industry's long-term people strategy, ensuring that diversity and inclusion remain central to our collective efforts.

Under the leadership of Dr. Eleanor Boden, Chief Executive of the Scottish Racing Academy, our advisory group comprises eight esteemed members, each bringing expert knowledge and experience in fostering inclusive environments and supporting individuals to realise their full potential. Dr. Boden's extensive background in British racing and education, coupled with her dedication to advancing equality, inclusion, and safeguarding, makes her a fitting leader for our collective endeavours.

Our primary focus is to provide guidance and support on best practices across the industry, with a particular emphasis on areas relating to equality, diversity, and inclusion. We will continue to work closely with the British Horseracing Authority (BHA) and other industry stakeholders to develop and implement initiatives aimed at broadening participation in the sport and engaging audiences from diverse backgrounds as well as continuously striving towards an inclusive culture for all individuals engaging with the sport.

In this update, we will spotlight some D&I success stories from across the industry as well as reflecting on the group's priorities and progress.

THE MEMBERS OF THE REFRESHED ADVISORY GROUP ARE AS FOLLOWS:

DIVERSITY
IN RACING

Dr Eleanor Boden (Chair)

Scottish Racing Academy, CEO

Carol Bramhill

British Racing School, HR Director

Grace Carter

Great British Racing, Intern

Emily Foster

The Third Culture, Founder

Susannah Gill

UK Tote Group, Communication and Corporate Affairs Director

Dr David Letts

Great British Racing, Shared Ownership Project Manager

Christina Thakor Rankin

All in Diversity Project, Co-Founder

Gareth Wesley

Brand Dynamics, Head of Innovation

Commenting on the launch of the new advisory group and inclusive recruitment toolkit, Chair of the Horseracing Industry People Board, Neil Hayward, said:

“The Horseracing Industry People Board is committed to delivering positive change to improve the lives of those working in the sport and the organisations that employ them. Key to this is attracting, retaining and developing a diverse workforce and ensuring that those involved in our industry feel safe, supported and able to fulfil their potential.

“The refreshed Diversity in Racing Advisory Group has an important role as we continue to develop British racing’s long-term people strategy, both in terms of informing and supporting decision-making and sharing specialist knowledge and insight.”

Julie Harrington, Chief Executive of the British Horseracing Authority, added: “Racing is everyone’s sport, and it’s important that we build on progress to ensure our industry is an attractive prospect for people from all backgrounds and that everyone feels valued and has the opportunity to thrive.

“The formation of a revised advisory group is another step on this journey, with the group incorporated into racing’s new governance structure and therefore able to play a more effective role in providing strategic direction, expert guidance and support to decision makers and organisations across British racing.”

INDUSTRY SPOTLIGHT ON DIVERSITY AND INCLUSION

WOMEN IN RACING

Women in Racing focused on free-to-access introductory events in 2023, hosting informative and welcoming events in Newmarket and Lambourn, with another to follow in Malton in 2024.

LISTEN NOW



Racing Home Podcast

with Amy Bannister-Bell



The mentoring and bursary programmes, which are free as part of WiR membership continue to develop and welcome new participants. Behind the scenes WiR launched both a new website and membership platform to better serve members, enable easy membership management and provide cost efficiencies.

Racing Home, thanks to support from Kindred Group and the Racing Foundation continued to expand its reach and support working parents through its portal and expanded programme. The Post-Pregnancy Rehabilitation and Support pilot was a success and has been rolled out nationally. The Racing Home podcast series, hosted by Naomi Mellor has been a key part of raising awareness and opening conversation on important topics around family life and horseracing with episodes featuring Julie Harrington, Amy Bannister-Bell, Nick Luck and many more. Research on best practice and data collection is ongoing and the first surveys on parenting were launched with Scottish Racing and Women in Racing.

KEY STATS



Lucy Gurney, Chair of WiR said: “2023 was a year to continue evolving and growing for Women in Racing. We’re so proud of the research-based Racing Home programme delivered by the Simply Racing team. Thanks goes to WiR members for supporting and attending our events, and particular mention goes to our brilliant Committee who volunteer their time to make our programmes and events happen year-round.”

Find Out More:

1. Racing Home: <https://racinghome.org.uk/>
2. Racing Home research: [Resources – Women in Racing](#)
3. Women in Racing: [Women in Racing](#)

Follow Women in Racing on all social media to keep up with news, events and updates.

INDUSTRY SPOTLIGHT ON RACING WITH PRIDE



2023 was another productive year for Racing With Pride with ever-growing membership numbers, delivery of a busy schedule of in-person and virtual events, and strengthened partnerships across the sport and beyond. These have all contributed to an increased awareness of the LGBT+ community and deeper consideration for how the industry can ensure its members feel safe and included in British racing. Below is an outline of the group's activities against their strategic areas of focus: Community, Awareness and Education.



Community

With continued support from the industry, Racing With Pride delivered various social activities and events throughout the year to further connect members of the group and develop a sense of community. These range from competitions to quizzes and social meet ups across the country.



Racing With Pride visited the National Stud in January 2023, where staff welcomed a group of 20+ members for a private tour. Attendees thoroughly enjoyed the event, with one attendee enrolling on a National Stud Course with a view to working in the breeding side of the sport as a result of their visit. Another successful event for the group was the meet up at York Racecourse - a collaboration between the racecourse, Racing With Pride and the European Breeders Fund (EBF) in its third year. Racing With Pride members were joined again by the York R I Templars Rugby Club, providing the biggest turnout to date and a chance to increase networks.

Awareness

In association with the National Horseracing Museum (NHRM), a [Racing With Pride exhibition](#) is now in situ, exploring the group's history and development. Located in one of the stable galleries at the Palace House Museum site, you can find a replica of the Racing With Pride PRIDE silks as well as various artefacts that demonstrate the progress of the group since its inception in 2020. In addition, the NHRM were successful in securing a grant to produce [a video](#) highlighting the work of Racing With Pride, including its creation and personal stories of group members.

Throughout Pride month, in June, various individuals and stakeholder organisations from across racing demonstrated their visible support for LGBT+ inclusion, which we are seeing develop year on year. This included a 'Pride Raceday' at Perth Racecourse, which was awarded the RCA Showcase award for D&I in recognition of their efforts.

In addition, The Tote supported with race sponsorship and a competition for Racing With Pride members to design the race's winner's rug; a replica is now on display at the museum.

National Racing Staff Week created an opportunity to link with Racing Welfare with jockeys of the Stable Staff races opting to wear rainbow armbands, raising awareness and showing support for the LGBT+ community.

In association with Great British Racing, the group again worked with racecourses to mark the Rainbow Laces campaign steered by Stonewall. The main campaign activation day was at Sandown Park Racecourse on Saturday 9th December with a Racing With Pride Fan Zone and member attendance, as well as race sponsorship supported by Betfair.

Racing With Pride's ongoing work was recognised through two award short listings in 2023. Racing With Pride Committee Chair Dr David Letts was named in the final three nominees for the Community Award category at the 2024 Thoroughbred Industry Employee Awards, sponsored by Godolphin and organised by the BHA, while Racing With Pride was shortlisted for the Sport and Recreation Alliance Community Sport Awards, in the Diversity and Inclusion category. These nominations provided a chance to showcase racing's work in this area both within the sport, as well as with other organisations and individuals from wider sport.



Education

As part of Racing With Pride's commitment to influence social change and promote a diverse and inclusive sport, a guidance note was produced on transitioning at work, which was supported from partners across the industry. Conscious that a template policy would struggle to meet the needs of racing's various employers and employees, Racing With Pride developed the Transitioning At Work Guidance document to help develop understanding and as a guide to facilitate conversation.

With support again from the NHRM and the BHA, Racing With Pride delivered an in-person education event for the industry to learn about experiences of the LGBT+ community. The event included a panel session about what Pride really means to the LGBT+ community and how everyone can play their part, followed by a workshop on the Transitioning at Work Guidance document. Lou Englefield, Director of Pride Sports, attended as a guest speaker to highlight broader sport examples of best practice and explore what racing can learn from other sports' efforts in this area.

Additionally, research was commissioned by The Jockey Club, in conjunction with Racing With Pride, to better understand the perspectives of LGBT+ individuals not currently engaging with the sport and where improvements can be made in the future. The findings and recommendations from this work have been shared within the sport and will continue to be worked on during 2024 and beyond.



Future Plans

The group looks forward to delivering against the above focus areas again during 2024, with a stronger focus on working collaboratively with other sports and LGBT+ groups outside of racing to increase consideration for engaging with the sport from groups who have not previously done so. This will allow for greater outreach, education, and support in a way that profiles British horseracing's efforts in this area on a wider stage.

David Letts split the charitable prize associated with his Thoroughbred Industry Employee Awards nomination between the British Racing School and the National Horseracing College to support inclusion efforts. Racing With Pride looks forward to working collaboratively with these charities to deliver exciting plans in this area during 2024.

INDUSTRY SPOTLIGHT ON THE RACING PATHWAY



The Racing Pathway

The Racing Pathway is a customer growth strategy, designed to acquire and engage the future fans and workforce of horse racing, so that it becomes more reflective of society and more attractive to a wider demographic audience. Designed by Apiafi Associates and supported by the sport's stakeholders, it is now in its fourth year with equality, diversity and inclusion at its heart.

The Racing Media Academy (RMA)

2023 was a huge year for the Racing Media Academy, we saw the second running of the course with 13 new cadets being put through their paces, Ascot Racecourse joining as the programme's 13th Media Partner and an alliance launched with the Invictus Games Foundation. The RMA is funded by the Academy's 13 Media Partners, Godolphin, Spotlight Sports Group and the Racing Foundation. We are extremely excited about the 2024 programme.

The Supporter Network - Spreading the Net

The Supporter Network was launched four years ago, to help drive applications to the Racing Media Academy as part of the commitment to encourage a more diverse and inclusive cohort. It offers a much wider opportunity for the whole industry and has been accessed by many of the sport's stakeholders.

It enables structured, regular communication with the partner organisations and is funded by the Racing Foundation. These relationships have cultivated other organisations which they are affiliated with, to support the Racing Pathway Strategy.

Examples of industry initiatives the network has aided with:

The Racing Business Apprenticeship and three other new apprenticeships at Lingfield Park

In partnership with the Stephen Lawrence Day Foundation, who's ambition is to help create a fair and inclusive environment for all.

The Gerald Leigh Racing Experience Weeks at the British Racing School

In partnership with Youth Unity - a not-for-profit organisation dedicated to providing effective help and support to vulnerable young people and adults who are affected by group violence (gangs), drugs, and other forms of exploitation such as human trafficking, and CSE (Child Sexual Exploitation).

With thanks to Gerald Leigh images

PROGRESS FROM 2022

In 2022, we set out 15 objectives under the headings of:

Objective 1
01 Raising awareness of the importance of diversity and inclusion across the whole sport

Objective 2
02 Better understanding British racing's landscape, using data and insight

Objective 3
03 Working to create an inclusive sport for all

OBJECTIVE 1

Objective 1
01 Raising awareness of the importance of diversity and inclusion across the whole sport

Priority

We will build on our All in the Race media campaign

Update

An updated All in the Race campaign was launched during Black History Month, in addition to launching the research into the experiences of ethnically diverse communities working in racing, via a webinar with Plan4Sport (see below)

Priority

We will work more closely with diversity and inclusion Industry Commitment signatories

Update

While offering ongoing support to signatories, we launched a review into the current Industry Commitment, with the results to be disseminated in 2024 along with next steps for the commitment (see below)

Priority

We will launch further tools to support the development of policy

Update

A recruitment toolkit was published via Racing2Learn in 2023, providing support and guidance on inclusive recruitment

Priority

We will establish a position on trans athletes

Update

This continues to be developed, with Racing With Pride producing a Transitioning Guidance Note and hosting workshops to increase understanding more widely across the industry's stakeholders

OBJECTIVE 2

02

Objective 2

Better understanding British racing's landscape, using data and insight

Priority

We will introduce robust monitoring via Racing Digital

Update

We have worked with the BHA Data and Insight Team and Racing Digital to ensure, upon launch, the system can capture relevant information about participants of our sport

Priority

We will support others to collect and share their data

Update

We have worked with Horserace Betting Levy Board to supply stakeholder data and also have continued to promote the diversity data toolkit amongst industry signatories

Priority

The BHA will release data about its people

Update

Data will be published on the BHA website in 2024 as well as participating in external benchmarking activity

Priority

We will support more accurate and independent reporting of board members across the industry

Update

We have worked with the Horserace Betting Levy Board to continue to collate and publish data across the industry on board representation (28% women, 3% ethnically diverse communities in 2023)

Priority

We will carry out research into the experiences of ethnically diverse communities in the sport

Update

We launched the research into ethnically diverse communities working in racing in 2023, due for completion Autumn 2024 (see below)

OBJECTIVE 3

03

Objective 3

Working to create an inclusive sport for all

Priority

Racing With Pride will work with the National Horseracing Museum and other key partners to celebrate Pride month

Update

Racing With Pride worked with the National Horseracing Museum to create an exhibition, housed in the stable galleries at the Palace House Museum site as well as wider industry activity

Priority

We will release and promote guidance for supporting trans colleagues in the workplace and the associated E-learning module

Update

Along with the sport's overall position regarding trans athletes, this continues to be developed in addition the guidance produced by Racing With Pride

Priority

We will work with academics Dr David Letts, Dr Eleanor Boden and Vanessa Cashmore to understand how their PHD findings can inform policies and practices to make racing more inclusive

Update

See below

Priority

We will work with the BHA safeguarding team to support the implementation of any sexual harassment awareness programme to promote safe working practices for all across the sport

Update

Dr. Eleanor Boden's research was accepted by the sport's leaders and published in December, alongside safeguarding and human welfare data to reinforce the need for an updated robust human welfare strategy.

This work remains ongoing and a central focus of the Horseracing Industry People Board.

Priority

We will support the BHA to embed the Code of Conduct, including through the development of a network of Respect in Racing ambassadors.

Update

The BHA has reviewed the Respect in Racing group and will be taken forward under a wider integrity and human welfare group. Further updates will be published in due course.

Priority

We will support efforts to increase representation of ethnically diverse communities at all levels of the sport from the weighing room to the boardroom.

Update

Upon the publication of the findings of the research, an action plan will be published in addition to engaging with experts in this field to understand and seek to improve the experiences of ethnically diverse communities in racing

We have enclosed a more comprehensive update on larger projects below.

OBJECTIVE 1 - INDUSTRY COMMITMENT REVIEW

Signatories of British Racing's Diversity and Inclusion commitment were asked to provide feedback to identify collective progress towards creating a diverse and inclusive industry.

The review process conducted through online survey, helped to recognise and celebrate the positive work that has been taking place in line with the industry's five main commitment pillars (Leadership and Accountability, Good Governance, Education and Awareness Raising, Celebrating and Supporting Racing's Diversity, Engaging New Audiences), as well as to recognise what more there is to do and how they can support each other to fulfil those commitments. Key findings from the survey will be shared in a separate report to be published to mark the three-year anniversary of the commitment's launch.

Within this process, it was also recognised that commitment signatories represent diverse areas of the racing industry, and this was not, therefore, an opportunity to compare signatories' progress against each other, but rather to share good practice where it exists and encourage further engagement with diversity and inclusion work. The DiRAG will review the findings of the process to add depth and greater value to this initiative.

OBJECTIVE 1 - RECRUITMENT TOOLKIT

The Diversity in Racing Advisory Group commissioned a comprehensive recruitment toolkit designed to help employers across the industry to embed inclusive practices into their hiring processes.

The toolkit can be downloaded for free from [Racing2Learn](#) and provides useful resources and guidelines for employers, offering practical insight to help organisations think about diversity and inclusion at every stage of the recruitment journey and provide equal opportunities for all.

It provides a suite of editable documents and templates to adapt and use within any organisation within British racing. These have been developed with inclusion and accessibility in mind and help to ensure recruitment activity is structured around inclusive practice.

OBJECTIVE 2 - ETHNICALLY DIVERSE COMMUNITY RESEARCH

In 2023, British racing announced a significant initiative aimed at understanding and addressing the experiences of individuals from ethnically diverse communities within the racing industry. This effort seeks to gain insights into the opportunities and barriers faced by individuals from global majority backgrounds, ultimately aiming to foster a more inclusive and equitable environment within the sport.

This work follows on from the All in the Race materials that were launched in October 2023, to highlight reporting across the industry. As part of the research project, a survey was announced to gather input from racing industry employees. Led by Plan4Sport and Inside Inclusion, experts in diversity and inclusion in sport, the survey aimed to collect anonymous responses from individuals across all roles within the sport. The survey provided an opportunity for individuals to share their experiences and perspectives. In addition, participants are encouraged to engage with interviews and focus groups throughout 2024. These discussions provide a deeper understanding of the experiences and perspectives of individuals from ethnically diverse communities within the industry.

The results of this survey are expected to play a crucial role in identifying areas where the racing industry can improve in terms of diversity and inclusion. Recommendations derived from the research will be instrumental in shaping the future of the sport, particularly through the ongoing work of the Industry People Strategy led by the Horseracing Industry People Board.

The Ethnically Diverse Communities research project represents a significant step forward in the racing industry's commitment to diversity and inclusion. By actively seeking input from individuals across the sport, the BHA aims to ensure that racing provides a safe and welcoming space for individuals from all backgrounds, fostering a culture of respect and inclusivity. Results are anticipated in mid-2024 and will be published by the BHA.

OBJECTIVE 3 - SEXUAL MISCONDUCT RESEARCH

The BHA unveiled its updated Safeguarding and Human Welfare Strategy in December 2023, with the aim of fostering a culture of respect and inclusivity, this strategy outlined immediate and long-term objectives to ensure a secure and nurturing environment free from any form of abuse.

The strategy's action plan encompassed various initiatives, including enhanced education on safeguarding and human welfare, refined reporting mechanisms, and the establishment of a network of 'Respect in Racing champions' to provide support and guidance. Furthermore, an industry-wide awareness campaign aims to improve understanding of sexual misconduct and promote reporting mechanisms.

The updated strategy was shaped by data collected by the BHA over several years and informed by Dr Eleanor Boden's research into the experiences of women within British racing. Dr. Boden's study shed light on issues such as sexual misconduct, gender stereotypes, and obstacles faced by women in advancing their careers within the industry.

Recognising where the sport can improve, British racing's leaders extended apologies to those who had experienced unacceptable conduct and reaffirmed the commitment to upholding the highest standards of behaviour. The unanimous endorsement of the strategy by the BHA Board and the establishment of the Industry People Board underscored the industry's dedication to effecting meaningful change.

Work was already underway to implement the agreed actions, supported by funding from the Racing Foundation and the Horseracing Betting Levy Board. The proactive approach outlined in the updated strategy reflected the sport's collective determination to create a safer, more inclusive environment, essential for the well-being and sustainability of British racing in the years to come.

The DiRAG will be working with the Horseracing Industry People Board in 2024 and beyond, to continue to make progress towards a safer environment for women.

INDUSTRY SPOTLIGHT- RIDING A DREAM ACADEMY

The Riding A Dream Academy supports young people aged 13-16 from diverse ethnic communities and disadvantaged backgrounds into racing through a series of riding-based programmes, with the aim of increasing diversity and inclusion in racing. Funded by the Racing Foundation, year on year it saw a massive 281% increase in the number of young people it worked with and stands at the very forefront of diversity and inclusion initiatives in British racing, with 71% of its students coming from diverse ethnic audiences.



For the first time in 2023, the Academy introduced Taster Days for schools and youth charities, giving their young people the chance to ride for the first time, take part in a horse handling session and find out more about the myriad opportunities within the sport. Thanks to the support of the Sir Peter O'Sullevan Trust it ran a series of Residential Weeks for both riders and non-riders and saw the latest intake from its Scholarship programme graduate in July, with the new cohort joining in August. To date, 71% of our Scholarship students have either been accepted onto or completed the Foundation Course and are working in a yard or have taken part in further work experience within the industry. At Christmas, a further three students joined their racing yard, with more set to follow and demonstrating the Academy's ability to bring in talented young people into the sport.

2024 AND BEYOND

With the launch of the DiRAG at the end of 2023, the group will be developing new aspirations and objectives in 2024. Critically, the group will be working closely with the Horseracing Industry People Board on the Industry People Strategy, which will be published in the Summer of 2024.

FIND OUT MORE

To find out more about the initiatives to promote inclusion in British Racing, follow the links below:

Gender

[Women in Racing](#)
[Racing Home](#)

LGBTQ+

[Racing with Pride](#)

Ethnicity

[Ebony Horse Club](#)
[Racing Media Academy](#)
[Riding a Dream Academy](#)
[Step on Track](#)
[Urban Equestrian Academy](#)

Disability

[Autism in Racing](#)

GET IN TOUCH

More information about the Diversity in Racing Advisory Group is available on the [BHA website](#). To contact the group for advice or support, please email: diversity@britishhorseracing.com.

DIVERSITY IN RACING ADVISORY GROUP

EMAIL



diversity@britishhorseracing.com

WEBSITE



[Diversity in Racing - Racing Together](https://www.britishhorseracing.com/diversity)

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