



CHAIR
BRITISH
HORSERACING
AUTHORITY

CANDIDATE BRIEF

OVERVIEW

- The British Horseracing Authority (BHA) is the governing and regulatory body for horse racing in Great Britain.
- The member bodies of the BHA are the Racecourse Association (RCA), the Racehorse Owners Association (ROA), the Thoroughbred Breeders Association (TBA), and the National Trainers Federation (NTF) representing the Licensed Personnel.
- The BHA's core mandate is to ensure the fairness, safety, and integrity of racing. The BHA sets and enforces the Rules of Racing, a vital framework underpinning the trust of participants and the public.
- A non-negotiable priority is equine welfare, backed by rigorous veterinary standards, research, and inspection from a horse's birth through its racing career and into retirement.
- The BHA also manages the licensing of all industry personnel—including trainers and jockeys—to maintain professional standards across the sport.



OVERVIEW

- To secure the long-term health of the sport, the BHA works closely with all stakeholders to secure sustainable funding, essential for raising prize money levels and attracting top-class talent to race in Britain.
- The BHA's strategic objectives also focus on product optimisation, ensuring race programming and handicapping create competitive, compelling action for fans. This commercial and sporting health is crucial for maintaining British racing's elite status internationally.
- The BHA is committed to driving Diversity and Inclusion across the sport, promoting a welcoming and equitable environment for all participants, employees, and fans as a crucial element of its future resilience and growth.
- A time commitment of c. 2 days per week.



KEY RESPONSIBILITIES

- Support the executive to develop the strategy for the sustainable future of horse racing, identifying risks and opportunities including financial, structural and reputational. Ensure future income streams, grow audiences for the long term and increase participation. Secure Board support and lead the Board to make the necessary policy decisions to implement the strategy.
- Work with the executive to foster positive relationships with key Whitehall departments – DCMS, DEFRA, Home Office, and the Gambling Commission - to enable racing to effectively influence national policies on animal welfare, gambling and the importance of racing to the culture, economy and heritage of British life.
- Maintain good understanding of commercial interests of shareholders and ensure strong lines of communication between shareholders and the BHA.
- Keep focus on important relationship between racing and betting.
- Engage internationally as requested across the global racing industry to ensure British industry interests are understood and considered.



BOARD RESPONSIBILITIES

- Lead the recruitment and development of an effective, top class Board that has the skills and the respect of the industry to take difficult decisions. Build trust and confidence in the effectiveness of the BHA Board amongst shareholders.
- Create impactful Board agendas – forward looking, strategic and reflecting the interests of the whole industry and its member bodies.
- Run Board meetings efficiently, with an eye on clear decision making, delegation of responsibilities for delivery and timely monitoring of delivery against scope. Ensure active participation and robust debate.
- Ensure highest standards of Corporate Governance – regularly monitor performance and efficacy of Board Committees, working closely with the Committee Chairs. Reflect the requirements of the Code for Sports Governance within the BHA.
- Monitor performance of Board members and the Chief Executive. Ensure Board has visibility of current performance and future potential of senior team.
- Establish strong working relationship with the Chief Executive, providing mentoring as required and clearly respecting executive authority and responsibility.



INDUSTRY

- Prioritise the effective regulation of the industry, focussing on equine and human welfare and integrity.
- Maintain constructive working relationships with all member bodies and build good understanding of industry stakeholder needs. Quickly build understanding of consumer and participants' growth potential.
- Represent the BHA powerfully to relevant audiences, providing a compelling vision for the sport and promoting the interests of its participants.



EXPERIENCE / INDIVIDUAL ATTRIBUTES

- Significant Board level experience as an executive in a senior role or as a non-executive preferably at Chair level. Proven to be able to work effectively at this level in complex multi stakeholder environments.
- Experience in public affairs and in political engagement – passionate advocate for racing.
- Understanding of racing’s financial model and interdependence of racing and gambling.
- Active knowledge of horse racing and some level of profile within the industry.
- A strong understanding and appreciation of modern sports governance.
- Track record of developing and implementing consumer growth strategies encompassing diverse stakeholder and consumer groups.
- Excellent interpersonal manner, with a curious mind and well-honed negotiating skills.
- Open and transparent working style and quickly able to inspire confidence amongst stakeholders.
- Ability to exercise strong independent judgement and maintain the integrity of board decision making.





ELEVATE TALENT

Elevate Talent is an executive search and leadership advisory firm operating at the intersection of sports, media, entertainment, and lifestyle brands. We specialize in identifying and empowering visionary leaders who shape the future of these rapidly evolving and converging industries.

Our approach is defined by an obsession with attitude, bravery, and collaboration – values that inform every search, every placement, and every strategic partnership. With deep sector expertise, a world-class network, and a rigorous, insight-driven process, we deliver transformative talent solutions that go beyond conventional hiring.

At Elevate Talent, we don't just find leaders
- we elevate them.

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For a confidential discussion about the role, please contact:

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All applications to be submitted by Friday 19th June, 2026

All We are committed to helping our clients build leadership teams that reflect the broad range of voices, experiences, and perspectives shaping the sports, media, lifestyle, and entertainment industries. This commitment guides how we collaborate with clients and engage with candidates by ensuring equity, access, and opportunity at every stage. Our approach is grounded in thoughtful, inclusive practices and a belief that the most effective and innovative teams draw strength from a wide spectrum of backgrounds and viewpoints.