

BHA GUIDANCE DOCUMENT
Applications for inclusion as a Specified Sale

INTRODUCTION

This document outlines the process that any sales company (“**Applicant**”) must follow if they wish for one of their sales to be considered for inclusion as a specified sale (“**New Sale**”) under the Rules of Racing (“**Rules**”).

In order for horses to qualify for entry in auction races, national hunt auction maiden hurdle races and median auction races they, or their progeny (as appropriate), must either have been sold or bought in by public auction at specified sales. The BHA maintains a list of specified sales to maintain the integrity of British racing’s auction race programme and to ensure that any new sales do not undermine that.

APPLICATION PROCESS

All applications for a New Sale should be made by email to rwayman@britishhorseracing.com. The BHA requires an application for a New Sale to contain the following information:

1. Applicant Ownership Structure

Full details of the Applicant’s corporate structure including:

- the Applicant’s company name and registration number; and
- the ultimate beneficial owners of the Applicant.

Where any companies in the Applicant’s ownership structure are registered abroad, please provide the name of the country in which they are registered and copies of all relevant documents detailing their beneficial ownership.

2. Applicant Information

Business Plan for the New Sale

The application should detail the Applicant’s business plan for the New Sale, including evidence of the financial resources that will be available to support it. The BHA would expect this to include details regarding the promotion and marketing of the New Sale, whether or not physical inspections of the lots will be facilitated, the accessibility and availability of the New Sale catalogue, the proposed conditions of sale and/or any specific conditions proposed for the New Sale.

Historic Sales Data

The Applicant should provide any evidence it considers relevant to demonstrate the success and commercial viability of its bloodstock sales to date. This may include data relating to the following:

- the number of horses sold at previous sales;
- clearance rates;
- website traffic data (if sale hosted online); and
- number of registered users (if sale hosted online).

MANDATORY REQUIREMENTS FOR A NEW SALE

Number of Horses to be Sold

The BHA requires any New Sale to offer in the published catalogue a minimum number of 25 sale lots. In the event that the New Sale does not satisfy this requirement, the BHA reserves the right to remove the New Sale from its list of specified sales in advance of the sale.

New Sale Catalogue

The New Sale catalogue must conform with the [IFHA's International Cataloguing Standards](#), as amended from time to time.

Conditions of New Sale

The [Bloodstock Industry Code of Practice](#) (“**Code**”) must be incorporated into the conditions of sale for any New Sale. This should include an explicit requirement that all participants at the New Sale (whether vendors, purchasers, agents or otherwise) acknowledge that they are bound by and agree to observe in full the Code including any amendments that may be made and published from time to time.

The Applicant should note that the BHA has formally incorporated the Code into its Rules and any person found by the BHA to be in breach of the Code, whether bound by the Rules of Racing or not, may be banned in Britain from racecourses, other licensed premises and from conducting business with licensed, registered or permitted individuals.

ASSESSMENT PROCEDURE

The BHA will determine any application for a New Sale on its individual merits within the framework of these guidance notes. The onus is on the Applicant to demonstrate to the BHA that the New Sale is suitable to be added to the exiting list. The BHA may take into account any fact or matter that it considers appropriate and reserves the right to request further information from the Applicant as necessary on a case-by-case basis to make its determination.

DETERMINATION

The BHA will respond to all applications for a New Sale within one month. The BHA will determine each application on its merits and a final decision will be taken by the Chief Operating Officer having regard to any fact or matter deemed relevant.

In the event that the BHA turns down an application for a New Sale, the BHA will provide the Applicant with appropriate rationale for its decision and no further application can be made by the Applicant for six months.

QUERIES

If you have any queries regarding these guidelines or the application process, please contact Richard Wayman, BHA Chief Operating Officer for further confidential guidance.