

## **Code of Conduct covering Sponsorship Agreements with Betting Companies British Horseracing**

The relationship between British Horseracing and gambling is a unique one, as recognised by the Government in its Gambling White Paper. Millions of horseracing fans enjoy having a bet on the sport, whether at a local betting shop, at a racecourse or online.

Racecourses and many horseracing participants enter sponsorship arrangements with a range of service and product providers, including properly licensed and registered betting companies, which create an association between the betting company and the racecourse or participant(s). Whilst day to day on-course betting operations, and advertising outside a sponsorship arrangement are not covered by this code, these are carried out in a responsible manner, in line with the appropriate regulations, guidance and codes of practice.

Racecourses and horseracing participants throughout Great Britain commit to following the general principles of the wider Sports Sponsorship Gambling Code when entering into sponsorship arrangements with betting companies:

- **Reinvestment into sport**
- **Maintaining sporting integrity**
- **Protecting children and young people**
- **Ensuring the promotion of betting is undertaken in a socially responsible way**

This document sets out how Racing will adopt these principles in a way which fits with the characteristics of our sport and its unique relationship with betting.

Implementation of this code will be done in conjunction with implementation of the existing Sponsorship Framework for Racehorse Owners<sup>1</sup> and the Jockeys Sponsorship Code<sup>2</sup>.

### **Monitoring and Compliance**

The Racecourse Association (RCA) will be signatory to the code on behalf of British Racecourses, and will provide advice, guidance and support to racecourses on observance of the four general principles as outlined above. Given the number of racedays and potentially different sponsorship agreements which will be in place across these, it is not intended that racecourses will be required to declare their partnerships. It is envisaged however that this information will be publicly available, e.g. via race titles.

The British Horseracing Authority (BHA) will require industry participants to observe the four general principles as outlined above, via the Rules of Racing. Industry participants are already required to declare sponsorship agreements with betting companies to the BHA for integrity purposes.

As part of British Horseracing's commitment to the Code of Conduct, the BHA and RCA will share the code and accompanying guidance via their respective websites<sup>3</sup>, along with details of the appropriate point of contact for any queries.

British Horseracing, led by the BHA, with support from the RCA, will provide an annual summary of the actions taken to support implementation and examples of the Code in operation.

Any issues regarding application of the code should be raised, in the first instance with the BHA at [info@britishhorseracing.com](mailto:info@britishhorseracing.com). The BHA will respond to any queries and, in the event that further review is required, this will be carried out by the BHA's Regulatory Independent Non-Executive Director.

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<sup>1</sup> <https://www.britishhorseracing.com/wp-content/uploads/2019/09/BHA-SFRO-Brochure-1-Sept-2019.pdf>

<sup>2</sup> <https://www.britishhorseracing.com/wp-content/uploads/2019/09/Jockey-Sponsorship-Code-of-Conduct-July-2017-clean.pdf>

<sup>3</sup> For the RCA this will be via the Member Resources section of the Website.

## **Applying the Code - General rules**

1. British Racecourses and participants in British Horseracing will only enter into sponsorship arrangements with betting companies that are licensed under arrangements set by the Gambling Commission permitting them to offer marketing and sponsorship services.

2. British Horseracing supports the four main principles.

- Reinvestment into sport
- Maintaining sporting integrity
- Protecting children and young people
- Ensuring the promotion of betting is undertaken in a socially responsible way

## **Applying the Code – Specific rules**

The following rules and arrangements set out how British Racecourses and participants in British Horseracing will apply the four main principles:

### Reinvestment into Sport

Those entering into sponsorship agreements with betting companies commit to reinvesting the revenues earned back into the sport. This includes:

- Investment in staging strong racing fixtures and competitions, including but not limited to prize money which filters through to all participants including owners, trainers, stable staff, jockeys
- Investment in infrastructure and training businesses
- Support for human and equine welfare and educational services for participants

### Maintaining sporting integrity

Any contractual arrangement entered into with a gambling company should include specific provision that the gambling company will comply with all aspects of the British Gambling Commission's LCCP, including those that relate to protecting the integrity of sport such as:

- (i) sharing information that they know or suspect may relate to a breach of Racing's betting rules;
- (ii) taking all reasonable steps to familiarise themselves with the rules applied by Racing on betting; and
- (iii) ensuring that a condition of their accepting bets is that for a bet to be valid, customers placing such bets must not be in breach of any relevant rules on betting or misuse of inside information.

Racing should additionally require gambling partners, subject to and in accordance with its obligations under data protection law and the Gambling Commission's LCCP (particularly in relation to Schedule 6 of the Gambling Act 2005), to comply with all reasonable requests for relevant information that relates to a breach of the sport's rules.

Hospitality and event invitations, which form part of the relationship between the betting company and the racecourse/participant may continue.

The RCA will provide racecourses with standard legal wording on the Code of Conduct for inclusion in all sponsorship agreements with betting companies.

### Protecting children and young people

British Racecourses and participants in British Horseracing will take a responsible approach to sports sponsorship with a commitment not to directly target under-18s and to actively consider the potential impact on younger people when undertaking sponsorship activities. This includes applying the following:

- No individual sponsorship of persons Under 18.

- Sponsorship on family racedays and within family enclosures will ensure that betting promotions are not directly targeted at U18, and that appropriate age awareness arrangements are applied on course.
- No logos or promotional material on merchandise and products aimed at children.
- No promotion of logos on family/junior sections of racecourse websites.
- Sponsored clothing not to be provided to participants who are under 18<sup>4</sup>

Ensuring the promotion of betting is undertaken in a socially responsible way

British Horseracing will develop existing links with appropriate support, education, and welfare organisations, such as Racing Welfare, to provide the following to British Horseracing's staff, participants and fans:

- Signposting to educational materials that explain the risks associated with betting and how to find support if needed
- Education and materials on the risks of betting
- Signposting to support services for betting addiction where necessary

British Horseracing commits to including safer betting messaging across all sponsorship inventories, including via social media posts, website advertising and on-course.

Support our partners in participation in industry wide national campaigns, such as those promoted by the Betting and Gaming Council, Gamble Aware and others.

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<sup>4</sup> Except for the very small number of occasions where the wearing of sponsored clothing is specifically required by the Sponsorship Framework for Racehorse Owners, as agreed with HMRC. This includes exclusive rights at the Grand National and Derby meetings. This also includes the wearing of sponsored clothing by stable staff employed by a trainer's yard that is sponsored by a betting operator. The wearing of sponsored clothing by stable staff away from public view, e.g. at the trainer's yard, falls outside the scope of this Code.