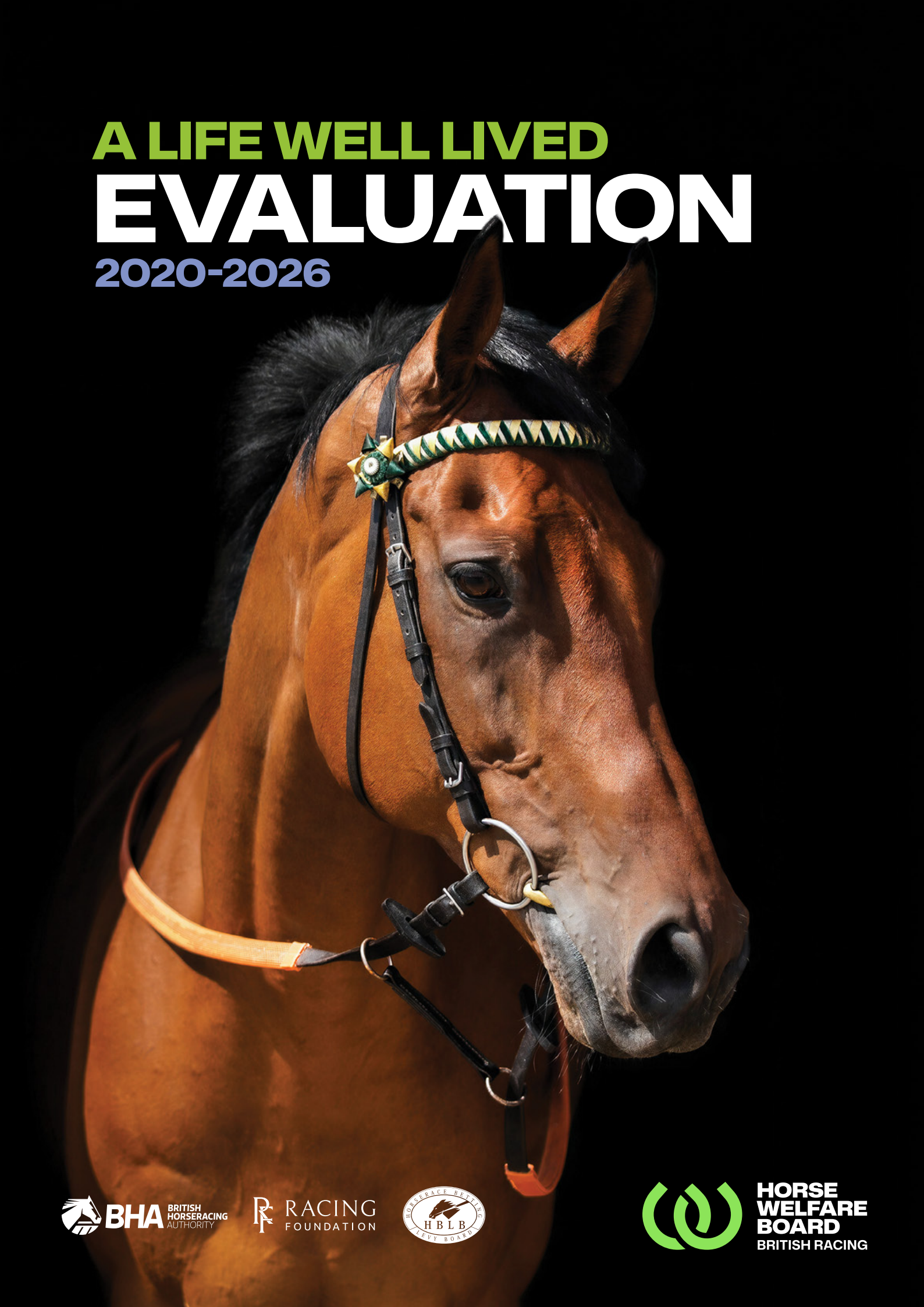
A LIFE WELL LIVED

EVALUATION

2020-2026



BHA BRITISH HORSERACING AUTHORITY

RACING FOUNDATION

HBLB HORSERACE BETTING LEVY BOARD

HORSE WELFARE BOARD
BRITISH RACING

MILESTONES 2019-2026

2019

Racing establishes its first independently-chaired Horse Welfare Board with strategic oversight of horse welfare across the sport and a mandate to develop an ambitious cross-industry welfare strategy.

2020

The HWB publishes British racing's first ever unified equine welfare strategy A Life Well Lived with four core outcomes and 26 projects identified to continuously improve welfare standards.

HWB publishes Euthanasia Guidelines to support best outcomes for horses in the sport.

2021

HWB publishes recommendations to improve support for former racehorses through the Aftercare Funding Review.

The HWB's first major safety project informed by equine vision science is rolled out, with all obstacle markers at British racecourses changing from orange to white to improve clarity for horses.

National Racehorse Week takes place for the first time, becoming an annual event for the public to go behind-the-scenes of racing.

2022

Racing Foundation grants £3m over 3 years to the HWB to progress projects and drive outcomes identified in A Life Well Lived.

The sport establishes its first centralised data unit within the BHA to provide enhanced data and analysis to inform projects across quality of life, safety, traceability and aftercare.

The Equine Safety Group, with representatives from across the industry is formed to determine and drive actions that improve equine safety.

2023

Partnership with the Royal Veterinary College (RVC) established to reduce risk and improve safety in racing.

The first Racing Risk Model (RRM) produced by the RVC supports the reduction of risk across fatalities, falls and long-term injuries.

Equine MediRecords pilot takes place for major Festivals, becoming business as usual from 2024.

The Whip Review published with new, stronger measures for use of the whip.

2024

A holistic review of every racecourse fatality is established as a permanent process.

Results of the first Thoroughbred Census are published sharing new insight into the lives former racehorses lead and informing future work in traceability.

RoR publishes its three-year industry endorsed aftercare strategy to support best outcomes for all former racehorses.

HorsePWR, the sport's first cross-industry welfare campaign and digital hub launches improving transparency and access to verified data and information.

2025

HWB mandated to build on progress for another six years, and incorporate more independent members, following industry-wide consultation.

New HWB Independent Chair, Baroness Minette Batters appointed, and number of independent members increased to four.

2026

Traceability Working Group formed and action plan developed.

RoR Retrainer Approval Scheme launched to ensure horses receive the right care, training and support when leaving racing.

Racing signs the British Equestrian Federation's Charter for the Horse, a unified commitment to welfare across equestrian sports.

INTRODUCTION

Established in 2019, the Horse Welfare Board (HWB) was created by British racing to produce a strategy that unites the whole industry and drives continuous improvement in horse welfare. In 2020, the HWB delivered the sport's first cross-industry welfare strategy, A Life Well Lived, a strategic plan for horses bred for racing in Britain.

Across the course of **A Life Well Lived** British racing has taken important steps to strengthen its commitment to ensuring the best life possible for every racehorse. Improvements in safety, advances in traceability, clearer communication of welfare standards, and enhanced support for horses after racing all reflect meaningful progress and a strong foundation for the future.

Over five years the strategy has transformed welfare from a series of individual initiatives into an increasingly evidence-led, collaborative and transparent programme that provides the foundations for the sport's next phase of welfare improvement.

None of this would be possible without the support of racing's main funders the Racing Foundation and Horserace Levy Betting Board. £7.6m has been invested in the delivery of projects identified within A Life Well Lived.

This evaluation is both a record of progress and an honest assessment of the challenges that remain. It examines not only what British racing has delivered, but what has changed for horses, where greater progress is needed, and how the lessons learned will shape the sport's future approach to welfare.

A LIFE WELL LIVED AT A GLANCE

26
Strategic welfare projects delivered

4
Strategic outcomes

£7.6m
Secured for welfare initiatives

NEW
Scientific data & communications capabilities established

Foundations created for the 2027–2031 horse welfare strategy



OVERVIEW

In 2019 British racing's first cross-industry horse welfare strategy was developed, with four core outcomes identified to guide the sport's work. Within these outcomes, 26 key projects were outlined as priorities for the five years ahead.

OUTCOMES

QUALITY OF LIFE 1

SAFETY 2

LIFETIME RESPONSIBILITY 3

TRUST 4

26 PROJECTS IN TOTAL

- 1 3 Euthanasia Code/Policy
- 1 4 The Future of the Whip
- 2 Stalls & Starting Review
- 1 2 3 4 Welfare Data Programme/Data Unit
- 2 Review of Prize Money for Lower Placed Horses
- 1 2 Promotional Welfare Communications Plan
- 4 Obstacle Improvement & Development
- 2 Corporate Communications
- 4 Traceability
- 3 Racing Risk Models (RRM)
- 2 Welfare Funding Model
- 3 Ground & Going Research, Development & Training
- 1 2 Thoroughbred Welfare Database
- 2 Racing Fatalities Occurring Off the Racecourse
- 2 Medication Data & Clinical Records Analysis
- 1 2 3 Training & CPD
- 2 Suitability to Race
- 2 Rider Engagement
- 1 3 Education of/Support of Rehoming & Potential Rehomers
- 2 Fixture Timing & Allocation
- 1 4 Code of Ethics
- 1 3 Continued Considering of Breeding Methods
- 2 Trainer Engagement
- 1 2 4 Review of Breeding, Pre-training, Sales, and Aftercare
- 1 Welfare Benchmarking Tool

COMPLETE ESTABLISHED & ONGOING PARTIALLY DELIVERED

QUALITY OF LIFE



EVALUATION OF PROGRESS IN QUALITY OF LIFE 2020-2026

A STRONG, WELFARE FOCUSED CULTURE HAS BEEN ESTABLISHED.

A Life Well Lived has embedded a commitment to welfare across British racing, supported by significant investment, stronger industry collaboration and improved capability to deliver tangible action.

THEMES WITHIN QUALITY OF LIFE RARELY TRANSLATE INTO FINITE PROJECTS.

Many areas require our continuous focus as science, evidence and societal expectations evolve.

THE EXTERNAL LANDSCAPE AND DEFINITION OF WELFARE HAS CHANGED.

As a result many of the workstreams within the past strategy have evolved beyond their original scope, or in some cases, ceased based on new, emerging evidence.

EVIDENCE AND INDEPENDENT EXPERTISE ARE CRITICAL TO OUR SUCCESS.

The RVC partnership, enhanced data capability and investment in research, have demonstrated the value of combining longstanding industry expertise with independent science and robust analytics for greatest impact.

TO DELIVER IMPACT WE MUST LOOK BEYOND OUR REGULATED SPACES.

Breeding, pre-training, and life after racing are critical to a horse's overall welfare, but progress will require stronger collaboration with the unregulated spaces and greater collaboration across the wider equine sector.

STRONG DECISION-MAKING AND LEADERSHIP IS VITAL TO PROGRESS.

Many themes within this outcome require clearer ownership, stronger accountability, and more timely decision-making to truly drive change.

THE SPORT NEEDS TO BE WILLING TO CHALLENGE ESTABLISHED PRACTICE.

Maintaining and improving our standards requires an openness to change where evidence demonstrates that existing approaches can be improved.

A LIFE WELL LIVED HAS EMBEDDED A COMMITMENT TO WELFARE ACROSS BRITISH RACING.

INFORMING THE NEW STRATEGY



Continued investment in the people, systems and partnerships that underpin evidence-led decision-making remains vital. Strengthening our internal capability in data, analytics and insight, alongside independent scientific oversight and validation, will be essential to ensuring the integrity, credibility, and impact of our work.

We will shift our focus to consider the whole health of the horse, recognising that quality of life depends on positive mental experiences as well as good physical health. This will become one of our 20 strategic priorities as we look ahead. Our success will be measured on supporting positive experiences, while reducing negative outcomes and promoting best physical health.

New and advancing scientific welfare frameworks can provide a clear and practical basis to help assess and guide our work. When applied within racing, they provide an opportunity to not only define and assess our progress against recognised models but can also support more consistency in our decision-making and in our articulation of welfare standards and outcomes to the wider public.



We will strengthen our influence beyond the regulated spaces. Much of a racehorse's life takes place in areas beyond racing's direct regulatory remit, including breeding, pre-training and life after racing. This remains a key priority for the next strategy.

Stronger collective ownership and decision-making will drive meaningful progress. British racing is a highly complex, interconnected system, so we must share responsibility in tackling challenging themes head on where progress has stalled.



Clean verified data available to industry via new welfare dashboards



20

Recommendations and new rules delivered as a result of the Whip Review

500+

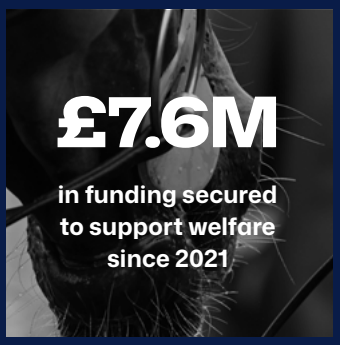
Veterinary and medical staff received enhanced racecourse safety training using new horse mannequins

14

New welfare training modules developed and made freely available to the industry

Partnerships established with:

Sleip · University of Surrey · University of Exeter · STRI · World Horse Welfare · Nottingham Trent University · Royal Veterinary College University of London · Hartpury University · Lancaster University · MediRecords



£7.6M

in funding secured to support welfare since 2021

QUALITY OF LIFE IN FIGURES

The sport's first euthanasia code and decision trees published to support best outcomes for horses

Work to understand best possible mental health for horses commenced in partnership with leading experts

Two best practice guides developed and delivered to the industry to share latest knowledge and drive-up standards

NEW

Whip Referral Committee to evaluate all rides and implement sanctions or actions to increase consistency of the rules



334

Completions of new free welfare focused training modules via Racing2Learn



Methodology changes to reporting of fatality, and LTI figures expanded for increased accuracy and transparency

Partnership established with clinical medical records software provider Equine MediRecords



Early-stage development of transition from paper to online BHA Stable Inspectorate records to improve welfare data and analysis

Appearance money scheme closed in 2023 to reduce the incentive to finish races

Welfare benchmarking and assessment framework developed in collaboration with experts



11

state of the art horse mannequins purchased to support enhanced training of 500+ racecourse vets and medical staff

Improvements in follow-up of LTIs and recording protocols to ensure accuracy in reporting

BEF Charter for the Horse signed, committing to the ethical and fair treatment of all horses under our care

SAFETY



EVALUATION OF PROGRESS IN SAFETY 2020-2026

SAFETY MUST REMAIN A STRATEGIC PRIORITY FOR 2027–2031.

We must build on the significant progress achieved in the past five years and expand our focus from the racecourse into the training environment.

A LIFE WELL LIVED HAS DELIVERED SIGNIFICANT SAFETY IMPROVEMENTS ON COURSE.

These include the recolouring of obstacle markers based on equine vision research, phasing out of birch hurdles replaced by padded-style hurdles, and enhanced pre-race veterinary examinations to reduce risk.

GROUND AND GOING WORK HAS GROWN FROM STRENGTH TO STRENGTH.

Following an initially racecourse-focused approach this has evolved to reach all surfaces across the sport. This includes work to optimise surfaces horses work on away from the racecourse, whether shared or privately owned.

PROGRESS IN SAFETY CAN ONLY BE ACHIEVED AS A COLLECTIVE.

Encouragingly, there is a strong appetite across the industry to learn, share expertise and improve standards, with best practice guides proving a useful model.

SCHOOLING TRIALS HAVE PROVED SUCCESSFUL AND ARE HIGHLY VALUED.

They should remain a strategic priority into the next strategy. Despite their success, they remain constrained by weather, ground availability and cost which must continue to be explored for long-term sustainability.

THE RACECOURSE RISK MODELS (RRM) SHOULD BE STRENGTHENED.

For continued impact we must grow the quality, breadth and usefulness of data available to the sport in decision-making around risk. Ongoing access to epidemiological and data analysis support with independent oversight is also vital to ensure the sport retains and grows our capability to analyse and interpret more complex data sets.

A LIFE WELL LIVED HAS DELIVERED SIGNIFICANT SAFETY IMPROVEMENTS ON RACECOURSES.

INFORMING THE NEW STRATEGY



We must continue to grow our transparency around safety. Rather than communicating only when projects are complete, we must continually share our effort and achievements, as well as our challenges and set-backs.

Data and independent scientific oversight remain fundamental. Continued investment in data collection, analysis, and independent scientific expertise is vital for meaningful evidence-led progress across the next strategic period.

The pace of evolving evidence into action should increase. We must focus on reducing the time between identifying a risk, evaluating potential interventions, and implementing changes.

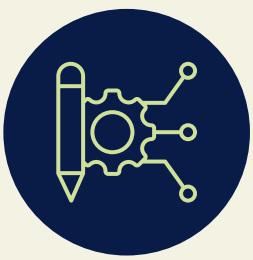
Data from the training environment should be a strategic focus. The RRM has demonstrated a need to better understand horse-related risk factors. Data collection should be efficient and provide value to trainers, participants and welfare research, not simply create additional administrative burden.



Emerging technology should be adopted more quickly. We must prioritise developing and evaluating technologies that can identify risk earlier and look to prevent risk longer-term. The focus must be practical application, whether on course or at home.

Digital medication records is a high priority for 2027. Achieving this will contribute significantly to data quality, traceability, clinical oversight and risk reduction for horses. Modernising this area is also important to ensure British racing maintains at the forefront of delivering a clean sport.

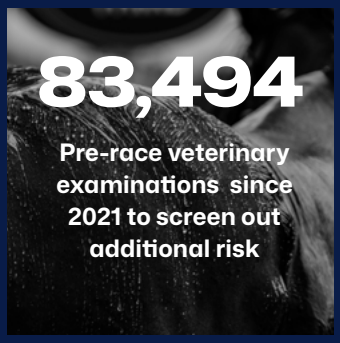




Obstacle design and improvement remains an always-on focus. We must continue exploring new materials, technologies and engineering approaches, and evaluating existing interventions to understand their effectiveness and inform future changes.

411,232

Individual race records analysed by experts at the RVC to identify potential risk factors



83,494

Pre-race veterinary examinations since 2021 to screen out additional risk

140%

Increase in all-race trot ups compared with 2024

4

Gallops maintenance training courses delivered with 28 yards and BHA stable inspectors represented

988

Horses clinical medical records analysed as part of MediRecords pilot at major Festivals

69,929

Unique anti-doping samples taken for testing since 2020

750

Horses have taken part in a schooling trial day



100%

of racecourses have installed padded-style hurdles to reduce the risk of falling, ahead of the October 2026 deadline

SAFETY IN

5,000+

Horses recorded as part of Sleip app gait analysis pilot using AI to identify subtle signs of lameness

20

Horses took part in a wearable technology pre-pilot trial to examine the viability of taking ECGs during live racing

7

Schooling trials took place to build race experience and provide horses and jockeys with low-pressure race experience



69

Licensed trainers used the schooling trials days in 2025



Turf Performance Quality Standard (PQS) developed for racecourses to improve consistency of ground and going

28

Training yards sent staff to free gallops maintenance courses to enhance their knowledge of surface management at home

86,281

Total runners at British racecourses in 2025

8,256

Total number of former racehorses registered over six months as part of Thoroughbred Census

28

recommendations actioned from Stalls and Starting Review to minimise risk

2

best practice guides shared with racecourses and trainers to share expert surface management insight



3

years of holistically reviewing every racecourse fatality to identify trends and future recommendations

64K+

Data collection points contributed to review consistency of ground and going for safety

3.5K

obstacle markers changed from orange to white across the sport in 2022



52

yard staff attended free gallops maintenance courses

18

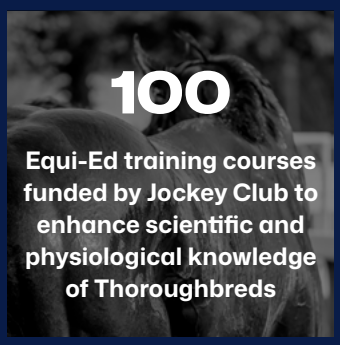
surface measures and targets defined in PQS to optimise and improve consistency of ground across all racecourses

NEW

Hurdle Performance Technical Specification developed to improve consistency of obstacles

FIGURES

Precise obstacle-level reporting and analysis established for all steeplechase fences across all racecourses



100

Equi-Ed training courses funded by Jockey Club to enhance scientific and physiological knowledge of Thoroughbreds



LIFETIME RESPONSIBILITY



EVALUATION OF PROGRESS IN LIFETIME RESPONSIBILITY 2020-2026

THE 2023 THOROUGHBRED CENSUS MARKED A SIGNIFICANT MILESTONE FOR BRITISH RACING.

For the first time, the sport had a robust evidence base on the whereabouts and lives of former racehorses and several priority areas were identified as a result.

THE THOROUGHBRED BREEDERS ASSOCIATION HAVE ALSO CONTRIBUTED TO NEW KNOWLEDGE THROUGH ANALYSIS OF FOAL AND BROODMARE WHEREABOUTS IN BRITAIN.

Combined with the Census and the BHA Welfare Unit's work mapping the existing datasets, this groundwork provides strong foundations and a strategic direction for 2027-2031.

PROGRESS IN TRACEABILITY HAS BEEN CONSTRAINED ACROSS THE STRATEGIC PERIOD BY FACTORS OUTSIDE RACING'S DIRECT CONTROL.

This includes changes in government priorities, evolving legislation and reduced Defra resource. As a critical focus area, it is therefore clear a new approach is needed to drive meaningful change.

COMPLETE LIFETIME TRACEABILITY REMAINS THE AMBITION.

Tracking every Thoroughbred throughout its life remains one of the sport's greatest challenges, particularly during pre-training and after retirement, when horses move beyond racing's direct influence and into the wider equestrian sector.

COLLABORATION ACROSS THE WIDER EQUINE SECTOR HAS STRENGTHENED ACROSS THE FIVE YEARS.

Facilitated by the HWB, the BHA and RoR have established a data-sharing agreement enabling a horses' ownership details to be shared between the two organisations as it moves on from the sport. Other relationships continue to grow stronger, including British Showjumping, British Dressage and British Eventing.

2020–2026 HAS BUILT THE FOUNDATIONS FOR LIFETIME TRACEABILITY.

The industry now has better evidence, stronger data governance, improved collaboration and the beginnings of practical data-sharing mechanisms on which to build.

CAPTURING THE FULL LIFE OF EVERY THOROUGHBRED IS ONE THE SPORT'S GREATEST CHALLENGES.

INFORMING THE NEW STRATEGY



We will develop a modern, integrated, traceability blueprint for the industry. Our strategic focus for 2027-2031 is to translate the strong foundations built over the past five years into a transformational, sustainable model for lifetime traceability of the thoroughbred.

Strong collaboration is essential to achieving lifetime traceability. The new strategy will expand data-sharing relationships within the equestrian sector, as well as internationally for when racehorses cross borders. No single organisation can provide complete lifetime traceability in isolation, so we will prioritise shared responsibility, driven by strong leadership and accountability for action.

A long-term, phased and new approach to influence change alongside continually advocating for the necessary legislation to close traceability gaps by the UK Government. By demonstrating leadership and progress in Thoroughbred traceability we will hope come together with the wider equestrian sector to help shape future policy and innovative solutions that deliver benefits across the whole equine sector.



Improved quality and completeness of our own data remains a priority. We must continuously improve the quality of our own data to ensure it is accurate, consistent and sufficiently comprehensive to support the long-term ambition.

Greater interoperability between existing systems will be needed to make data sharing more effective. Developing common standards for data exchange and increasing the use of API-enabled technology should allow information to move more efficiently between organisations. This should reduce duplication, improve data quality and minimise the administrative burden placed on owners and keepers.

Improved traceability to improve welfare outcomes for racehorses. Our approach is not simply to improve our data. A connected system will enable greater transparency to guide targeted support, drive responsible ownership throughout a horse's life and provide greater confidence in the industry's welfare standards.



Working relationships established with councils, government agencies and stakeholders to drive progress



3

Equestrian disciplines committed to signing data sharing agreements with BHA to improve traceability

100%

Horses with NRAs and new keeper details supplied by trainer now receive communications from RoR after retirement

5,666

Thoroughbreds of which new data was collected through the 2023 Thoroughbred Census

Industry commitment to repeat Thoroughbred Census within 3-5 years

2K+

Horses followed up with by RoR following retirement through new data sharing agreement established in July 2025

Broodmare analysis taken place over 10 years to assess whereabouts and improve knowledge



Industry funding secured for aftercare including owners, breeders and sales companies to support former racehorses

LIFETIME RESPONSIBILITY IN FIGURES

10

Point action plan in development by newly re-formed Traceability Working Group to address traceability gaps in future

RoR Retraining of Racehorses®

2024-2026 strategy produced and endorsed by industry to support racehorses in life after racing

10K

Thoroughbreds were traced and mapped through 2018 & 2019 foal crop analysis by TBA



4

Change of ownership amnesties at sales houses to increase compliance with mandatory change of ownership procedures



Widening of RoR eligibility criteria to support all horses bred for racing in Britain

9

Stakeholder organisations represented on Traceability Working Group to deliver tangible actions from 2026 onwards



Retraining Assessment Programme established to provide specialist support for horses retiring from racing

8,256

Total number of former racehorses registered over six months as part of Thoroughbred Census

Traceability Working Group established with action plan agreed for 2027-2031 strategy



RoR appointed as lead organisation for aftercare, reporting on progress to industry

7

key areas of focus as recommendations of the Aftercare Funding Review delivered in 2021

Rule change to prevent racehorses going to abattoirs


TRUST
THE PONY

EVALUATION OF PROGRESS IN TRUST 2020-2026

RACING'S CULTURE HAS SHIFTED OVER THE PERIOD HELPING TO DELIVER TRANSFORMATIONAL CHANGE IN HOW WE COMMUNICATE AND BUILD TRUST IN OUR WELFARE STANDARDS WITH THE PUBLIC.

A dedicated central welfare communications resource and investment by funders into welfare-focused campaigns and activities represents a significant step forward since 2020 driving greater confidence in addressing issues directly and transparently rather than avoiding areas of public concern. The sport has also shown greater appetite to be visible, open and accountable about welfare issues. However, the breadth and pace of progress across the sport continue to outstrip available resource, funding, and capability for communications activity to reach its fullest potential.

RACING'S ANNUAL PUBLIC EXPERIENTIAL EVENT HAS BEEN PROGRESSED YEAR-ON-YEAR SINCE IT LAUNCHED IN 2021, DELIVERING MEASURABLE POSITIVE IMPACT ON OPINION.

National Racehorse Week has brought the public closer to the sport and allowed them to experience horse welfare 'in-person'. Over the five years 65,000 free visits have been created at yards and 10,000 community engagements have taken place. National Racehorse Week has helped create greater openness and direct public engagement with the sport.

NEW COMMUNICATIONS PLATFORM LAUNCHED TO DRIVE TRANSPARENCY AND PROGRESS.

Launched in 2024, the development of the HorsePWR platform, as both a destination for welfare facts and information in racing as well as a public-focused campaign, has helped transform the sport's communications approach. HorsePWR has also been an important catalyst for increased transparency on welfare, from enhanced methodology of reporting through to greater openness around risk.

EARLY AUDIENCE DATA INDICATES THAT SUSTAINED COMMUNICATIONS ACTIVITY CAN POSITIVELY INFLUENCE TRUST AND PERCEPTIONS.

National polling since 2021 has recorded a 9 percentage-point increase in public trust metrics, while Project Beacon recorded a 5 percentage-point reduction in welfare concerns among racing's new target audience in 2025. Continued tracking will be needed across the period of the next five-year strategy to establish whether true change has been delivered.

RECENT CUSTOMER RESEARCH REITERATES THE IMPORTANCE OF ONGOING, EFFECTIVE WELFARE MESSAGING.

In 2025, Project Beacon, British racing's most in-depth piece of customer research ever undertaken, reinforced that building confidence in welfare standards remains critical for the future success of the sport, both in terms of attracting new people and retaining current fans.

INFORMING THE NEW STRATEGY

Continuing to strengthen established welfare platforms. Building on the success of the HorsePWR campaign will be of paramount importance in the next strategy. As well as increasing transparency, providing high-quality data to tackle welfare concerns head on, it's vital that communications also constantly evidence progress and proof points in an engaging way that connects to our target audiences. Equally important will be ensuring National Racehorse Week continues to thrive as the sport's largest experiential platform for welfare.

A shift from major milestones to incremental progress on projects. While initiatives such as Orange to White (2022) and the Thoroughbred Census (2023) have generated significant public and media engagement. The next strategy should also find more effective ways to communicate the smaller, incremental improvements that collectively demonstrate our progress.



Make the science and evidence behind our decision-making more accessible. Closer collaboration with industry stakeholders, world-leading experts, and political stakeholders will be important in translating complex welfare science and strategy into meaningful awareness of our outcomes. We will build informed advocates within racing as well as improving awareness of the work among wider audiences.



Reviewing resource and investment for welfare communications. Budget and resources for welfare communications needs to be reviewed across the sport to ensure we can build on progress made to date. Engagement with internal and external audiences to bring to life evidence of advancements and the sport's commitment to this work will be vital to ensure racing has an effective strategy to reassure and build public trust from 2027 onwards.

TRUST IN FIGURES

9% increase of trust in racing since 2021 in nationally representative surveys of the British public



20

Recommendations and new rules delivered as a result of the Whip Review

500+

Veterinary and medical staff received enhanced racecourse safety training using new horse mannequins

161K

Visitors to HorsePWR.co.uk since launch sharing accurate facts and information on welfare within the sport

Major conferences held with equestrian sports bodies to collaborate on driving public trust

5% POINT

Reduction in concerns within target audience about horse welfare in British racing during 2025

10k community engagements with the public created by National Racehorse Week



148

Media articles about the Thoroughbred Census project in 2023 to increase awareness of industry actions and progress

5

Media-trained BHA veterinary spokespeople attending major racing fixtures

28M

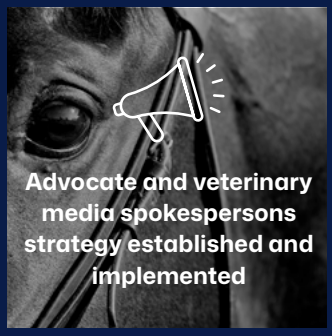
Views of horse welfare focused video content on GBR channels since development of strategy

Collaborative forums across racing jurisdictions established to share best practice



65K

Free places for the public to go behind-the-scenes in British racing created by National Racehorse Week



Advocate and veterinary media spokespersons strategy established and implemented

25%

Awareness of the Horse Welfare Board with the British public in 2025 NatRep survey



Cross-equestrian sport research project by Voconiq established the primary drivers of trust for horse sports in Britain

80%

Positive opinion shift on horse welfare in racing from attending a National Racehorse Week event

£500K

media investment secured for HorsePWR in 2025 to help reduce welfare concerns as a barrier to engagement

80%

of visitors to a NRW event said it improved their opinion of welfare in the sport

48 HOURS

Fatality reporting expanded in 2021 to include fatal injuries within 48 hours of a race



2021

Racecourse fatality definition expanded to drive transparency

Project Beacon has delivered greater insight into the public's opinion of welfare than ever before



Establishment of welfare communications campaigns National Racehorse Week and HorsePWR to drive welfare messaging

BHA

2025 BHA Veterinary spokespersons strategy put in place

CONCLUSION





A Life Well Lived marked a turning point for horse welfare in British racing. For the first time, the sport united behind a single, independently overseen strategy, bringing together expertise, investment and collective responsibility to drive meaningful and lasting progress.

Over the past five years, significant advances have been made. Safety interventions informed by scientific research, improved welfare data and analysis, greater understanding of horses' lives beyond racing, and increased openness and transparency have all strengthened the foundations upon which future welfare improvements can be delivered.

Importantly, this evaluation demonstrates not only what has been achieved, but what has been learned. Progress has not been uniform, and some of the sport's most complex challenges remain unresolved. Achieving lifetime traceability, translating evidence into action more quickly, and ensuring consistent standards across every stage of a horse's life will require stronger accountability, sustained investment and a willingness to challenge established practices.

The next chapter must therefore be defined not simply by the delivery of projects, but by the difference they make to horses. We must therefore commit to measure this impact, including setting targets and holding ourselves accountable against them.

British racing's new welfare strategy will build on these foundations with renewed ambition. Focused on safety, strengthening responsibility throughout a Thoroughbred's lifetime, and embracing a more holistic understanding of welfare that considers positive mental experiences alongside physical health.

Improving horse welfare is not a finite task, but a continuous responsibility. The next strategy must turn knowledge into action, ambition into measurable progress, and our collective commitment into better lives for every horse bred for racing.

DELIVERING WORLD-LEADING STANDARDS OF HORSE WELFARE

HORSE WELFARE BOARD
BRITISH RACING