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BUILD AND SUSTAIN TRUST BY DELIVERING ON THE VISION ACROSS THE SPORT AND COMMUNICATING PROGRESS

The public's view of equine welfare within racing is one of the most pressing issues for the sport. Racing's recent consumer insight research (Project Beacon) has identified welfare concerns as the biggest barrier to engagement for our target audience.

As well as preventing potential new fans from engaging with racing, our current fans also cite welfare as their primary concern, posing a very real risk to customer retention.

To maintain our social licence, we must drive trust with the public and political audiences. This can only be achieved through a proactive and engaging communications programme, underpinned by transparency and a body of work to show the continuous improvement and adoption of welfare and safety standards for horses.

The public have made clear their concerns around the welfare of horses in our sport. This underlines the importance of our ongoing focus on best possible safety and welfare and prioritising communication of our progress.

Building public trust requires a collective commitment to horse welfare across the sport and beyond. By working with external partners and drawing on their expertise, we can ensure welfare remains central to decision-making, driving continuous improvement and demonstrating our commitment to the highest standards of care.



PROGRESS TO DATE

COMMUNICATIONS

Dedicated personnel appointed to increase engagement with the public and support the wider industry. Always-on approach taken to communications.

NATIONAL RACEHORSE WEEK

Annual event created to invite people to visit training yards, studs, and retraining centres for free. 65,000 places offered over the last five years. Horses taken out into communities with an additional 10,000 people reached to date.

HORSE PWR

Cross-industry welfare communications campaign and web portal launched to improve transparency and increase engagement with the public.

EQUESTRIAN

RoR joins the British Equestrian Federation, strengthening links between racing and the wider equestrian world and increasing understanding of the role former racehorses can play across equestrian sport.

WELFARE LIAISON

Quarterly meetings established with major external welfare organisations.

DATA TRANSPARENCY

Reporting of fatal injuries enhanced to include all fatalities within 48 hours of a raceday, including elective euthanasia.

MEDIA SPOKESPEOPLE

Improved representation of the sport in media interviews using spokespeople from the BHA, major racecourses, and advocates from across the sport and racing media.

DRIVERS OF TRUST

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

TRUST TRACKING

Perception and reputational studies put in place to monitor public trust and regularly track progress against areas of concern.

HORSES IN SOCIETY FORUM

Collaborative welfare forum with British horse sport governing bodies put in place with quarterly meetings and annual conference.

INTERNATIONAL COLLABORATION

Collaborative forums across racing jurisdictions established to share best practice.

EDUCATION

RoR significantly expands its education programme and reach, helping owners access the knowledge and support they need to prevent welfare issues before they arise.

VETERINARY SPOKESPEOPLE

BHA veterinary spokespeople deployed at major meetings to update the public regarding welfare-related incidents via broadcast interviews.

PRIORITIES

BUILD AND SUSTAIN TRUST BY DELIVERING ON THE VISION ACROSS THE SPORT AND COMMUNICATING PROGRESS

REVIEW AND STRENGTHEN THE SPORT'S APPROACH TO COMMUNICATING ON HORSE WELFARE

- → Ensure a coordinated, unified approach to moments of high public interest in the sport.
- → Coordinate messaging across all partners, equip stakeholders with shared language and evidence.
- \+ Evaluate how budget and resources for welfare communications within the sport are used to support and promote progress to internal and external audiences.
- \+ Ensure those parts of the sport outside of racing's core regulation are applying the same standards and levels of responsibility.
- \+ Utilise evidence-based change principles to enhance communication with stakeholders to build awareness, encourage participation in welfare initiatives and empower them to be ambassadors and promoters of British racing's equine welfare work.

IMPROVE TRANSPARENCY AROUND HOW RACING ADDRESSES PUBLIC CONCERNS AND ENSURE THESE ARE REFLECTED IN ITS GOVERNANCE AND DECISION-MAKING

- → Enhance transparency with the continued development of HorsePWR providing high-quality data and information for the public with a commitment to reduce data gaps.
- → Grow transparency of actions to reduce injuries and fatalities across the sport.
- → Grow awareness of work to support horses when they leave racing, addressing traceability, funding, and spotlighting case studies.
- → Support an open dialogue with the public to maintain confidence in the BHA's decision-making around use of the whip, by sharing current regulation, how the whip is used, the safeguards in place to protect horses and share information on research projects, their results and actions to be taken.
- \+ Potential impact on the horse of everyday decision-making to be assessed.
- \+ Ensure the horse is appropriately reflected in governance and operational decision-making across the sport to ensure the welfare of the horse is at the centre of all business practice.

KEY: → Ongoing workstream + New workstream

REDUCE WELFARE CONCERNS AS A BARRIER TO ENGAGEMENT

- Drive progress against the key findings of Project Beacon using data to track opinion, concerns and progress.
- Ensure future strategy and actions support the key drivers of trust from the 2024 Voconiq cross-horse-sports research.
- Grow National Racehorse Week and community outreach to deepen public awareness and connection.
- Consumer advertising campaigns and media investment targeting growth audiences to include welfare as a focus area.
- Create content to promote the sport's welfare standards across a horse's life in collaboration with stakeholders.
- Ensure welfare messaging is front and centre in encouraging and rewarding investment in ownership and breeding.

ENGAGE WITH EXTERNAL EXPERTS TO PROVIDE INDEPENDENT OVERSIGHT OF ACTIONS AND ACCOUNTABILITY

- Work with external welfare organisations to ensure racing is held to, and is seen to be held to, the highest possible welfare standards.
- Continue to engage with political stakeholders on a regular basis to grow awareness and understanding of British racing's focus and investment in horse welfare.
- Continued development and execution of proactive issues-management plan and robust crisis-management processes.
- Work with the BHA's Ethics Committee to ensure ethical decision-making.

FURTHER UNDERSTANDING OF THE WHIP AS AN INSTRUMENT FOR SAFETY AND ENCOURAGEMENT

- Implement recommendations of the sport's review of the whip in 2020 by continuing to commission and support further objective research into its effects, using any relevant scientific advances to inform policy.
- Monitoring and tracking developments and available data in other jurisdictions.