

The Horseracing Industry Conference

Future-Proofing the Racing Industry: Protecting People & the Planet

THE
RACING
FOUNDATION



UNIVERSITY OF
LIVERPOOL

Management
School

**Royal Windsor
Racecourse**
**Thursday 30th
September 2021**

#TheFutureofRacing

In partnership with

RACING POST

Agenda

9.30am- 10.30am

Morning registration with welcome coffee

Delegate Arrival

Riverside Marquee
Conference Centre

10.30am

Morning Sessions Commence

Riverside Marquee
Conference Centre

- Introduction: *Oli Bell*
- Keynote Address: *Julie Harrington*
- Wellbeing Across the Horseracing Industry: *Simone Sear & Simon Jones*
- Ethnicity in Racing: *Susannah Gill, Callum Helliwell & Ashleigh Wicheard*

1.00pm - 2.00pm

Complimentary buffet lunch

Lunch

Owners & Trainers Lounge

2.00pm

Afternoon Sessions Commence

Riverside Marquee
Conference Centre

- People Research Panel: *Dr Eleanor Boden, Vanessa Cashmore, David Letts*
- Racing & Climate Change: *Russell Seymour*
- Closing Summary

4.15pm - 6.00pm

Complimentary drinks and canapés

Networking

Riverside Marquee
Conference Centre

See map on page 7 for location details.

Introduction



Rob Hezel

Chief Executive Officer - Racing Foundation

Welcome to the 2021 Horseracing Industry Conference.

The topics which will be covered in today's conference are integral to the future of racing. Environmental sustainability, ethnicity and equality may not be short term commercial imperatives but long term are vital to the sport's future and to protect its license to operate.

The Racing Foundation's strategy for 2021-23 has four key areas of focus; people, equine welfare, community engagement and

environmental and emerging issues. Many of these areas will be tackled by today's speakers, some of whom will be presenting academic research for the first time. The importance of research and data to inform long-term decision making cannot be underestimated and is a theme we have explored before at the conference.

My thanks go to the team at the Racing Foundation and the University of Liverpool who have worked so hard in putting

the conference on and to the speakers who have all given their time and knowledge to create the varied and interesting content available - I trust you leave informed and energised.

I'd like to conclude by urging you all to fill out our post-event feedback questionnaire at the end of the conference. Doing so will provide us with vital information to allow us to make today a carbon-neutral event.

Enjoy the conference.

Neil Coster

Director of Studies, Thoroughbred Horseracing Industries MBA - University of Liverpool Management School

Welcome to the fourth annual Horseracing Industry Conference.

When we first started the conference it showcased a number of the research projects from the inaugural cohort of the Thoroughbred Horseracing Industries MBA. Today you will hear from three of our graduates who are all now conducting research at PhD level.

Six years on from the launch of the MBA, the University is thrilled

to see a number of our graduates progressing to senior positions in the industry. We are also delighted that the theme of that first conference, 'research-driven analysis and informed decision making', has become more central within the industry.

We hope you enjoy the presentations today and look forward to hearing how some of the research presented will help improve the industry in the future.



Keynote Speakers



Hosted by **Oli Bell**

We are delighted for Oli Bell to return as host of the Horseracing Industry Conference once again this year. In his role as a racing presenter for ITV, Oli fronts the 'The Opening Show' on ITV4 and the featured live show on ITV alongside Ed Chamberlin.

Oli will be facilitating the discussions and audience questions for this year's theme: Future-Proofing the Racing Industry: Protecting People & the Planet.

Keynote Address **Julie Harrington**

Chief Executive of The British Horseracing Authority Julie Harrington delivers this year's keynote address at the Horseracing Industry Conference. Julie left her post as Chief Executive of British Cycling in January 2021 in order to become the new head of British horseracing's governing body and regulator. Julie is a former member of the BHA Board and

was a senior executive with Northern Racing for 8 years, including a spell as Managing Director of Uttoxeter. She is one of the most experienced leaders in sport, with a strong background in consumer, operational and regulatory roles, and a clear understanding of the financial challenges facing participants.



Racing & Climate Change **Russell Seymour**

Russell Seymour was the first Sustainability Manager at a major UK sports venue - Lord's Cricket Ground. He worked with MCC for 19 years, overseeing the transition to 100% renewable energy.

Russell is the founder and chief executive of the British Association for Sustainable Sport and is widely regarded as the leading UK voice on sustainability in sport.





Wellbeing Across the Horseracing Industry

Simone Sear

As Director of Welfare at Racing Welfare, Simone provides strategic leadership and direction of the charity's welfare services for all of horseracing's people. Simone graduated from the Thoroughbred Horseracing Industries MBA programme in 2018 and is currently a PhD student in Organisational

Health and Wellbeing at Lancaster University. For her MBA dissertation, she conducted research to identify occupational stressors for racehorse trainers and commissioned research into mental health in the horseracing industry with Liverpool John Moores University.

Simone now sits on the industry Wellbeing Committee as well as being a trustee of The Racing Centre and The Institute of Welfare. Alongside Simon Jones, she will be tackling the subject **'Wellbeing Across the Horseracing Industry'**.



Simon Jones

Simon Jones is Chair of the BHA Industry Wellbeing Committee. He has held numerous executive board level positions across the NHS and wider health and care arena. The committee, launched in April 2021, leads an industry wide programme of work that brings together all the organisations that deliver support to the workforce.

Of it, Simon commented: "The Industry's Wellbeing Committee will oversee the delivery of excellence in wellbeing, development and pastoral support of our people, and contribute to the continued improvement in the health of our sport."

Ethnicity in Racing Panel

Susannah Gill

Susannah is Director of Communications and Corporate Affairs for the UK Tote Group. Prior to this she spent four years as Director of External Affairs for Arena Racing Company, and before that was Head of Public Affairs at Betfair following a stint as a researcher in parliament. Alongside her role as a Trustee at the Racing

Foundation, she is Chair of the Diversity in Racing Steering Group, a Trustee of the National Horseracing College and an ambassador for Racing to School and SportsAid, for whom she raised nearly £20,000 when running seven marathons on seven continents in seven days in 2019.



Callum Helliwell

Callum is a researcher at Sky Sports Racing. He is a graduate of the British Horseracing Development Programme which included a three month placement at Great British Racing, racing's official marketing and promotional body. Callum has been riding

since the age of five and has also worked at Goffs UK as a Bid Spotter. In May 2021 he was featured in the Sky documentary 'The Uncomfortable Race' where he voiced concerns about racing being inaccessible to people from ethnic-minority backgrounds.



Ashleigh Wicheard

Ashleigh is assistant travelling head person for Neil Mulholland Racing following a career spanning 15 years. She is a Master Practitioner of NLP and qualified in Equine Facilitated Learning. Ashleigh is passionate about improving diversity within the racing industry and feels that she "has a duty to help break down barriers that may be blocking young equestrians from getting involved in our amazing sport."



People Research Panel

David Letts: LGBT+ Inclusion in British Racing

David is Chair of the Racing With Pride Committee and a member of the Industry's Diversity in Racing Steering Group. His Thoroughbred Horseracing Industries MBA dissertation tackled LGBT+ inclusion in British racing and he is currently undertaking a PhD to further develop the findings.

In his keynote talk, he will explore the industry's response to his research and examine how each individual, organisation, and the sport as a collective can play their part in furthering LGBT+ awareness and inclusion.



Vanessa Cashmore: Female jockeys - What are the odds?

Vanessa is currently studying for a PhD at the University of Liverpool and consults on horseracing industry education having been, until recently, part of the senior management team at the National Horseracing College. In this presentation, she will present

the latest findings from her research on female jockey performance. The analysis of the win probability odds and predicted placings highlights surprising trends in the underestimation of the female jockeys by the betting markets.



Dr Eleanor Boden: Where did all the girls go? Gender, Education and Work in the Horseracing Industry

Eleanor Boden is responsible for managing and developing the Scottish Racing Academy and its education provision which includes recruitment strategies and employer engagement. Previously, she was a Senior Lecturer at the University of Central

Lancs where she earned the Fellowship of the Higher Education Academy status. Eleanor completed her PhD at Durham University. In her keynote speech, she will explore how the horseracing industry can retrain its female workforce.



THE RACING FOUNDATION

In 2012 the Racing Foundation was established to oversee the distribution of funds to charitable causes within the racing and thoroughbred industry following the sale of the Tote.

Since inception it has awarded £23million in grants. People, equine welfare, community engagement and environment and emerging issues are the key areas of focus in the

latest strategy. The Trustees of the Racing Foundation are Ian Barlow (Chairman), Linda Bowles, Susannah Gill, Mark Johnston, Louise Kemble and William Rucker.

The British Horseracing Authority, the Horsemen's Group and Racecourse Association are the three joint Members of the Racing Foundation, which is registered with the

Charity Commission as a charity under the law of England and Wales (no. 1145297).

racingfoundation.co.uk
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Management
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Thoroughbred Horseracing Industries MBA at the University of Liverpool Management School.

This Thoroughbred Horseracing Industries MBA is the only course of its kind in the world. Endorsed by British racing, it is delivered in partnership with the Racing Foundation, the British Horseracing Authority, and the Horserace Betting Levy Board.

The programme combines the Management School's expertise in sports industry management with the specialist equine knowledge of the University's School of Veterinary Science. As an MBA programme it has the real business focus that management positions in modern horseracing demand. Underpinned by cutting-edge research and highly skills focused, its flexible delivery means that students can remain in full-time employment while studying the MBA.

Supporting the global thoroughbred horseracing industry to develop and meet future challenges, our dedicated MBA prepares students for senior management and leadership roles in this exciting and competitive industry.

liverpool.ac.uk/horseracingMBA

Venue Information



Conference Parking

Enter via the main entrance and continue over the bridge. Car park E is situated at the end of the driveway.



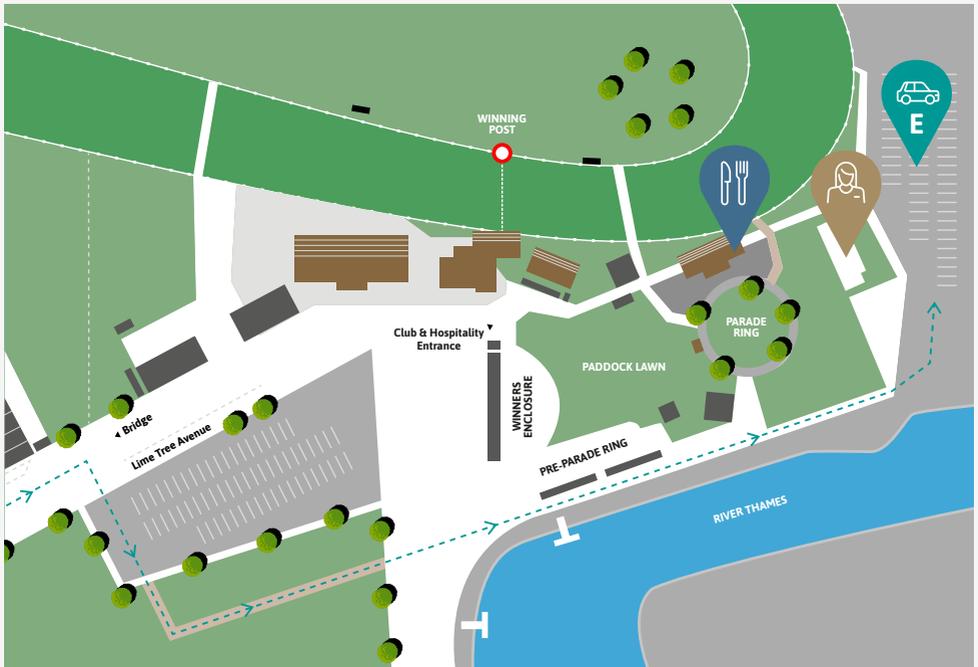
Owners & Trainers Lounge

- Complimentary buffet lunch



Riverside Marquee Conference Centre

- Registration and welcome coffee
- Speaker sessions
- Networking



Address

Windsor Racecourse,
Maidenhead Road,
Windsor, Berkshire
SL4 5JJ

Where to Stay

windsor-racecourse.co.uk/raceday-experience/where-to-stay

Getting to the racecourse

windsor-racecourse.co.uk/raceday-experience/get-here



For more information please visit
racingfoundation.co.uk/conference

For further information on the
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