



# DIVERSITY IN RACING ANNUAL UPDATE 2020

Produced by the Diversity in Racing Steering Group

# OUR VISION FOR BRITISH RACING:

We want British racing to be a diverse and inclusive sport in which everyone has the opportunity to achieve their potential and where fans from all communities feel welcome.

## Introduction

2020 has been a year like no other. The global coronavirus pandemic has affected everyone, the way we live our lives and enjoy sport. With research demonstrating that minority groups have been disproportionately affected during the crisis, as well as the recent powerful movement against racism seen worldwide and in sport, it is clear that the work of the Diversity in Racing Steering Group (DIRSG) is more important than ever. We are pleased to have been able to push forward with some of our plans and make good progress.

Two years on from the publication of the first [Diversity in Racing Action Plan](#) which highlighted ways to promote greater diversity and inclusion across British racing, this update aims to outline the progress made over the last year and importantly, the priorities for the year ahead.

## About the Diversity in Racing Steering Group

Formed in August 2017, the Diversity in Racing Steering Group is a forum for the discussion of ideas and activities, and provides strategic direction, advice and support to the industry in delivering upon set objectives. It aims to have diverse membership and operates as an independent voluntary body, whose work is reviewed and supported by the industry's Members' Committee, which comprises leaders from racecourses, participants and the British Horseracing Authority (BHA).

British racing is one sport and it is imperative that if it is to become more inclusive and diverse, everyone within the sport must strive for one clear goal. A shared responsibility will accelerate progress.



## 2020 Firsts

Despite this extraordinary year, once again we have seen some incredibly inspiring stories that celebrated racing's diversity and inclusivity. These 'firsts' help us to imagine the world differently, they demonstrate the progress that is being made and in doing so take the sport to wider audiences.

Kicking off the year, one of the most meaningful events in racing's calendar, the Godolphin Stud and Stable Staff Awards, did not disappoint. James Frank became the first black member of stud and stable staff to win the Employee of the Year Award for his 17 years in the bloodstock industry.

History was again made when Guy Mitchell was granted his riding licence after previously being denied it having lost his eye at the age of three. He has since gone on to claim his first win.

Hollie Doyle has broken record after record in 2020, being the first female jockey to ride five winners at one race meeting, breaking her own record of the most wins by a female jockey in a calendar year, finishing fourth in the flat jockey's championship, being crowned The Sunday Times Sportswoman of the Year and being nominated for BBC Sport's Personality of the Year.

We hope these stories of jockeys and staff triumphing will inspire all areas of the racing industry to find their own diverse champions in the future.

Racing Together, The Racing Foundation and Godolphin launched the first [Community Directory](#) highlighting British racing's commitment to helping communities improve their health, wellbeing and education, including bringing them closer to horses. The Directory maps nationwide activities from over 100 organisations that are harnessing assets to help people develop skills, increase physical activity and to create a more diverse and inclusive sport.





## Let's talk about race

In Summer 2020, the UK witnessed an outpouring of anger against racism that was felt across all of society including sport, and racing is no different. The lack of ethnic diversity in some areas of racing has been acknowledged by the DiRSG since its inception, and it is accepted by racing's leaders that change should be happening faster.

There are fantastic examples of ethnic diversity in some areas of the sport, and undeniably there are some impactful initiatives addressing the inequalities, but more can be done. The lack of ethnic diversity amongst racegoers is apparent and other areas of the sport also have progress to make. We know that 1 in 8 of the working age population are from a Black, Asian, minority ethnic background, yet there is only one minority ethnic person in the position of General Manager or Clerk of the Course across our 59 racecourses. We know there is a huge range of people with different heritage and ethnic background amongst our racing staff communities, yet how many progress to work in other areas of the sport, including training or becoming a jockey?

Like many other sports, the current debate about race and racism is prompting the DiRSG to focus specifically on how we are addressing discrimination and prejudice as they affect ethnically diverse communities. We have asked ourselves how we can do better. Some of the answers are clear - we must actively demonstrate our opposition to racism at every level: in our workplaces, in our yards and on our racecourses. Others are less so - it is not always obvious what the answers are to the questions of why so few minority ethnic people come racing or progress to be trainers or jockeys.

Recently Josh Apiafi and Rishi Persad, a member of the DiRSG, opened up this important discussion across the sport by sharing their own experiences as part of [Sky Sports Racing's Leading the Way Series](#). Their willingness to share their experiences provided valuable insight for us all and we're grateful for their openness. They are right to point to racing's failure to respond collectively to the black lives matter movement and to address the lack of ethnic diversity in racing.

Importantly this does not need to remain the case and we all have the power to work together to ensure everyone can maximise their potential and feel welcome in British racing. This will take collective commitment and effort but the sport will benefit as a whole.

Diversity and inclusion is referenced as a key contributor to sustainable prosperity in racing's Recovery Plan. As an initial step, an [industry statement](#) on 20th November 2020 was positively welcomed, standing against discrimination of any kind in racing in response to the reaction to Rishi's interview with Josh. The DiRSG is working with the sport's Members' Committee on a unified commitment and plan to improve diversity and inclusion, aiming to build on the work which has been carried out in recent years. This will be a major strand of work for 2021.

Crucially, this is not a one-time conversation. We can all learn from and support this new wave of awareness and solidarity and acknowledge that real change requires a long-term commitment from everyone. The DiRSG will specifically focus on this area in 2021 as part of its wider work with industry stakeholders, as set out above.



## 2020 Review and 2021 Priorities

Our ambition is for racing to be a sport for everyone and where inclusion is the norm. Our focus is on creating an inclusive culture and widening representation.

The DiRSG is taking a phased approach to deliver the Diversity in Racing Action Plan and in 2019 set four key objectives, each underpinned by a set of activities to focus on and to deliver in collaboration with the industry. Due to the unprecedented situation the UK and the industry has faced in 2020, understandably several actions have been put on hold or adapted. Nonetheless, we review the good progress that has been made against each objective, as well as setting priorities for 2021.



## Objective 1

### Raising awareness of the importance of diversity and inclusion across the whole sport

The DiRSG has always acknowledged that if racing is to become more inclusive and diverse, it is imperative that everyone within the sport strives for one clear goal, as a shared responsibility will accelerate progress.

The DiRSG has continued to use its role in the industry to influence key stakeholders across British racing. In 2020 there has been an increase in the amount of energy and enthusiasm for making the sport more diverse and inclusive, both because it is the right thing to do but also a commercial imperative given the current circumstances. Some of the leading organisations now have a dedicated 'Diversity Champion' and are developing their own diversity and inclusion action plans.

An industry leaders' agreement to develop a collective approach to increasing diversity and inclusion in British racing, which all key stakeholders will commit to and be accountable for, is a major step forward. This is more important than ever given the sport's need for Government support, both in relation to Covid-19 and Levy reform, and to demonstrate publicly that racing is a sport at the heart of modern society.

#### 2021 Priorities

- Work with the industry to publish the sport's collective approach and commitment to increasing diversity and inclusion, and in doing so support each organisation to develop their own diversity and inclusion action plans.
- Launch a communication and engagement campaign across the sport to raise awareness, including a film and dedicated webpage with Racing Together to signpost to best practice.
- Develop diversity and inclusion e-learning for the industry and explore additional learning resources for employees to become 'Diversity Champions'.
- Publish an annual review to recognise progress and best practice across the sport, including recognising people and organisations standing up against discriminatory behaviours.

#### Call it out!

There are many ways in which organisations and people can drive behavioural change, however big or small. The Jockey Club made their position very clear in a response to negative comments they received on social media following the promotion of Racing With Pride, racing's first LGBT+ network. They wrote...

***"We want racing to be welcoming and inclusive for everyone, if you don't support that environment then please don't contact us here or attend."***

Well said @TheJockeyClub 🙌



## Objective 2

### Better understanding British racing's landscape

Inequalities and injustices can be tackled efficiently only once they become statistically visible. Unless we can understand the true and accurate make up of our workforce, participants and fans and monitor any changes, we will not be able to identify the challenges or know the true impact.

The DiRSG have worked with Oxford Brookes University to evaluate the best practice of monitoring diversity and inclusion in other sports and industries, alongside completing an audit of what and how equalities data is currently collected across racing. The research highlighted inconsistencies across the industry and a lack of data beyond age, sex/gender and marriage/civil partnership.

In terms of better understanding representation at senior levels, calculations were carried out for the 2017 [Women's representation and diversity in the horseracing industry](#) report which showed women's average board representation as 16% overall, with charitable/other trustee boards at 34%. These figures have been updated<sup>1</sup> to show improved rates of 28% and 36% respectively. All the trustee boards contained at least one woman, with 64% (9 of 14) having at least 30% women's representation. Of the other boards, 21% (6 of 28) contain no women, and of the total just 39% (11 of 28) have 30% or higher representation from women.

The DiRSG will work with the industry to develop and implement the recommendations accordingly.

### 2021 Priorities

- Work across the industry to develop better collection and monitoring of equality data, sharing best practice across the sport.
- Work towards publishing diversity and inclusion data (where we have it) for the industry to analyse and monitor over time.

**28%**

Increased female representation on industry boards, 16% in 2017 to 28% in 2020.

**76%**

increase in wins by female jockeys in British Racing, 2015-2019

<sup>1</sup> Using board information available from the internet during October 2020, for organisations listed under 'Industry Links' on the BHA website.



## Objective 3

### Creating an inclusive sport for all

Racing is a family with a place for everyone - we want racing to be everyone's sport. By striving to create a sport where inclusion is the norm, everyone will benefit.

In striving for inclusion, we must stamp out all discriminatory behaviour. In 2020 [RaceWISE \(Welfare, Integrity, Safeguarding, Equality\)](#), the anonymous reporting service, was launched by the BHA. The re-branding of this reporting tool aims to promote a zero-tolerance approach to disrespectful, discriminatory behaviour or unequal treatment and encourages people to call out and report inappropriate behaviour to ensure everyone feels welcome in our sport.

#### LGBT+ Inclusion

Over the last year, there has been significant progress towards promoting greater LGBT+ awareness and inclusion.

- In June 2020, to mark Pride month, [a free LGBT+ e-learning module](#) was launched on Racing2Learn.com, which to date has been one of the most popular learning modules on the platform with almost 500 completions. The course has been included in the mandatory licensing courses for jockeys and trainers at the British Racing School and National Horseracing College.
- September 2020 saw the launch of [Racing With Pride](#), a free and fully inclusive national LGBT+ network for British racing's participants, workforce and fans who identify as LGBT+ as well as allies of the LGBT+ community who want to demonstrate their support, regardless of their own identity. It aims to be a community that is a safe space for LGBT+ people and allies to meet, receive support, have fun and enjoy racing, while also promoting a better understanding of LGBT+ inclusion and providing a platform for the sport's LGBT+ community to have a collective voice. It already has over 150 members, with 500 followers on Twitter, and has hosted a couple of online events.
- For the first time, racing joined other sports for Stonewall's Rainbow Laces campaign, playing our part in making sport everyone's game through the '[Racing is Everyone's Sport](#)' campaign led by Great British Racing. The visibility of role models and allies as part of the powerful campaign film, along with jockeys, racing staff, officials and racegoers wearing rainbow armbands and pin badges at Aintree, Sandown and Wolverhampton shared a strong message that everyone is welcomed as part of racing's family.



***“Great to see your piece on LGBT+ inclusion in sport - couldn't come too soon. I have worked in racing since I was 16, I didn't know then what being gay was. I was beaten up numerous times by fellow workers and had no idea why - I was still trying to figure out myself who I was. I moved halfway around the world because of this. I gave up my family, friends, horses and my life because I was afraid and ashamed to be who I thought I was. So I am happy that finally people can be who they are.”***

Racing Fan in response to Racing is Everyone's Sport



- Publicly talking about diversity issues can be daunting and many organisations struggle to overcome the fear of saying the wrong thing. We teamed up with Sports Media LGBT+ to develop '[Rainbow Ready](#)' [Strategy and Media Guidelines](#), a practical toolkit to help people feel more confident in creating and communicating content relating to LGBT+ inclusion.





### 2019 Racecourse Showcase Winners - Scottish Racing provide an inclusive opportunity for people living with dementia

This ambitious partnership between Scottish Racing and William Hill in support of Alzheimer's Scotland was developed to provide an inclusive and supportive opportunity for people living with dementia and those who care for them.

Currently, in Scotland, 90,000 people are living with dementia and this number is due to treble over the next ten years. A key focus for the Scottish Care Directorate is to reduce social isolation through promoting physical activity and increasing inclusive opportunities within the community which provides a perfect platform for racing to develop an inclusive, safe space.

The main objective was to make it known across the country that racing is accessible to all. The key outcomes included:

- Increase physical activity and reduce social isolation for those who are living with a diagnosis of dementia and those who care for them.
- Demonstrate racecourses as forward-thinking and caring venues at the centre of the community.
- Educate racecourse staff in assisting people who may require additional assistance.
- Raise awareness of the risk of the disease to all people across Scotland.
- Create opportunity for people who are concerned about themselves or a loved one to ask questions about dementia.
- Reduce stigma and provide information about dementia.



### 2020 Lycetts Team Champion Award D&I Recognition

The Lycetts Team Champion Awards celebrate and reward British racehorse training yards with the highest standards of employee management. In 2020 for the first time, two special awards for excellence in diversity were awarded to Richard Phillips and William Haggas.

The judges were encouraged by both trainers' inclusive leadership, with William Haggas going above and beyond to ensure his employees for whom English is a foreign language are truly valued and included by appointing a translator and providing them with English lessons. Meanwhile Richard Phillips embraces the cultural diversity amongst his team by leading celebrations for religious festivals such as Eid and Diwali, as well as ensuring all employees receive time off to respect their religious beliefs.

There were further examples of best practice amongst trainers who recognise the benefit of inclusive practices in their workplace in relation to recruitment, staff morale and retention. Notably from overall Lycetts Team Champion Award winner Jonjo O'Neill, whose inclusive recruitment practices, diversity and anti-discrimination policies are making a positive difference to his employees and their wellbeing. Two members of his team were recruited through the Bridge of Hope, a charity which gives renewed hope to those who have taken a tumble in life through a meaningful new career in horseracing.

Likewise, trainer Eve Johnson Houghton has targeted the recruitment of working mothers through advertising at local schools and offering a flexible working pattern around school hours.

## Reaching Out to Ethnic Minority Communities

It was our hope in 2020 to work with specific racecourses to engage with their local ethnically diverse communities, to listen and to learn, but unfortunately this has been put on hold.

In response to the national conversation about race and racism in society, the DiRSG produced Let's Talk About Race in Racing and shared it across the industry with the purpose of starting the conversation across the sport. It highlighted the issues and how they relate to racing, aimed to provoke difficult conversations, and encourage those in the sport to consider what actions they could take.

We have also seen some positive steps being taken to drive towards greater ethnic diversity across the sport:

- The Racing Foundation commit funding boost to [develop a formal Pathway led by Pony Racing Authority](#). The Pathway will be a progressive route into the racing industry in collaboration with Racing to School, the Pony Club and Careers in Racing with a focus on engaging with young people from a wider range of cultural and socio-economic backgrounds.
- [Step on Track Programme](#) launched by Careers in Racing in partnership with Sky Sports Racing, to introduce young people from diverse ethnic communities to careers in the horseracing industry. Developed in response to the lack of ethnic representation within some areas of British racing, it aims to engage young people from ethnically diverse communities with the sport, as well as to showcase the varied and exciting career opportunities that it can provide.

From 2021, the BHA's British Horseracing Development Programme will for the first time be available to non-graduates. The early careers programme will now provide a pathway into the sport for candidates with Degrees, Higher Apprenticeships or equivalent skills and capabilities.

- [Sky Sport's Racing's Leading the Way Series](#) led by Josh Apiiah showcased the stories of ethnically diverse role models across the sport, including jockey Sean Levey, The Jockey Club Regional Head of Racing - North West Sulekha Varma (DiRSG member) and broadcaster Rishi Persad (DiRSG member).

## Understanding the Challenges Faced by Working Families

[Racing Home: Working mothers in the horseracing industry](#) has been developed by Women in Racing, Oxford Brookes University and Simply Racing funded by The Racing Foundation and Kindred Group. This ground-breaking research highlights the impact of returning to work and the challenges working mothers face and provides clear recommendations which we look forward to supporting Women in Racing in developing.

## 2021 Priorities

- Work across the sport to develop activity to raise awareness and understanding of the imbalance, barriers and issues faced by ethnic minority people, to explore what racing's offer is to potential fans from all backgrounds, and to attract and develop ethnically diverse talent at all levels of the sport.
- Continue to develop and publish practical best practice toolkits and case studies for the industry, for example around recruitment and promotional imagery and content.
- Publish initial findings of David Letts' PhD investigating the organisational culture and existent masculinities within the British horseracing industry.
- Explore the idea of an industry wide mentoring scheme.
- Work with the newly formed Autism in Racing group to create greater awareness of Autism and ensure people with Autism feel safe and welcome on a racecourse.



## Objective 4

### To increase the number of riding opportunities for female jockeys

Racing is proud to be one of the few sports where all genders compete on equal terms. Once again, in early 2020, evidence demonstrated that equality between male and female jockeys is improving with new figures revealing that wins by female jockeys in British racing increased by 76% between 2015 and 2019. However, there is still a long way to go to reach true parity as data indicates female jockeys do not get their fair share of the rides.

In celebration of International Women's Day and a record-breaking year for females in racing in 2019, Southwell Racecourse hosted the first all-female mixed card, run in conjunction with the DiRSG, the BHA, Women in Racing and Great British Racing. The day showcased female talent, providing many with opportunities they may not have otherwise had and a chance to build new relationships with owners and trainers. Great British Racing also produced a [#Justjockeys campaign film](#) highlighting that racing has no gender, it is skill and talent that counts.

To understand more about why inequalities exist, research has been undertaken looking at the career cycle of female jockeys. Female jockeys at different stages of their careers, from starting out to retired jockeys, were interviewed alongside those in roles that support jockeys (agent, coach, trainer).

A number of themes were identified through the research including seven key barriers that affect female jockeys' progression. The research acknowledged that problematic barriers exist for both men and women seeking to progress, however women are much more likely to be affected.



These research findings have shifted our focus to how we can better support female jockeys to overcome these barriers, as well as how they can be broken down. A mentoring programme is being piloted for jockeys and as a first step the findings of this research are to be integrated into the new mentors' training as well as developed into an online e-learning module and will be shared and discussed with all jockey coaches.

#### 2021 Priorities

- Develop the programme of support around female jockeys.
- Continue to promote female jockeys as equals. Racing has been made in man's image and women are expected to slot into this. We will continue to drive improvements to female jockey facilities on racecourses, as well as to move the narrative beyond gender benchmarking.



## Conclusion

The diversity and inclusion agenda requires long term commitment from all, resource and funding, and importantly, collaboration from the whole of British racing. The DiRSG is pleased to be continuing to raise awareness and understanding of diversity and inclusion issues, especially amongst the senior leaders of the sport.

The development of a collective approach and commitment to increasing diversity and inclusion across the sport will be a ground-breaking step forward for the sport. It will ensure the sport can accelerate progress over the years to come.

We are hugely grateful to The Racing Foundation, whose grant in 2019 has enabled the delivery of the activities within this first phase of the Diversity in Racing Action Plan. We are also thankful

to all those across the sport who have worked collaboratively to make things happen, this year more than ever. It is fantastic to see more and more action being taken across the sport.

Racing will be a better, stronger and more sustainable sport if we are able to attract a more diverse audience and a workforce that represents wider society. Being diverse and inclusive in how we think and operate is not a choice, it is an absolute necessity to ensure the future recovery and success of British racing. We must utilise the current momentum across the sport. We can do better and can be better.

## Get in touch

However big or small, we would love to hear about your contribution to creating a more diverse and inclusive sport. We aim to share best practice case studies to showcase and celebrate the great work being done.

Email [diversity@britishhorseracing.com](mailto:diversity@britishhorseracing.com) with your stories, plans and ideas so that we can shine a spotlight on them.



## Members of the DiRSG

**Josh Apiafi**, Rewards4Racing Founder and Director (until January 2020)

**Catherine Beloff**, BHA Director of Legal and Governance

**John Berry**, Racehorse Trainer and Journalist

**Eleanor Boden**, Scottish Racing Academy Manager (since October 2020)

**Linda Bowles**, The Racing Foundation Trustee

**Dr Cedric Chan**, The Hong Kong Jockey Club Veterinarian (since October 2020)

**Guy Disney**, Walking with the Wounded and Amateur Jockey

**Zoe Elliott**, BHA Head of Careers Marketing and Recruitment

**Di Farrell-Thomas**, The British Racing School Industry Courses Manager

**Susannah Gill**, UK Tote Group Communications and Corporate Affairs Director (Chair since July 2020)

**Debbie Grey**, Injured Jockey's Fund Head of Operations (until August 2020)

**Rose Grissell**, British racing's Head of Diversity and Inclusion

**David Letts**, PhD Candidate and Self-Employed Researcher (since July 2020)

**Lee Mottershead**, Racing Post Journalist

**Rory Palmer**, Former East Midlands Member of European Parliament

**Rishi Persad**, Broadcaster for ITV, BBC, Racing TV

**Harriet Rochester**, Founder Rochester PR (Deputy Chair)

**Nick Rust**, BHA Chief Executive (Chair until July 2020)

**Suzy Smith**, Racehorse Trainer and NTF Council Member

**Tanya Stevenson**, Freelance Sports Journalist and Chief Executive of the Horseracing Sponsors Association (until February 2020)

**Sulekha Varma**, The Jockey Club Regional Head of Racing - North West (until December 2020)

**Gareth Wesley**, Brand Dynamics Head of Innovation (since October 2020)

**Laura Whyte**, BHA Independent Non-Executive Director



