



UNIVERSITY OF
LIVERPOOL

Management
School

THE
RACING
FOUNDATION

The Horseracing Industry Conference 2018

An informed future: enhancing industry performance
through evidence-based decision-making

9am - 4pm | 30th January 2018 | Barbican Centre, London

Delivered by the [University of Liverpool](#) in partnership with [The Racing Foundation](#).

Sponsored by [The Racing Foundation](#).

All proceeds will be donated to [Racing Welfare](#).

RACINGWELFARE 
Supporting racing's workforce

Welcome

We are delighted that you will be joining us for the Horseracing Industry Conference.

The ever-growing complexities of the business and sporting environment present a number of challenges to the UK horseracing industry. Facing increasing competition from other sporting and leisure activities, if horseracing is to thrive and meet future challenges, it needs to make greater use of the insights derived from sophisticated research.

The Horseracing Industry Conference provides an ideal platform to learn how the application of cutting-edge research can help to inform decision-making, address key issues, identify and exploit opportunities, develop robust strategy and support the growth of the industry.

Breakout Sessions

We kindly ask that you indicate which afternoon breakout session you will be attending upon signing in on the day.

Transfers and Cancellations

If you are no longer able to attend the conference, please notify us at the earliest opportunity. You can nominate a colleague to attend in your place at no extra cost.

We look forward to welcoming you on the day!

Programme

09:00 Registration and refreshments – Frobisher Reception

Morning sessions chaired by John Sexton.

10:00 **The Demand for Horseracing**

Dr Babatunde Buraimo and Prof David Forrest - Frobisher Room 1

While many sports businesses have been the subject of academic investigation, including both football and the bookmaking sector who have very strong links with the academic community, we argue that this has been comparatively limited in the case of horse racing. In this presentation, The Centre for Sports Business at The University of Liverpool investigates the demand for horse racing over the period of 2003 to 2016 inclusive and explores the policy implications for the industry. The research considers

- The long-run changes to consumer demand at race meetings
- The drivers that influence consumer demand
- Future research on consumer demand for racing
- Policy implications.

11:00 **Horseracing in Great Britain - Vision for a Brighter Future**

Nick Rust - Frobisher Room 1

Racing has a large and noble heritage right at the very heart of British culture. It is our second largest spectator sport, directly or indirectly employs over 85,000 people (according to Deloitte in 2013) and contributes over £3.4bn to our economy, much of that in rural areas. However, it faces significant challenges from a changing world and must continue to adapt and change if it is to remain relevant, and to meet its growth aspirations for a brighter future for the sport, our horses and participants. This session will showcase the challenges, the progress the sport is already making and set out a vision for the future of the sport, one based very much on inspiring values, sound strategy focused on consumers, and underpinned by data and research, much of it the kind we will hear about during the rest of the day.

12:00 Lunch – Conservatory Terrace

13:00 MBA Student Research Breakout sessions. Topics:

- People
- Equine

Topic: People – Frobisher Room 1

Chaired by Professor Elaine Eades, Associate Dean and Director of MBA Programmes at University of Liverpool Management School

Industry Staff Retention – Matt Mancini

The British Horseracing industry is currently facing a staffing challenge, particularly with the key frontline staff of Racing Grooms and Work Riders, collectively referred to as Stable Staff. These positions within the workforce are considered key to the progress and growth of the sport, and the people occupying these roles are often referred to as the ‘backbone of the industry’. This session explores the context of the British Horseracing stable staff workplace, to identify the extent of the perceived staff shortage and understand what the nature of it may be by collating over 20 years’ worth of data, including previous related studies.

Jockey Gender Performance – Vanessa Cashmore

It is generally assumed that women cannot rival men in direct sporting competition; a view held by many in the traditionally male-dominated sport of horseracing. This session questions this assumption by examining jockey gender differentials within British horseracing, through analysis of fourteen years of racing data.

Multiskilling - Emma Marley

Multiskilling is often implemented with the ambition of cultivating efficiency, cost-reductions, quality improvements and production increases. BHA has reached a critical stage in terms of its capacity to service the fixture list with sub-optimal human resources in terms of numbers, contracted days and personnel location; a strategic shift is required to utilise existing talents more effectively and offer more attractive careers and progression prospects. This session will discuss

the research supporting the growing appeal and credence of multiskilling among race day and regional teams, representing an ideal opportunity for organisational transformation providing solutions to staffing/scheduling, process and team motivation challenges.

Topic: Equine – Frobisher Room 3

Chaired by Rob Hezel, CEO and Director of The Racing Foundation

Grand National Course – Jonathan Mullin

The changing ethical opinions around the use of animals for sport poses a major challenge for horse racing and has led to growing scrutiny of the world's most famous steeplechase, the Grand National. In response to public backlash following fatalities in 2011 and 2012, changes to improve course safety were made prior to the 2013 Grand National. Despite an improved safety record for subsequent Grand National races, actual and perceived course safety remain critical for the future of the Grand National. In this session, media coverage of the Grand National course and festival are reviewed, together with statistical analysis of all races run on the course from 2005-2017 to highlight potential areas for improvement.

Research case study, the Thoroughbred Health Network – Laura Friend

There is a need for comprehensive easy-to-digest best practice advice for racehorse vets, trainers, owners and racetracks to mitigate injury and disease in Thoroughbred horseracing. The THN was established as a free resource to provide access to the existing research information, in a reliable and easy to understand manner for members of the racing community. This session looks at lessons learned, both from the THN and also other projects covering equine disciplines.

Future Research requirement, Retired Racehorses – Gillian Carlisle

The industry is striving to provide more competitive racing and hence encourages new owners and additional horses into the sport. However, is the racing industry prepared and is it able to sustain the ever-growing retired racehorse population? This session looks at what data exists to determine the size of the task and what is happening in other jurisdictions that could provide input to help address the issue.

14:30 Afternoon Break – Frobisher Hub

14:45 Plenary Panel Discussion – Frobisher Room 1

Chaired by John Sexton, Chairman at The British Thoroughbred Retraining Centre; Chairman at Go Racing in Yorkshire

- Nick Rust, Chief Executive at British Horseracing Authority
- Will Lambe, Executive Director at The British Horseracing Authority
- David Sykes, Director of Equine Health and Welfare at British Horseracing Authority
- Rob Hezel, CEO and Director of The Racing Foundation
- Prof Elaine Eades, Associate Dean and Director of MBA Programmes at University of Liverpool Management School

15:15 Networking – Conservatory Terrace

16:00 Finish

Venue

The Horseracing Conference 2018 will take place at the Barbican Centre, London.

The Barbican Centre

Silk St

London

EC2Y 8DS

Find it on [Google maps](#). A floor plan of the Barbican Centre is available [here](#).

Wi-Fi is available throughout the venue.

Accommodation

The following hotels are located near to the Barbican Centre:

[Thistle City Barbican Hotel](#)

120 Central Street, London EC1V 8DS | Tel: +44 (0)871 376 9004

[Montcalm at the Brewery](#)

London City, 52 Chiswell Street, London EC1Y 4SD | Tel: +44 (0)20 7614 0100

[The Malmaison](#)

18-21 Charterhouse Square, London EC1M 6AH | Tel: +44 (0)844 693 0656

[Citadines Barbican](#)

7-21 Goswell Road, London EC1M 7AH | Tel: +44 (0)7566 8000

[Travelodge London Central City Road](#)

1-23 City Rd, London EC1Y 1AG | 0871 984 6333

[Travelodge- Central Bank](#)

19-23 St Swithin's Lane, London, EC4N 8A | 08719 846485

Getting there

By tube: Closest tube stations are Barbican, St Paul's and Moorgate.

By rail: Nearest train stations are Liverpool Street and Farringdon.

By bus: Bus Route 153 runs directly past the Barbican along Chiswell Street.

On foot: Walkable within 30 minutes from all over central London. Until autumn 2019, Moorfields Highwalks will be closed for public access.

By bicycle: Cycle racks are available at the entrance to Car Park 5 and exit to Car Park 3 and helmets and equipment can be left in our free cloakrooms. Our nearest TfL Bicycle Hire docking station is Silk Street.

By car: The Barbican is clearly sign-posted and has four car parks on Beech Street and Silk Street.

By coach: Silk Street is the designated set down and collect point.

Car parking facilities

The Barbican Car Parks can be accessed via Silk Street or via the Beech Street tunnel.

Car parks are open 24 hours a day, seven days a week. They are always manned and have CCTV and a 24 hour security team on site. The Barbican Centre has been awarded the British Parking Association Park Mark for safer parking award.

Opening times:

Open 24 hours, seven days a week

No entrance or exit through Beech Street: 00.30–06:00