

THE HORSERACING
INDUSTRY CONFERENCE
2023

MODERNISING RACING: HOW FAR AND HOW FAST?

YORK RACECOURSE
TUESDAY 24TH OCTOBER 2023



Management
School

AGENDA

MODERNISING RACING:
HOW FAR AND HOW FAST?

9.30am - 10.30am Delegate Arrival

Morning registration with bacon rolls (with vegetarian/vegan alternatives) and coffee

10.30am Keynote address: Achieving long-term change through collaboration: a view from the Chair of the Commercial Committee

Speaker: David Jones

11.15am - 12.15pm The Racing Product

Speakers: Jeremy Wray, Vikram Banerjee

Panellists: Rory Ramsamy, Sam Fleet

12.15pm - 1.15pm Lunch

Locally sourced with low food miles

1.15pm - 2.30pm Equine Breeding: past, present and future

Speakers: Dr Desmond Leadon, Fred Barrelet, James Crabtree

Panellists: John Spencer, Kate Sigsworth, Olly Batchelor

2.30pm - 3.00pm Tea Break

3.00pm - 4.00pm Environmental Sustainability

Speakers: Ruth Dancer, Ben Fisher

Panellists: Kirstin McEvoy, Amy Swales, Izzy Mills

4.00pm - 4.45pm Leadership Panel

Panellists: David Jones, Dale Gibson, Charlie Liverton, Neil Hayward, David Armstrong, Claire Sheppard, Jemma Marshall

4.45pm Feedback Survey

5.00pm Drinks Reception



A WARM WELCOME FROM TANSY CHALLIS

Chief Executive Officer - Racing Foundation

This year's Horseracing Industry Conference comes at a crucial time for the sport as it continues to embed its new governance structure and collaborate on an industry strategy.

The Racing Foundation has long advocated the need for a strategic response to its four areas of focus:

- Equine welfare
- People welfare and development
- Community engagement
- Environmental sustainability

We hope the overall strategy for the sport will recognise the increasing importance of these areas, not only for the sport's social licence but for its commercial success. We look forward to hearing more on how the British Horseracing Authority

will achieve long-term change through collaboration during the keynote talk from Chair of the Commercial Committee David Jones.

We trust that our programme will educate and inform delegates and prompt them to consider the importance of modernisation in whatever role they play in the industry. We have included younger participants on our panels this year as a reminder to us all that the views of young people are vitally important in planning for the sport's future.

Environmental sustainability has been embedded into the conference this year not only through its inclusion on the agenda, but by its sustainable practices. From reusing conference signage, to a digital brochure, to lanyards made from recycled bottles

replacing traditional plastic name badges, to serving delegates a locally produced lunch, the Foundation is addressing all aspects of our environmental impact in delivering the event and will offset its remaining carbon through an offset scheme. You can read more about the conference's sustainable practices later in this brochure.

Finally, I would like to thank all our speakers and panellists for giving their time to speak at the conference and I would like to acknowledge the teams at the Racing Foundation and the University of Liverpool who have worked so hard in delivering the conference this year.

Please enjoy your time with us in York.



DEVELOPING A BETTER FUTURE FROM NEIL COSTER

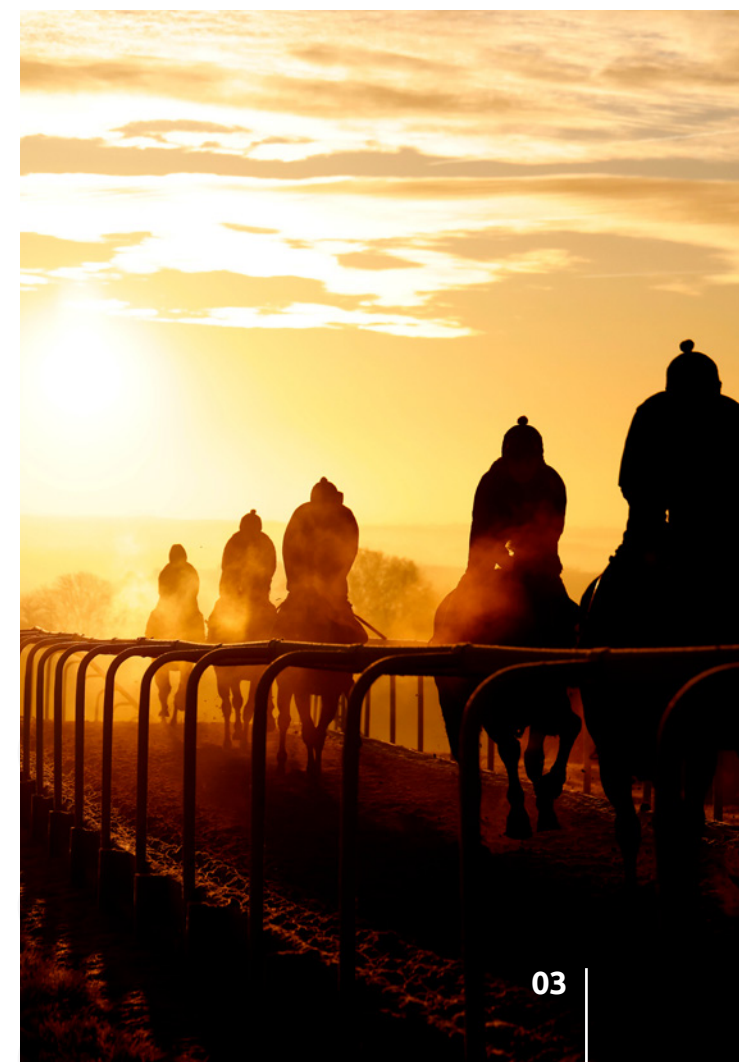
Director of Studies, Thoroughbred Horseracing Industries MBA -
University of Liverpool Management School

A warm welcome to the sixth annual Horseracing Industry Conference.

On the Horseracing MBA programme, we are always looking to use case studies to demonstrate best practice and encourage our students to learn from other sports and industries. Today, we are delighted that you will hear from both horseracing and other sport disciplines on key areas that will influence strategic direction over the rest of this decade. You will have the opportunity to compare the horseracing industry with these other sports, assessing what lessons can be learned by racing as it seeks to both retain existing customers and, crucially, develop new audiences to help sustain the industry.

Thank you to all the speakers for their time and expertise in creating relevant material, and a big thank you to the Racing Foundation communications and events team who have worked tirelessly to bring this conference to you today. We hope you find the presentations and panel discussions both informative and enjoyable.

Your feedback, as always, is important to us, and we would be grateful for your thoughts at the end of the conference via the survey form.



OUR COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY

MODERNISING RACING:
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The Racing Foundation is committed to environmental sustainability and the 2023 conference will be its most ambitious yet. We will be addressing all aspects of our environmental impact in delivering the event from energy to water, food, resources and waste. We will be reducing our emissions and waste and offsetting the remaining amount through a recommended, high quality carbon offset scheme.

Some of the steps we have taken to reduce our environmental impact are:

- **Digital Brochures:** Replacing physical brochures with digital brochures to reduce waste.
- **Reusable Lanyards:** The reusable lanyards that this year have replaced plastic name badges are made from recycled plastic bottles and manufactured in the East Midlands, producing 61% less CO2 in their manufacture and distribution than similar items imported from China. Please hand these in at the end of the event so we are able to use them for future events.
- **Locally Sourced Lunch:** Sustainably-sourced Yorkshire chicken and seafood sourced from Whitby ensure low food mileage and investment in local communities – a crucial pillar of sustainability.
- **Travel:** Delegates have been encouraged to travel by train rather than by petrol or diesel car which can drastically reduce the carbon footprint of the event. Data has been gathered from delegates regarding their travel to allow accurate carbon calculation for offset.
- **Venue Choice:** From carbon footprint and the stewardship of acreage, to the management of water and waste, York Racecourse have embedded sustainability into their operations for the past five years allowing for greener operations around venue hire. In 2023, they launched their environmental strategy Green Knavesmire 300, recognising what has been achieved to date and committing to ambitious plans for the future. We are delighted that York are able to meet the sustainability standards required by the Racing Foundation and University of Liverpool and support a carbon neutral Horseracing Industry Conference.
- **Carbon offset:** Following efforts to reduce the conference's emissions and waste, we will be offsetting the remaining amount through a carbon offset scheme.

We believe that by taking these steps, we can contribute to a more sustainable future and inspire others to do the same.

For environmental sustainability news and information from across the British racing industry, sign up to the Racing Foundation Newsletter at racingfoundation.co.uk/news.

LUNCH

Soanes of East Yorkshire Chicken

With tarragon, mushroom and cream sauce

Whitby Seafood Fricassee

Squash & Potato Wellington

Served with

Rosemary & rock salt roast potatoes

Honey glazed roast carrot

Baby leaf salad

VENUE - YORK RACECOURSE

MODERNISING RACING:
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HELP US MAKE A DIFFERENCE AND REDUCE THE CARBON FOOTPRINT OF THE HORSERACING INDUSTRY CONFERENCE



Taking the train to York Racecourse is a sustainable option that can significantly reduce emissions compared to driving by car. Travelling from London to York by train emits 12.34kg of CO₂ per passenger, whereas driving emits 41.36kg - emitting over three times more carbon.

Fast and frequent trains run from London Kings Cross, taking as little as 1 hour 52 minutes. Direct trains run from Edinburgh, Manchester and Birmingham.

For those delegates who need to travel by car, the Racing Foundation would urge them to lift share where possible. Parking is available in the marked bays along Knavesmire road.

The Horseracing Industry Conference is taking place at York Racecourse's **Voltigeur Suite**.

MEET OUR KEYNOTE SPEAKERS

MODERNISING RACING:
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INTRODUCTION



Rishi Persad Broadcaster

Rishi has become a popular and recognisable sports broadcaster in the UK after representing a number of major television companies including the BBC, ITV and Channel 4 during a career that first began in May 2002. He has appeared at some of the most high-profile events around the world covering golf, cricket, snooker, tennis and has represented the BBC at the last five Olympic Games. However horseracing has always been where his heart is and he remains an integral member of the talent teams at both ITV Racing and Racing TV. Rishi is also a Trustee of the Racing Foundation.

KEYNOTE ADDRESS: ACHIEVING LONG-TERM CHANGE THROUGH COLLABORATION

David Jones Senior Independent Director (SID), BHA

Appointed to the BHA Board in January 2021. David is the BHA's Senior Independent Director (SID) and chairs the Commercial and Audit Committees. He is a member of the Rules Committee, Integrity Advisory Committee, Nominations Committee, People and Remuneration Committee and is the Board's Diversity & Inclusion Champion. David has an in-depth knowledge of the racing industry and racing regulation from his 10 years as a BHA Steward, three years on the Kempton Park Racecourse Committee as well as through his ownership of racehorses. In recent years he has undertaken important projects on behalf of the sport, including chairing the Whip Steering Group. He is Chair of Gloucestershire Country Cricket Club and was a member of the England and Wales Cricket Board's New Competition Board which created The Hundred. In this capacity he has worked extensively with the Director of the Women's Professional Game.



SPEAKER



Jeremy Wray Chief Executive Officer, Championship Racing

Jeremy read law at Oxford, before a career in finance, starting in equity sales and culminating in setting up a derivatives based hedge fund. His passion for horseracing began at university – he subsequently maintained his own 2yo ratings for a number of years, leading to working as a private handicapper. He has owned several good horses in partnership, with success at Group level and a Royal Ascot winner being the highlights. His feelings on the frank realities of ownership – that most horses are moderate handicappers and costs are prohibitive – were a driving force in the thinking behind the Racing League, combined with a desire to see racing's appeal reach a wider audience through a fresh approach to how the sport is showcased.



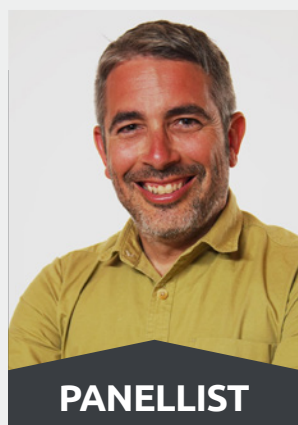
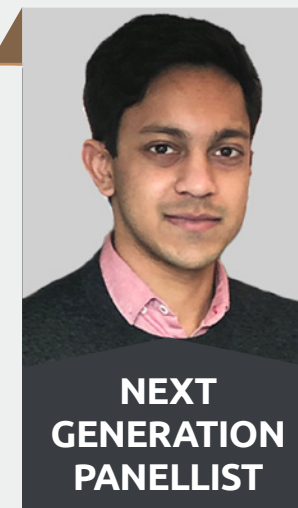
Vikram Banerjee Director of Business Operations,
England & Wales Cricket Board (ECB)

Vikram leads the strategy, insights and business operations functions at the ECB. He is responsible for overseeing major strategic projects and working to support and equip the leaders across the game with the tools to effectively deliver. He joined the ECB in 2017 and has played a key role in setting the strategic direction for the sport, including the creation of the ECB's strategy for cricket 2020-24 - Inspiring Generations – and the South Asian Action Plan, which was launched in 2018. Vikram played professional cricket for Gloucestershire CCC and before joining the ECB he held leadership roles in a tech start-up as well as FTSE 50 organisations.



Rory Ramsamy Marketing Executive, Great British Racing International

Rory Ramsamy grew up in Mauritius where he was involved in racing since he was a toddler. Involved in a yard, he would rarely miss a raceday or trackwork, even during his A-Levels. After completing an undergraduate degree in Economics at the University Of Warwick in 2020, his passion led him to do a Masters' in Research at Hartpury University where his dissertation was about the impact of Middle East investment in British racing. Whilst finishing this postgraduate degree in 2021, he worked in the racing office of a yard in Newmarket where his responsibilities involved race planning and owner communication alongside the trainer. He also helped out on the ground occasionally. He started off on a sessional contract with Great British Racing International (GBRI) in August 2021 and is a full-time marketing executive there since 2022. His areas of expertise include international racing, statistical research and bloodstock.



Sam Fleet Chief Executive, JockeyCam Ltd

Sam Fleet is the co-founder and CEO of JockeyCam Ltd, a company which provides live wearable, safety-approved cameras for jockeys to give viewers a unique perspective of horseracing.

He has worked for more than 20 years in media and has a deep understanding of the horseracing industry, with experience of the requirements needed to bring innovations and concepts to reality within the sport, both in the UK and overseas.

He's also a company director of award-winning Equine Productions which since its formation alongside co-founders Nathan Horrocks and Dave James in 2012 has produced video content for the horseracing industry, with a continued commitment to promote the sport to a wider audience.

EQUINE BREEDING: PAST, PRESENT AND FUTURE

MODERNISING RACING:
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SPEAKER

Dr Desmond Leadon Vice-Chairman and Veterinary Chair, International Thoroughbred Breeders' Federation

ITBF Vice-Chairman and Veterinary Chair, Dr Des Leadon is a Fellow of the Royal College of Veterinary Surgeons with more than 40 years of clinical veterinary experience, and Diplomate of the European College of Equine Internal Medicine. He is a Registered Consultant in Equine Medicine from both the RCVS and the European College of Equine Internal Medicine. Des has been Head of Equine Clinical Pathology at the Irish Equine Centre for 30 years and his current position there is that of Clinical Consultant.

Fred Barrelet Clinical Director, Rosssdales Ltd

Fred Barrelet (DrMedVet(Berne), DipVMS(Berne), MRCVS) is a highly qualified and experienced veterinarian specializing in equine medicine. He joined Rosssdales in 1991 and became a partner in 1997, as well as a clinical director in 2021. His areas of expertise include equine reproduction, youngstock rearing, advising purchasers at bloodstock auctions and private sales, and acting as a consultant to bloodstock insurers. He has worked with competition horses in various disciplines and has officiated at international events such as the Olympic Games and World Equestrian Games. He is also involved with heavy horses as a member of the Suffolk Horse Society's Breeding Committee and a Trustee on its Council.



SPEAKER





SPEAKER

James Crabtree Equine Reproductive Services (UK) Ltd

James graduated from Edinburgh in 2001. After four years in mixed practice he transitioned into equine stud practice and now leads the team at Equine Reproductive Services (UK). In 2010 he gained the RCVS certificate in Stud Medicine and became an honorary lecturer, at the University of Liverpool. James continues to perform and publish practice based research and collaborates widely, he is an Advanced Practitioner in Equine Stud Medicine, a BEVA council member and trustee of the International Equine Reproduction Trust. In 2022, he was awarded with an RCVS Fellowship for meritorious contributions to clinical practice. James' practice provides services to Thoroughbred and Sports Horse clients throughout the UK and he performs advanced reproductive procedures from artificial insemination through to ovum pick-up and freezing of embryos.

John Spencer Lead Stud Vet and Clinical Director, Fyrnwy Equine Clinic

John Spencer (MRCVS) is the Lead Stud Vet and a Clinical Director at Fyrnwy Equine Clinic, the veterinary practice that he joined following graduation in 2007.

John is a member of the stud medicine team responsible for Shade Oak Stud and oversees the veterinary management of the stallions at Stallion AI Services. John has extensive experience of artificial insemination using fresh, chilled and frozen semen, along with embryo transfer.

John is a FEI permitted treating vet, as well as a racecourse veterinary surgeon and is often on duty at Haydock and Uttoxeter racecourses.

John is a member of the Thoroughbred Breeders' Association's Veterinary Committee and Equine Welfare Working Group, he also acts as the TBA representative on the BHA Veterinary Committee. John is also actively involved with the teaching of stud medicine through the British Equine Veterinary Association (BEVA).



PANELLIST



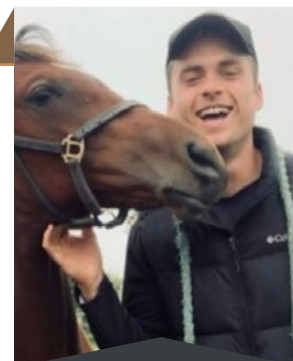
PANELLIST

Kate Sigsworth West Moor Stud

Kate's parents established West Moor Stud, which is located in the Vale of York, in 1980 and she has been the hands-on manager of the stud for the past 12 years. The stud has a mix of permanent boarding mares, family-owned mares, resters and post operative/recuperating racehorses. Kate is a current trustee of Retraining of Racehorses and the Thoroughbred Breeders' Association (TBA) but is attending the conference as an independent breeder and any opinion expressed should not be taken as TBA representation.

Olly Batchelor Marketing & Communications Executive,
The Thoroughbred Breeders' Association

Olly has developed his skills and experience across a variety of roles in both racing and thoroughbred breeding. He has worked across several stud farms, including Meon Valley and Little Avondale Stud in New Zealand. A Leeds University graduate, Olly has a particular interest in pedigrees, form analysis and marketing which ultimately led him into broodmare ownership and racing syndication.



NEXT
GENERATION
PANELLIST





SPEAKER

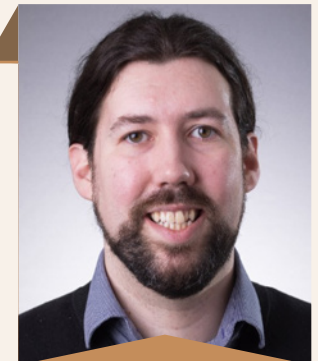
Ruth Dancer Director, White Griffin

Ruth Dancer (AEMA MA hons Cantab) is a Director of White Griffin and specialises in environmental sustainability in Horse racing and equestrianism. With 20 years experience working in major sporting events and venues, including the London 2012 Olympic and Paralympic Games, England Rugby World Cup 2015, Formula 1 Bahrain and Abu Dhabi, Wimbledon, Wembley Stadium, Goodwood and Lingfield Park, Ruth brings a wealth of operational and commercial knowledge from the field of sport into the sustainability sector, in addition to her sustainability qualifications and credentials.

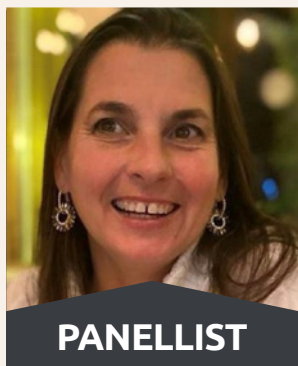


Ben Fisher Environmental Sustainability Officer, EFL

Ben Fisher is the Environmental Sustainability Officer at the English Football League (EFL) and its charitable arm the EFL Trust. His work aims to help football clubs reduce their environmental impact, and connect environmental considerations with a vision of “creating stronger, healthier, more active communities”. Ben oversees the EFL’s Green Club programme, and supports a network of 72 football club community organisations (CCOs) to engage their local communities in environmental issues.



SPEAKER



PANELLIST

Kirstin McEvoy Sustainability and Corporate Social
Values Manager, The Jockey Club

Kirstin is the Sustainability and Corporate Social Values Manager for The Jockey Club, delivering significant reductions in energy consumption and improvements in waste management for more than 10 years. With a background in maths and operational research, data has been a fundamental tool in encouraging and demonstrating the achievements. Kirstin launched the award-winning employee engagement programme 'Going Green' in 2012 and believes involving as many people as possible is key to making an impact.

Amy Swales Marketing and Sponsorship Manager, York Racecourse

From carbon footprint and the stewardship of acreage, to the management of water and waste, York Racecourse have embedded sustainability into their operations for the past five years. In 2023, they launched their environmental strategy Green Knavesmire 300, recognising what has been achieved to date and committing to ambitious plans for the future. Amy, who has been with York Racecourse for the last 14 years, is the lynchpin of coordinating the strategy and ensuring management buy-in for its successful delivery.



PANELLIST



NEXT
GENERATION
PANELLIST

Izzy Mills Environmental Consultant, White Griffin

Izzy Mills (Aiema, BSC Hons) E specialises in technical environmental sustainability within the entertainment, sports and cultural sectors, supporting businesses and events to measure and reduce their carbon impact. Since graduating in Environmental Science, Izzy has become an associate member of IEMA and gained a certificate in the GHG Protocol's Corporate Value Chain (Scope 3) Standard. Izzy has worked alongside White Griffin on several projects within equestrianism, including with York Racecourse, the British Equestrian Federation and Horse Sport Ireland. Outside of work, Izzy is a horse owner and amateur eventer with an enthusiasm for various equestrian disciplines, particularly racing.



David Jones Senior Independent Director (SID), BHA

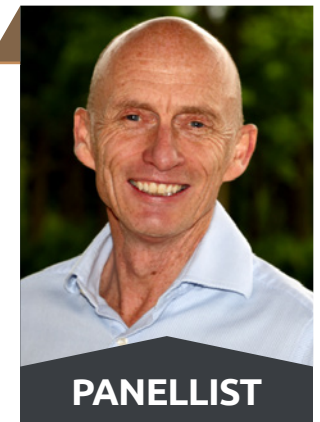
Appointed to the BHA Board in January 2021. David is the BHA's Senior Independent Director (SID) and chairs the Commercial and Audit Committees. He is a member of the Rules Committee, Integrity Advisory Committee, Nominations Committee, People and Remuneration Committee and is the Board's Diversity & Inclusion Champion.

David has an in-depth knowledge of the racing industry and racing regulation from his 10 years as a BHA Steward, three years on the Kempton Park Racecourse Committee as well as through his ownership of racehorses. In recent years he has undertaken important projects on behalf of the sport, including chairing the Whip Steering Group.

He is Chair of Gloucestershire Country Cricket Club and was a member of the England and Wales Cricket Board's New Competition Board which created The Hundred. In this capacity he has worked extensively with the Director of the Women's Professional Game.

Dale Gibson Interim CEO, Professional Jockeys Association

Dale started work for the PJA in 2010 as Industry Liaison Officer, progressing to Racing Director and is currently in his second spell as Interim CEO. Dale started work in 1984 with William Hastings Bass, following a year learning the ropes, he signed apprentice forms in September 1985. A successful period ensued, including winning the Stewards Cup, Newbury Spring Cup, and Irish November Handicap whilst an Apprentice. Dale also rode five winners for Queen Elizabeth. Having ridden his claim out in November 1990, Dale freelanced in the south, ahead of a permanent move north in 1994. A productive initial spell riding for legendary trainer Mick Easterby was cut short in 1996 by a bad fall. Dale had 24 days in hospital but returned to the saddle five months later with a winner. A chance reunion with Easterby in 2000 saw them combine to win the highly competitive Great St Wilfred Handicap at Ripon to reignite their partnership once again, which successfully lasted until 2009, when Dale retired at York – also the venue of his first ever ride.





Charlie Liverton Chief Executive, Racehorse Owners Association

Charlie Liverton has been the CEO of the Racehorse Owners Association (ROA) since 2016, having previously spent seven years at Neptune Investment Management. Prior to this he held positions as a Global Account Manager at GESeaCo Services Limited and was a Bloodstock Insurance Broker with Crawley Warren. Charlie was also pupil assistant trainer to Major Dick Hern and Richard Hannon, as well as working for one of the leading vets in Lambourn, Mike O’Gorman, and in the bloodstock department of Tattersalls.



Neil Hayward Chair, Industry People Board

Neil Hayward was appointed to set up and subsequently Chair the Industry People Board for Horseracing in December 2022. Neil’s national and international business career included Board and Executive Team leadership roles at High Speed Two (HS2) Ltd, Post Office Ltd, BT plc, Ministry of Justice, Standard Chartered Bank plc, Gallaher Group plc, Serco Group plc and Booker plc. His responsibilities included strategy and planning, business development and bid management, business transformation, commercial, project and programme management, corporate communications and corporate affairs, as well as human resources. Neil now works as a Portfolio Chair, Non-Executive, Board Advisor, Mentor and Investor. He is passionate about helping the businesses he works with succeed, creating wealth and jobs as they do so.



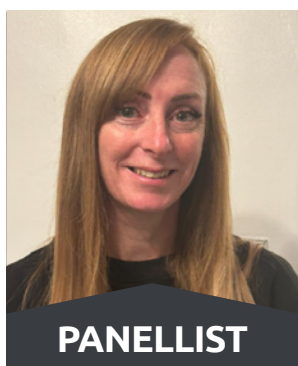


David Armstrong Chief Executive, Racecourse Association

David joined the Racecourse Association as Chief Executive in March 2019 after working with Wasps Holdings as Group Chief Executive. David represents the RCA on the BHA Board and Commercial Committee as well as many other industry Boards. Prior to his time with Wasps, David undertook senior positions with PepsiCo, Compass Group, Diageo and Lonrho, providing a broad overview of global leisure and retail markets. David has worked with a number of other sports including stints as Chairman of England Netball and Pentathlon GB and Board roles at the World Athletics Championships and Oakwell Sports.

Claire Sheppard Chief Executive, Thoroughbred Breeders Association

Claire joined the TBA as Chief Executive in 2017 after previously working for the Racecourse Association and for Plumpton Racecourse. Her role as Chief Executive of the TBA covers a wide range of responsibilities including the running of the management of the TBA charity, its finances and staff; representing the TBA in political negotiations and providing support and briefings to the Chairman, Deputy Chairman, Trustees and Veterinary advisor. Claire is the TBA representative on the British Horse Council, International Thoroughbred Breeders' Federation (ITBF), and EFTBA.



Jemma Marshall President, National Association of Racing Staff

Jemma is Chairperson to the NARS Lambourn Regional Committee having bought the committee together in 2019 and in 2020 was elected President to the National Association of Stable Staff. Starting full time for Gary Moore at the age of 18, Jemma rode as an amateur before applying for her apprentice license where she rode 73 winners. Since then, has worked for Charlie Appleby, Owen Burrows and is currently Head travelling person for Tom Ward in Lambourn.

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 over £37million in grants. People, equine welfare, community engagement and environment and emerging issues are the key areas of focus in the 2021-2023 strategy.

The Trustees of the Racing Foundation are Julia Budd (Chair), Linda Bowles (SID), Jim Boyle, Susannah Gill, Louise Kemble,

Alice Page, Rishi Persad and Algy Smith-Maxwell. The British Horseracing Authority, the Thoroughbred 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
@RacingGrants





The Management School contains one of the leading academic sports business groups within Europe.

In addition to the formal MBA and MSc programmes, the portfolio of activity includes leading-edge research and knowledge creation, executive education courses for clients including sporting

organisations, governing bodies, leagues and clubs from around the world and consultancy for a range of leading sports organisations.

liverpool.ac.uk/management/research/centres/sports-business/



2023 DELEGATES LIST

MODERNISING RACING:
HOW FAR AND HOW FAST?

Name	Institution	Job Role
Georgina Coster	Abbeylee College	Student Veterinary Nurse
Abby Batson	Ascot	Marketing Executive
Jacqui Greet	Ascot Racecourse	CSR Manager Senior Corporate
Keith Field	Ascot Racecourse	Head of Soft Services
Nick Smith	Ascot Racecourse	Director of Racing & Public Affairs
Will Aitkenhead	Ascot Racecourse	Industry Affairs Manager
Sheila Bailey	Authentic Events & Fundraising Ltd	Director
Rachel Key	AXA XL	Equine Insurance
Rebecca Cole	AXA XL	Equine Insurance
Siobhan Doolan	AXA XL	Equine Insurance
David Richardson	Better Change	Head of Strategic Partnerships
Rob Mabbett	Better Change	Engagement Director
Julia Tyson	Beyond People	Non Executive Director - Independent People Board
Mandana Mehran Pour	British Equestrian Federation	Head of Participation & Development
Andrea O'Keefe	British Horseracing Authority	
Cath O'Meara	British Horseracing Authority	Head of Raceday Officials
Claire Parry	British Horseracing Authority	Senior Regulator Lawyer
Dan O'Sullivan	British Horseracing Authority	Head of Programme Delivery
David Jones	British Horseracing Authority	Senior Independent Director (SID)
Di Farrell-Thomas	British Horseracing Authority	Project Manager – Diversity & Inclusion
Gill Greeves	British Horseracing Authority	Vocational Training Manager
Greg Swift	British Horseracing Authority	Director of Communications and Public Affairs
Harriet Rochester	British Horseracing Authority	Digital Campaigns Manager
James Lancaster	British Horseracing Authority	Regulator Lawyer
John Burgess	British Horseracing Authority	Head of Integrity
Kate Freeman	British Horseracing Authority	Project Manager – Programme Delivery
Lyndon Roberts	British Horseracing Authority	Head of Diversity & Inclusion
Mark Blackman	British Horseracing Authority	Raceday Integrity Team Leader
Peter Forster	British Horseracing Authority	Trainee Stewards Panel Chair
Sarah Hamlyn	British Horseracing Authority	Training and Education Executive
Stephanie Swanney	British Horseracing Authority	

Name	Institution	Job Role
Steve Watkins	British Horseracing Authority	Senior Integrity Operations Manager
Tomás Nolan	British Horseracing Authority	Senior Regulator Lawyer
Suzi Prichard-Jones	Byerley & Godolphin Conservation	Breeder
Helen Willis	Carlisle Racecourse (The Jockey Club)	General Manager
Jeremy Wray	Championship Horseracing	Chief Executive
Charlie Souster	Charlesby Strategy	Senior Consultant
Louise Stewart	Chester Race Company Limited	Chief Executive
Sanne Taylor	Chester Race Company Limited	Senior EA
Stewart Hudson	Chester Race Company Limited	Communications Manager
Anna Powell	Engaging Sport	Event Support
Vikram Banerjee	England & Wales Cricket Board	Director of Business Operations
Ben Fisher	English Football League and English Football League Trust	Environmental Sustainability Officer
David Jolliffe	Equestrian Surfaces Ltd	Head of Operations
James Harper	Equestrian Surfaces Ltd	Director
Thomas Harper	Equestrian Surfaces Ltd	Director
Stephanie Jones	Equine Productions	Productions Manager
James Crabtree	Equine Reproductive Services (UK) Ltd	Independent Veterinary Consultant, Equine Reproduction & Stud Medicine
Claire Taylor	European Bloodstock News	Media
Rachael Gowland	European Breeders Fund	Marketing Communications Manager
Laurence Newton	Farm & Stable Supplies	Supplier
Lola Katz Roberts	Fitzdares	Marketing Executive
Sophie Manners	Fitzdares	Social Media Executive
John Spencer	Fyrnwy Equine Clinic	Lead Stud Vet and Clinical Director
Sarah Whitney	Gerald Leigh Charitable Trust	Executive Administrator
Neil Malik	Gleeds	Senior Director Gleeds and Thoroughbred Racehorse Breeder
Ben Warn	Go Racing In Yorkshire	Chairman
Charlotte Russell	Go Racing In Yorkshire	General Manager
Diana Cooper	Godolphin	Strategic Advisor (Charities)
Penny Taylor	Godolphin	Charities Manager
Alan Crombie	Grange Park Racing	Owner / Racing Manager
David Letts	Great British Racing	Shared Ownership Project Manager

2023 DELEGATES LIST

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Name	Institution	Job Role
Gabi Whitfield	Great British Racing	Head of Welfare Communications
Sally Lyons	Great British Racing	Project Manager - National Racehorse Week
Samantha Stringer	Great British Racing	Marketing Assistant
Rory Ramsamy	Great British Racing International	Marketing Executive
Rupert Arnold	GVS-EQ	Consultant
Conor Morris	Hartpury University	Horseracing Student
Daragh Burns	Hartpury University	Student
Delaney Spires	Hartpury University	Student
James Parry	Hartpury University	Student
Joseph Ambery	Hartpury University	Student
Kaitlin Hoffman	Hartpury University	Student
Karolina Uzkuryte	Hartpury University	Student
Laura Friend	Hartpury University	HE Lecturer and Programme Manager of Racing Degrees
Molly Price Polly	Hartpury University	Student
Spencer-Shellard	Hartpury University	Student
Helena Flynn	Horse Welfare Board	Programme Director
Jess Farr	Horse Welfare Board	Programme Manager
Anne-Marie Hogan	Horserace Betting Levy Board	Head of Grants
Craig Pemberton	Horserace Betting Levy Board	Chief Finance Officer
Mike O'Kane	Horserace Betting Levy Board	Board Member
Neil Perry	Horserace Betting Levy Board	Racing and Betting Manager
Rob Bailey	Horserace Betting Levy Board	Operations Executive
Lucy Attwood	Industry People Board	Programme Director
Neil Hayward	Industry People Board	Chair of Industry People Board
Mark Oxley	Injured Jockeys Fund	Clinical Operations Director
Siobhan Watson	Injured Jockeys Fund	Finance Director
Simon Cooper	International Stud Book Committee	Vice Chairman
Des Leadon	International Thoroughbred Breeders' Federation	Vice Chairman and Veterinary Chair
Sarah Carmichael	International Thoroughbred Breeders' Federation	Secretariat
Joe Foley-Corah	JockeyCam Ltd	Sports Co-ordinator
Lucy Ralph	JockeyCam Ltd	Head of Operations

Name	Institution	Job Role
Sam Fleet	JockeyCam Ltd	Chief Executive Officer
Lisa Delany	Jockeys Education & Training Scheme	General Manager
Phil Kinsella	Jockeys Education & Training Scheme	Personal Development Manager
Rupert Bentley	John Pearce Racing / Foundation	Chair
John Scanlon	Johnston Racing	Racehorse Trainer
Mark Johnston	Johnston Racing	Racehorse Trainer
Ed Nicholson	Kindred / Unibet	Head of Kindred Racing
Noora Repo	Malcolm Bastard	Assistant
Jemma Marshall	National Association of Racing Staff	President
Kevin Parsons	National Association of Racing Staff	Education Project Manager
Anna Kirkland	National Horseracing College	Tutor
Colonel Stephen Padgett OBE	National Horseracing College	Chief Executive
Emma Cassidy	National Horseracing College	Workbased Learning Manager
Mr Gerry Sutcliffe	National Horseracing College	Chairman
Kevin Atkinson	New Beginnings	Founder
Pam Atkinson	New Beginnings	Founder
Beau Malik	Newcastle University Graduate	
Anna Metekohy	Newmarket Racecourses – The Jockey Club	Owners and Trainers Liaison Manager & Racing Assistant
John Powell	Noel Williams Racing	Ownership Liaison
Eric Elliott	Owner	
Louis Woolf	Park Lane Stables RDA	Apprentice
Dan Martin	PJA Combine Performance Ltd	Head of Industry Nutrition Support Services
Craig Staddon	Plumpton Racecourse	Chief Executive
Clarissa Daly	Pony Racing Authority	Chief Executive
Lea Allen	Pony Racing Authority	Pony Racing Pathway Co-ordinator
James Larman	Portas Consulting	Project Manager
Peter Hawkings	Portas Consulting	Associate Partner
Dale Gibson	Professional Jockeys Association	Interim CEO
David Armstrong	Racecourse Association	Chief Executive
Charlie Liverton	Racehorse Owners Association	Chief Executive
Chris Cook	Racehorse Owners Association	Racing and Bloodstock Manager

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MODERNISING RACING:
HOW FAR AND HOW FAST?

Name	Institution	Job Role
Louise Norman	Racehorse Owners Association	Head of Ownership
Melanie Cook	Racehorse Owners Association	
Nigel Wood	Racehorse Rescue Centre	Charity for former racehorses
Nigela Wood	Racehorse Rescue Centre	Charity for former racehorses
Lucy Delaney	RaceShare	Managing Director
James Gray	RaceTech	Commercial Director
Sophia Monkman	RaceTech	Client Relationships Manager
Sarah Gutteridge	Racing Digital	Product Manager
Steven Gibson	Racing Digital	Managing Director
Alice Page	Racing Foundation	Trustee
Antonia Bullrich	Racing Foundation	Social Media and Content Executive
Julia Budd	Racing Foundation	Chair
Linda Bowles	Racing Foundation	Senior Independent Director
Louise Kemble	Racing Foundation	Trustee
Rhi Lee-Jones	Racing Foundation	Head of Communications and Events
Rhianna Slade-Jones	Racing Foundation	Communications Assistant
Rishi Persad	Racing Foundation	Trustee
Stan Wong	Racing Foundation	Grants Manager
Tansy Challis	Racing Foundation	Chief Executive
Susannah Gill	Racing Foundation / UK Tote Group	Trustee and Communications and Corporate Affairs Director
David Carr	Racing Post	Reporter
Howard Wright	Racing Post	Freelance Journalist
Jessica Gillam	Racing Staff Development Programme	Regional Racing Coach
Lauren Webb	Racing Staff Development Programme	Programme Coordinator
Sam Trainor	Racing Staff Development Programme (NHC)	Programme Manager and Roving Tutor
Sue Ringrose	Racing Staff Development Programme (NHC)	BHA Coach Educator
Steve Evans	Racing Stars Ltd	Chief Executive
Jen Gates	Racing to School	Fundraising and Communications Executive
Florence Cain	Racing Together, Racing to School	Fundraising and Communications Executive
Lucy Gurney	Racing Together, Racing to School	Community Engagement Manager
Adam Ferguson	Racing Welfare	Head of Community Engagement / MBA Student

Name	Institution	Job Role
Dawn Goodfellow	Racing Welfare	Chief Executive
Lucy Miller	Racing Welfare	Regional Manager
Sarah Monkman	Racing Welfare	Welfare Officer
Amy Fair	Redcar Racecourse	General Manager
Amy Fair	Redcar Racecourse	General Manager
George Wilson	Research Institute of Sport & Exercise Science, Liverpool John Moores University	Doctor of Exercise Physiology and Sport Nutrition
Margaret O' Sullivan	Retraining of Racehorses	Operations Executive
Philippa Gilmore	Retraining of Racehorses	Head of Welfare Operations
Vicky Vine	Retraining of Racehorses	Director of Fundraising, Marketing and Communications
Fred Barrelet	Rosswales LTD	Clinical Director
Simon Rowlands	Rowlands Racing & Research Limited	Journalist, data analyst and member of the Horseracing Bettors Forum
Jo Hockenhull	Royal Veterinary College	Research into racehorse aftercare
Orlagh O'Reilly	Royal Veterinary College	PhD Student
Rebecca Mouncey	Royal Veterinary College	Veterinary Surgeon and Research Fellow
Sarah Allen	Royal Veterinary College	Epidemiologist
Ali White	Scottish Racing Academy	Level 6 Tutor & Assessor
Eleanor Boden	Scottish Racing Academy	Chief Executive
Emma Sayer	Scottish Racing Academy	Operations Manager
Hannah Farrell	Scottish Racing Academy	Administration Manager
Dana Mellor	Simply Racing UK	Consultant
Dena Merson	Simply Racing	Founding Consultant, Simply Racing
Michael Armstrong	Simply Racing	Marketing & Communications Consultant
Tullis Matson	Stallion AI Services	Managing Director
Nicholas Rust	Starting Price Regulatory Commission Freelance Broadcaster / TV Producer	Chair
Tanya Stevenson	Starting Price Regulatory Commission Freelance Broadcaster / TV Producer	ITV Racing Statistician
Harriet Gillingham	Student	
Andrew Braithwaite	The British Racing School	Chief Executive
Beth Sullivan	The British Racing School	Operations Manager
Carol Bramhill	The British Racing School	HR Director
Hetta Stevens	The British Racing School	Trustee

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MODERNISING RACING:
HOW FAR AND HOW FAST?

Name	Institution	Job Role
Jayne Attwell	The British Racing School	Head of Finance
Katrina Archer-Rand	The British Racing School	Head of Fundraising
Richard Perham	The British Racing School	Jockey Coach
Kirsty Jones	The Childwick Trust	Administrator
Kirstin McEvoy	The Jockey Club	Sustainability Manager
Molly Dingwall	The Jockey Club	General Manager Haydock Park Racecourse
Caroline Davies	The Racecourse Association	Racecourse Services Director
David Jeffery	The Racecourse Association	Head of Finance & Business Support
Paul Swain	The Racecourse Association	Raceday Experience & Communications Manager
Daniel Hayde	The Racing Centre	RaceFit Manager
John Gilbert	The Racing Centre	Chief Executive
Nigel Payne MBE	The Sir Peter O'Sullivan Charitable Trust	Trustee and Administrator
Alix Jones	The Thoroughbred Breeders' Association	Membership Executive
Joe Grimwade	The Thoroughbred Breeders' Association	Retention Consultant
Rob Davey	The Thoroughbred Breeders' Association	Bloodstock Executive
Shona Rutherford	The Thoroughbred Breeders' Association	Lead Administrator
Victoria Murrell	The Thoroughbred Breeders' Association	Equine Health and Welfare Manager
Amina	The Urban Equestrian Academy	
Azeezah	The Urban Equestrian Academy	
FR33DOM Zampaladus	The Urban Equestrian Academy	Founder
Iqra	The Urban Equestrian Academy	
Caroline Turnbull	Thoroughbred Breeders' Association	Industry Education and Retention Manager
Claire Sheppard	Thoroughbred Breeders' Association	Chief Executive
Olly Batchelor	Thoroughbred Breeders' Association	Marketing and Communications Executive
Lewis Tomlinson	Timeform	Racing Analyst
Adam Moore	Total Performance Data (TPD)	Commercial Team
Lynn Roby	University of Liverpool	MBA Student
Neil Coster	University of Liverpool	Director of Studies, MBA Thoroughbred Horseracing Industries
Prof. David Forrest	University of Liverpool	Management School
Prof. Debbie Archer	University of Liverpool	School of Veterinary Science

Name	Institution	Job Role
Rich Forster	University of Liverpool	Thoroughbred Horseracing Industry MBA Student
Sarah Stoneham	University of Liverpool	School of Veterinary Science
Sue Minten	University of Liverpool	Management School
Tunde Buraimo	University of Liverpool	Management School
Vanessa Cashmore	University of Liverpool	Management School
Amy Tibbitts	Weatherbys	Business Transformation Manager
Russell Ferris	Weatherbys	Chief Executive
Sharon O'Regan	Weatherbys	General Manager
Dan West	Weatherbys Racing Bank	Relationship Team Manager
Sarah Vaughan	Weatherbys Racing Bank	Business Development Executive
Richard Coughlan	Web3 & Horse Racing Consultant	Web3 & Horse Racing Consultant
Kate Sigsworth	West Moor Stud	Manager
Liz Sigsworth	West Moor Stud	Owner
Izzy Mills	White Griffin	Environmental Consultant
Ruth Dancer	White Griffin	Director
Emma Reilly	Windsor Clive International	Estate agent specialising in racing property
Isobelle-Amelia Chalmers	Work Rider	Work Rider
Roly Owers	World Horse Welfare	Chief Executive
Amy Swales	York Racecourse	Senior Marketing & Sponsorship Manager
Leah Coen	York Racecourse	Marketing Assistant
Maiti Stirling	York Racecourse	Marketing & Sponsorship Manager
William Derby	York Racecourse	Chief Executive and Clerk of the Course
Birte Bauer	Yorton Stud	Head Vet
David Futter	Yorton Stud	Stud Owner
Dominic Walton		
Dave Coster		
James Morton		
Marcus Holmstroem		
Martin Howarth		

For more information please visit
racingfoundation.co.uk/conference-2023

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