



BHA strategic objectives and progress – 2016

Equine welfare leadership

- David Sykes appointed to new role of Director of Equine Health and Welfare with responsibility for developing the BHA's equine welfare strategy
- Jamie Stier, Chief Regulatory Officer, takes lead on international welfare committee
- Hosted first national The Horse Comes First raceday
- Extended the One Fit padded hurdle trial



Sustainable industry funding

- Significant progress made towards the Levy reform which came into force in April 2017
- Generating £12m in additional revenue via the Authorised Betting Partner initiative



Keeping racing fair and clean

- Progress made with implementation of recommendations from Integrity review and Quinlan review
- Appointment of His Honour Brian Barker CBE QC as first Chairman of independent Judicial Panel
- Enhancement of human and equine anti-doping sampling programme, with jockey testing increasing by 90% and levels of equine testing also increased. Substantially greater growth of equine testing is planned for 2017
- Reorganised and strengthened the Integrity and Regulatory teams into a single function under the leadership of Jamie Stier as Chief Regulatory Officer



Growing British racing together

- First full year of the tripartite governance structure for British Racing helped deliver growth in key areas of Betting activity and numbers of Horses In Training
- Reform of ownership administration, including reducing number of ownership types and commencement of development of revised Racing Administration website which will reduce administrative burden for owners
- Launched initiative to liberalise owners colours
- Introduced syndicate code of conduct to ensure existing and prospective syndicate owners are better protected



Professional workplace

- Developed new vision, mission and values for the BHA
- Created Leadership Team to improve flow of communication and empower our people to make decisions





Competitive and compelling racing

- Converting vast majority of flat maiden races to novice contests, successfully achieving objective of providing greater opportunities to horses who have won early-season races, and boosting field sizes
- General improvement in field sizes after delivering "holistic" race planning for all classes outside listed and pattern races, the BHA coordinating an industry effort
- Introduced £750,000 lead fixture fund offering incentive to encourage one fixture of at least £50,000 every day. This contributed to a reduction in the number of days without a £50,000 card from 104 to 65.
- Introduced Northern Lights jump series to incentivise ownership and training of northern jump horses, to supplement successful implementation of Challenger Series for mid-tier Jump horses



Looking after our people

- In partnership with stakeholders, continued to widen access points to our industry and better promote racing as a career. More than 280 new entrants and 1,200 people participating in training at the racing schools
- Initiatives such as the employer-led training programme and jockey coaching scheme saw BHA announced as Governing Body of the Year at UK Coaching Awards
- Series of major health studies initiated, including Oxford University study into long-term consequences of professional horseracing and jockeys cardiac study and enhanced concussion management protocols



World class racing

- Alterations made to Weight for Age scale following significant statistical analysis to address issue of competitive advantage for three-year-olds in later stages of flat races
- Carried out consultation focussing on how to future-proof the development of the staying horse, initiating a project which has the intention of introducing a number of changes to the staying programme
- Bolstering fillies and mares programmes in both flat and jump codes



Financial responsibility

- Developed three-year business plan and budget
- Reduced forecast deficit by almost 50 per cent, from an expected £349,000 to £175,000
- To deliver planned activity, fee increases of 2 per cent for 2017 and 2.75 per cent for 2018 and 2019 agreed with horsemen and racecourses

