

BRITISH RACING'S
DIVERSITY &
INCLUSION
INDUSTRY
COMMITMENT
TOOLKIT

WHY HAVE WE CREATED THIS TOOLKIT?

As the Diversity in Racing Steering Group, we want to support and work with everyone to help create our vision for 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.”

British racing’s unified Diversity and Inclusion Industry Commitment is one way we can all get involved in achieving this together.

We hope this Toolkit, created in collaboration with leading diversity and inclusion (D&I) consultants from [Inside Inclusion](#) and [Plan4Sport](#), provides you with helpful information about how you can implement tangible actions around your commitment to progress diversity and inclusion.

Improving inclusion and diversity can bring huge benefits to British racing and is essential to the sport's long-term sustainability. Attracting the best talent from all backgrounds to the industry will allow for different thoughts and perspectives, drive greater innovation, problem-solving and decision-making, and create the most competitive and compelling sport. Attracting the biggest crowds to watch and attend racing is not only the right thing to do, but will also ensure the sport thrives.

As individuals and organisations, we all have a role to play in making British racing as diverse and inclusive as possible.

If you would like further details about the Industry Commitment, please contact diversity@britishhorseracing.com.

DIVERSITY
IN RACING
STEERING GROUP

SIGNED ON BEHALF OF BRITISH RACING




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Chairman
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Guy Henderson
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Ascot Racecourse




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Nevin Truesdale
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The Jockey Club




Claire Sheppard
Chief Executive
Thoroughbred Breeders Association




Julia Budd
Chair
The Racing Foundation




William Derby
Chief Executive and Clerk of the Course
York Racecourse

Within the first year of its launch in 2021, 30 organisations across British racing signed up to the Diversity and Inclusion Industry Commitment. If you would like more information about the Industry Commitment, please contact diversity@britishhorseracing.com

OUR COMMITMENTS

British racing is proud to be one of few sports where everyone can compete on equal terms, regardless of gender. This commitment aims to formalise the sport's approach to diversity and inclusion and builds on the extensive, existing activity already taking place, including community engagement, education activity and charitable work.

Each organisation will identify its own priorities and activities under these five areas and map out individual diversity and inclusion action plans. These plans are due to be launched within one year of signing the Industry Commitment, with updates on progress reported against annually.



1. LEADERSHIP AND ACCOUNTABILITY

Industry leaders ensuring and taking accountability for the creation of a more diverse and inclusive sport.



2. GOOD GOVERNANCE

Ensuring a better understanding of the racing landscape to influence policy, practice and procedures.



3. EDUCATION AND AWARENESS RAISING

Giving everyone across racing access to learning about diversity and inclusion and why they're important to the sport.



4. CELEBRATING AND SUPPORTING RACING'S DIVERSITY

Showcasing the diversity that exists across the racing industry to create an inclusive sport where difference is embraced and everyone is valued.



5. ENGAGING NEW AUDIENCES

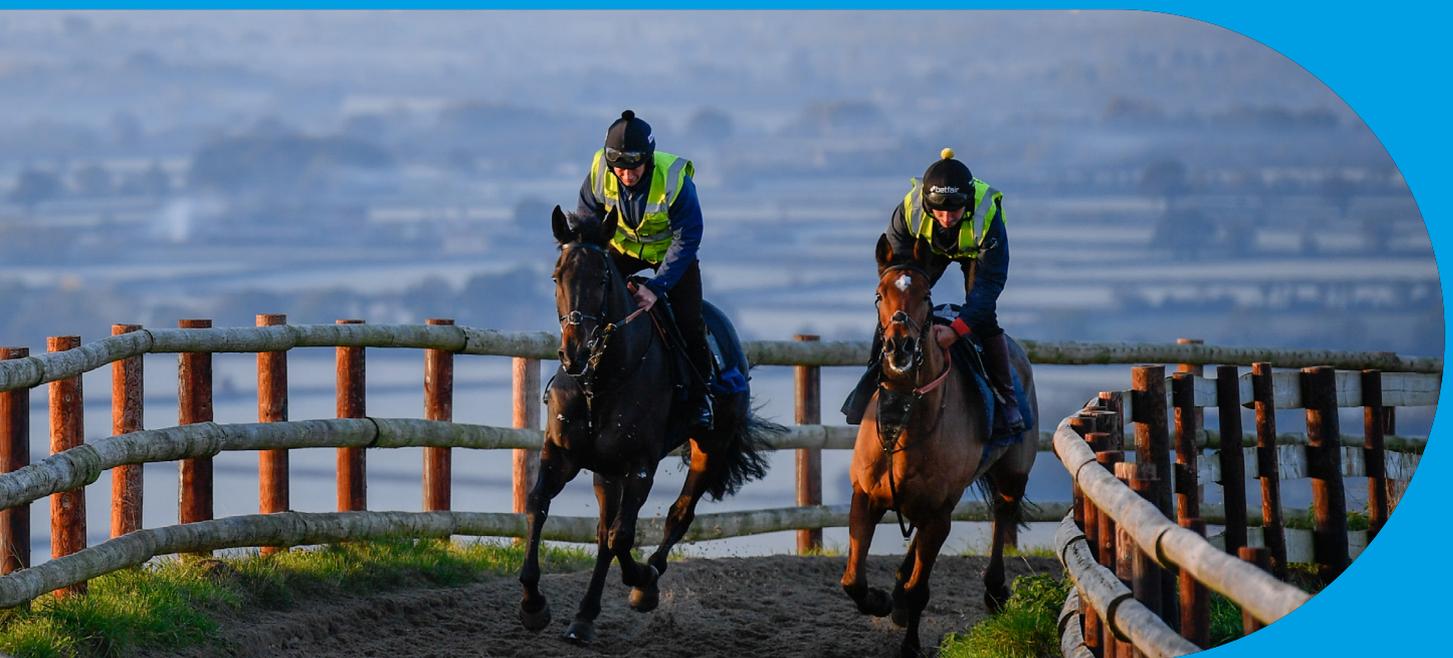
Promoting racing as a sport for all and encouraging diverse communities to take part.





1. LEADERSHIP AND ACCOUNTABILITY

Industry leaders ensuring and taking accountability for the creation of a more diverse and inclusive sport.



ABOUT

While buy-in and resource from departments across the whole organisation are essential to successfully implementing a diversity and inclusion action plan or strategy, leaders and leadership teams play a central role in promoting, demonstrating, and advancing their organisation's or industry's commitment to creating a culture where everyone feels welcome, safe, valued and included.

From boardrooms and executive committees/senior leadership teams to heads of department, yard managers, and team leaders, it is essential that all business leaders not only understand and support the moral, commercial, and legal benefits of diversity and inclusion, but also know how to articulate those benefits to their workforces and wider stakeholder groups – including spectators and fans, commercial clients, media partners and the general public.

Inclusive leaders take a proactive approach to diversity and inclusion and, while they themselves may not deliver the day-to-day D&I activities, they check and challenge their organisation's approach to D&I and ultimately take accountability for its impact.

They do this not only when achieving success, but also when they and their teams are challenged on their rationale for embedding D&I within everything they do.



WHAT YOU CAN DO

D&I Statement

Ask your Chief Executive or Chair of the Board to write a statement for your website about the importance of diversity and inclusion to your organisation and the wider racing industry.

This might include information about why your organisation is proud to sign up to the Industry Commitment; what the moral, commercial, and legal benefits of a diverse and inclusive culture are; and how creating that culture is everyone's responsibility.

D&I Champion

Appoint a D&I Champion from your Board.

Standing Agenda Item

Make diversity and inclusion a standing item at Board and leadership team meetings to ensure they are afforded the same importance as all other areas of the organisation's operations.

Leadership Commitment

Ensure that a commitment to leading on diversity and inclusion is included in key leadership role descriptions.

For example, "Leading the organisation's work to create a diverse and inclusive culture" or "Leading on the delivery of your organisation's diversity and inclusion strategy"

Leadership Briefing

Deliver (or ask your Chief Executive to deliver) a briefing to the senior leadership team and the Board to ensure everyone has an equal understanding of your organisation's commitment and approach to diversity and inclusion and their role within it.

Training Content

Ensure your Board and senior leadership can access D&I training, including on Inclusive Leadership and the role of leaders in creating a diverse and inclusive racing industry.

Get in touch at: diversity@britishhorseracing.com to find out more about some of the training opportunities available to you and your organisation's leaders.



2. GOOD GOVERNANCE

Ensuring a better understanding of the racing landscape to influence policy, practice and procedures.





ABOUT

Inclusive organisations approach D&I as part of “business as usual” rather than as a “nice to do” or “add on” to their work. This helps send a clear message that D&I is everyone’s responsibility, whatever their role and however they represent the organisation.

To achieve this, it’s essential that all policies, practices and procedures are developed, implemented, monitored and reviewed through a D&I lens to afford everyone equality of opportunity and to mitigate discrimination – addressing it when it happens and also, where possible, preventing it from occurring in the first place.

WHAT YOU CAN DO

Equality Policy

Implement an Equality Policy which spells out everyone's responsibilities to foster a culture of respect and inclusion, as well as how they are protected from discrimination, bullying and harassment.

A comprehensive policy highlights the relevant legislation and makes specific reference to all protected characteristics and forms of discrimination.

Equality Monitoring

Conduct regular equality monitoring of your staff, Board, wider membership, and key stakeholders.

Equality monitoring (i.e. collecting and analysing anonymised data on certain personal characteristics) helps you to understand your organisation's diversity, identify areas of underrepresentation, and develop actions to increase diversity and to create an inclusive culture for everyone.

You might want to make your equality monitoring part of a wider staff engagement survey - this will help you to understand more about the experiences of your workforce and how their diversity and your organisational culture might impact on this.

Policy Review

As part of your policy review cycle, apply a D&I lens to the process to make sure that all policies are legally compliant and mitigate direct or indirect discrimination from occurring.

Make sure all policies state when they were last reviewed so that everyone can be confident that they are current and up-to-date.

Equality Assessments

Introduce Equality Impact Assessments to the development and delivery of programmes and services to ensure they are accessible and welcoming to a wide range of audiences and don't inadvertently discourage or put up barriers to participation.

Get in touch at diversity@britishhorseracing.com to access our Equality and Diversity Monitoring Guidance and Template and to discuss how to implement it in your organisation, as well as for support on implementing an Equality Policy or Equality Impact Assessment.



3. EDUCATION AND AWARENESS RAISING

Giving everyone across racing access to learning about diversity and inclusion and why they're important to the sport.





ABOUT

Ensuring that everyone across your organisation has access to ongoing learning and development on a range of issues relating to diversity and inclusion is key to applying a consistent and uniform approach to D&I within everything you do.

Remember that education can take lots of different forms – from the informal sharing of literature and reading lists, films and documentaries, through to more formal education pathways including E-Learning, workshops, conferences and seminars.

Don't forget that no one's D&I learning and development is ever complete – there's always more everyone can learn and it's important to refresh your learning on a regular basis.

WHAT YOU CAN DO

Strategic Plan

Make learning and development a core part of your D&I Strategic Plan.

Training Needs Analysis

Undertake a D&I Training Needs Analysis with your workforce on a regular basis to ensure everyone has access to the information they need to deliver their role from a D&I perspective.

Don't forget to think about how to identify and meet the D&I learning needs of your wider industry participants, volunteers and partners.

Comprehensive Record

Keep comprehensive records of everyone's D&I learning and development, and track when it might be necessary to attend refresher courses or undertake new learning.

You might want to incorporate a D&I learning and development tracker into records you already keep of your workforce's wider learning and development – for example, safeguarding and child protection.



Promote Racing2Learn

Promote the [Racing2Learn](#) platform to your workforce and the wider racing community so that everyone has access to D&I learning specific to the racing industry, including models on D&I, LGBT+, Autism in Racing and community engagement.

Objective Setting

Incorporate D&I learning and development into objective setting and performance review.

Take a look at what free learning and development opportunities are available on [Racing2Learn](#), including a comprehensive Diversity and Inclusion E-Learning module or get in touch for training provider recommendations.



4. CELEBRATING AND SUPPORTING RACING'S DIVERSITY

Showcasing the diversity that exists across the racing industry in order to create an inclusive sport where difference is embraced and everyone is valued.





ABOUT

While racing is a diverse sport, on and off the racecourse, it must strive to be more so, in order to remain relevant and grow from strength to strength in our modern society.

Diversity means recognising everyone's unique identity, skills and experiences – and in the context of racing this means both positive and negative experiences of participating in and enjoying the sport. When racing understands what those experiences might look like and the barriers some communities experience in accessing racing, it can start to put actions and initiatives in place to address them.

As part of this, it is important to send a clear and consistent message that everyone is welcome in racing, whatever their background or identity.

This might include marking religious festivals, participating in calendar events such as Black History Month or International Women's Day, as well as ensuring that marketing and promotional materials not only reflect the reality of racing's diversity, but also highlight where there is more work to be done to create a sport that *really is* for everyone.

WHAT YOU CAN DO

Communications Review

Review your communications – internal and external – to ensure they reflect the diversity of racing and send a clear message about racing being a sport for everyone.



Social Media

Ensure your communications and social media policies are up to date and make clear to everyone who represents your organisation (and the wider industry) what is and isn't acceptable as well as responsible use of social media platforms.

Website

Your website provides a window into your organisation's values and approach to D&I. Put yourself in the position of a visitor to your website and try to understand the user experience.

Ask yourself whether the website talks clearly and confidently about your commitment to diversity and inclusion; whether its imagery is diverse and its language inclusive; and whether it's accessible to everyone.

Don't forget that all communities are themselves diverse and that any imagery you use should reflect this. LGBTQ+ people, for example, come from ethnically and culturally diverse communities, observe different religions and beliefs or may be disabled.

Sharing D&I Work

Celebrate the diversity of racing by sharing case studies about your D&I work and its impact.

For example, initiatives such as BHA's "Step On Track" programme which introduced young people from ethnically and culturally diverse backgrounds to racing.

D&I Calendar

Build a D&I calendar and plan activities around key dates throughout the year, including Pride Month or the Racing is Everyone's Sport campaign (racing's version of the Rainbow Laces campaign), Anti-Bullying Week and International Day of People with Disabilities.

Incorporating these into your strategy can be a powerful springboard to help you start considering how to embed D&I activity in your work all year round.

For example, shout about your support of [Racing With Pride](#) or your involvement with initiatives such as BHA's "Step On Track" programme which introduces young people from ethnically and culturally diverse backgrounds to racing.



5. ENGAGING NEW AUDIENCES

Promoting racing as a sport for all and encouraging diverse communities to take part.





ABOUT

All industries, including racing and the wider sport sector, need to constantly review their approaches to diversity and inclusion – not only to ensure that everyone feels welcome, safe, valued and included, but also to recognise where gaps in provision might create barriers to participation for some groups and communities.

Simply stating that racing – or any sport – is for everyone is not enough; encouraging new audiences to feel that they can take part takes much more effort.

From celebrating the diversity of those communities who do take part, through to understanding perceptions (both positive and negative) of the sport and learning how to accommodate the diverse needs of different groups and communities, all racing organisations must take a proactive approach to creating a culture that *really is* open to, and welcoming of, everyone.

WHAT YOU CAN DO

Recruitment Review

Review your approach to recruitment and selection – not only to ensure that your job advertisements are reaching diverse communities and encouraging people to apply, but also to remove bias from the shortlisting and interview processes which can impact the diversity of your pool of candidates and eventual appointments.

Remember that the recruitment process helps applicants to determine whether your organisation is right for them just as much as whether they are the right candidate for your organisation.

Progress and Data

Use your annual report to highlight the progress of your D&I work and include D&I data and insight where you have it.

Build Relationships

Build relationships with community groups and leaders and engage them actively in your organisation (e.g. through advisory and consultation groups) to ensure diverse voices inform your work.

Don't forget to establish clear Terms of Reference for any advisory or consultation groups to help ensure their work remains focused and on track.

Share and Encourage

Share stories of positive action initiatives you have put in place and their impact in terms of encouraging minority and underrepresented communities to get into the racing industry. Across racing this is done collectively on the Racing Together website and social media channels.

Get involved with racing's existing initiatives that are reaching new audiences, such as Step on Track, Racing's Media Academy, Take the Reins, Autism in Racing, or Go Racing Green, or get in touch to discuss your own ideas with us.

Want more info?

We are here to support the racing industry make progress in becoming more diverse and inclusive. For more information about anything in this Toolkit and to keep us up to date with your plans, please contact diversity@britishhorseracing.com.