

## **British Horseracing Development Programme 2023 - Placement Overviews**

Below are the placements that have been confirmed for this year's Programme. Please note that they do vary in length so please take this into account when you are selecting your top three preferred placements. Your preferred placements are taken into consideration when we are reviewing applications but please note that some placements are more popular than others and on some occasions, we may offer you a placement that isn't on your preferred list.

### **1. Great British Racing (8 week placement)**

Based in High Holborn, London, Great British Racing is the marketing and promotional arm of British horseracing - the second biggest spectator sport in the country. Their role is to widen the sport's fan-base, help grow revenue streams, and maintain British racing's position internationally as the best in the world. They are looking for someone who is a creative thinker and computer literate. You will get involved in various projects including supporting the digital and online platforms.

### **2. The Racing Post (8 week placement)**

The Racing Post's office, based on the Southbank in London, is home to the UK's No.1 horse racing daily. The business is part of Spotlight Sports Group and is growing rapidly into digital, B2B and international markets.

The Racing Post seeks to deliver everything a horse racing enthusiast and industry professional needs. We are looking for an intern with a high standard of written English, strong knowledge of racing and betting, the ability to meet tight deadlines and a good telephone manner. You should be curious about the world around you, pay attention to accuracy and have an eye for detail.

The Racing Post placement provides the opportunity for participants to experience life on news and sub editing teams. There is some scope to work alongside journalists on: features, bloodstock, tipping and sports desks.

### **3. Weatherbys (8 week placement)**

Based in Wellingborough, Weatherbys are under contract with the BHA to provide administration to the industry. They are looking for someone who is passionate about the industry, has a positive attitude and excellent customer service skills. You will have the opportunity get involved with specific projects or undertake some research work (all office based). You will be involved in the day to day running of a very busy office, looking after clients, answering the telephone, data processing and some general office duties.

### **4. Racecourse Association Ltd (8 week placement)**

The Racecourse Association (RCA) is the representative body for all British racecourses. Formed in 1907, the RCA serves the interests of our 59 member racecourses to empower them to be the best venues they can be. Our aim is to provide leadership to and representation of racecourses across a multitude of areas to empower them to be the best venues they can be and a frontrunner in the governance of the sport. We are guided by the principles of excellence and innovation across all areas of racecourse administration. The RCA takes pride in sharing best practice, faultless research and a warm welcome to those we work with. Our members are spread the length and breadth of the country and include some of the world's most iconic sporting and leisure venues.

A placement with the RCA will introduce you to the business of running a racecourse and allow you to explore the different avenues your career could take, hopefully with the RCA or our industry partners. You will have opportunity to work in the various departments of the RCA, from customer experience to race planning and marketing to racecourse groundsmanship, completing projects and assisting our team with their day to day work. We are keen for your interests to come to the fore and are always open to original research, so please give thought to any particular project you'd like to develop.

#### **5. Jockey Club Racecourses – Newmarket Racecourse (8 week placement) - TBC**

Newmarket's two racecourses - the Rowley Mile and the July Course – host some of the finest Flat racing on the planet, across 39 fixtures and including nine Group 1 contests. Headlined by the first two Classics of the season, the QIPCO 2000 and QIPCO 1000 Guineas, other highlights include the Moët and Chandon July Festival and the Dubai Future Champions Festival.

Outside of the racing the July Course plays host to some of the most exciting live music acts via the hugely popular Newmarket Nights series, as well as a series of great value family days. Newmarket is a truly special place. It is a town with a rich, royal history where the thoroughbred racehorse is king. It is the town where horseracing, the "sport of kings", was born some three and a half centuries ago and from where it was exported around the world.

They are looking for a highly motivated individual to assist the operations team across various projects in the implementing and producing of world-class horseracing. The role will include answering the phone to customers and helping with pre-race queries, assisting management with administrative tasks and being the face of the Jockey Club on a raceday.

#### **6. Britbet (8 week placement)**

This placement will be based in Aintree and will involve assisting with the marketing and PR efforts of the Britbet operation. You will develop promotions and product ideas and provide general assistance with on course operations/promotions as required. You will be hard working, adaptable, eager to learn and keen to get involved in a start-up operation.

#### **7. Star Sports (8 week placement)**

Star Sports is The UK's leading luxury bookmaker, Star Sports was launched as Star Racing in 1999. Now based in Brighton, Star Racing was rebranded in the summer of 2009 to reflect its growth and the wider portfolio of services offered to its clients. As befits the most exclusive private bookmaker in the world, they are justifiably proud of their fantastic team. As well as their telephone and internet businesses, they have facilities at the best racecourses around the country as well as retail outlets including their luxury flagship shop in Mayfair.

Participants will get to experience every aspect of what constitutes a modern bookmaker. You will experience how life is from inside their busy trading room, how trading decisions are made, and prices are compiled. You will experience the highs and lows as the teams check the liabilities and watch the results coming in. There will also be the opportunity to experience days at the rails as you go on course to see how their bookmakers at their pitches deal with busy days at a top UK racecourse. In this modern era of socially responsible gambling they have a heavy involvement in making sure that nobody vulnerable or underage can bet with them and that they monitor their existing clients to make sure that everyone is betting recreationally and within their means. You get to spend time with their compliance and fraud teams to gain an insight as to how this critical department operates.

Finally, you will also get involved with their Marketing and Media teams where you will learn how Social Media and Sponsorship helps their brand awareness. Star Sports regularly supports the horseracing and greyhound industries through sponsorship.

#### **8. British Horseracing Authority (BHA) x 2 (One year placement opportunities)**

BHA is offering a small number of one-year placements to those applying for the British Horseracing Development Programme. The successful candidates will be based either in the Racing and Betting team, or in the Raceday and Regulation team. Whichever of the two teams the candidate works within, they will undertake different roles during the course of the one-year placement.

In the Racing and Betting team, for example, the candidate is likely to spend six months in the Racing Department, where they will focus on the setting of race times as well as completing other race planning projects. For the other six months, they will work within the racing services team, with particular focus on supporting new and existing racehorse owners.

Someone who is looking for an all-round experience but with knowledge and an interest in racing would be an advantage. These roles will be London based with hybrid flexibility and will include travel to racecourses.

## **9. Horserace Betting Levy Board (8 week placement)**

The Horserace Betting Levy Board (HBLB) is a UK statutory body that was established by the Betting Levy Act 1961. It is a non-departmental public body (NDPB), and its sponsoring Government department is the Department for Digital, Culture, Media and Sport. HBLB's statutory objectives are to collect the Levy from bookmakers and to apply the funds so raised to one or more of the following:

- the improvement of breeds of horses;
- the advancement or encouragement of veterinary science or veterinary education;
- the improvement of horseracing.

The candidate will support HBLB in its role distributing levy to Racing's stakeholders. This role will offer exposure to the wider Racing industry, include BHA, Racecourses and Horsemen, as well as the ability to learn how horseracing is funded, prize money is allocated and fixtures are supported. This role will offer an opportunity to work across the business, including non-fixture areas supported by the Board, for example Veterinary & Equine Welfare Grants and Great British Racing.

## **10. British Racing School (One year placement)**

As a registered charity, the BRS is proud to sit at the heart of UK horseracing industry and deliver high quality training education on the behalf of the sport. The Charity was established at its current site in Newmarket in 1983 and continues to deliver training across the country. Whilst primarily providing training for stable staff the BRS delivers the Jockey Coaching Programme on behalf of the British Horseracing Authority and provides training for many other roles across the sport of horseracing.

In 2021 the BRS founded the Newmarket Pony Academy, a community project designed to use horses and ponies to positively effect mental health and wellbeing for children in the Newmarket area. 2021 also saw the launch of the Riding A Dream Academy, a programme dedicated to providing opportunities for talented young riders from diverse communities, underprivileged backgrounds and urban equestrian centres.

The candidate will be required to work alongside the Recruitment Coordinator, to attend career events all over the UK. They will also be required to help create content for social media and work alongside the Marketing Consultant on a range of projects including the possible development for a new website for the school.

## **11. Sky Sports Racing (8 week placement)**

Sky Sports Racing is the UK's largest, dedicated horseracing TV channel and is produced at Sky's studios alongside all other Sky Sports channels. Sky Sports Racing is available in 14 million multi-channel homes across the UK and Ireland at no extra cost to Sky and Virgin Media subscribers. Attheraces.com and the At The Races app form the UK and Ireland's leading digital platform for horse racing and generate up to 13 million user sessions per month (Google Analytics).

The placement will be designed to give the candidate an insight into all areas of the business, including; Sky Sports Racing TV Channel, Marketing, Commercial, Web and Editorial, IT, Steaming and Customer Service. They are looking for someone with:

- Passionate about horse racing.

- Excellent communication skills, both written and verbal.
- A self-starter who is highly motivated.
- Strong interpersonal skills.
- Organised and efficient.
- Reliable and professional.
- Competent in Microsoft Word, Excel and PowerPoint.

## **12. British Horseracing Authority – Safeguarding Department (8 week placement)**

The British Horseracing Authority is responsible for the Integrity, Safety and Welfare of its participants, both equine and human. The Safeguarding Team is responsible for all aspects of human welfare within the BHA, working closely with key stakeholders and horseracing's participants to make British Horseracing a safe and welcoming environment.

The successful applicant will spend time with the Safeguarding Team assisting with day-to-day duties. They will work closely with the Senior Safeguarding Manager on developing and delivering the safeguarding education provision and proactively promoting the safeguarding of horseracing's participants, alongside the Respect in Campaign. The applicant will accompany the team on visits to yards, racecourses and meetings with key stakeholders.

The individual will have a proven level of written and communication skills, good attention to detail plus strong IT skills. They will be courteous, understanding and able to adapt well to different situations.

They will be given support and training to carry out these duties and will be required to sign a non-disclosure agreement as they will have access to confidential information.

The successful applicant will be homebased but must be willing to travel to London and regional meetings as required.

## **13. JockeyCam (8 week placement)**

JockeyCam produces specialist on-helmet cameras that capture live and recorded video and audio content. Our Head Office is in Chepstow, but we operate nation-wide. Our cameras allow viewers an insight into the sport from the athlete's perspective, putting the public where the action is. Our team work on the frontline directly with athletes to capture content that can be used for broadcast, social media/promotion, or training and development. JockeyCam services are used widely in Britain and the US, but have also been to Australia, Hong Kong, and Saudi Arabia. Our mission is to engage people in sport in new and exciting ways, but always designed with the athlete in mind. We are constantly investing in research and development that contributes to the health of our sport and its participants, including partnering with universities to aid research into concussion studies.

The JockeyCam placement would be a mix of office-based and racecourse-based work. A primary function will be to assist the Head of Operations in the daily planning and delivery of JockeyCam services, liaising with clients, jockeys, and raceday officials. This is likely to include some specific research projects to identify the needs of our users and the wider market, to help continually improve to our service. Alongside this research, we would encourage candidates with an interest in marketing and promotion to apply as we look to improve brand awareness. You will also have the opportunity to learn how to set up the cameras, use them on raceday, and transfer the footage in line with client requirements.

## **14. National Horseracing College (10 week placement)**

National Horseracing College (NHC) provides a responsive centre of training excellence within the north, identifying, encouraging and nurturing talent, particularly within young people. NHC's wide

range of courses specifically cater for the staffing needs of the British racing industry. We are a winning team. With 94% of our Foundation Course students going on to exciting careers in the horse racing industry, many of whom continue their education with NHC during their employment. We provide training that is relevant to the needs of the horse racing industry, to ensure student success. We are committed to the developmental improvement of our training, to keep it relevant. To constantly adapt and seek further opportunities within the industry, to be responsive. We work with local, regional and national stakeholders to exert positive influences within the college.

Located in the scenic grounds of a private estate near Doncaster, the NHC has easy access to the A1 and M18 and is three miles from Bawtry and seven miles from the center of Doncaster, which is serviced by a regular bus timetable. This placement consists of the organisation, preparation and deliver of a high profile raceday event. You will assist in the marketing of the Leger Legends Charity race event and produce the Leger Legends Charity Race Souvenir brochure.

The candidate needs to be a highly organized individual who has a working knowledge of the use of social media. We are looking for an individual with a mix of technical ability – the ability to write engaging social media posts / articles, as well as the ability to demonstrate ‘soft’ skills such as teamwork, communication, and good customer service.

### **15. British Champions Series (15 week placement)**

QIPCO British Champions Series showcases 35 of the UK’s finest Flat races, including three of the world’s top five. The Series features at all of the UK’s most iconic Flat festivals, from the Derby and St Leger, to Glorious Goodwood and Royal Ascot, presenting unparalleled, quality racing across 10 of the country’s finest racecourses. The Series includes world-class sporting action across five different categories – Sprint, Mile, Middle Distance, Long Distance and Fillies & Mares.

Five top-class races mark the climax of the Series on the Ultimate Raceday, QIPCO British Champions Day at Ascot on Saturday 21st October, where the world’s best compete at the nation’s richest raceday. Put simply, QIPCO British Champions Series shines the spotlight on the best horses, the best jockeys and the best racecourses, so that millions worldwide can follow the finest Flat racing.

The participant will work in the PR team and report into the PR manager, with a variety of responsibilities in supporting with the promotion of not only QIPCO British Champions Series, but also QIPCO British Champions Day at Ascot on Saturday 21st October.

QIPCO British Champions Day is one of the finest and fastest growing racedays in the world and the participant will have the opportunity to play a major role towards it.

You will have a proven level of written and communication skills, good attention to detail plus strong IT skills (Microsoft Office) and understanding of traditional and social media. You will be creative, good at problem solving and be a team player. You will have an interest in sport and the media landscapes.

The participant should go into the office in Holborn at least one day per week. While they will be expected to attend university fairs (eg. Fresher fairs) as part of the student strategy for Champions Day. There will also be an opportunity to go to Champions Series racedays and as previously mentioned, there will be a role for the participant to play on the day at Champions Day at Ascot.

**16. British Horseracing Authority - Department of Equine Regulation, Safety & Welfare (10 week placement)**

The British Horseracing Authority is responsible for the Integrity, Safety and Welfare of its participants, both equine and human.

The successful applicant will spend time with the Medication Control and Anti-Doping area of the department and on the racecourse with the Veterinary Officers and Equine Welfare and Integrity Officers. They will be asked to assist in day to day duties of the Medication Control and Anti-Doping and manage small, discrete projects or areas of larger projects. They will be given support and training to carry out these duties and will be required to sign a non-disclosure agreement as they will have access to confidential information.

(Placements are subject to change)