








British Horseracing Development Programme 2025 - 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.


<p>1. Racehorse Owners Association</p> <p>(8-week placement)</p> 	<p>Based in their offices in Reading, the ROA plays a central role in British racing politics and finance and is a founder member of the Thoroughbred Group. They promote and protect the interests of racehorse owners in Great Britain. They are looking for someone who can develop an understanding of racing politics, membership, marketing (social media) and contribute to magazine articles. You will be versatile, ambitious, positive, and creative. You will be involved in marketing activities, attend meetings, help to promote ownership both on and off the course, along with supporting the publication of Thoroughbred Owner & Breeder Magazine, social media and membership communications.</p>
<p>2. Square in the Air</p> <p>(8-week placement)</p> 	<p>Square in the Air is an award-winning creative marketing and communications agency, specializing in sport, sports betting and online gaming. Square in the Air have a consumer PR team that specializes in horses racing.</p> <p>The placement will sit at our most junior level role of Junior Account Executive in the B2C team, specifically within the consumer PR team specializing in horse racing. Initially you will learn about the various day to day responsibilities of this role before being encouraged to engage in them yourself as soon as you feel able. You will also learn how the teams within the business work together to provide a full suite of services to the client which includes social media and design.</p> <p>Square in the Air prizes enthusiasm, a strong desire to learn and develop and accuracy/quality of work and everybody's ideas are welcome. The company has an informal, friendly culture with fun and hard work at the heart of what we do.</p>



	<p>Based in the London office, you are likely to be involved in:</p> <ul style="list-style-type: none"> • Media monitoring • Proof-reading/copywriting/transcribing • Research • Social media • General tasks associated with public relations.
<p>3. Jedd O'Keeffe Racing</p> <p>(8-week placement)</p> <p>JEDD O'KEEFFE RACING LTD</p>	<p>Jedd O'Keeffe Racing Ltd is a dual-purpose training yard with up to 36 Flat and National Hunt Horses. Jedd has been training since July 2000 from Highbeck Lodge Stables and works with his team to support every horse to reach their potential. Carefully nurturing the careers of people and horses, Jedd enjoys shaping futures with welfare at the core.</p> <p>The yard has seen great success over the years including Listed and big handicap wins on the Flat and at many of the main annual racing festivals. In the National Hunt sphere, the team has enjoyed Grade One Success in the Long Walk Hurdle.</p> <p>A varied placement with opportunities to get involved and learn about all aspects of running a small racehorse training business. Learning from and contributing to the improvement of all management systems relating to:</p> <ul style="list-style-type: none"> • Horse Welfare • Training Regimes • Race planning • People Management & Welfare • Payroll and Accounts • Owner Liaison & Communication • Raceday Representation • Marketing & Media
<p>4. Tattersalls</p> <p>(8-week placement)</p> <p></p>	<p>Founded in 1766, Tattersalls is the oldest blood-stock auctioneers in the world and the largest in Europe. Today, Tattersalls offers 12,000 horses each year at 30 sales across England and Ireland.</p> <p>The 15 sales that Tattersalls holds each year at their Newmarket headquarters include market leaders in every category. The Tattersalls October Yearling Sale is Europe's premier yearling sale and is unrivalled as a source of Group 1 winners whilst the Tattersalls December Sale, offering breeding stock, foals, and yearlings, is widely re-</p>


	<p>garded as the world's most international thoroughbred sale and where Group 1 winner Marsha sold for a European record 6,000,000 guineas.</p> <p>You will initially be placed within the Marketing department at Tattersalls in Newmarket but will spend time within the Bloodstock, Accounts and Paddocks team to get a good overall view of the business.</p> <p>Ideally you will have a good knowledge of the racing industry and an interest in pedigrees and bloodstock.</p>
<p>5. Racecourse Association Ltd</p> <p>(8-week placement)</p> 	<p>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 over the length and breadth of the country and include some of the world's most iconic sporting and leisure venues.</p> <p>Your 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. The participant will have the opportunity to work in various departments of the RCA, from customer experience to race planning and marketing to racecourse grounds management, completing projects and assisting the 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 project you would like to develop.</p>
<p>6. Britbet</p> <p>(8-week placement)</p>	<p>Britbet is a partnership of British racecourses. This includes the Jockey Club, Arena Leisure Limited and a number of independent racecourses. Our activities are focused on enhancing the customer experience for racegoers. It is our company's mission to provide the best customer experience for the benefit of our racecourse partners.</p>


	<p>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 will need to drive to different racecourses during the placement.</p>
<p>7. Star Sports</p> <p>(8 week placement)</p> 	<p>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.</p> <p>Candidates will be given the opportunity of working in a variety of roles during the placement, these will include marketing & PR, on-course betting pitch, social media content, back-office trading and shop retail.</p> <p>Each of the 8 weeks will be allocated to a different area to give the participant a full flavour of our business whilst allowing us to identify any role that the candidate has a particular flair for as well as providing an opportunity for the participant to discover their preferred area of interest to start their racing career.</p>
<p>8. Horserace Betting Levy Board</p> <p>(8-week placement)</p> 	<p>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:</p> <ul style="list-style-type: none"> • The improvement of breeds of horses; • The advancement or encouragement of veterinary science or veterinary education. • The improvement of horse racing.

	<p>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.</p>
<p>9. Weatherbys Racing Content Specialist (6-month placement)</p> 	<p>Weatherbys is one of the most renowned organisations in global sport, having empowered horse racing and breeding since 1770.</p> <p>A seventh-generation family business, today we deliver a diverse range of professional services across racing & breeding administration, compliance, racecourse & raceday marketing, bloodstock, data, digital platform development and agri-genomics.</p> <p>Weatherbys' Racecard Team is responsible for creating and producing racecards for racing fixtures throughout the UK, Ireland and the Middle East.</p> <p>By combining data expertise, editorial skill, and racing knowledge, the Racecard Team plays a crucial role in enhancing the race day experience for racing fans.</p> <p>The team is renowned for accuracy, quality and best-in-class design, production and customer service.</p> <p>The key responsibilities of the team include:</p> <p>Data Collection & Entry: Gather and input race details, including horse names, jockeys, trainers, form statistics, weights, and race conditions.</p> <p>Race Analysis & Previews: Provide expert insights, including horse performance history, track conditions, and betting tips.</p> <p>Editorial Content Creation: Write engaging previews, race summaries, and expert opinions to enhance the racecard experience.</p> <p>Design & Layout: Format racecards with clear, easy-to-read layouts that cater to both casual and professional audiences.</p>

	<p>Quality Control: Ensure accuracy, consistency, and compliance with industry standards.</p> <p>Collaboration: Work closely with racing analysts, writers, and designers to produce high-quality content.</p> <p>Deadline Management: Deliver racecards on time, often working within tight schedules before race days.</p> <p>You are likely to be involved in:</p> <ul style="list-style-type: none"> • Research and write expert race previews, form guides, and betting insights. • Analyse racecards, horse performance, jockey stats, and track conditions to produce high-quality content. • Create engaging editorial pieces, including feature articles, tips, and industry news. • Work closely with the editorial and production teams to ensure accuracy and timely delivery of content. • Adapt writing style to different audiences, from casual fans to seasoned punters. • Keep up to date with the latest racing news, trends, and developments.
<p>10. Weatherbys Marketing</p> <p>(6-month placement)</p> 	<p>Weatherbys is one of the most renowned organisations in global sport, having empowered horse racing and breeding since 1770.</p> <p>A seventh-generation family business, today we deliver a diverse range of professional services across racing & breeding administration, compliance, racecourse & raceday marketing, bloodstock, data, digital platform development and agri-genomics.</p> <p>Weatherbys' marketing team is a small and very hands-on team. We work across the organisation, creating awareness and demand for our products & services through a mix of creativity, passion, collaboration and a culture of marketing effectiveness.</p> <p>Working within the wider business development team, we adhere to a top-class work ethic, crafting a diverse range of campaigns - digital, physical, video, audio, email and social.</p>

	<p>We would love a confident, detail-oriented self-starter to support the marketing function in the delivery of marketing activity across all Weatherbys' business areas. You will get hands-on experience in all key areas of marketing – strategy, planning, creative and comms.</p> <p>We're looking for somebody that's passionate about marketing and brand communications. You'll need to be dynamic, detail-oriented and creative. This role offers an exciting chance to work closely with a talented team, contribute to diverse projects, and develop your skills in a vibrant, fast-moving and collaborative setting.</p> <p>This role will be based in Weatherbys' Wellingborough office with the possibility of a hybrid working pattern. The role may also include an element of travel when necessary.</p>
<p>11. BHA Raceday Regulation (One year placement)</p> 	<p>The British Horseracing Authority is responsible for the governance, administration and regulation of horseracing and the wider horseracing industry in Britain. The BHA leads on the development and growth of racing, and prioritises the health and welfare of the sport's participants.</p> <p>This one-year placement will be based in the Raceday Operations and Regulations Department and will be projects based.</p> <p>This role will be London based with hybrid flexibility and will include some travel to racecourses.</p>
<p>12. BHA HR Department (One year placement)</p> 	<p>The British Horseracing Authority is responsible for the governance, administration and regulation of horseracing and the wider horseracing industry in Britain. The BHA leads on the development and growth of racing, and prioritises the health and welfare of the sport's participants.</p> <p>An opportunity to join our Human Resources Team at our Head Office in Holborn, on a 12-month fixed-term contract (hybrid working available).</p> <p>The role will consist of providing a wide variety of administration and operational support to our team of 5 and our internal and external stakeholders. As well as providing HR services to our BHA employees, we also support Great British Racing,</p>

	<p>Racing to School, Horse Welfare Board, Retraining of Horses.</p> <p>You will be a naturally helpful person, with a positive attitude and a flexible approach. The nature of working in HR means a high level of integrity, discretion and diplomacy is needed, and the ability to establish good working relationships is a must.</p> <p>You will work proactively as a member of the HR team to provide professional, efficient, confidential, and administrative services. You will gain insight and develop skills into the areas of support that we provide, such as recruitment, induction and onboarding, employee lifecycle administration, benefits & wellbeing, HR systems, leaver processes, diversity & inclusion and improvement of policies and processes. This will include the preparation of documentation, delegation of people communications and correspondence, input in project discussions and ideas, to ensure the service is flexible and responds to the changing needs of the business.</p>
<p>13. BHA Participant Services (8-week placement)</p> 	<p>The British Horseracing Authority is responsible for the governance, administration and regulation of horseracing and the wider horseracing industry in Britain. The BHA leads on the development and growth of racing, and prioritises the health and welfare of the sport's participants.</p> <p>Formed in 2022, the Participant Services Team is responsible for the delivery of high-quality, efficient and customer focused services by the BHA to racing's participants through the processing of applications for licences, permits & registrations.</p> <p>To ensure a varied and rewarding time on the placement, you will spend four weeks working on ownership before spending another four weeks on licensing. You will be challenged from the word go and your role will include issuing licences and permits, and approving registrations, while simultaneously helping to safeguard the integrity and reputation of racing by liaising regularly with the Integrity & Regulation department to highlight and escalate any potential areas or persons of concern. In addition, you will help identify ways of enhancing the participant experience offered by the BHA and be part of a team working to upgrade licensing and registration processes to drive efficiency and promote positive participant interactions.</p>

	<p>To enhance the placement, trips to the ROA, Weatherbys and a Shared Ownership Day at a race-course will also be arranged during the eight weeks.</p> <p>For this placement, you will be required to work in the London office for 3 days a week, the other 2 from home.</p>
<p>14. BHA Diversity & Inclusion (8-week placement)</p> 	<p>The British Horseracing Authority is responsible for the governance, administration and regulation of horseracing and the wider horseracing industry in Britain. The BHA leads on the development and growth of racing, and prioritises the health and welfare of the sport's participants.</p> <p>The Diversity and Inclusion team at the BHA work closely with the Diversity in Racing Advisory Group (DiRAG) to ensure British racing is a diverse and inclusive sport in which everyone has the opportunity to achieve their potential and where fans from all communities feel welcome.</p> <p>As the sport's governing body, the small team works collaboratively to empower stakeholders across the sport to play their role in addressing the diversity and inclusiveness of the sport through sharing advice, guidance and best practice.</p> <p>The candidate is likely to be involved with supporting one or two specific projects which could be anything from organising an online webinar on a specific D&I subject, producing a best practice toolkit for the industry, or something multifaceted and complex involving multiple stakeholders.</p> <p>This role will can be home based or London based. Day to day activities may include:</p> <ul style="list-style-type: none"> • co-ordinating project plans, and ensuring projects are keeping to time and on budget. • meeting with multiple stakeholders or people across the industry, listening to their views and ideas, collating and feeding them back to the DiRSG. • researching what other sports have done – desktop and through calls. • work closely with the Head of Diversity and Inclusion and the Chair of the Diversity in Racing Advisory Group, including weekly verbal and written updates on progress.

<p>15. Ascot Racecourse</p> <p>(8-week placement)</p> <p>Plus opportunity to gain experience by working at Royal Ascot</p> 	<p>Ascot aims to offer its racegoers something for everyone who wishes to be involved, and Royal Ascot's offerings reflect this through the entry level Windsor Enclosure, the mid-tier Village Enclosure, the central Queen Anne Enclosure and ultimately the Royal Enclosure. And incorporating up to 7000 racegoers in a wide range of private box and restaurant fine dining facilities.</p> <p>An exciting opportunity to work within the racing team who are the heartbeat of Ascot Racecourse. Working alongside guests, colleagues, owners, trainers, jockeys, media and industry stakeholders, the team ensure our racing is the best and we deliver a guest experience second to none.</p> <p>Reporting into the Head of Corporate & Industry Affairs, this role will support the team that look after all corporate and industry affairs delivery and management. There will be the opportunity to work across other departments such as marketing, partnerships, memberships, sales and ticketing.</p>
<p>16. Great British Racing</p> <p>(8-week placement)</p> 	<p>Great British Racing (GBR) is the central promotional and marketing body for British Horseracing. Its aims are to broaden racing's popularity and, in doing so, help increase engagement with and participation in the sport through racegoing, TV viewing and shared racehorse ownership.</p> <p>Great British Racing are looking for an enthusiastic, creative team player to join our team for an 8-week placement during the most exciting time of the year. You will support the GBR team in increasing awareness of British Racing, broadening its appeal and growing the sport's fanbase. The role will work on a number of National marketing and PR campaigns, including Making Jockeys Famous, Shared Ownership, National Racehorse Week and promoting Britain's best racedays.</p> <p>You are likely to be involved in:</p> <ul style="list-style-type: none"> • Assist with asset creation for GBR campaigns, including Shared Ownership, National Racehorse Week and Making Jockeys Famous. • Attend major festivals and visit racing yards, studs and aftercare centres to capture relevant content. • Help plan, develop and execute GBR events to build brand awareness and engage with target audiences.

	<ul style="list-style-type: none"> • Support with copywriting for website, email and social media channels to help drive engagement. • Generate and test new and innovative content ideas for upcoming campaigns. • Write press materials and contribute to media relations. • Monitor media coverage and help produce reports. • Contribute to the planning and running of press events, filming and media mornings.
<p>17. The Racing Post</p> <p>(8-week placement)</p> <p>RACING POST</p>	<p>The Racing Post's office, based on London's South Bank, is home to the UK's No.1 horse racing daily. The business, part of Spotlight Sports Group, is growing rapidly into digital, B2B and international markets.</p> <p>The Racing Post seeks to deliver everything horse racing enthusiasts and industry professionals might need. We are looking for an intern with a strong knowledge of racing and betting, a high standard of written English and the ability to meet tight deadlines.</p> <p>You should be curious about the world around you, pay attention to accuracy and have an eye for detail.</p> <p>During the placement you may be involved in reporting, preview writing, research and data compilation, telephone interviews and supporting our print, web and app platforms.</p> <p>The Racing Post placement provides the opportunity for candidates to experience life on the news team. There may be some scope to work alongside journalists on features, bloodstock, tipping and sports desks. This placement will be based in London, at the offices above.</p>

(Placements are subject to change.)

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