



RACING
FOUNDATION

CONFERENCE 2024

THE SOCIAL LICENCE CHALLENGE:

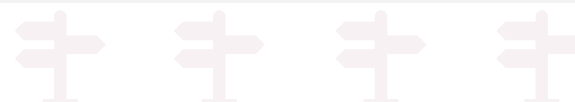
How can horseracing navigate social licence
amidst changing societal expectations?

THE PAVILION SUITE, ASCOT RACECOURSE
WEDNESDAY, OCTOBER 2 2024

racingfoundation.co.uk

AGENDA

- **9.00 - 10.00am Delegate Arrival**
Morning registration, breakfast and coffee
- **10.00 Conference Introduction**
Hosts: Tansy Challis & Rishi Persad
- **10.15 The Social Licence Challenge: Lessons Learned from the Battlefield with Q&A**
Speaker: Bob Langert
- **11.15 Break**
- **11.30 Social Licence and the Randox Grand National with Q&A**
Speaker: Nevin Truesdale
- **12.10 Public Perception of Horses in Sport with Q&A Panel**
Speaker: Roly Owers
Panellists: James Given, Jim Eyre, James Hick & Gabi Whitfield
- **12.45 Break**
- **13.00 Are Horses Relevant to Society?**
Speaker: Michael Bishop
- **13.20 How to Attract the Next Generation of Racegoers**
Speaker: Dom Matcham
- **13.40 Youth Panel**
Panellists: Aamilah Aswat, Uwitonze Wenham-Beckford, Mimi O'Grady & Samantha Martin
- **14.00 Lunch**
- **15.00 Discussion-Based Workshop**
Join horseracing industry colleagues in a structured workshop to inspire solutions to some of racing's key challenges concerning social licence.
- **16.00 Leadership Panel**
Panellists: Louise Norman, Paul Johnson, David Catlow, Barry Johnson, Paul Struthers, David Armstrong, George McGrath, Claire Sheppard & Julie Harrington
- **17.00 Conference Concludes**



A WARM WELCOME FROM TANSY CHALLIS



Chief Executive
The Racing Foundation

The Racing Foundation's purpose is to work in partnership with the racing industry to ensure a sustainable future for our sport. This includes a commitment to helping develop understanding and action around the key issues we face and to enable a collaborative and strategic response.

As part of our 2024 strategy refresh, we identified a growing need to build racing's social licence and updated our areas of focus to reflect this. But what do we mean by social licence and why is it important for the horseracing and breeding industries?

Social licence to operate (SLO), in perhaps its simplest form, is the public's perception of an industry or activity. We are told that industries who operate with impunity during the current era of scrutiny, do so at their own risk. Industries need to build trust and seek acceptance if they are to thrive in the long-term and racing is no different.

It is important to consider the opinion of those outside of our sport as well as listen to the voices of the next generation of potential racegoers, fans, owners and workforce.

Whilst horse welfare, and the use of horses in sport, is clearly an important issue to address as part of maintaining our social licence, there are many other topics to be considered.

Diversity and inclusion, social impact and environmental sustainability are just a few of these and we shouldn't underestimate the great work already being done by industry stakeholders in these areas.

But, what more can we do and what can we learn from others? To consider this, we have a line-up of fantastic speakers from inside and outside of racing who will share a wide range of knowledge and experience. This year, we are adding a workshop into the conference format, to inspire thought-provoking discussions on some of racing's key social licence challenges. We are honoured to have this session hosted by Bob Langert, former Vice President of Corporate Social Responsibility and Sustainability at McDonald's.

We are also delighted to welcome a panel of young people from diverse backgrounds working within the sport, who will discuss social licence from a Generation Z perspective. Finally, I would like to thank all of our speakers and panellists for giving their time and to thank Racing Foundation Trustee, Rishi Persad, for hosting the whole event. I would also like to acknowledge the hard work of Rhi Lee-Jones, Antonia Bullrich and Rhianna Slade-Jones in delivering the conference this year.

I hope you enjoy your time with us at Ascot.

ABOUT THE RACING FOUNDATION

The purpose of the Racing Foundation is simple, yet significant: to work in partnership with the racing industry to contribute towards a sustainable future for the sport.

In 2012, the Racing Foundation was set up with an endowment from the net proceeds of the UK government's sale of the Tote. To ensure sustainable support, the Foundation invests these funds to generate income and uses it to fund and support charitable initiatives in racing.

THE RACING FOUNDATION TRUSTEES



JULIA BUDD Chair

Julia has held high-profile positions across the industry and has been involved in the sport as an owner for the last 30 years. At board level, she was appointed as the Jockey Club's first female steward in its 261-year history in 2011 before progressing to Deputy Senior Steward from which she retired in 2020. She is currently Chair of the British Racing School.

Areas of Expertise: Education, People, Racecourses



JIM BOYLE

Jim is an Epsom-based trainer with over 20 years of experience training racehorses, having amassed over 500 winners and £3million in prize money. He is also a qualified veterinary surgeon.

Areas of Expertise: Training, Horse Welfare, Veterinary Research



ALICE PAGE

Alice is responsible for strategy, planning and governance of the world's largest wealth manager, UBS, and also leads the global Philanthropy Services team. Whilst previously working abroad in Hong Kong and Switzerland she completed the Thoroughbred and Horseracing Industries MBA at the University of Liverpool.

Areas of Expertise: Finance, Wealth Management, Aftercare



ALGY SMITH-MAXWELL

Algy is an experienced fund manager and co-founder of Jupiter Merlin Portfolios. He is a horseman who has been involved in British racing and breeding for over 30 years, originally riding as an amateur jockey for David Nicholson. He is passionate about the future of thoroughbreds and racehorse breeding.

Areas of Expertise: Finance, Wealth Management, Breeding



LINDA BOWLES

Senior Independent Director

Linda has been a HR Director for over 25 years across a wide range of sectors including a seven-year term at The Tote and a nine-year term at The Jockey Club. She was a founding member of the Diversity in Racing Steering Group and of the Racing With Pride committee.

Areas of Expertise: HR; People; Equality, Diversity and Inclusion



LOUISE KEMBLE

Louise has an impressive track record in the Racing and Breeding Industry and is well known for her work whilst occupying the position of CEO at the Thoroughbred Breeders' Association. Louise now runs Elms Bloodstock from her stud farm in Northamptonshire and holds the post of Secretary-General of the Federation of Bloodstock Agents (GB) Ltd.

Areas of Expertise: The Thoroughbred Breeding Industry, Horse Welfare, Racecourses



RISHI PERSAD

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 and with a specialism in horseracing, he remains an integral member of the talent teams at both ITV Racing and Racing TV.

Areas of Expertise: Communications; Community Engagement; Equality, Diversity and Inclusion



THE RACING FOUNDATION'S GRANTS PROGRAMME

By offering an open grants programme three times a year, the Racing Foundation has awarded over £39million to charities, charitable projects, veterinary research, industry research projects, surveys and reports.

Racing's people, equine welfare, youth and community engagement and the environment are the key areas of focus for the Racing Foundation, and it remains agile in responding to emerging issues such as during the Covid pandemic.

As part of its current strategy, the Foundation identified a growing need to build racing's social licence, updated its areas of focus to reflect this and made it the theme of the 2024 Racing Foundation Conference.

Click below to find out more about the Racing Foundation and its funded projects.

[Visit racingfoundation.co.uk](https://www.racingfoundation.co.uk)

[Download 2024 Strategy](#)



Industry Head of Environmental Sustainability

Industry Head of Social Impact



VENUE

THE PAVILION SUITE, ASCOT RACECOURSE

The 2024 Racing Foundation Conference is being held in the Pavilion Suite at Ascot Racecourse.

Travelling by Train

Speakers and delegates are encouraged to travel by train or electric vehicle rather than by petrol or diesel cars which drastically reduces the carbon footprint of the event. Data is being gathered from delegates during the ticket purchasing process regarding their travel to allow accurate carbon calculation for the event.



Click or scan the QR Code for more information or visit racingfoundation.co.uk/conference/travel/



South Western Railway provides services to Ascot from:

Reading: 27 minutes

Aldershot: 30 minutes

London Waterloo: 52 minutes

Ascot Station is just a seven-minute walk from the racecourse.

Travelling by Car

For those using a Sat Nav, the postcode for Ascot Racecourse is SL5 7JX.

Car park 3 is the closest car park to the Pavilion Suite, which is located just across the road.

Venue Access

1. From Car Park 3 cross the road at the traffic lights.
2. Turn right down the high street.
3. Enter via the Pavilion entrance.

You will be greeted by one of the Racecourse's dedicated bowler hat stewards, who will direct you to the Pavilion Suite.

SPEAKERS

HOSTED LUNCH TABLES

For the first time, the 2024 Racing Foundation Conference will feature hosted lunch tables.

A number of keynote speakers will be seated at designated tables for lunch, where delegates are welcome to join them to discuss their keynote talk and the conference theme in a little more depth. Hosted lunch tables will be clearly labelled. The intention is to facilitate informal discussion and remove barriers for delegates to engage with keynote speakers.

Katie Carr, horseracing's Head of Environmental Sustainability and Tom Baker, horseracing's Head of Social Impact, will also be hosting lunch tables. Carr and Baker have been appointed to these new industry roles with funding from the Racing Foundation.

Please do join them for lunch to discuss industry progress in these areas.

CONFERENCE HOST



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 SPEAKERS



TANSY CHALLIS

Chief Executive, Racing Foundation

Tansy Challis has been the Chief Executive Officer of the Racing Foundation since 2023 having previously worked as Head of Grants and Programmes. Challis has over 18 years of experience working in the charity sector, including four years at the Addenbrooke's Charitable Trust in Cambridge and six years as Head of Fundraising at Racing Welfare.

In her conference introduction, Challis will contextualise the importance of industry collaboration to secure and maintain horseracing's social licence to operate.



BOB LANGERT

Former Vice President of Corporate Social Responsibility and Sustainability, McDonald's

Bob Langert is a global authority in the field of social licence and sustainability, having delivered TedTalks and written books on the subject. Best known for his influential tenure at McDonald's spanning over three decades, Langert's work has set benchmarks in environmental and social governance.

From the late 1980s, McDonald's found itself embroiled in a series of contentious issues in the areas of animal welfare and environmental sustainability, often clashing with powerful NGOs such as Greenpeace and People for the Ethical Treatment of Animals.

Langert was appointed as McDonald's first Vice President of Corporate Social Responsibility and Sustainability in 2006 and was tasked with

addressing the social licence issues that had taken the brand from being recognised as the beloved 'Golden Arches' to a symbol of many societal problems. He transformed McDonald's social licence efforts from defensive manoeuvres to proactive problem-solving in collaboration with unexpected partners.

Langert's work underscores the importance of collaboration, authentic openness, and persistent innovation in addressing the complex challenges of social acceptability. As the horseracing industry grapples with its own social licence challenges, Langert's experiences offer valuable insights on the potential for transformative change through committed leadership and strategic partnerships.



NEVIN TRUESDALE

Chief Executive, Jockey Club

Nevin Truesdale has been leading the Jockey Club, one of the largest sport businesses in the UK which stages a number of iconic horseracing events including the Cheltenham Festival and Randox Grand National, as Group Chief Executive for over four years. He is stepping down as Chief Executive at the end of 2024.

During his tenure, Truesdale has led the organisation through a period of digital-based growth and transformation, diversified revenues and attracted new audiences to the country's second largest spectator sport, welcoming nearly 2m people annually to the Jockey Club's 15 racecourse venues.

Ahead of the 2024 running of the Randox Grand National, the Jockey Club announced substantial updates to the historic race, including reducing the maximum number of runners and moving the first fence 60 yards closer to the start to slow the early stages of the race.

The changes, which were seen as an influential example of protecting the sport's social licence by some stakeholders, were met with mixed reaction by others.

In his keynote talk, Truesdale will outline the factors contributing to the decision, implementation, managing stakeholder buy-in and how he foresees the rule changes contributing to the Grand National's licence to operate long-term.



ROLY OWERS

Chief Executive, World Horse Welfare

Roly joined World Horse Welfare as Chief Executive in January 2008. He already knew the charity well, having led its fundraising and communication teams from 1999 to 2003.

Roly qualified as a veterinary surgeon from Cambridge University in 1992. Having spent a short time with the Blue Cross, he joined the Royal Army Veterinary Corps, which included a posting as the Veterinary Officer at the Household Cavalry Mounted Regiment in London. After the army, he initially joined the ILPH (now World Horse Welfare) until 2003, when he left to take up the post of Development Director at the Perse School in Cambridge. He returned to World Horse Welfare as Chief Executive in 2008.

Since then Roly has played an active role on the steering group of the British Horse Council and helped establish the Equine Disease Coalition, of which he is Chair. He is currently the Treasurer for the British Equine Veterinary Association, Chair of the International Coalition for Animal Welfare (ICFAW) and on the Management Board of the European Horse Network. He regularly represents the charity at national and international events.

In this keynote talk, Roly will review the latest research findings regarding the public perception of the involvement of horses in sport and will explore the evolution of societal expectation and its relationship to social licence.





MICHAEL BISHOP

Chief Executive, Riding for the Disabled Association (RDA)

Michael Bishop is the Chief Executive of RDA, a UK wide charity enriching lives through horses. RDA supports people with physical and learning disabilities, and long-term physical and mental health conditions, including dementia, by providing therapy, fitness, skills development, and opportunities for achievement.

He is a Trustee of both the British Racing School and London Youth, a charity which improves the lives of young people in the capital. A passionate advocate for horse sport, Michael's career has spanned private, voluntary, and public sectors.

In his keynote talk, Michael will explore how social relevance is crucial for all equine sports, including horseracing, to secure their social licence to operate.



DOM MATCHAM

Founder and Managing Director, INVADES

Dominic Matcham is the Founder and Managing Director of INVADES, a sports media and events company on a mission to create the next generation of horseracing fans and DOUGH, a social media centric staffing agency providing front of house hospitality staff to racecourses and other venues.

Operational across the UK, Ireland, Australia and New Zealand, INVADES sells over 100,000 tickets a year helping racecourses reduce unsold capacity and connect with Gen-Z consumers.

In his keynote talk, Dom explains how the industry can better harness social media to influence social licence within this demographic and attract the next generation of racegoers.

YOUTH PANEL

Young people from diverse backgrounds working within the sport will discuss social licence from a Generation Z perspective. They will explain their personal experiences of accessing the sport, the barriers and opportunities they've encountered and give their views on how the industry might attract the generation of race goers and employees.



AAMILAH ASWAT
Work Rider for Kim Bailey

Aamilah began her equestrian journey at the age of five, riding ponies at St. James City Farm in Gloucester. This early experience ignited her passion for riding. By age eleven, she advanced to pony racing, which laid the foundation for her future ambitions.

At fifteen, she earned a place in the Riding A Dream Academy through the prestigious Khadijah Mellah Scholarship. For the past eighteen months, she has been working at Kim Bailey's yard riding out.

Aamilah raced in the 2024 Markel Magnolia Cup at Goodwood Racecourse, where she earned a notable second place.

This achievement reflects the legacy of Khadijah Mellah, who made history by winning the race five years ago.



UWITONZE WENHAM-BECKFORD
Apprentice Groom for Karl Burke

Uwitonze has always had an interest in horses, initially volunteering at the Urban Equestrian Academy for a remarkable eight years. She then went on to graduate from the Riding a Dream Academy Khadijah Mellah Scholarship programme in 2023.

Since then, she has completed the foundation course at the British Racing School and was head person during this time. She is currently an apprentice groom for Karl Burke, and her ultimate goal is to become a professional jockey, which she is eager to pursue.



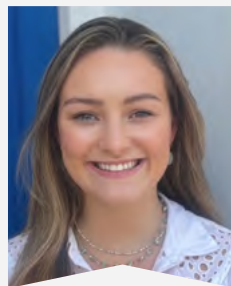


SAMANTHA MARTIN

Content Creator, Careers in Racing

Samantha Martin is a nineteen-year-old horse racing writer and content creator, who balances her involvement in the racing industry with a History degree at the University of Oxford. Inspired by watching racing with her grandad as a child, she started writing for an Under-18s' horse racing website called Rein It In Racing, aged twelve. This opened many doors, including to podcasting and radio.

In March 2021, Samantha joined the team at Careers In Racing as a Content Creator and takes an active role in their Youth Collaboration Group, all with the aim of highlighting the multitude of opportunities available to young people in this sport. 2024 has been a big year for Samantha as she reported on the Cheltenham Festival for national newspaper The Times. She strongly believes that horse racing can enrich the lives of young people.



MIMI O'GRADY

Club 26 & Families Coordinator, British Champion Series Ltd.

Mimi joined QIPCO British Champions Series as Club 26 Coordinator last year, after graduating from University College Dublin with an Economics and Politics degree. Club 26 is a free to join horseracing Club for those aged 18-26 and aims to make racing more affordable for young people by offering £10 tickets to all 26 QIPCO British Champions Day racedays.

Whilst at university, Mimi previously worked for Goffs, Leopardstown Racecourse and Fairyhouse Racecourse in Ireland, before making the move to London. Since then, Mimi has helped the Club to grow to over 10,000 members, hosted various behind-the-scenes tours within the industry and acquired two exciting two year olds for the Club in partnership with Qatar Ltd.

LEADERSHIP PANEL



LOUISE NORMAN
Chief Executive, Racehorse Owners Association

Louise Norman has been an integral part of the Executive Team at the Racehorse Owners Association (ROA) since January 2020. With over two decades of experience at Weatherbys, she developed a deep expertise in the VAT Service area and later spearheaded the Racing Bank team as Senior Manager focused on commercial opportunities combined with a unique approach to excellent customer service.

In her four years at the ROA, Louise has demonstrated her commercial acumen by introducing a VAT solution service and broadening the membership model for the ROA. She has also continued to develop the customer experience levels which significantly benefit racehorse owners. Additionally, she has played an important role in supporting the British Horseracing Authority's (BHA) Industry Strategy; Owners Workstream, committed to enhancing the recognition and reward of racehorse owners as key investors in British Racing.

Louise's extensive career in the horseracing industry has provided her with a comprehensive understanding of the importance of owner engagement. Her unique perspective, blending regulatory knowledge with practical racing experience, contributes significantly to the ROA and the broader industry.



PAUL JOHNSON
Chief Executive, National Trainers Federation

Paul Johnson has been Chief Executive at the National Trainers Federation since the beginning of 2022. Previously Paul occupied the role of Head of Racing at the BHA for eight years and in the past has also worked for the Racecourse Association and Ladbrokes.





DAVID CATLOW

Managing Director, Retraining of Racehorses (RoR)

David Catlow joined Retraining of Racehorses (RoR) as Managing Director in October 2022.

Previously Clinical Director at the animal welfare charity, Blue Cross, and a Managing Partner of Oakhill Veterinary Centre, David has over 30 years' experience in the veterinary and welfare field, allied to considerable commercial experience.

David was a former President of the British Veterinary Association, during which time he coordinated the industry responses to government, media and profession to FMD, Bluetongue Virus and H5N1 notifiable disease outbreaks. And, he was Chair of RCVS Standards Committee, RCVS Council member.

He is a non-executive director of the Government's Veterinary Medicines Directorate.



PAUL STRUTHERS

Chief Executive, Professional Jockeys Association

Paul's career in racing began in 2001 when he joined the British Horseracing Board, initially in the marketing team promoting racehorse ownership before becoming Industry Marketing Manager, responsible for promoting British-bred bloodstock as well as ownership. He became the PR Manager for the Jockey Club before going on to the Head of Communications of the British Horseracing Authority.

He became Chief Executive of the Professional Jockeys Association in 2012, and under his leadership the PJA became an influential organisation, respected within racing and the media, achieving significant positive change for jockeys in terms of

member services, finances and across the regulatory landscape and providing passionate advocacy for jockeys. He also implemented a comprehensive mental wellbeing support structure that in the last three years alone has seen 170 jockeys supported through counselling, sports psychology or rehabilitation.

He left the PJA in 2021 due to issues with his own mental wellbeing and set up the consultancy Moya Sport, one of whose clients became the PJA, and he returned to the role of Chief Executive in January 2024.



BARRY JOHNSON

Chair, Horse Welfare Board

In 2019 Barry Johnson was appointed as the Independent Chairman of the Horse Welfare Board, set up by the racehorse industry to create a strategy for the welfare of thoroughbreds throughout their lives.

Barry has extensive experience in the veterinary world and is the former president of the Royal College of Veterinary Surgeons. He was awarded the Queens Gold Medal in 2017 as a Lifetime Achievement Award to Veterinary Science.



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.



GEORGE MCGRATH

Chief Executive, NAORS

George McGrath has been Chief Executive of the National Association of Racing Staff (NARS) since 2012 representing racing staff in various industry forums and providing support, advice and guidance on employment matters. He is also a Board member of the Horseracing Industry People Board. George started his career in racing as an Apprentice Jockey before holding senior positions in several racing yards.



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.



JULIE HARRINGTON

Chief Executive, British Horseracing Authority

Julie was appointed Chief Executive of the BHA in January 2021, having previously been a BHA Board member between 2014 and 2019. She is a member of the Commercial Committee, the Industry Programme Group, and the Rules Committee. Julie is also a Board member for the Horseracing Betting Levy Board. Prior to joining the BHA, Julie was Chief Executive of British Cycling, where she dealt with some significant regulatory challenges.

She is one of the most experienced leaders in sport, with a strong background in consumer, operational and regulatory roles.

OUR COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY

The Racing Foundation is committed to environmental sustainability, which is a key area of focus in our strategy.

Funding in this area includes the Thoroughbred Breeders' Association's carbon calculator, an environmental sustainability course for horseracing professionals at the British Racing School, and the funding of a recently-appointed, industry Head of Environmental Sustainability, Katie Carr. Katie will be hosting a table at lunch and delegates are encouraged to join her to discuss horseracing's progress in this area.

We are addressing many aspects of our environmental impact in delivering the Racing Foundation Conference this year from energy to water, food, resources and waste.

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

Venue - The Racing Foundation has chosen Ascot Racecourse as the venue for its 2024 conference due to its commitment to environmental sustainability. As part of their mission to operate

at Net Zero carbon emissions, Ascot have implemented a series of measurable and robust operational changes across the entire venue that focus on the three pillars of people, planet and community. Ascot Racecourse was the winner of the 2023 Green Award at the Racecourse Association's Showcase Awards, which is sponsored by the Racing Foundation. We are delighted that Ascot can meet the sustainability standards required by the Racing Foundation.

Catering - The hospitality team at Ascot Racecourse have developed a sustainably-sourced lunch for our delegates.

Digital Brochures - Again in 2024, physical brochures will be replaced by digital brochures to reduce physical waste.

Reusable Lanyards - Lanyards from the 2023 conference are being reused this year, after being used for other industry conferences throughout the year. The lanyards, that replace 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.

Travel - Due to the networking opportunities it provides and the Racing Foundation's aim to prompt collaboration, the conference is delivered in-person. Delegates and speakers therefore will travel across Britain and further afield to attend, including the keynote address Bob Langert travelling by air from the USA. The team discussed our commitment to sustainability and took advice from sport sustainability experts when making this decision, where it was agreed the value Langert would bring to delegates and the racing industry as a world-renowned expert in the conference subject justified the carbon emitted by taking a commercial flight. The carbon impact of this will form part of the event's carbon calculation, along with delegate travel, catering, energy and other measures. Speakers and delegates are encouraged to travel by train or electric vehicle rather than by petrol or diesel cars which drastically reduces the carbon footprint of the event.

DELEGATES LIST

Name	Institution	Title
Karen Cmela	1711 by Ascot	Catering Services Director
Grant Harris	Alborada Trust	Director
Kay Boyden	Alcidae Consulting	Consultant
Sheila Bailey	Artemis Philanthropy Advisory Ltd	Director
Lucinda Farley	Ascot Racecourse	Marketing Manager
Abby Batson	Ascot Racecourse	Marketing Executive
Scott Pearson	Ascot Racecourse	Memberships & Annual Boxes Manager
Helen Holloway	Ascot Racecourse	Senior Membership Manager
Lucy Evans	Ascot Racecourse	Head of HR & Training
Jacqui Greet	Ascot Racecourse	Corporate Social Responsibility Manager
Alastair Warwick	Ascot Racecourse	Chief Executive Officer
Will Aitkenhead	Ascot Racecourse	Head of Corporate & Industry Affairs
Nick Smith	Ascot Racecourse	Director of Racing & Public Affairs
Guillaume Herrnberger	Association de Formation et d'Action Sociale des Écuries de Course	Chief Executive Officer
Anna Collins	Autism in Racing	Director
Venessa Swaby	Autism in Racing CIC	Autism in Racing Host
Finishia Riley	Autism in Racing CIC	Autism in Racing Host
Amberley Sharp	BHA Development Programme	Participant
Jim Eyre	British Equestrian	Chief Executive
Fields Wicker-Miurin	British Equestrian Foundation	Chair
Suzie Cotterill	British Eventing & Fédération Équestre Internationale Steward	Observer
John Burgess	British Horseracing Authority	Co-interim Director of Integrity & Regulation
Eve Nicholls	British Horseracing Authority	Industry People and Development Programme
Joe Saumarez Smith	British Horseracing Authority	Chair
David Jones	British Horseracing Authority	Senior Independent Director
Catherine Beloff	British Horseracing Authority	General Counsel
Brant Dunshea	British Horseracing Authority	Chief Regulatory Officer
Alison Enticknap	British Horseracing Authority	Director of Strategy & Change
Greg Swift	British Horseracing Authority	Director of Communications and Corporate Affairs

Name	Institution	Title
James Given	British Horseracing Authority	Director of Equine Regulation, Safety and Welfare
Alan Switzer	British Horseracing Authority	Chief Financial Officer
George Coombs	British Horseracing Authority	Chief of Staff
Sally Taylor	British Horseracing Authority	Head of Equine Regulation Safety and Welfare
Cathy O'Meara	British Horseracing Authority	Head of Raceday Officials
Robin Mounsey	British Horseracing Authority	Head of Communications
Frankie Wicks	British Horseracing Authority	Head of Technology
Rose Grissell	British Horseracing Authority	Head of Diversity and Inclusion
Lucy Attwood	British Horseracing Authority	Programme Director, Horseracing Industry People Board
Kayleigh Pirie	British Horseracing Authority	Head of Data, Analytics and Insight
Dan O'Sullivan	British Horseracing Authority	Head of Programme Delivery
Adam Sage	British Horseracing Authority	Project Manager
Robert Webb-Bowen	British Horseracing Authority	Stewards Panel Chair
Aleksandra Siwik	British Horseracing Authority	British Horseracing Authority
Ben Pratt	British Horseracing Authority	Racing Assistant (BHA Development Programme)
Julie Harrington	British Horseracing Authority	Chief Executive Officer
Katie Carr	British Horseracing Authority	Head of Environmental Sustainability
Tom Baker	British Horseracing Authority	Head of Social Impact
Jasmine Firth	British Horseracing Authority	Careers Marketing & Recruitment Assistant
Maisie Welch	British Horseracing Development Programme	Graduate
Charlie Mardon	British Horseracing Development Programme 2024	Perth Racecourse Placement Student
Alison Harper	British Racing School	Lead Workplace Instructor
Andrew Braithwaite	British Racing School	Chief Executive Officer
Carol Bramhill	British Racing School	Human Resources Director
Katrina Archer-Rand	British Racing School	Head of Fundraising
Hetta Harris	British Racing School	Director of Education
Jayne Attwell	British Racing School	Finance Director
Gillian Carlisle	British Thoroughbred Retraining Centre	Chief Executive Officer

Name	Institution	Title
Lauren Vickerson	British Thoroughbred Retraining Centre	Communication and Engagement Manager
Molly Wilson	British Thoroughbred Retraining Centre	Office Manager
John Sexton	British Thoroughbred Retraining Centre	Chairman
Gordon Sidlow	British Thoroughbred Retraining Centre	Consultant Vet
Sean Simara	Careers in Racing	Careers Marketing & Recruitment Executive
Samantha Martin	Careers in Racing	Content Creator
Jane Black	Chasemore Farm Thoroughbred Stud	Owner/Breeder
Andrew Black	Chasemore Farm Thoroughbred Stud	Owner/Breeder
Nathan Holmes	Chelmsford City Racecourse	Commercial Director
Neil Graham	Chelmsford City Racecourse	Racing Director
Justin Deeny	Chelmsford City Racecourse	Head of Marketing
Gracie Leader	Chelmsford City Racecourse	Commercial Director
Claire Wilson	Chelmsford City Racecourse	Commercial Operations Manager
Mimi O'Grady	Club 26 (Champion Series)	Coordinator
Adam Johnson	Connolly's RED MILLS	UK Equine Sales Manager
Dominic King	Daily Mail	Racing Correspondent
John Burke	Daily Punt	Content Creator
Marcus Armytage	Daily Telegraph	Racing Correspondent
Craig Benton	Equestrian R Infinity Limited	Managing Director
Stephanie Jones	Equine Productions Ltd	Production Manager
Dr Paull Khan	European & Mediterranean Horseracing Federation	Secretary-General
Cheryl Caves	European Breeders' Fund	Operations Manager
Rachael Linsell	European Breeders' Fund	Marketing & Sponsorship Manager
Annamaria Sobierajska	Freelance	Journalist
Naomi Howgate	Freelance	-
Matt Bisogno	Geegeez.co.uk	Director
Sarah Whitney	Gerald Leigh Charitable Trust	Administrator
Charlotte Russell	Go Racing Yorkshire	General Manager
Sam Brown	Go Racing Yorkshire	Marketing Executive
Louise Benard	Godolphin	French Representative Racing & Charity
Diana Cooper	Godolphin	Strategic Advisor Charities
Penny Taylor	Godolphin	Charities Manager
Hollie Watts	Godolphin	Racing Assistant

Name	Institution	Title
Ian Barlow	Goodwood Estate	Director
Georgia Dingle	Great British Racing	A Head of Public Relations
Jake Comaschi	Great British Racing	Public Relations Executive
Hattie Austin	Great British Racing	Public Relations Assistant
David Letts	Great British Racing	Shared Ownership Manager & Equality, Diversity & Inclusion Lead
Beau Malik	Great British Racing	Public Relations Assistant
Sally Lyons	Great British Racing	Project Manager
Gabi Whitfield	Great British Racing	Head of Welfare Communications
Helen Yeadon	Greatwood Charity	Managing Director
Sasha Thorbek	Greatwood Charity	Head of Fundraising
Connor Heffernan	Harper and Keele Veterinary School	Veterinary Student
Jonny Furber	Harper and Keele Veterinary School	Veterinary Student
Kieran Wood	Harry Fry Racing	Rider / Groom
George Vergerson-Rowley	Hartpury University	Student
Lori Garrett	Hartpury University	Student
Savannah Payne	Hartpury University	Student
Eli Jones	Hartpury University	Student
Nina Harrington	Hartpury University	Student
Annika Courtney	Hartpury University	Student
Adam Tluka	Hartpury University	Student
Joseph Ambery	Hartpury University	Student
Grace Kench	Hartpury University	Student
Laura Friend	Hartpury University	Programme Manager
Daniel Cooper	Haydock Park and Aintree Racecourse	Head of Racing & Clerk of Course
Grace Muir	HEROS Charity	Chief Executive Officer
Stephanie Collet	HEROS Charity	Head of Education
Izzy Bush	HEROS Charity	Personal Assistant to Chief Executive Officer
Lucy Elder	Horse & Hound	Senior News Writer
Jo Peacock	Horse Welfare Board	Project Lead (Safety & Welfare)
Helena Flynn	Horse Welfare Board	Programme Director
Pip Kirkby	Horse Welfare Board	Project Lead (Safety/Welfare)
Mike Etherington Smith	Horse Welfare Board	Equine Safety Advisor
Barry Johnson	Horse Welfare Board	Chair

Name	Institution	Title
Sara Rutherford	Horse World	Head of Engagement
Desi Dillingham	Horse World	Chair
Anne-Marie Hogan	Horserace Betting Levy Board	Head of Grants
Rob Bailey	Horserace Betting Levy Board	Grant and Racing Executive
Annie Dodd	Horserace Betting Levy Board	Grants Manager
Craig Pemberton	Horserace Betting Levy Board	Chief Finance Officer
Kevin Barretto	Horserace Betting Levy Board	Financial Controller
Michael O'Kane	Horserace Betting Levy Board	Board Member
Adam Ferguson	Horseracing Industry People Board	Project Manager
Julia Tyson	Horseracing Industry People Board	Non Executive Director
Emma Wood	Injured Jockeys Fund	EA & HR Administrator
Victoria McIlwraith	Injured Jockeys Fund	Office Administrator
Lisa Hancock	Injured Jockeys Fund	Chief Executive Officer
Dominic Matcham	Invades and Dough	Founder and Managing Director
Nevin Truesdale	Jockey Club	Chief Executive Officer
Nick Patton	Jockey Club Estates	Managing Director
George Baker	Jockey Coaching Program	Head of Coaching
Sam Fleet	JockeyCam	Chief Executive Officer
Phil Kinsella	Jockeys Education & Training Scheme	Personal Development Manager
Lisa Delany	Jockeys Education & Training Scheme	General Manager
Rupert Bentley	John Pearce Foundation	Trustee/Director
Johnno Spence	JSC Communications	Chief Executive Officer
Emma Chamings	JSC Communications	Account Director
Sophie Kavanagh	JSC Communications	Account Manager
Lucy Swiers	JSC Communications	Account Manager
Anna Alcock	Juddmonte	Marketing Manager
Uwitonze Wenham-Beckford	Karl Burke Racing	Apprentice Groom
Aamilah Aswat	Kim Bailey Racing	Work Rider
Alex Eade	Large Independent Racecourses	Secretary General
Helen Wadham	Manchester Metropolitan University	Reader in Sustainability
Noora Repo	Mark Grant Racing	Work Rider
Alice Cosgrove	Market Rasen Racecourse, The Jockey Club	Clerk of the Course

Name	Institution	Title
Bob Langert	McDonald's	Former Vice President of Corporate Social Responsibility
Mary Louise Frances	Moorcroft Equine Rehabilitation Centre	Chief Executive Officer
Genevieve Gordon-Thomson	Moorcroft Equine Rehabilitation Centre	Supporter
Kevin Parsons	National Association of Racing Staff	Operations Manager
George McGrath	National Association of Racing Staff	Chief Executive Officer
Colonel Stephen Padgett OBE	National Horseracing College	Chief Executive
Ms Emma Cassidy	National Horseracing College	Work Based Learning Manager
Sarah Coleman	National Horseracing Museum	Creative Programme Manager
Tabatha Watson	National Horseracing Museum	Collections Manager
Hon. Frances Stanley D.L.	National Horseracing Museum	Chairman
Amaryllis Goschen	National Hunt Racing	Trainer / Rider
Anna Kerr	National Stud	Chief Executive Officer
Heather Ewence	National Stud	Manager
Nick Alexander	National Trainers Federation	President
George Noad	National Trainers Federation	Racing Executive
Paul Johnson	National Trainers Federation	Chief Executive Officer
Kevin Atkinson	New Beginnings Horses	Co-Chief Executive Officer
Pam Atkinson	New Beginnings Horses	Co-Chief Executive Officer
Charlotte Greenway	Nick Luck Daily Podcast	Podcast Manager
Louis Woolf	Park Lane Stables RDA	Student
Natalie O'Rourke	Park Lane Stables RDA	Manager of Charity
Richard Phillips	Phillips Racing Ltd	Trainer
Craig Staddon	Plumpton Racecourse	Chief Executive
Verity Green	Pony Racing Authority	Membership & Training
Lea Allen	Pony Racing Authority	Pathway into Racing Through Pony Racing Coordinator
Paul Struthers	Professional Jockeys Association	Chief Executive Officer
Bob Ivey	Race Tech	People and Culture Director
Kate Hills	Race Tech	Head of Public Relations & Marketing
Liz Jukes	Race2Resource	Human Resources and Health and Safety Consultant
David Armstrong	Racecourse Association	Chief Executive Officer
Wilf Walsh	Racecourse Association	Chairman

Name	Institution	Title
Kevin Walsh	Racecourse Association	Racing Director
Caroline Davies	Racecourse Association	Racecourse Services Director
Paul Swain	Racecourse Association	Head of Raceday Experience & Communications
Louise Norman	Racehorse Owners Association	Chief Executive Officer
Sarah Gutteridge	Racing Digital	Product Manager
Steve Gibson	Racing Digital	Managing Director
Eve Stamper	Racing Foundation	Guest
Jim Boyle	Racing Foundation	Trainer/Trustee
Algy Smith-Maxwell	Racing Foundation	Trustee
Linda Bowles	Racing Foundation	Senior Independent Director
Rishi Persad	Racing Foundation	Conference Host & Trustee
Alice Page	Racing Foundation	Trustee
Julia Budd	Racing Foundation	Chair
Louise Kemble	Racing Foundation	Trustee
Tansy Challis	Racing Foundation	Chief Executive Officer
Stan Wong	Racing Foundation	Grants Manager
Rhi Lee-Jones	Racing Foundation	Head of Communications and Events
Antonia Bullrich	Racing Foundation	Social Media & Content Executive
Rhianna Slade-Jones	Racing Foundation	Communication Assistant
Naomi Mellor	Racing Home	-
Andrea O'Keefe	Racing Industry Consultant	Racing Industry Consultant
Bill Barber	Racing Post	Industry Editor
Lucy Powell-Lowe	Racing Post	Media- Finance
Mary Plowden	Racing Post	Bloodstock Account Executive
Andy Darrant	Racing Post (SSG)	Product Director
Lauren Webb	Racing Staff Development Programme	Programme Coordinator
John Blake	Racing to School/Racing Together	Chief Executive
Jen Gates	Racing to School/Racing Together	Fundraising and Communications Manager
Alex Shaw	Racing to School/Racing Together	Community Engagement Manager
Lucy Gurney	Racing Together	Community Engagement Manager
Matt Bannon	Racing Together	Communication & Fundraising Executive
Nicki Strong	Racing Welfare	Head of Marketing and Communications
Lindsey Sanford	Racing Welfare	Digital Marketing coordinator

Name	Institution	Title
Chloe Martin	Racing Welfare	Head of Community Engagement
Ryan Trueman	Racing Welfare	Director of Welfare Programmes
Ryan Judson	Racing Welfare	Head of Fundraising
Helen Whitelegg	Redwings Horse Sanctuary	Campaigns and Policy Manager
Leanne White	Regional Staff Development Programme	Racing Coach
Margaret O Sullivan	Retraining of Racehorses	Operations Executive
Rupert Arnold	Retraining of Racehorses	Executive Consultant
David Thorpe	Retraining of Racehorses	Trustee
Philippa Gilmore	Retraining of Racehorses (RoR)	Head of Welfare
David Catlow	Retraining of Racehorses (RoR)	Managing Director
Lisa Davies	Riding for the Disabled Association	Head of Communications & Insight
Michael Bishop	Riding for the Disabled Association	Chief Executive Officer
Jackie Cardwell	Royal Veterinary College	Research
Bluebell Brown	Royal Veterinary College	Phd Student
Rebecca Mouncey	Royal Veterinary College	Veterinary Surgeon and Researcher
Dr Darcy Bornemann	Royal Veterinary College	Postdoctoral Researcher
Charlotte Ebbutt	RWK Goodman LLP	Senior Associate
Gemma Ospedale	RWK Goodman LLP	Solicitor Working within Racing Industry Clients
Eleanor Boden	Scottish Racing Academy	Chief Executive Officer
Hannah Cossins	Scottish Racing Academy	Chief Administration Officer
Emma Stephenson	Scottish Racing Academy	Chief Operations Officer
Fiona Rawson	Scottish Racing Academy	Incoming Chief Executive
Mark Dean	Shadwell	Stallion Manager
Dena Merson	Simply Racing	Consultant
Dana Brown	Simply Racing	Project Lead
Callum Helliwell	Sky Sports Racing	Reporter
Thomas Fitzgerald O'Connor	Strabens Hall	Financial Advisor
Rosie Bensley	Strength & Learning Through Horses	Chief Executive Officer
James Froilan	Strength & Learning Through Horses	Professional Training Manager
Russell Seymour	The British Association for Sustainable Sport	Board Chair
James Hick	The British Horse Society	Chief Executive Officer
Cath Goff	The British Racing School	TRIC & Development Programme Co-ordinator

Name	Institution	Title
Heather Johnson	The British Racing School	Workplace Instructor
Mark Farmar	The Childwick Trust	Trustee
Grant Rowley	The Jockey Club	Corporate Affairs
Carey Weeks	The Jockey Club	Director of Partnerships
Lucinda Campbell-Dutton	The Pony Racing Authority	Chief Executive Officer
Zac Castledine	The Racecourse Association	Racecourse Services Assistant
Nigel Wood	The Racehorse Rescue Centre	Founder
Karen Wood	The Racehorse Rescue Centre	Chairman
John Gilbert	The Racing Centre	Chief Executive Officer
Simone Sear	The Racing Centre	Health & Wellbeing Coach, Consultant & Volunteer
Simon Bailey	The Racing Centre	Trustee
Mr Thomas, (Tom), Burch MBE	The Worshipful Company of Farriers	Chairman WCF Craft Committee and Member of WCF Court
Mr R.(Robin), May AWCF	The Worshipful Company of Farriers	Member of WCF Craft Committee and WCF Court
Victoria Murrell	Thoroughbred Breeders' Association	Equine Health and Welfare Manager
Melissa Rose	Thoroughbred Breeders' Association	Education Executive
Joe Grimwade	Thoroughbred Breeders' Association	Industry Retention Consultant
Caroline Turnbull	Thoroughbred Breeders' Association	Industry Education and Retention Manager
Juliet Frost	Thoroughbred Breeders' Association	Chief Operating Officer
Claire Sheppard	Thoroughbred Breeders' Association	Chief Executive Officer
Susannah Gill	Tote	Communications and Corporate Affairs Director
Lynn Roby	University of Liverpool	Student on Thoroughbred Horseracing Industries MBA
Nzinga Wenham	Urban Equestrian Academy	Committee Member
Lauren Baker	Weatherbys Ltd	2024 BHA Graduate Racing Services
Sarah Pickford	Weatherbys Ltd	Customer Service & Administration Manager
Sarah Sargent	Weatherbys Ltd	Administration Team Leader
Jordan Such	Weatherbys Ltd	Customer Service Team Lead
Ruth Dancer	White Griffin	Director
Zoe Rudge	White Griffin	Sustainability Consultant
Steph Swanney	Women in Racing	Bursary
Ariana Sienkiewicz	Women in Racing	Member
Lucy Ralph	Women In Racing	Governance

Name	Institution	Title
Mark Davies	World Horse Welfare	Trustee
Roly Owers	World Horse Welfare	Chief Executive Officer
Naomi Jones	World Horse Welfare	Regional Fundraiser
Eleanor Stourton	World Horse Welfare	Trusts Officer
Janet Douglas	World Horse Welfare	Research & Education Consultant
Peter Rowbottom	World Horse Welfare	Director of Fundraising
Alana Chapman	World Horse Welfare	Research & Education Officer
Claire Gordon	World Horse Welfare	Chief Field Officer
Maiti Stirling	York Racecourse	Marketing & Sponsorship Manager
Gareth Bloomfield	Zapphyr Labs	Head of Research and Innovation
Martin Howarth	-	-



RACING FOUNDATION

CONFERENCE 2024

For more information please visit

racingfoundation.co.uk/conference

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