

Code of Conduct covering Sponsorship Agreements with Betting Companies British Horseracing

First annual evaluation, October 2025

In July 2024 British Horseracing published its Code of Conduct covering sponsorship agreements with betting companies at the Government's request following the publication of its Gambling White Paper in 2023.

The Code reflects the unique relationship between British Horseracing and gambling, as recognised in the White Paper. Millions of horseracing fans enjoy having a bet on the sport, whether at a local betting shop, at a racecourse or online.

The Code sets out how racecourses and many horseracing participants enter sponsorship arrangements with a range of service and product providers, including properly licensed and UK Gambling Commission registered betting companies, which create an association between the betting company and the racecourse or participant(s). It also confirmed that racecourses and participants throughout Great Britain commit to following the general principles of the wider Sports Sponsorship Gambling Code when entering into sponsorship arrangements with betting companies, which are:

- **Reinvestment into sport**
- **Maintaining sporting integrity**
- **Protecting children and young people**
- **Ensuring the promotion of betting is undertaken in a socially responsible way**

Since July 2024, British Racing has implemented the Code and the principles above in a way which fits with the characteristics of our sport and its unique relationship with betting.

This document evaluates the first fourteen months of implementation of the Code in practice and provides examples of how British Racing has been ensuring that sponsorship arrangements with betting companies are meeting the principles set out above.

Compliance

Given the vast number of racedays and range of different sponsorship agreements with betting companies, which is unique to British Racing, racecourses have not been required to declare their individual partnerships. However, this information remains publicly available via race titles and signage across venues.

To date, neither the BHA nor the RCA have received any queries or complaints relating to the implementation of the Code.

Any future issues regarding application of the code should be raised in the first instance with the BHA at info@britishhorseracing.com. The BHA will respond to any queries and, in the event that further review is required, this will be carried out by the BHA's Regulatory Independent Non-Executive Director.

Application of the Code

This section provides examples of how the Code has been applied in practice over the last twelve months while meeting the four general principles of the Code.

Reinvestment into sport

In sponsoring races, bookmakers contribute towards prize money which then filters through to all of British Racing's participants including owners, trainers, jockeys and stable staff. This enables owners

to keep horses in training and further invest money into purchasing and/or breeding horses. Prize money also enables trainers to employ staff and invest in their businesses.

In 2024, a total of 3,962 races were sponsored by betting companies. This is 40% of all races run.

An example of betting sponsorship reinvestment into ownership is the Star Sports Brighton Owners Series which launched in April 2025. The series awards the top owner or syndicate at Brighton racecourse during the season £10,000 plus £5,000 to a local charity. Star Sports is a Brighton-based bookmaker that have online, retail and on-course presence. A collaboration with the Racehorse Owners Association, the Star Sports series rewards owner participation and enables them to reinvest into the sport.



Another new initiative for 2025 was the launch of the David Power Jockey Cup, a collaboration between Flutter, the BHA, Great British Racing, The Jockey Club, Racecourse Media Group, ITV Racing and the Professional Jockeys Association. Launched in memory of bookmaker David Power, co-founder of Paddy Power, the competition aims to honour his commitment to making racing accessible to fans by putting jockeys at the forefront. In addition to Flutter providing prize money to the leading jockeys, prizes were also awarded to the trainer and staff of the stable that provided the most winners of ITV jumps races to the relevant jockey. A £25,000 winning prize was also given to the leading conditional jockey (an apprentice Jumps jockey at the beginning of their career).

There are also a number of training yards that are sponsored by betting companies. Trainers welcome the additional income that sponsorship provides as this enables them to better invest in their facilities to the benefit of horses and staff.

One example is the yard of leading Jumps trainer Dan Skelton, whose main yard sponsor for the past eight years has been Ladbrokes. The continued support of Ladbrokes has enabled them to invest in facilities for horses and staff, including additional gallop and schooling facilities and the expansion of the yard itself. The contributions from Ladbrokes have enabled the business to provide staff with higher quality clothing which is vital for a sport that operates all year round, often in adverse weather conditions at all times of the day. Horses have benefited from Ladbrokes-branded high-quality sheets and coolers which they use when travelling to and from the racecourse.

Ladbrokes' support of the yard has also included collaborative social media content which has enabled the trainer and his horses to be seen by a wider sporting audience which is important for business and attracting new ownership.

Maintaining sporting integrity

The Code sets out that any contractual arrangement entered into with a gambling company should include specific provision that the gambling company will comply with all aspects of the British Gambling Commission's LCCP, including those that relate to protecting the integrity of the sport of horseracing.

Racing additionally requires gambling partners, subject to and in accordance with its obligations under data protection law and the Gambling Commission's LCCP (particularly in relation to Schedule 6 of the Gambling Act 2005), to comply with all reasonable requests for relevant information that relates to a breach of the sport's rules.

On publication of the Code in 2024, the RCA provided racecourses with standard legal wording on the Code of Conduct for inclusion in all sponsorship agreements with betting companies.

To date, no concerns have arisen in relation to the Code and sporting integrity.

Protecting children and young people

British racecourses are taking a responsible approach to betting sponsorship and are ensuring that under-18s are not directly targeted when undertaking sponsorship activities.

Racecards purchased by members of the public on racedays include imagery such as the illustrations below to remind racegoers that they must be aged 18 or over to place a bet on the racecourse. These graphics are standardised across all racecourses and are owned by Weatherbys to include in daily racecards at regular intervals:



More specific examples include the following:

Ascot racecourse racecard:



Leicester racecourse racecard:



Staff taking bets on racecourses are also reminded to ensure that bets are not taken from minors. Below is an example from a betting terminal screen at Chester racecourse:



In addition to new racecourse-betting operator sponsorship arrangements including adherence to this Code, Jockey Club Racecourses (JCR) are now including a clause in the majority of their contracts with bookmakers which specify that JCR shall ensure that any advertising, merchandising or publicity in any media conducted by or on behalf of JCR are not knowingly, directly or specifically targeted at any minors.

Ensuring the promotion of betting is undertaken in a socially responsible way

British Racing has committed to including safer betting messaging across all sponsorship inventories including via social media posts, website advertising and on-course. Examples are provided below.

BetWright, race sponsors at Lingfield Park racecourse posting on X:



ChesterBet inventory at Chester racecourse, displaying responsible gambling messaging:



The Racecourse Association's partnership with GambleAware, signposting racegoers to the National Gambling Helpline in racecards:



British Racing delivers gambling awareness training to participants and staff across the sport. Racing's official charity, Racing Welfare, works closely with EPIC Global Solutions to deliver a programme of high-impact, educational workshops. These are free to attend to people working within the horseracing industry and can be arranged at a workplace upon request.

EPIC workshops enable staff working in racing to hear powerful stories from those with lived experience of problem gambling, teach people to recognise the signs that they, or someone they know, could be struggling with a gambling addiction; and provide effective management and control measures. They also signpost delegates to other avenues of support that are available to those working within the horseracing industry.

To date, 112 gambling awareness sessions have been delivered to a total of 1,765 delegates.