Horserace Betting Levy Board
Request for Proposals

This document should be read in conjunction with the published tender, found at:
Find a Tender (find-tender.service.gov.uk)

1. **The Proposal**

   1.1. The Horserace Betting Levy Board (HBLB) invites proposals to act as Data Collection Partner (DCP) for the collection of race-by-race betting data from certain bookmakers who have agreed to share such data with HBLB (via a DCP) on a voluntary and confidential basis.

   1.2. HBLB is a non-departmental public body (NDPB). Its sponsoring Government department is the Department for Culture, Media and Sport. HBLB is required by the Betting, Gaming and Lotteries Act 1963 to collect a statutory levy from the horseracing business of bookmakers and apply the funds raised to one or more of the following objectives:

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

   1.3. The purpose of the race-by-race betting data collection is to provide data that gives an evidential basis for HBLB recommendations to Racing's key organisations, and for the work of the HBLB Betting Liaison Group and its Betting Data Analysis Group, in relation to the fixture list and race programme. The data also assists HBLB in internal Levy forecasting and in assessing trends. Certain analysis is then in turn provided to the HBLB Board and the Betting Liaison Group. The supply of the core data by participating bookmakers is part of a collaborative relationship between HBLB, bookmakers and the major stakeholders of Racing.

   1.4. Final submissions should be sent to dcpt@hblb.org.uk and received by HBLB by 11.59pm on Sunday 15 October 2023. These will then be assessed by a panel of HBLB staff using a criteria-based scoring system, details of which can be found in Section II, point II.2.5 in the published tender notice.

   1.5. A decision will then be made by HBLB. Applicants will be notified in writing in October 2023.

   1.6. This will allow a circa 5-month implementation period for setting up the collection process, testing (using the historic data) and drawing up signed agreements with the bookmakers, ahead of the start of live collection from 1 March 2024.

2. **The Collection and Consolidation of Data**

   2.1. Gross win and turnover data are to be collected for both retail and digital channels from participating bookmakers for each race run in Great Britain.

   2.1.1. Additional data, including for non-British racing, may be collected subject to agreement between the bookmakers and HBLB.

2.2. The data will be collected by the DCP, who will anonymise and aggregate this information and then make available the total per-race digital and retail gross win and turnover data to HBLB.

2.3. Data are to be collected monthly unless specified otherwise by agreement between DCP, HBLB and bookmakers.

2.4. DCP to create a template to be sent to bookmakers for monthly collection.

    2.4.1. HBLB will provide relevant race-related data each month to be amalgamated into the DCP file.

3. The Data

3.1 The proposal must set out the security checks and balances that will be put in place to ensure that –

    3.1.1. No data can be lost in the collection process.

    3.1.2. No one other than the DCP will have sight of each individual bookmaker's data submission.

    3.1.3. No bookmaker will be able to access the submission of any other bookmaker other than as outlined in **4.1.2**. below.

    3.1.4. The data will be stored and transferred securely.

    3.1.5. The data will be distributed exactly as set out in **4.1** by HBLB, subject to revision at any time, and individuals/groups will not receive data that they have not been authorised to receive.

3.2. The applicant is also asked to provide proof of Cyber Essentials Plus (or higher) certification.

3.3. All individuals with sight of the data will be subject to Non-Disclosure Agreements (NDAs) due to the sensitive commercial nature of the data.

3.4. Live data collection is to start from 1 March 2024.

    3.4.1. Data will be collected monthly in arrears, with the first collection to occur in April 2024 (March's data), by a date agreed with contributing bookmakers (ideally the third working day of the month), and to be repeated each subsequent month.

    3.4.2. HBLB will provide a partial racing data file on the first working day of the month to enable sense checking of the bookmakers' data feeds, followed by the full racing data file referenced in **2.4.1** on or around the 8ᵗʰ of the month. The successful bidder will be expected to provide the full betting and racing data set to HBLB within three working days of receipt of the full racing data set.

    3.4.3. The applicant is therefore requested to demonstrate the resource capacity both to meet this schedule and to deal with any subsequent questions relating to the data.

3.5. Historical data from January 2017 to February 2024 will be available; this will be shared with the successful DCP, and appended to the live data that is collected.

4. The Delivery

4.1. The consolidated data set is to be distributed as follows:

4.1.1.   HBLB to have access to the full dataset.

4.1.2.   Each contributing bookmaker to have access to the full data set.

4.1.3.   Individual racecourses, racecourse groups and other third parties to be able to receive (as appropriate and agreed on a case-by-case basis) indexed turnover data only when authorised by HBLB and all the bookmakers.

4.2. The consolidated data set is to be updated and made available on a monthly basis, as per the collection timetable in **3.4.**

5.   **The Cost**

5.1. The proposal should set out projected costs clearly and should be expressed as the amount proposed excluding VAT, with the VAT element if any shown separately.

5.2. The proposal is to set out the minimum required costs to begin the process and any requirements that these will place on HBLB.

5.3. Set-up costs to be set out as either –

5.3.1.1.   Single one-off costs OR

5.3.1.2.   Set-up costs included in monthly costs for a set period of time, allowing for payments to cease as per break clause **6.3.**

5.4. Ongoing costs, whether on a monthly or annual basis, for the collection and distribution of data

5.4.1.1.   If annual, to be dealt with pro-rata in scenario **6.3.**

5.5. Any costs for additional services that the DCP wishes to include or propose on an itemised basis.

6.   **The Contract with HBLB**

6.1 Contract expected to last for 3 years, renewable for a further two years subject to agreement from both parties.

6.2 DCP to provide a dedicated Client Manager to act as single point of contact for both contributing bookmakers and HBLB.

6.3 Break Clause, with a fixed notice period, to exist in the case of

6.3.1. There being fewer than four bookmaker brands contributing data and in HBLB's view there being no realistic prospect of this number increasing to four or more.

6.3.2 DCP failing to meet expectations in the delivery of service on a basis to be set out in the contract between the DCP and HBLB.

6.3.3 HBLB no longer wishing to continue with the project.

6.3.4 HBLB ceasing to exist and the functions surrounding this data collection agreement not being transferred to any subsequent successor body.

7.   **The Agreement with Bookmakers**

7.1. DCP to draw up, in conjunction with HBLB, agreements between the DCP and bookmakers, to be signed prior to the sharing of data.

7.1.1.   Agreement to set out the data collection process, the security measures in place, and the use of the data by the DCP.

7.1.2. Agreements are to be voluntary, with no legal requirements on bookmakers. Bookmakers to retain the right to withdraw their consent and data from the process at any point.

7.1.3. The applicant is therefore asked to demonstrate relevant experience of working successfully with multiple data suppliers including, where needed, swift and accurate resolution of any data quality issues.

8. **Data Verification and Analysis**

8.1. A high level of data quality is essential. The applicant is asked to demonstrate robust data quality procedures, including strong internal verification processes and methods of comparison of contemporary and historic trends when assessing the betting data, prior to provision to HBLB and participating bookmakers.

8.2. The applicant is also asked to set out, in as much detail as deemed appropriate, how it can:

8.2.1. Build a structure alongside the HBLB Racing and Betting Manager, as well as any other HBLB resource that may be in place, to a) adapt to any future demands, and b) meet the integration needs of any further inclusion of industry data.

8.2.2. Add any additional value to the proposal.

For any queries, please contact Neil Perry on 020 7504 4013 or dcpt@hblb.org.uk