June 2025

HBLB Newsletter

Welcome to the Horserace Betting Levy Board newsletter. The newsletter is a new initiative that will provide updates on key HBLB activity from time to time. HBLB's website www.hblb.org.uk has significant additional information about the organisation.

HBLB supports Second Series of Champions: Full Gallop

The Horserace Betting Levy Board (HBLB) has approved a grant of £1.115m to help fund the second series of Champions: Full Gallop. Building on the success of the first series, the new season will consist of six 60-minute episodes, set to air across ITV and ITVX in Autumn 2025.

This grant from HBLB will help cover both the production costs and the promotion of the series throughout 2025, alongside support from Flutter and Racecourse Media Group (RMG).

A key outcome from the project is to attract new audiences and provide them with a positive perspective on horseracing. A post-delivery report will assess the impact of the series.

Click here for further details.

Levy Yield of Around £108m Expected for 2024/25

The horserace betting levy yield for the year to 31 March 2025 is set to be around £108m which, if confirmed, would represent a new high since the collection reforms of 2017/18, exceeding the 2023/24 figure of £105m.

HBLB levy forecasting up to January 2025, based on evidence to date and recent years' trends, indicated that the most likely amount of Levy income would be up to £100m. However, February and March 2025 saw bookmakers' gross profit significantly above recent norms with race results at the Cheltenham Festival in March being a material factor.

For further information please click here.

£8.1m Confirmed in Non-Fixture Grant Awards

In the latest non-fixture grant application round, HBLB has awarded £8.1m in grants for the April to December 2025 period.

The non-fixture grant awards support a range of activities that benefit the sport including the promotion of horseracing, people training and development, and thoroughbred health and aftercare. A summary of all the non-fixture grants is listed in the table below:

Grantee	Key Activities	Grant Award
BHA Careers Marketing	National Careers Marketing Campaign and Careers Support.	£122,243
British Racing School (BRS)	Core Training & Education and Jockey Coaching.	£960,923
Great British Racing (GBR)	National Marketing Campaign.	£3,620,000
Great British Racing (GBR)	Equine Welfare Communications.	£207,000
Horse Welfare Board (HWB)	HWB Board Management.	£36,525
Horseracing Industry People Board (HIPB)	HIPB Staff Costs and a Workforce Analysis & Forecast Project.	£269,438
Jockey Nutrition & Physio	Racecourse physiotherapy and industry-wide nutrition support service.	£172,764
National Horseracing College (NHC)	Core Training & Education and Racing Staff Development Programme.	£1,038,618

National Stud	Level 3 Stud Management & Sales Consignment Course and Thoroughbred Industry Access Programme.	£210,000
Point to Point	Fixture support, Marketing and Officials' Training.	£338,597
Pony Racing Authority (PRA)	PRA Pathway into Racing Programme.	£52,500
Racing to School	Racing to School Education Programme.	£257,500
Racing Together	Community Engagement across Racing.	£117,500
Retraining of Racehorses (RoR)	RoR Education Programme and Vulnerable Horse Scheme.	£360,000
Scottish Racing Academy (SRA)	Core Training & Education.	£230,851
Thoroughbred Breeders' Association (TBA)	TBA Education Programme.	£67,362

Click here for further information.

Project Pace and Project Beacon

HBLB has awarded match-funding of up to £232,500 to support the "Project Pace" initiative and a grant of £484,000 to support "Project Beacon".

Project Pace aims to determine whether Racing can present its premium flat racing product in a way that provides a material change in racing's revenue streams. PwC, following a tender process overseen by Racing, have been appointed to lead on the financial feasibility study to develop a proposition for a revised Premier Racing concept and outline potential revenue distribution models. The project is being managed by members of the BHA, RCA and The Thoroughbred Group.

Project Beacon, also overseen by an industry steering group, aims to develop and execute a consumer engagement strategy across multiple consumer touchpoints to enable long term sustainable growth for the sport. The consumer insight work will be delivered by M&C Saatchi.

Workforce Wellbeing Programme

HBLB awarded Racing Welfare a grant of £300,000 for 2025 to support the delivery of the Workforce Wellbeing Programme (WWP).

The WWP provides an industry-wide, holistic programme of mental, physical and emotional support services to all those working in British Horseracing. The services

include the racing support line, racing's occupational health service and mental health support and treatment.

The structure of the service will be reviewed before consideration of funding beyond this year.

Full details of the WWP provision can be found on the Racing Welfare website.

HorsePWR Phase 2

HBLB has awarded funding of £300,000 for stage two of British racing's HorsePWR campaign. Phase one in March 2024, launched the HorsePWR welfare microsite hub (https://horsepwr.co.uk/) and created associated messaging that could be used by industry stakeholders to help drive public trust in the welfare of horses in racing. The HorsePWR hub sits at the centre of the welfare-themed promotional campaign, whereby anyone can engage with information and data regarding equine welfare.

Phase two aims to engage with the wider public through high-profile outdoor, print, online and social media advertising to encourage audiences to engage with racing and provide reassurance about the sports commitment to horse welfare. The promotional activity took place from February to April to coincide with key Jump racing festivals, during which the topic of equine welfare often becomes more prominent in the media.

All the promotional activity directs viewers to www.horsepwr.co.uk, where they can learn about the sport's welfare standards and practices.

HBLB Publish Top 10 Betting Races for 2024

The Randox Grand National and races at the Cheltenham Festival continued to make up the Top 10 Betting Races by turnover in 2024.

Top 10 races by Turnover (Jan - Dec 2024)									
Position	Race Name	Code	Course	Race Date	Winner Name	Winner SP	Fav Name	Fav SP	Runners
1	THE RANDOX GRAND NATIONAL HANDICAP STEEPLE CHASE	Jump	AINTREE	13/04/2024	I Am Maximus	7/1	I Am Maximus	7/1	32
2	THE BOODLES CHELTENHAM GOLD CUP STEEPLE CHASE	Jump	CHELTENHAM	15/03/2024	Galopin Des Champs	10/11	Galopin Des Champs	10/11	11
3	THE PADDY POWER STAYERS' HURDLE RACE	Jump	CHELTENHAM	14/03/2024	Teahupoo	5/4	Teahupoo	5/4	12
4	THE JCB TRIUMPH HURDLE RACE	Jump	CHELTENHAM	15/03/2024	Majborough	6/1	Storm Heart	7/2	12
5	THE ALBERT BARTLETT NOVICES' HURDLE RACE	Jump	CHELTENHAM	15/03/2024	Stellar Story	33/1	Readin Tommy Wrong	2/1	13
6	THE MARTIN PIPE CONDITIONAL JOCKEYS' HANDICAP HURDLE RACE	Jump	CHELTENHAM	15/03/2024	Better Days Ahead	5/1	Waterford Whispers	10/3	21
7	THE CORAL CUP HANDICAP HURDLE RACE	Jump	CHELTENHAM	13/03/2024	Langer Dan	13/2	Built By Ballymore	4/1	21
8	THE BETMGM COUNTY HANDICAP HURDLE RACE	Jump	CHELTENHAM	15/03/2024	Absurde	12/1	L'Eau du Sud	7/2	17
9	THE SKY BET SUPREME NOVICES' HURDLE RACE	Jump	CHELTENHAM	12/03/2024	Slade Steel	7/2	Tullyhill	11/4	11
10	THE GALLAGHER NOVICES' HURDLE RACE	Jump	CHELTENHAM	13/03/2024	Ballyburn	1/2	Ballyburn	1/2	7

Further breakdowns, including by month and code are available here, for the last five calendar years.

HBLB Publish Prize Money by Race Class and Code

HBLB has recently published annual race volume, and related HBLB prize money spend, by race code and class to improve transparency around HBLB's commitments to prize money.

Tables containing 2023 and 2024 prize money spend are available here.

HBLB also continues to publish race-by-race prize money contributions. Q1 2025 ratecard and incremental prizemoney spend are available here.

https://www.hblb.org.uk/ **@LevyBoard**