Any successful sport requires sound processes, rules and codes of practice to govern its operation. For motor sport, the history of this governance can be traced back to the turn of the last century when the development of the motor car led to the early formation of a number of motor clubs.

**Early history**

Prominent amongst these was The Automobile Club of Great Britain & Ireland (later renamed The Royal Automobile Club) which in subsequent years emerged as the leading organisation representing motorists’ interests and organising motor sport events. Until the early 1970s motor sport was organised by affiliated clubs overseen by the RAC’s Competitions Committee – a body of volunteers who ensured that the sport was conducted safely and to a common set of rules. These rules were agreed between participating clubs and competitors and ensured that competition was fair. The framework of a judicial system had also by then been put in place and over subsequent years this has evolved into the system in use today (see Part 2: The regulations).

The late 1970s saw a re-structuring of the governance of the sport. In 1975 the Competitions Committee was replaced by a new RAC Motor Sports Council and four years later the RAC Motor Sports Association was formed to look after the day-to-day running of the sport.

**The role of Motorsport UK**

The Council’s work is supported and underwritten by Motorsport UK. Motorsport UK provides an administrative and financial infrastructure for the sport. It ensures sufficient funds are available for the training of officials and marshals, for the development of technical skills and training of scrutineers, and to support the rule-making and judicial bodies in general in ensuring that motor sport continues to be conducted in a fair and safe manner.

Today over seven hundred motor clubs are registered with Motorsport UK and cater for the whole range of motor sport activity, from the grass root amateur to the professional elite. These activities include circuit car and kart racing, rallying, rallycross, trials, autotests and a number of other disciplines all operating under the Motorsport UK umbrella to ensure fairness, safety and consistency.

At an international level, Motorsport UK is affiliated to the world governing body for four or more wheeled motor sport – the Fédération Internationale de L’Automobile (FIA) – which
The Prince Michael Award of Merit is a prestigious personal award made by the Motor Sports Council to a maximum of two recipients each year in recognition of meritorious service to British motor sport. Meritorious service encompasses distinguished service or significant contribution to British motor sports; outstanding achievement in British motor sports.

Nomination papers are available from Motorsport UK’s General Secretary at Motorsport UK House and should be returned completed, before the end of October each year.

**Award of Merit Winners**

<table>
<thead>
<tr>
<th>Year</th>
<th>Name(s)</th>
</tr>
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<tbody>
<tr>
<td>1991</td>
<td>Jack Romain</td>
</tr>
<tr>
<td>1992</td>
<td>Tony Bird</td>
</tr>
<tr>
<td>1993</td>
<td>Peter Cooper; Tony Fletcher</td>
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<td>1994</td>
<td>John Felix; George Hall</td>
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<td>1995</td>
<td>Brian Molyneux</td>
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<tr>
<td>1996</td>
<td>Tom Dooley; Dick Newsum</td>
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<tr>
<td>1997</td>
<td>Alec Rivers Fletcher; Donald Grieve</td>
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<tr>
<td>1998</td>
<td>Michael Fenwick; Keith Douglas</td>
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<tr>
<td>2000</td>
<td>Robert Rae</td>
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<tr>
<td>2002</td>
<td>Tony Reynolds</td>
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<td>2004</td>
<td>Ken Walker</td>
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<tr>
<td>2007</td>
<td>Colin Rossborough</td>
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<tr>
<td>2008</td>
<td>Stuart Turner</td>
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<tr>
<td>2009</td>
<td>David Butler MBE</td>
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<tr>
<td>2011</td>
<td>Denis Cardell</td>
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<tr>
<td>2012</td>
<td>Ron Smith</td>
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<tr>
<td>2013</td>
<td>Andy Watson</td>
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<tr>
<td>2014</td>
<td>Len Pullen</td>
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<tr>
<td>2015</td>
<td>David Butler MBE</td>
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<tr>
<td>2016</td>
<td>Sir Stirling Moss</td>
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<tr>
<td>2017</td>
<td>Sir Frank Williams</td>
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<tr>
<td>2018</td>
<td>Michael Southcombe</td>
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<tr>
<td>2019</td>
<td>David Butler MBE</td>
</tr>
<tr>
<td>2020</td>
<td>Murray Walker OBE</td>
</tr>
<tr>
<td>2021</td>
<td>Colin Hilton; Ronnie Trouton MBE</td>
</tr>
</tbody>
</table>

**Centenary Award of Merit**

1997 Professor Sid Watkins
Governance

recognises it as the National Sporting Authority (ASN) in Britain.

International events are regulated under the auspices of the FIA's International Sporting Code which is published in the FIA Yearbook of Automobile Sport.

Motorsport UK itself is a not-for-profit company limited by guarantee, ploughing any surplus revenue after tax back into the sport. Its main income is generated by issuing competition licenses for participants and permits for motor sport events and Championships. It is based in modern 1,400 square metre offices at Colnbrook close to London Heathrow Airport, where some 49 full time staff are employed in all aspects of running motor sport in this country.

In addition to licensing 30,000 competitors (many of whom will have attended approved driver training schools), Motorsport UK has over 4,000 licensed officials and over 10,000 registered marshals on its database. It currently issues permits for some 4,700 events each year, carries out safety inspections of around 140 motor sport venues and supports training of an army of volunteer officials.

Nearly 8,000 marshals and volunteer officials received training last year, funded by the British Motor Sports Training Trust, a registered charity for which Motorsport UK provides Trustees and administration. It also provides administrative support to the Royal Automobile Club under its statutory role for Route Authorisation on the Public Highway under the 1969 Motor Vehicles (Competitions & Trials) Regulations, and for events off-road under the 1995 Regulations.

The British Championships

The British Championships are run annually for each of the motor sport disciplines. These are governed by Motorsport UK Regulations and involve a series of events which take place throughout the year, all under the control of Motorsport UK registered clubs. They culminate in the award of a British Championship Trophy for each discipline, and details of current winners are contained in this book.

The Championships promote and develop excellence in motor sport and enable the best British competitors to reach international competitive standards.

Commercial activities

Motorsport UK organises the British Grand Prix and the International Rally of Great Britain, (both currently being rounds of FIA World Championships) and a number of other classic events, the surpluses from which are used to develop the sport.
**Officiel d’Honneur Appointments**

The following have accepted the position of Officiel d'Honneur for 2019:

- M F L Allison
- G H Bailey
- W Beattie
- I D Bennie
- K N Blackburn
- G S B Blythe
- H T Chapell
- T J Hassall
- A Dean-Lewis
- J Kilmartin
- R McCabe
- N S Manser
- W M Patterson
- P J Smith
- Dr D B Stevens MBE
- A Ward
- J B H Wood
- B Wright

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**Motorsport UK House**

**OPEN**
Monday–Thursday
9.30–5.30
Friday
9.30–5.00
(phone enquiries
10.00–5.00 please)
Tel: 01753 765000
Fax: 01753 682938

Licence Section:
Tel: 01753 765050
Fax: 01753 685426

Website:
www.motorsportuk.org

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**SPECTATE SAFELY!**

ARINeedsto
Be alert!
Always expect the unexpected
Stay at the designated spectator areas
Remember that in an accident anything can happen
Always follow the instructions of the marshals
Your safety – Your life
ONLY A SAFE RALLY IS A GOOD RALLY

#ARINeedYou motorsportuk.org
How to promote your event

For many clubs, just running an event for the enjoyment of a close group of competitors and volunteers is what motorsport is all about. However, for those looking to grow their events, some marketing is needed. And the good news is that the basics of event marketing are more straightforward than you might think.

What is event marketing?
Event marketing is about working out who you want to talk to (your audiences), what you want to say to them and ultimately what you want them to do, and then using various tools and channels to reach them.

For example, you might want to reach competitors and encourage them to enter, or volunteers and persuade them to help. Or you might want to get through to businesses and convince them to support your event, or target fans and get them to buy tickets.

OK, we need marketing. What should we do?
You need to create a marketing plan. They are a mix of art and science, so no two plans will be the same. Broadly, though, a motorsport event will need a plan that covers pre-, on- and post-event marketing.

Once you have identified your target audiences and defined your key messages (what you really want them to know about your event, including how they can get involved) you can start on your pre-event marketing.

This might entail creating a webpage about your event, including how to sign up, then sending a press release to local and motorsport media, and running a social media campaign to raise awareness and drive people to your site.

Or you might team up with a locally based business and see how you can support each other – maybe they could offer sponsorship, and in return you could feature their brand in your marketing outputs and invite them to have a presence at your event? They are likely to promote their involvement in your event too, so you will have the added benefit of reaching their own audiences.

With any luck, your pre-event marketing will produce the results you want, and your event will have a bumper entry list, a full complement of marshals and an enthusiastic group of spectators. Now that your audience has come to your front door, do not miss the opportunity to tell them what other events or opportunities you have coming up.

Why not prepare some promotional leaflets letting competitors, volunteers and fans know what else you have to offer, and how and why they should come back to see you again? You could also run a competition for a passenger ride, merchandise or tickets, in order to collect email addresses and grow your contact list.

Your successful pre- and on-event marketing activity should have allowed you to capture lots of contact data for your audiences, so you can reach out to them post-event with a brief look back at your meeting, plus details of what else you have to offer. You will also be starting next year’s pre-event communications one step ahead, with all those new customers at your fingertips in your contacts list.

Don’t stop – keep growing!