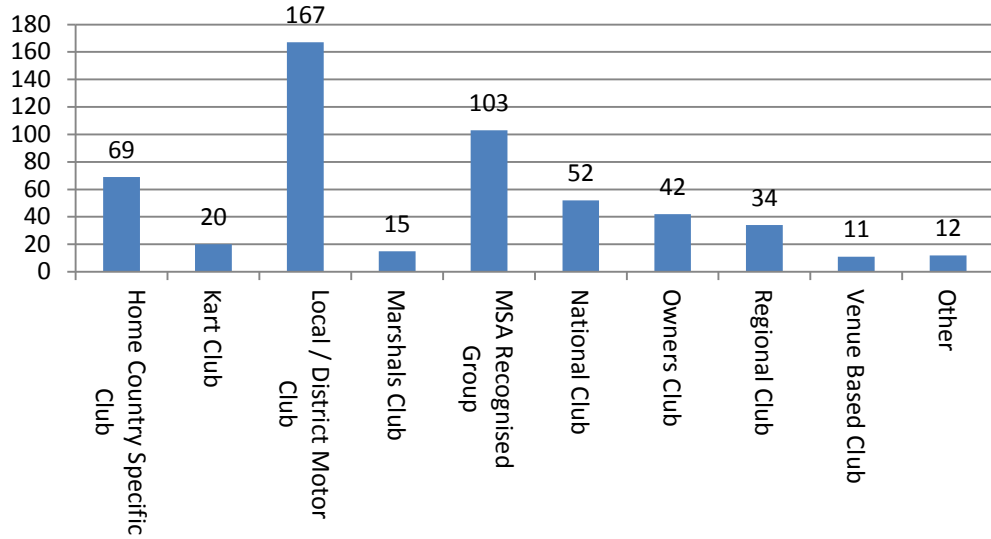


Respondent Clubs by Type



Total respondent clubs = **307**

- 55% of respondent clubs are Local / District Motor Clubs
- 34% of respondent clubs consider themselves an MSA Recognised Group

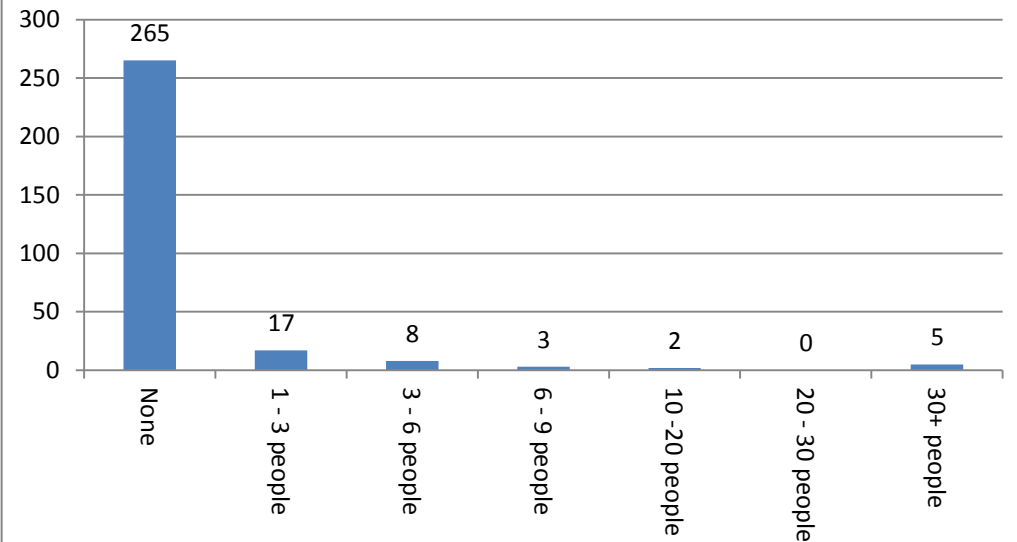
Group

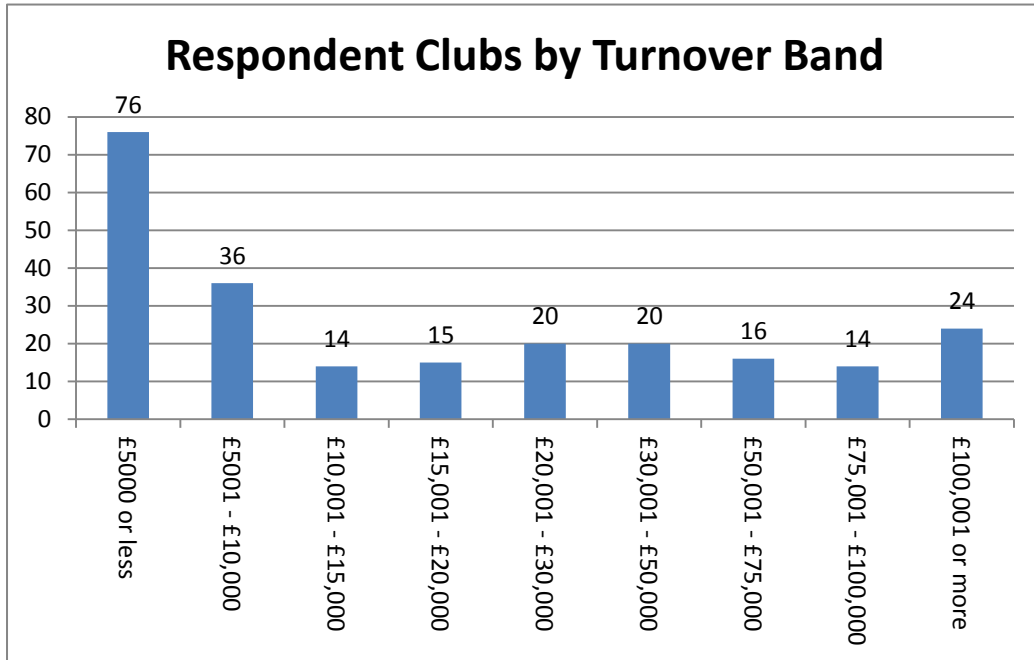
- Those that selected 'Other' were either: discipline specific; international or military based associations/clubs

Total respondent clubs = **300**

- 88% of respondent clubs do not employ anyone
- 6% of respondent clubs employ 1 – 3 people
- 2% of respondent clubs 30 or more people

Respondent Club Employee Numbers



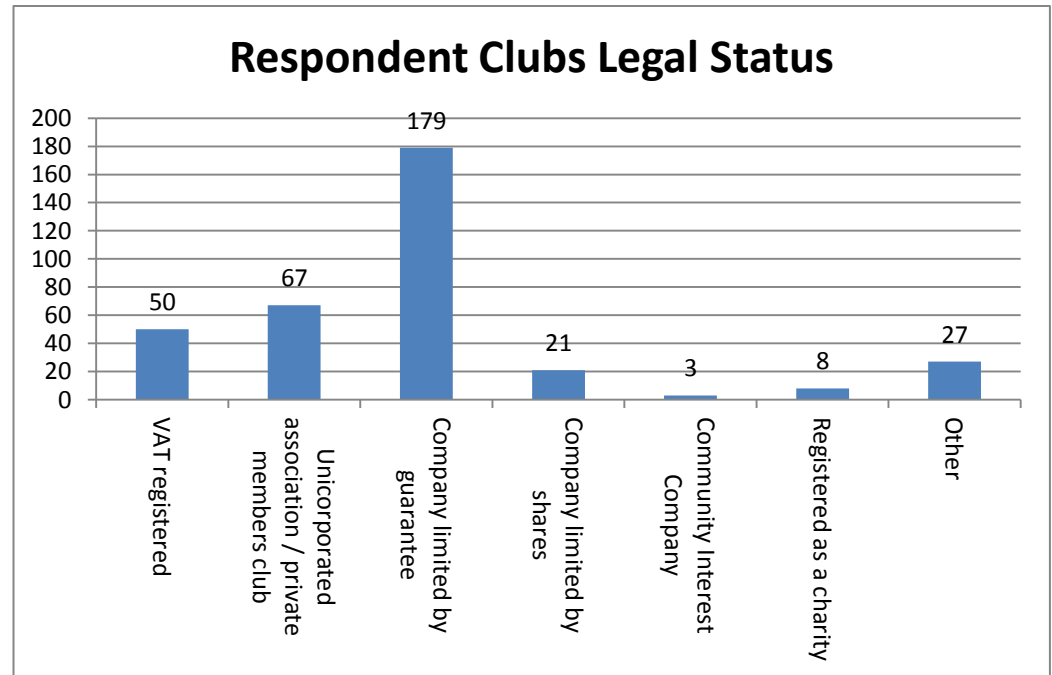


Total respondent clubs = **235**

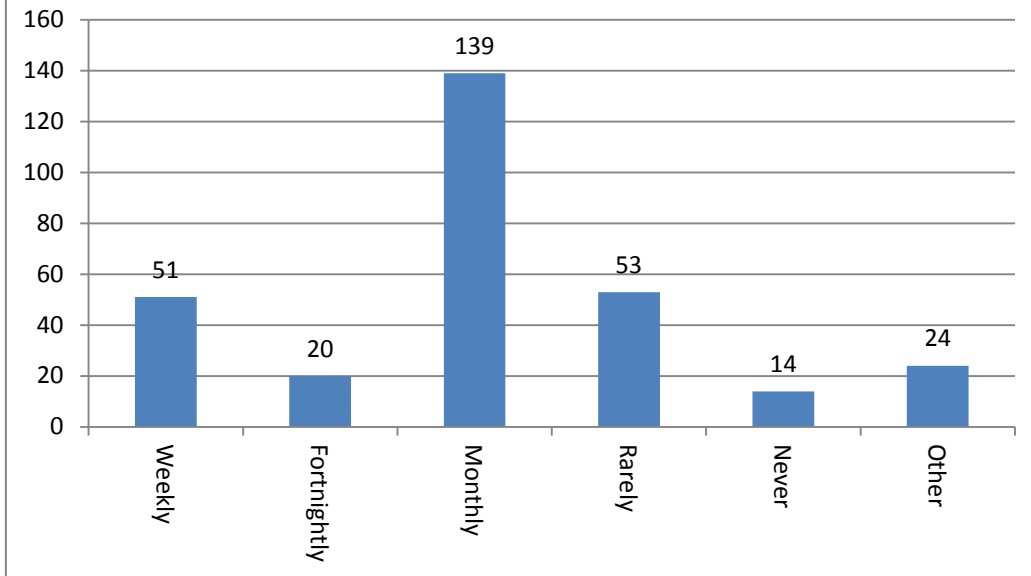
- 32% of respondent clubs have a total of £5000 or less turnover
- 48% of respondent clubs have a turnover of £10,000 or less
- 10% of respondent clubs have a turnover of £100,001 or more
- 64% of clubs are running at an annual surplus (296 respondents)

Total respondent clubs = **298**

- 83% of respondent clubs are not VAT registered
- 60% of respondent clubs are a Company limited by guarantee



Respondent Club Meeting Frequency



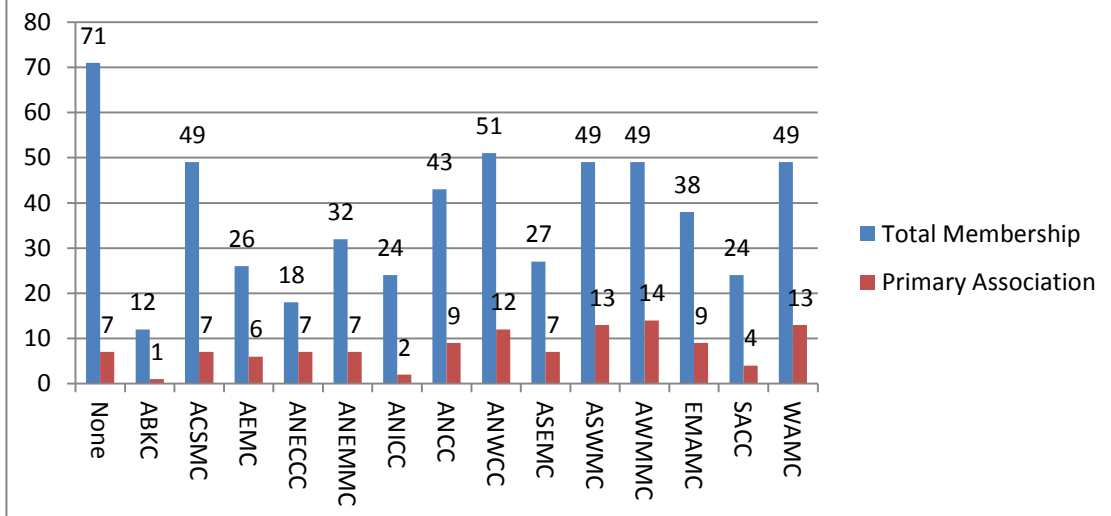
Total respondent clubs = **301**

- 46% of respondent clubs meet monthly
- 50% of respondents meet at a pub
- 51 respondent clubs meet at a clubhouse or motor sport venue, 15% of these own that venue
- Those that selected 'Other' meet at venues like: hotels; local sports club facilities; social clubs; houses of committee members

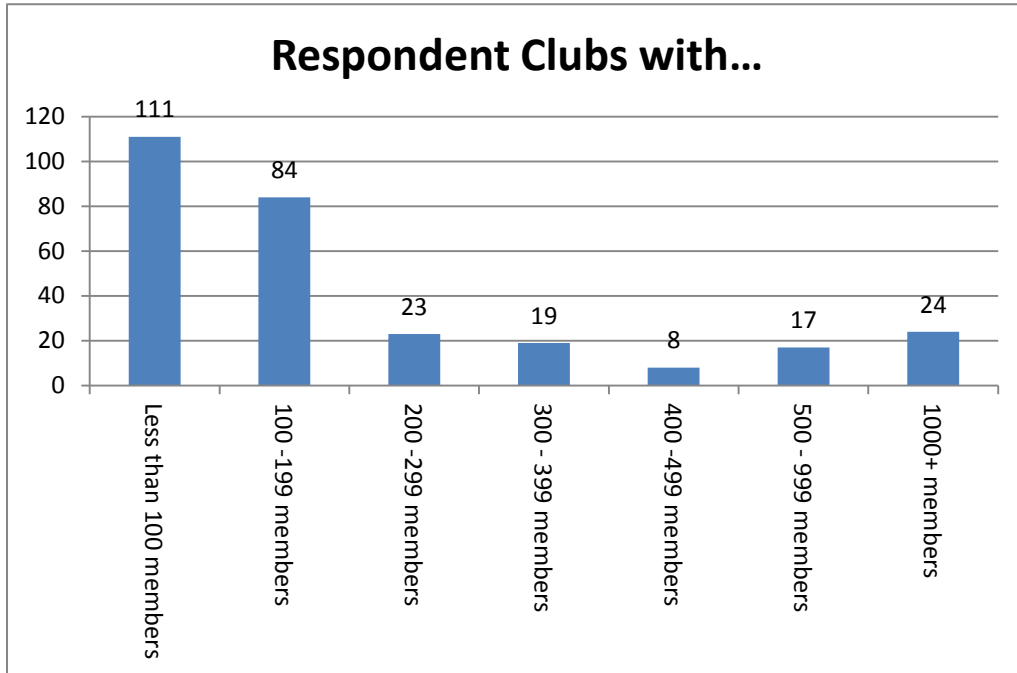
Total respondent clubs = **299**

- 24% of respondent clubs are not members of an association
- 60% of respondent clubs do attend regional meetings
- 31% of 103 respondent clubs do not attend meetings as there is little perceived need or relevance to clubs
- 37% of 103 respondent clubs do not attend meetings due to travel distances, costs, manpower or time involved are too high
- 6% of 103 respondent clubs do not attend as they do not receive information about the meetings
- 98% of 263 respondents get championship entries for their club and members

Respondent Club Regional Association Membership



- 48% of 263 respondent clubs feel they are able to put forward views to the MSA
- 24% of 263 respondents do not feel that they get anything from their association membership

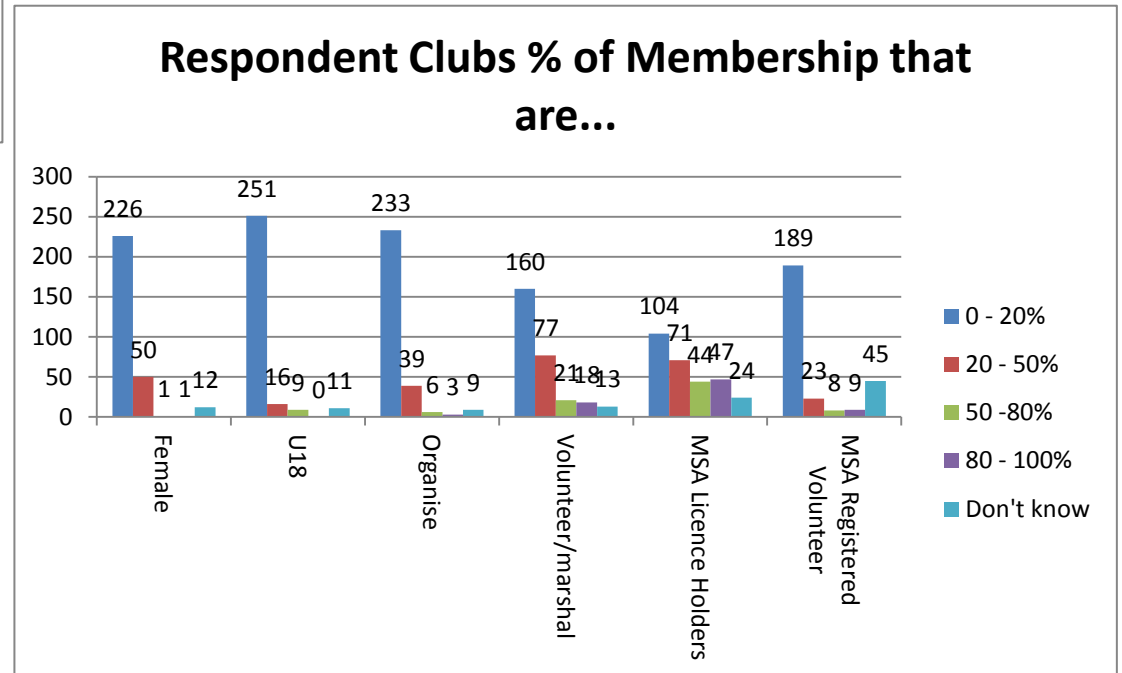


Total respondent clubs = **286**

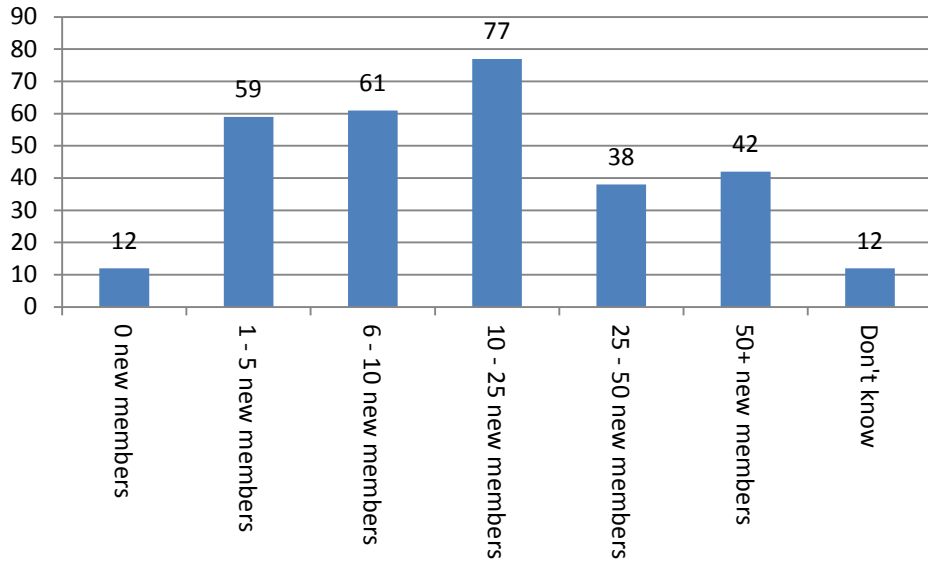
- Total respondent club membership figure = 117,022
- 39% of respondent clubs have less than 100 members which make up 5,955 of the total membership figure (5%)
- 29% of respondent clubs have 100 – 200 members which make up 11,202 of the total membership figure (10%)
- 8% of respondent clubs have 1000+ members which make up 74,970 of the total membership figure (64%)

Total respondent clubs = **290**

- 78% of respondent clubs have 0 – 20% female membership
- 87% of respondent clubs have 0 – 20% U18 membership
- 80% of respondent clubs have 0 – 20% members who organise
- 16% of respondent clubs have 80 – 100% MSA licence holders



Respondent Clubs with...



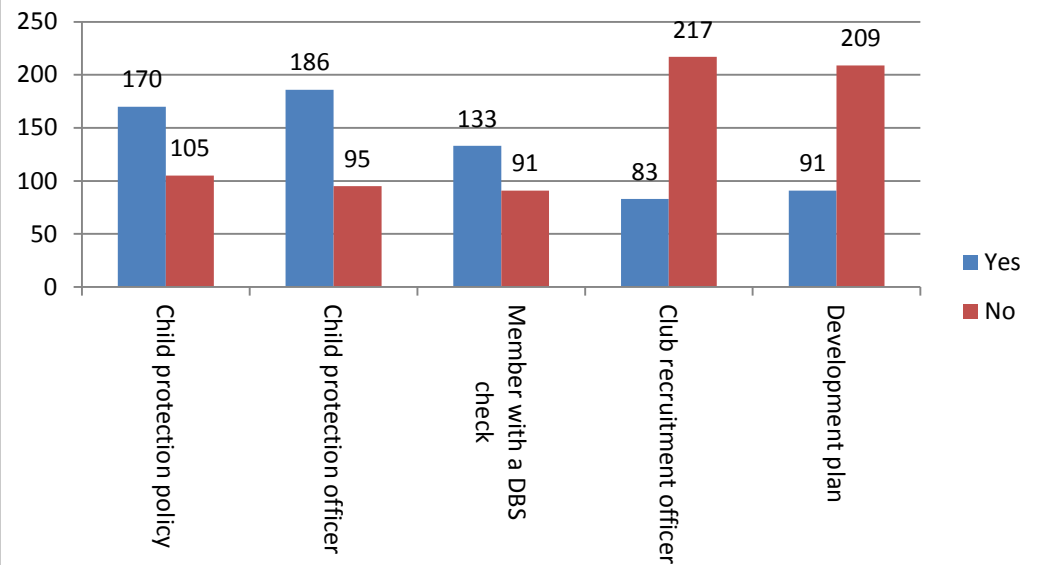
Total respondent clubs = **301**

- 26% of respondent clubs reported 10 – 25 new members in 2013
- 40% of respondent clubs reported 1 – 10 new members in 2013
- 4% of respondent clubs reported 0 new members in 2013
- 175 respondent clubs reported that their membership is stable (58%)
- 53 (18%) respondent clubs reported their membership is decreasing and 72 (24%) respondent clubs reported an increase in their membership
- 65% of respondent clubs with a decreasing membership highlighted people having less time and no longer competing are the main reasons for this
 - 15% of respondent clubs with decreasing memberships believe this is down to the club not providing what members are looking for
 - 18% of respondent clubs with decreasing membership believe that the costs involved in getting started is a major contributing factor

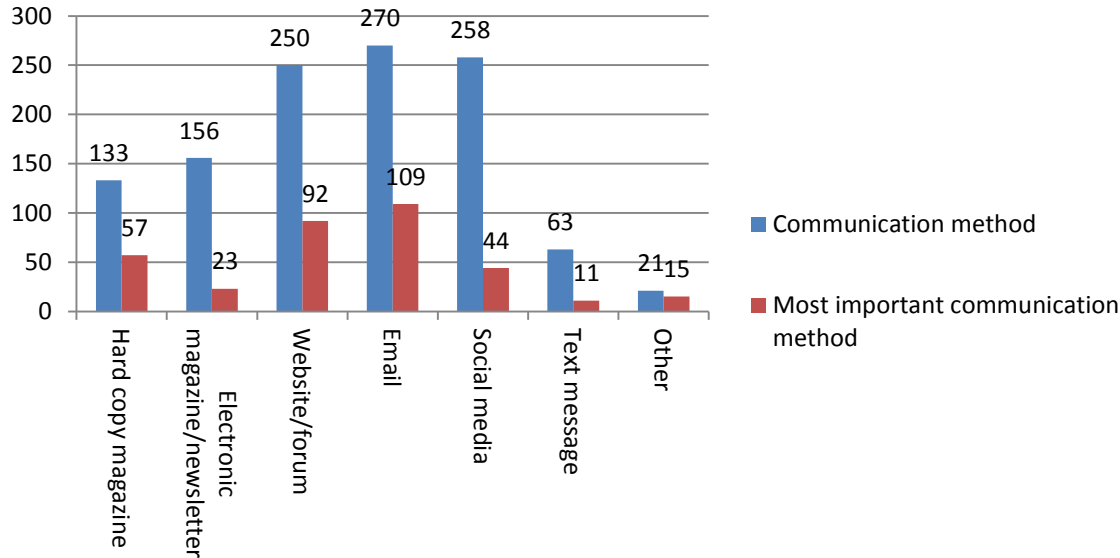
Total respondent clubs = **300**

- 70% of respondent clubs do not have a development plan
- 72% of respondent clubs do not have a recruitment/new member officer
- 62% of respondent clubs do have a child protection officer

Respondent Clubs with a...



Respondent Clubs Communication Methods



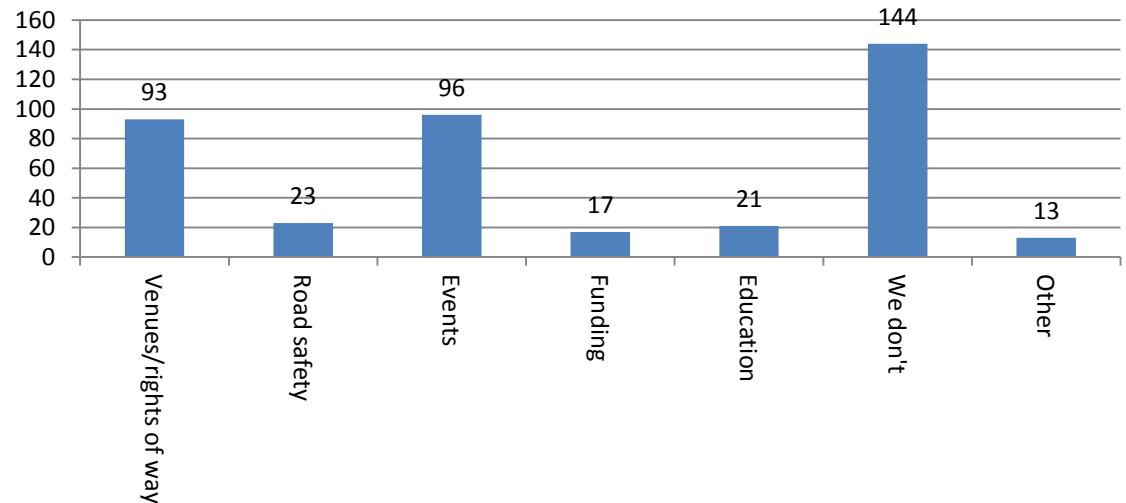
Total respondent clubs = **282**

- Electronic communication (website, email, e-newsletters and social media) is considered the most important method of communication by 91% of respondent clubs
- 20% of respondent clubs consider hard copy magazines to be the most important method of communication
- Almost 100% of respondent clubs noted that they use a range of communication methods to suit the variety of members and needs to disseminate information
- 220 (out of 301) respondent clubs expressed a positive interest in an MSA free facility to design club websites

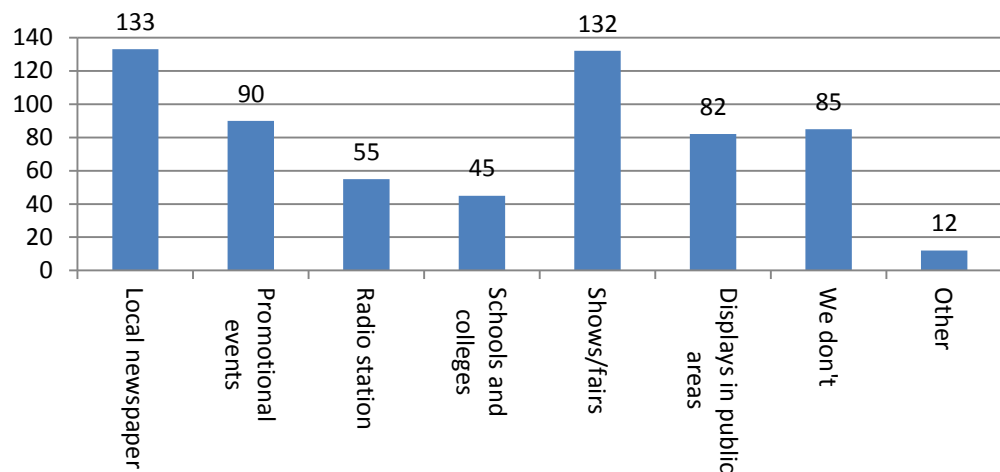
This is a 'please tick all that apply' question and there were 407 responses overall

- 35% of the respondents don't engage with the local authority
- Venues and events make up 46% of the reasoning behind engagement with local authorities
- 25% of the remarks left list noise management and abatement orders as the reason for engaging with the authority
- 2 respondents are registered with the local council as emergency response in severe weather conditions

Respondent Clubs Engaging with Local Authorities about...



How Respondent Clubs Engage with the Local Area



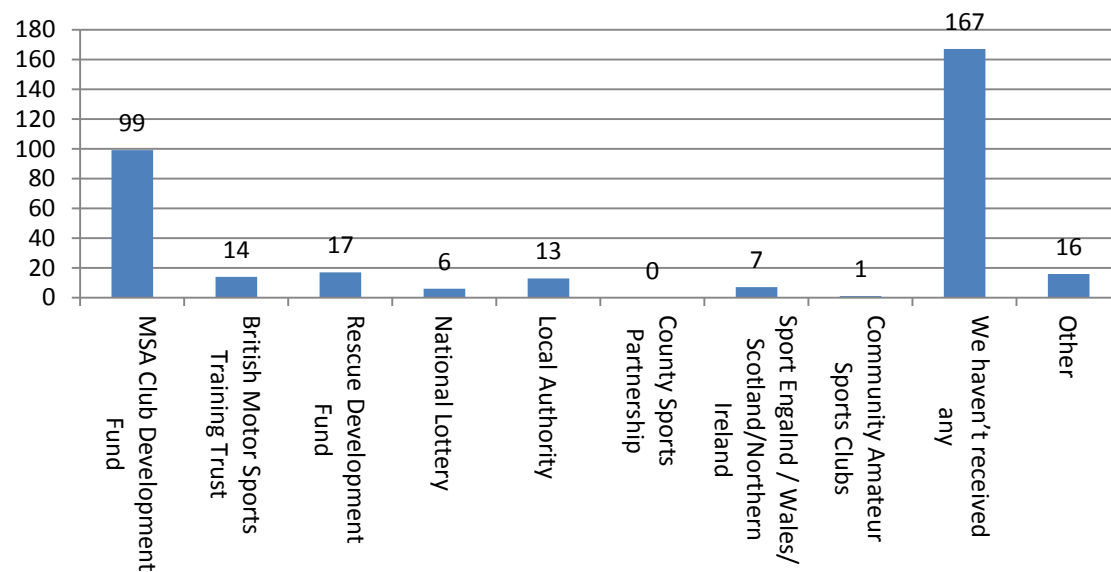
This is a 'please tick all that apply' question and there were 634 responses overall

- 188 respondents indicate that they engage with their area through local newspapers and/or radio
- 45 respondents indicate that they are engaging with schools and colleges
- Putting on promotional events (30%), displays in public areas (27%) and participating in shows/fairs (44%) are the three main methods of engaging after local media

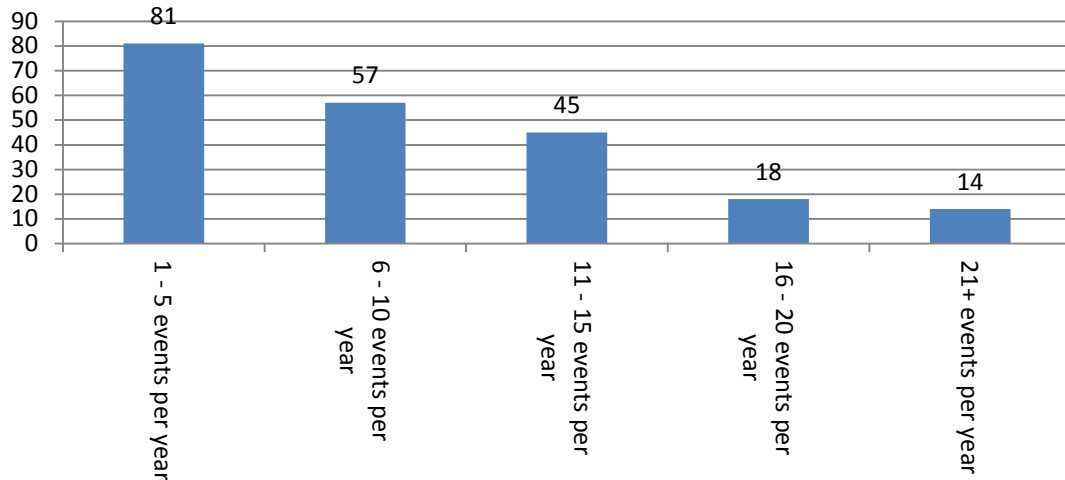
This is a 'please tick all that apply' question and there were 340 responses overall

- 49% of respondents have never received any funding
- 29% of responses indicated that they have received funding from the MSA's Club Development Fund
- None of the respondents have received funding from their local County Sports Partnership
- Only 7 respondents indicated that they have received funding from home country sports councils (i.e. Sport England etc.)
- 1/3 of 'other' responses have acquired funds from sponsorship
- Kart clubs have received grants from ARKS and ABKC

Respondent Clubs' Funding Sources



Respondent Clubs Running...



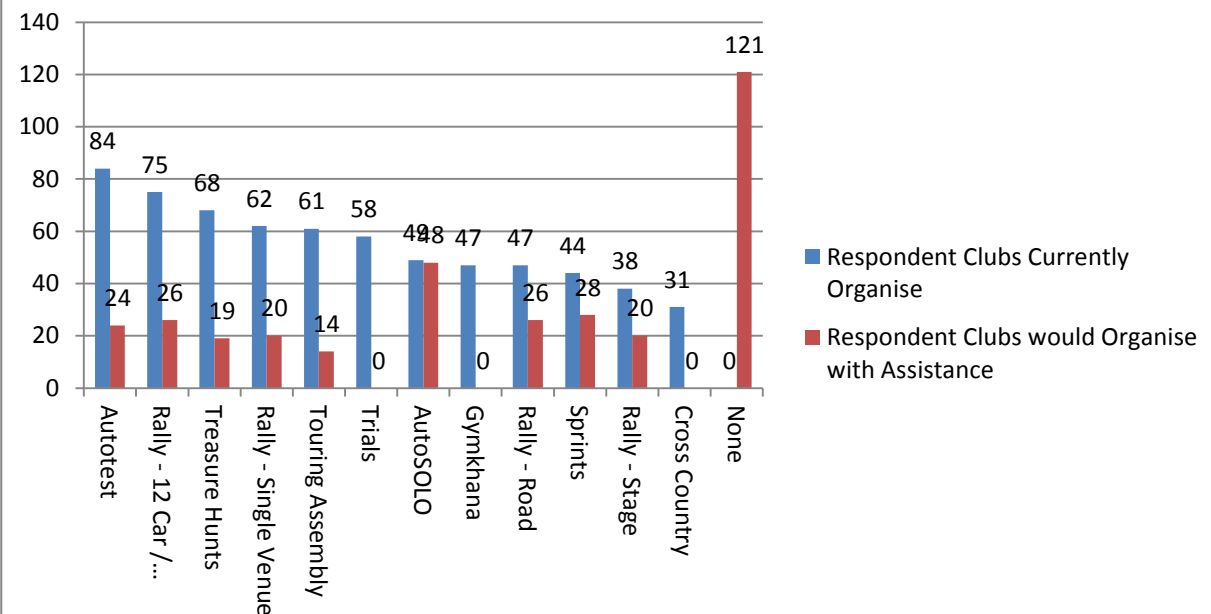
Total respondent clubs = **299**

- 86% of respondent clubs do run events
- Total number of events run by 219 respondents = **2173**
- 37% of respondent clubs that run events, organise 1 – 5 events
- 6% of respondent clubs that run events, organise 21+ events
- 84% of respondent clubs that run events, organise 1 – 15 events
- 68% of responses indicate that the clubs run closed to club events
- 214 responses indicate that the clubs run local and regional championship rounds
- 108 responses indicate that the clubs run national or international events
- 91% of respondent clubs either make a profit or break even on the events they run, 9% report making a loss

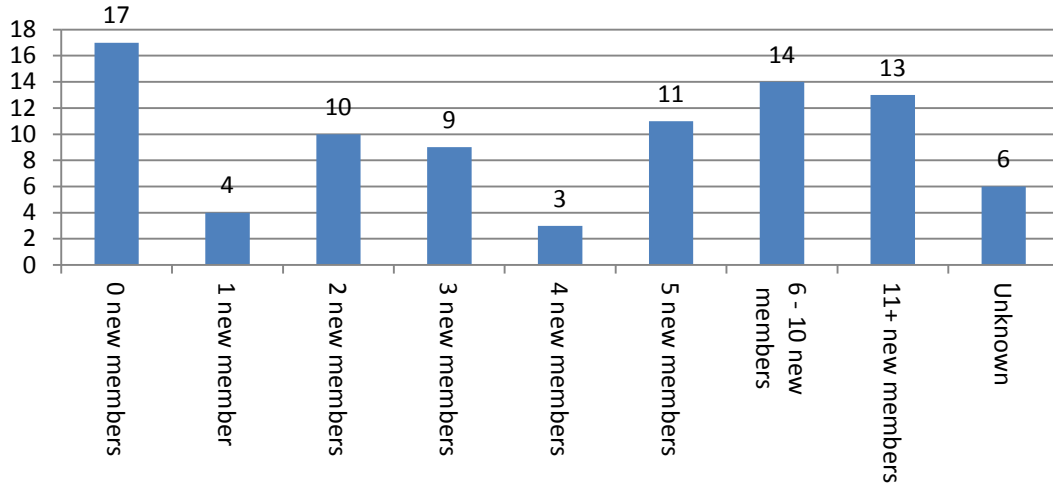
This is a 'please tick all that apply' question and there were 664 responses

- 33% of responses indicate that clubs are running Autotests and 10% of responses would like to run Autotests with assistance
- 20% of responses indicate that they would like to organise AutoSOLOs with assistance from the MSA with 19% of responses already running AutoSOLO events
- 91% of 681 responses indicate that clubs do support each other's events, with 202 (30%) supporting through providing volunteers/marshals
- 8% of respondents do not support other club's events

Respondent Clubs Organising...



Respondent Clubs Taster Events bringing in...



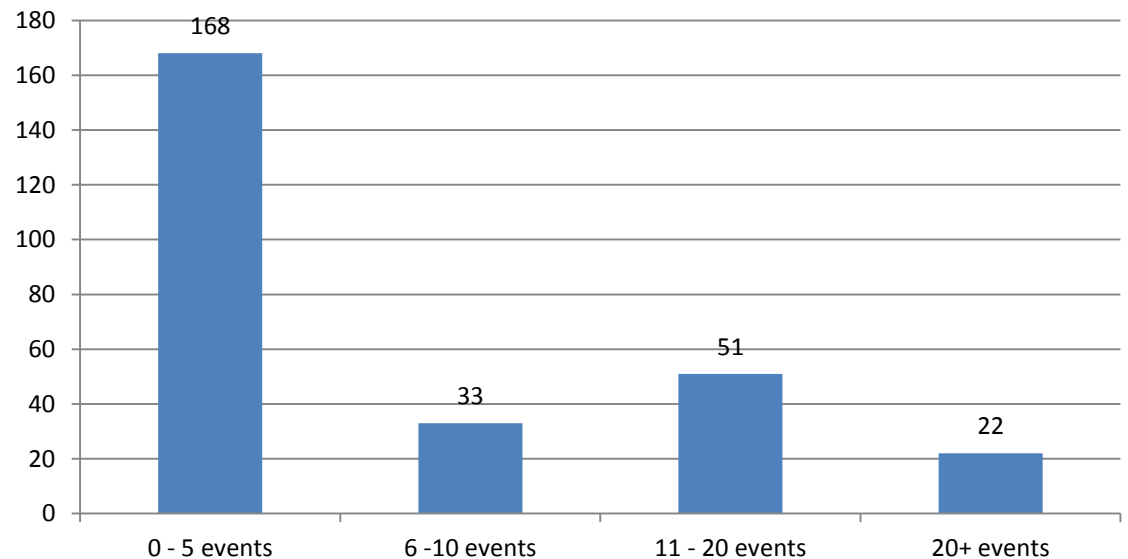
Total respondent clubs = **300**

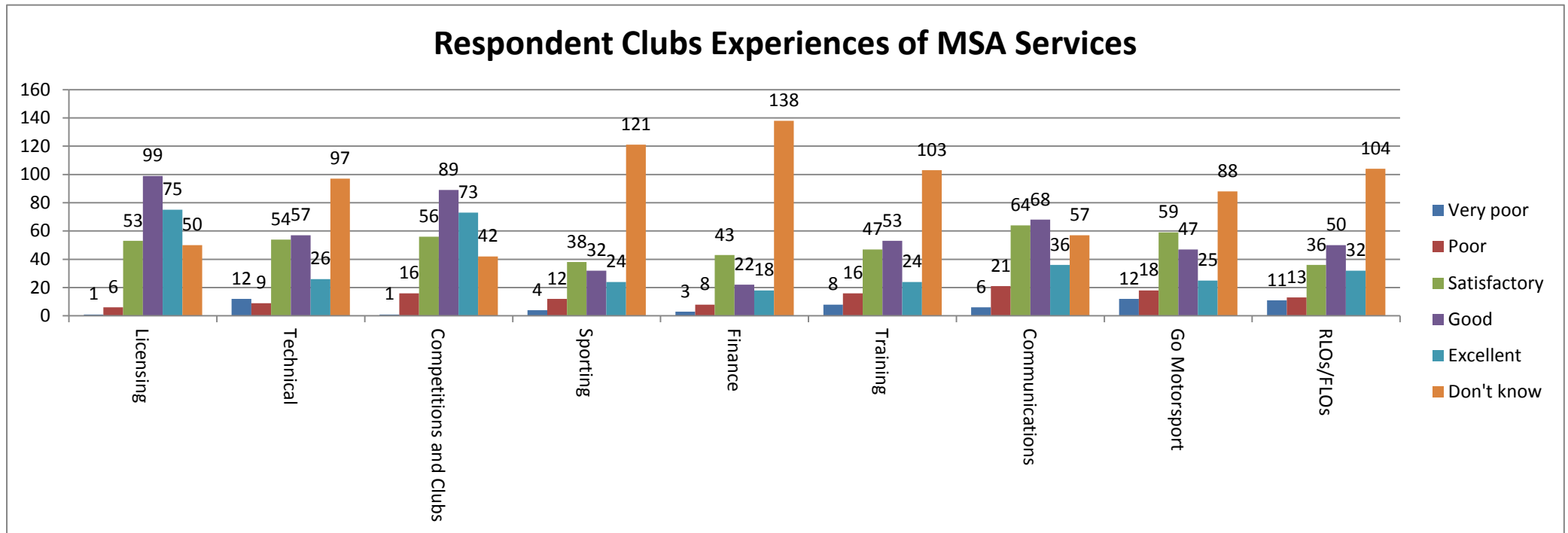
- 67% of respondent clubs have not run a taster event
- 18% of 93 respondent clubs that have run a taster event indicated that they had no new members from the activity
- 40% of the 93 that have run a taster event have had 1 – 5 new members from the activity
- 33% of 207 respondent clubs that have not run taster events indicate it is because they do not know about them
- 29% of 207 respondent clubs that have not run taster events are interested in finding out more about them
- It is clear from the 'other' comments that there is still confusion and lack of knowledge about what taster events are

Total respondent clubs = **278**

- There are approximately 5245 social events run by the respondent clubs within a year
- 60% of respondent clubs organise 0 – 5 social events per year
- 18% of respondent clubs organise 11 – 20 social events per year
- There are 3 respondent clubs who organise 2700 (51%) of the social events. This is through the regional centres

Respondent Clubs Social Events





Licensing:

Total responses = **284**

- 35% of respondent clubs stated they have had good experiences & 26% of respondent clubs rated the service excellent
- Only 3 respondent clubs rated Licensing very poor or poor
- 18% of respondents stated they don't know about the Licensing service

Technical:

Total responses = **255**

- 22% of respondent clubs stated they have had good experiences & 10% rated the service excellent
- Only 21 respondent clubs rated Technical poor or very poor
- 38% of respondents stated they don't know about the Technical service

Competitions and Clubs:

Total responses = **277**

- 32% of respondent clubs stated that they have had a good experience & 26% rated the service excellent
- Only 17 respondent clubs rated Competitions and Clubs poor or very poor
- 15% of respondents stated they don't know about the Competitions and Clubs service

Sporting:

Total responses = **231**

- 14% of respondent clubs stated that they have had a good experience & 10% rated the service excellent
- Only 16 respondent clubs rated Sporting poor or very poor
- 52% of respondents stated they don't know about the Sporting service

Finance:

Total responses = **232**

- 10% of respondent clubs stated that they have had a good experience & 8% rated the service excellent
- Only 11 respondent clubs rated Finance poor or very poor
- 60% of respondents stated they don't know about the Finance service

Training:

Total responses = **251**

- 21% of respondent clubs stated that they have had a good experience & 10% rated the service excellent
- Only 24 respondent clubs rated Training poor or very poor
- 41% of respondents stated they don't know about the Training service

Communications:

Total responses = **252**

- 27% of respondent clubs stated that they have had a good experience & 14% rated the service excellent
- Only 27 respondent clubs rated Communications poor or very poor
- 23% of respondents stated they don't know about the Communications service

Go Motorsport:

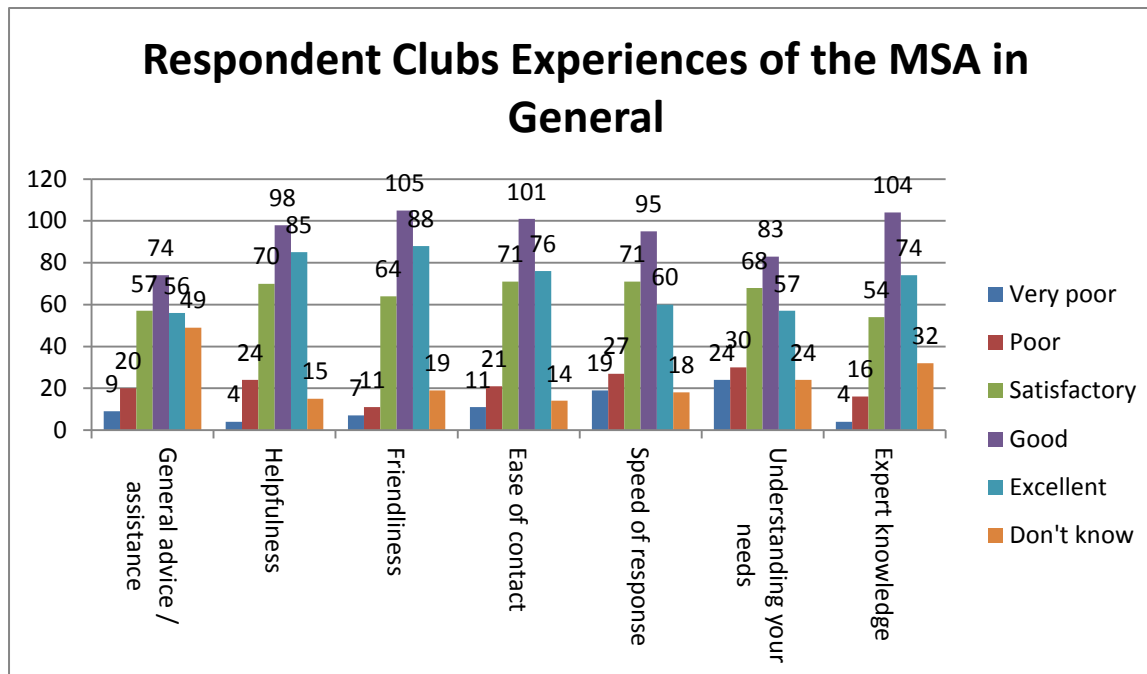
Total responses = **249**

- 19% of respondent clubs stated that they have had a good experience & 10% rated the service excellent
- Only 30 respondent clubs rated Go Motorsport poor or very poor
- 35% of respondents stated they don't know about the Go Motorsport service

RLOs/FLOs:

Total responses = **246**

- 20% of respondent clubs stated that they have had a good experience & 13% rated the service excellent
- Only 24 respondent clubs rated the service poor or very poor
- 42% of respondent clubs stated they don't know about the RLO/FLO service



Across the board the majority of respondent clubs rated their general experiences of the MSA as 'good'

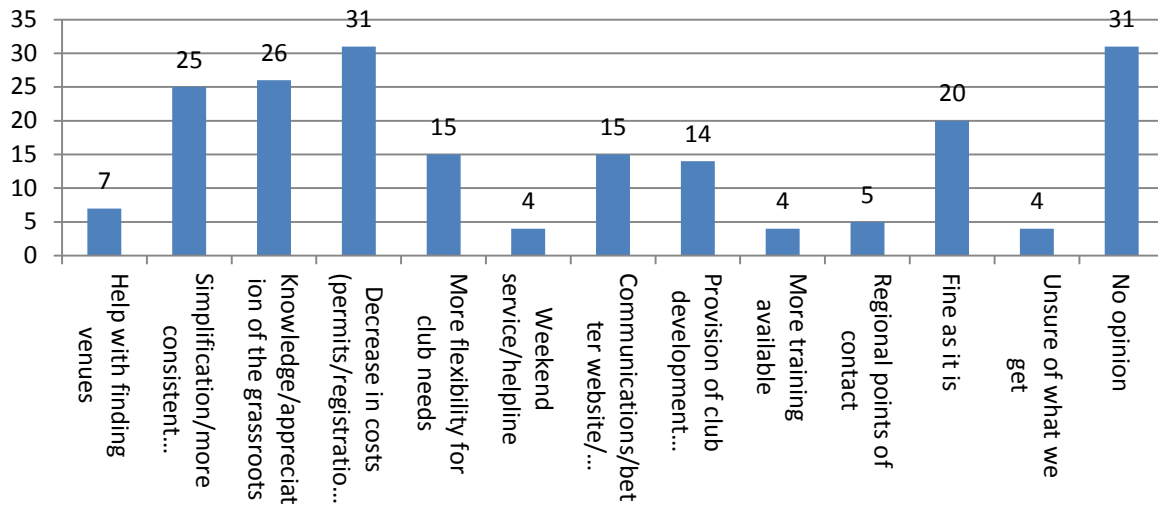
- 37% of 284 respondents rated expert knowledge as 'good'
- 34% of 294 respondents rated ease of contact as 'good'
- 33% of 290 respondents rated speed of response as 'good'
- 29% of 286 respondents rated understanding the clubs needs as 'good'

MSA's location:

Total responses = **245**

- 44% of respondents have no opinion on the MSA's location
- 29% of respondents feel that it should be more centrally based (around the Midlands)
- 3 respondents suggested regional centres may be a good idea
- 4% of respondents feel the MSA should be based at a motor sport venue

Respondent Clubs Opinion on making MSA Registration Better Value



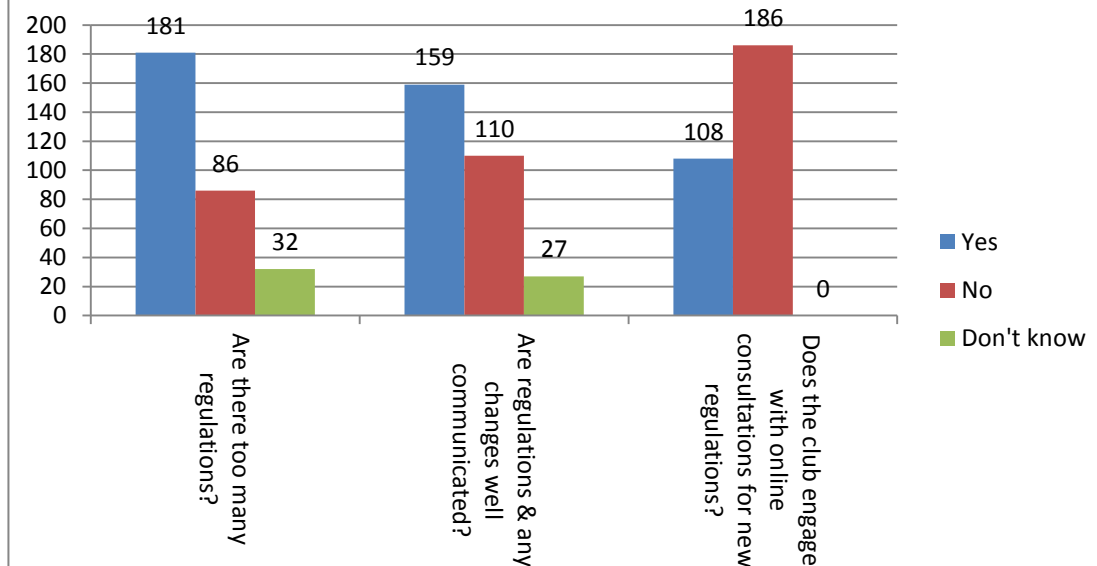
Total respondents = 289

- 79% of respondent clubs indicated that the current club registration provides value for money
- 21% of 150 respondents feel that decreasing costs (of permits/registrations/having a scaled approach/more consistent regs) would make the registration better value
 - 17% of 150 respondents feel that a greater knowledge and appreciation of the grassroots & flexibility that goes with it would make registration better value
 - 17% of 150 respondents feel that a simplification of regs and less changes to them will decrease costs to clubs and competitors and make registration better value

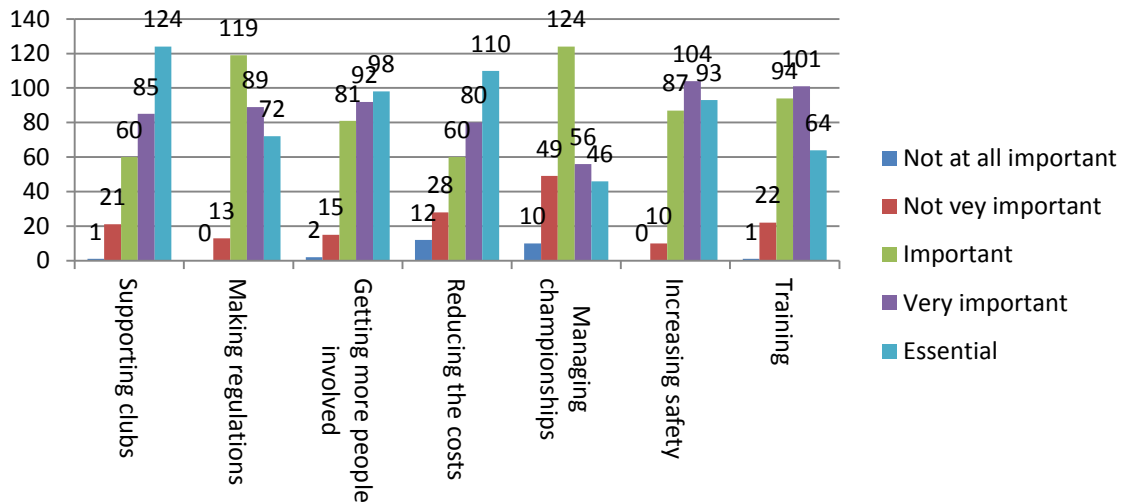
Total respondent clubs = 300

- 61% of respondent clubs feel that there too many regulations
- 54% of respondent clubs feel that regulations are well communicated
- 37% of respondent clubs engage with the online consultation process for new regulations
- 39% of 294 respondents think that regulations change too often and 59% feel that regulation changes are about right
- 38% of 297 respondent clubs feel that the Blue Book is satisfactorily clear and 37% feel that it is either very unclear or unclear
- 74% of 213 respondent clubs indicated the Gold Book is not applicable to them
- 10% of 213 respondent clubs indicated that the Gold Book is clear and 6% of respondents feel that it is either very unclear or unclear

Respondent Clubs Opinions on Regulations



Respondent Clubs Opinions on what MSA Priorities Should be



Total respondent clubs = **294**

- 43% of 291 respondent clubs think that supporting clubs should be an essential priority of the MSA
- 41% of 293 respondent clubs think that making regulations should be an important priority of the MSA
- 34% of 288 respondent clubs think that getting more people involved in the sport should be an essential priority of the MSA

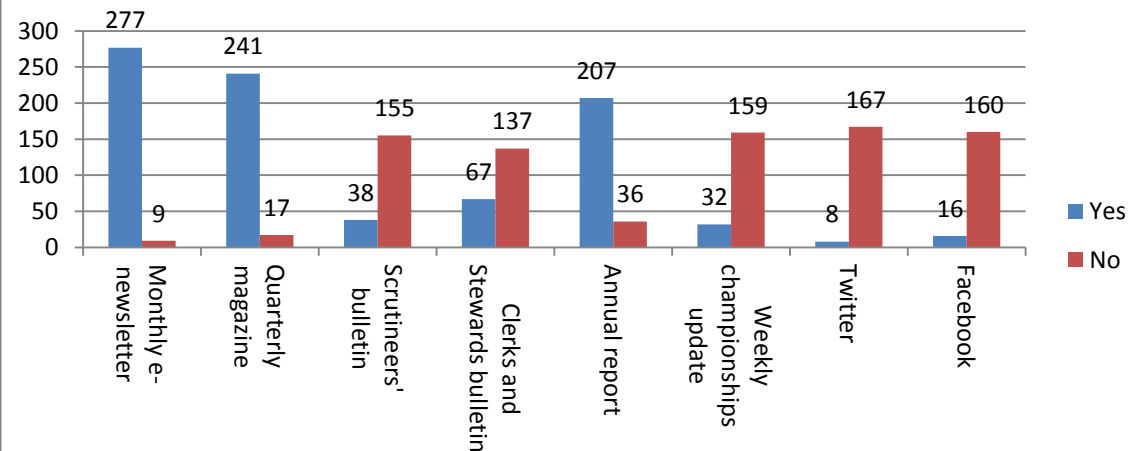
Common themes:

- To keep in touch with the grassroots, understand the challenges, be more flexible to the needs of the clubmen and small clubs and find ways of accommodating new trends

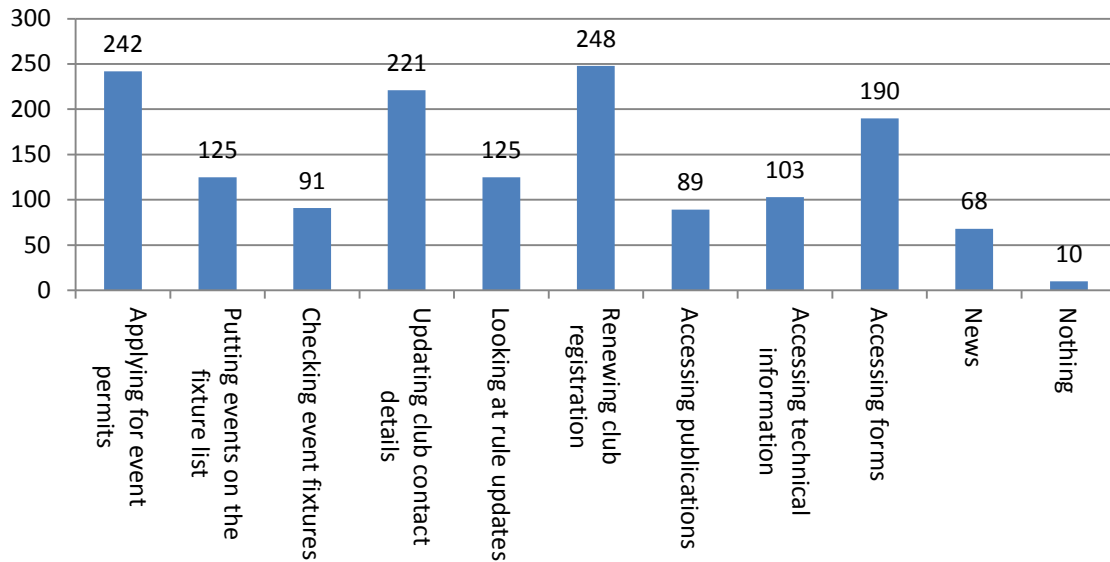
Total respondent clubs = **297**

- 52% of clubs rate the MSA's communications as satisfactory
- 38% of respondent clubs rate the MSA's communications as good or excellent
- 69% of 300 respondent clubs stated that they would like MSA committee meeting minutes publically circulated

MSA Communication Channels with Respondent Clubs



Respondent Clubs' MSA Website Use



Total number of respondent clubs = 301

- 62% of respondent clubs have not been involved in Go Motorsport activity
- Of the 115 respondent clubs that have been involved in Go Motorsport activity, 70% found involvement beneficial

Common themes:

- It is clear that many clubs do not understand what Go Motorsport is or how they can use the resources to their benefit
- Lack of manpower and time in the clubs to take part in or the opportunities that Go Motorsport provides

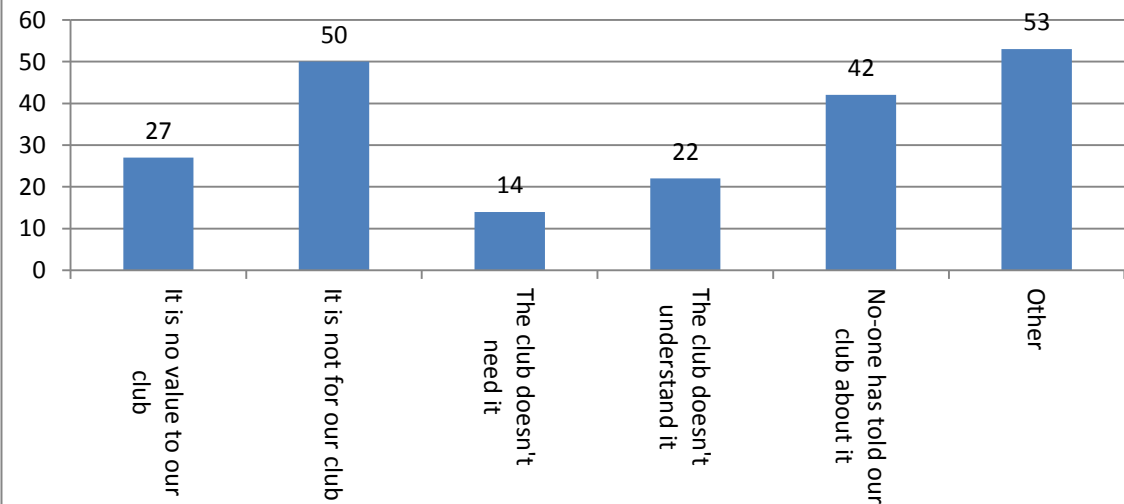
Total number of respondent clubs = 292

- 85% of respondent clubs use the MSA website for renewing their club registration
- 47% of respondent clubs rated the MSA website as satisfactory and 20% of respondents rated it either poor or very poor

Common themes:

- Not user friendly, navigation is not easy and items are not in logical places
- It needs a search facility that works
- The re-design should account for the needs of the users (clubs and competitors)

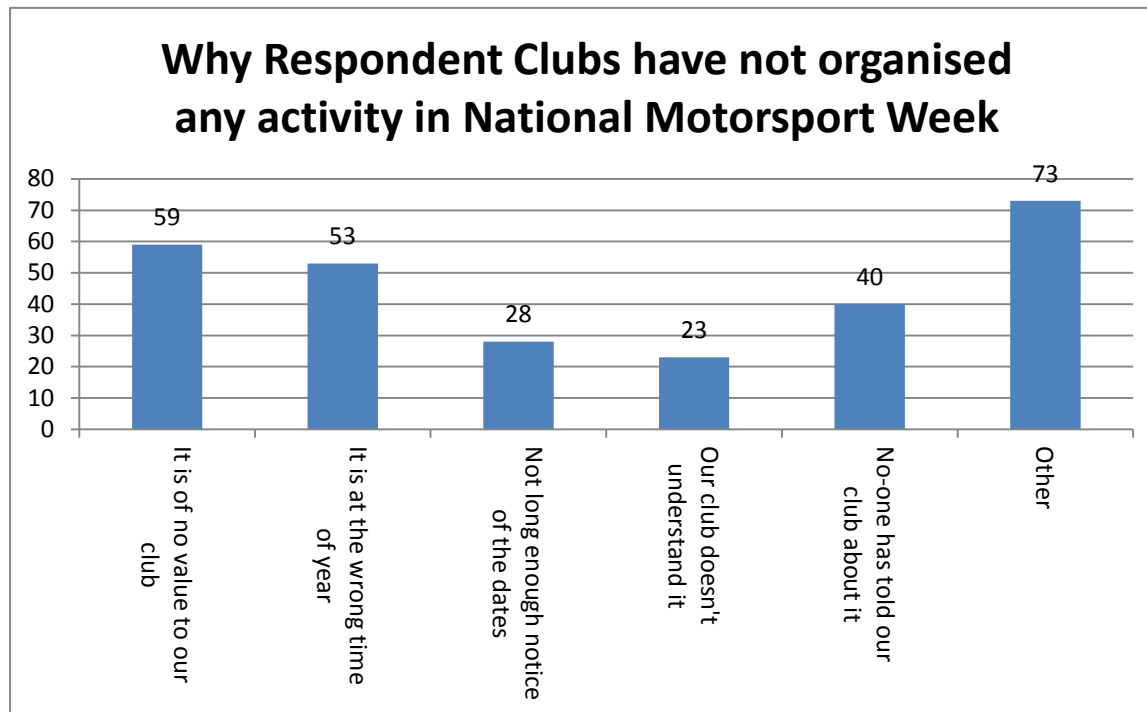
Reasons Why Respondent Clubs Haven't Got Involved in Go Motorsport Activity



- Go Motorsport has not been sold well to the clubs, they do not understand the purpose
- Feelings that Go Motorsport is too focussed on circuit based disciplines
- 41% of 298 respondent clubs have made contact with their RDO
- 103 of 248 have not made contact with their RDO because they are unsure of what they do and 69 respondent clubs haven't made contact as they don't know who their RDO is

Common themes:

- The RDOs have too bigger areas and are very stretched time-wise
- Most of the feedback regarding the RDOs is very positive, in that they are encouraging, understand club motor sport, come up with interesting ideas and that they are very enthusiastic



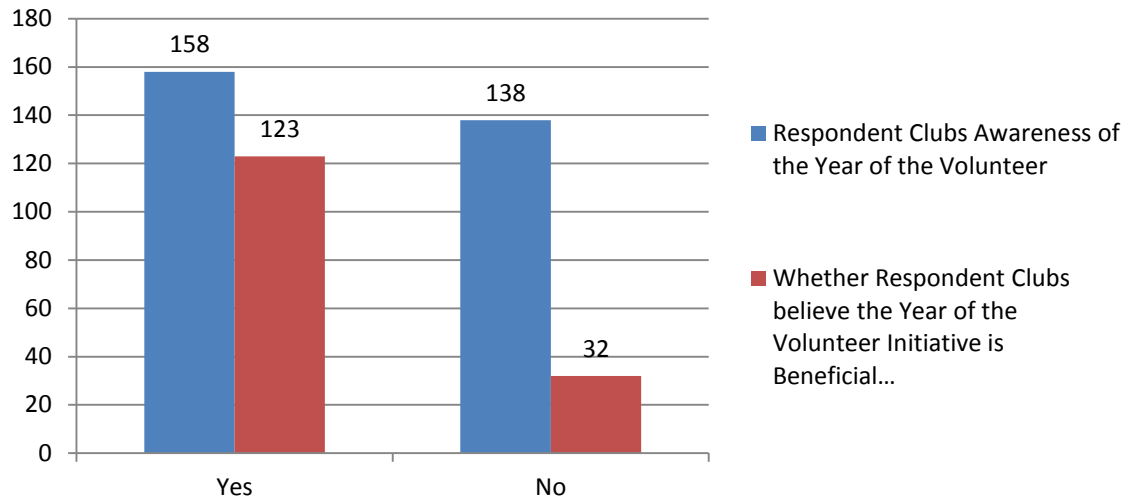
Total respondent clubs = **297**

- 15% of respondent clubs ran activity in NMW
- 54% of respondent clubs that ran activities in the week found the activity beneficial

Common themes

- Limited time in already busy calendars to put on activity during the week
- Too few willing volunteers to help put on an event
- Dates aren't given long enough in advance
- Finding venues is difficult
- A week is an awkward length of time to put on an event, can it be made a month?
 - As it is tied to the BGP and Goodwood, potential new recruits are more than likely watching these on TV rather than going out
 - Needs better promotion – too focused on high level events

Respondent Clubs Views on the Year of the Volunteer Initiative



Total respondent clubs = 296

- 53% of respondent clubs are aware of the initiative and 79% of respondents that are aware of it believe that it is beneficial
- Only 19% of respondent clubs have submitted an entry into the MSA’s Club or Volunteer of the Year awards

Common themes:

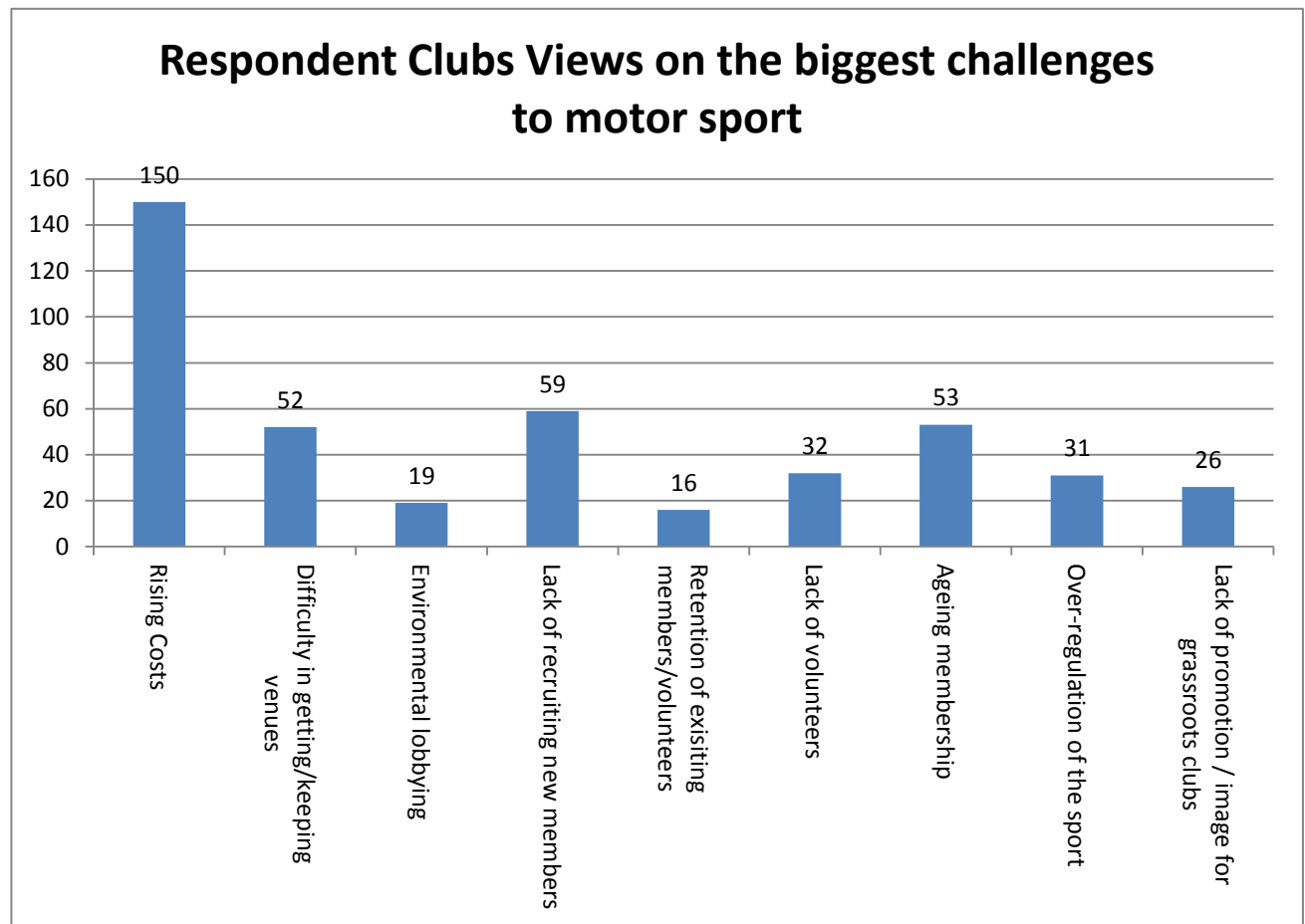
- A belief that it is a worthwhile initiative to inform the wider community and making volunteers feel valued has to be of benefit to motor sport

Total respondent clubs = **261**

- 57% of the respondent clubs listed rising costs as the biggest challenge to motor sport
- Lack of recruitment / new members coming into the sport was the second most popular listed concern with 23% of respondent clubs listing this
- Ageing membership of both competitors and volunteers is considered the biggest challenge to the sport by 20% of respondent clubs

Common themes:

- Environmental lobbying was listed as a concern by respondent clubs and specifically the amount of red tape put in place both by the MSA and other bodies like local authorities and the forestry commission
- The public perception of motor sport came up a fair amount, negative connotations or bad PR on an event have led to this being a big challenge for clubs
- Time and a vast array of other leisure time pursuits has had an effect on club membership
- Over-regulation especially in the case of grassroots events has caused many costs to escalate and in many instances has put further barriers in front of potential new competitors, 12% of respondent clubs listed this as the biggest challenges
- The lack of promotion / image for grassroots clubs to the public to raise their awareness and interest in the sport is seen as a major challenge to the sport
- Decreasing event entries due to many of the above reasons are a concern to a number of respondent clubs too



Any other comments from respondent clubs (direct quotes)

- “It would be helpful is the MSA had available databases of contact information. For e.g. contacts within local/road authorities for use when you need to advise/liaise with such an authority in the permit process”
- “Training – we are desperate for marshals but lack incentive for training. Have tried to get a live stage training event but always stalled by MSA as no permit available”
- “Please review Certificates of Exemption. It is not relevant to social events where insurance is not required and is crippling burden on large, socially active clubs.”
“More clarity on Certificates of Exemption, especially where smaller numbers are involved.”
“Prioritise grassroots motor sport-particularly Certificate of Exemption events. Too much unclear and unnecessary regulation has meant these events haven’t taken off like they should have done.”
- “The MSA needs a far more friendly face. It has the too often deserved reputation amongst club competitors as being elitist and not being interested in the lower end of the sport... A simple who’s who type of contact list would be a great help, with details of their responsibilities..”