

VISION

2030





# POWERING THE FUTURE OF MOTORSPORT, **TOGETHER**

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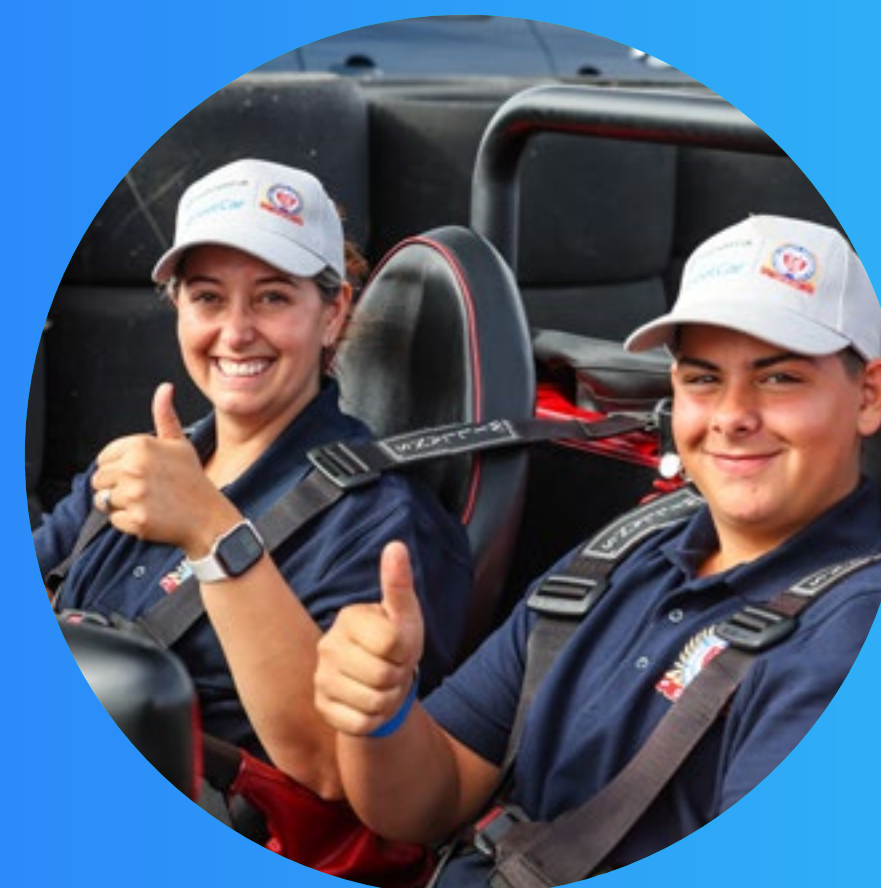
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# INTRODUCTION TO VISION 2030





“MOTORSPORT UK  
EXISTS TO ENSURE  
THE SPORT WE  
LOVE IS SAFE, FAIR  
AND FUN FOR ALL”



## INTRODUCTION TO VISION 2030

For more than a century, motorsport has been part of Britain's national story, a source of innovation, inspiration and pride. From the world's first competitive motoring events 120 years ago to the global stage of Formula 1, the UK has been at the heart of it all.

As one of the founding members of the FIA and the National Governing Body for four-wheeled motorsport, Motorsport UK exists to ensure the sport we love is safe, fair and fun for all. We are authorised by the UK Government to issue competition permits, entrusted to uphold the integrity of competition, nurture participation and further the interests of our community at every level.

Today, we represent a community of well over 100,000 including 11,000 volunteers and officials across 600 clubs – all powered by passion. Together, we deliver more than 3,500 permitted events each year, from grassroots competitions to FIA World Championship events such as the British Grand Prix.

Motorsport has changed dramatically over the decades and so have we. Motorsport UK is a modern, efficient, membership organisation, dedicated to shaping the future of the sport through innovation, inclusion and sustainability. We are proud of our history, but we are even more excited about what lies ahead.

Vision 2030 sets out how we will build on that legacy, by working with our community to get more people enjoying motorsport, more often. It is a plan to protect the spirit of the sport while opening the door to new generations of participants, volunteers and fans.

Together, we are powering the future of motorsport.

***Hugh Chambers,  
Chief Executive Officer,  
Motorsport UK***



# 2018 - 2025

Since 2018 there has been a significant transformation of the governing body. This was urgently needed in response to an increasing array of headwinds:

01

**The changing role of the car in society:** more focus on utility than fun

02

**Shifting attitudes to leisure and free time:** less time available for long format sports

03

**Ageing volunteer community:** low recruitment of new, diverse, younger members

04

**Impacts of environmental sustainability:** media focus on the car as a negative contributor

Under new Chair David Richards CBE, Motorsport UK responded energetically to these headwinds - modernising the organisation, strengthening governance, and reinforcing a resilient, passionate community. Through a new brand identity, innovative digital systems, a relocation to Bicester and renewed sense of purpose, we've laid strong foundations for safe, fair and fun motorsport.

Motorsport UK is leading the world in its response to environmental sustainability, we've evolved how motorsport is run, improved safety and safeguarding, expanded opportunities to take part, and championed inclusion with ground-breaking diversity programmes. These foundations have reshaped how we operate today as a progressive governing body and member-focused organisation supporting competitors, volunteers, clubs, venues and the wider ecosystem every day.

Together, we've built a strong platform. Now we must use it to drive sustainable growth, turning passion into participation to power the future of motorsport, together.







## STRENGTHENED THE SPORT

**64,000 licenced competitors, +32,000 since 2018**, driven by removing barriers and welcoming new communities

**11,000 trained and accredited volunteers and officials**, supported by **25,000+ online training modules** – keeping events safe, fair and fun

**One joined-up digital experience** with Sport:80 – profiles, licences and permits finally in one place saving time for everyone

**Race with Respect** campaign setting a new standard for behaviour, wellbeing and enjoyment across the sport

**World-class safeguarding** embedded at every level – protecting people, trust and the future of motorsport



## OPENED DOORS TO PARTICIPATION

**Free digital RS Clubman and Indoor Kart licences introduced**, removing cost and complexity at the first step

**StreetCar launched**, bringing **1,800+ new grassroots participants** into **75 clubs** nationwide

**Motorsport UK Esports** opened a new pathway, now with **3,000+ members**

**Fully electric Bambino Karts** and the electric vehicle **FIA EcoRally Cup** introduced to the UK, modernising entry-level motorsport

**Girls Karting Academy** launched, introducing **8-12 year old girls** to their first motorsport experience and a clear development pathway



## DROVE INNOVATION & INCLUSION

Achieved the **highest level of FIA Environmental Accreditation**, and became the **first governing body to launch a Motorsport Emissions Calculator**

**Sustainable fuel adoption** across major championships and events including **BTCC, F4 and Goodwood**

**Girls on Track UK**, inspiring **10,700 young women** into motorsport and STEM careers

**Race for Diversity** (backed by Sir Lewis Hamilton's foundation Mission 44) and the **Inclusion Hub** launched to create genuine access for underrepresented groups



## LED ON THE WORLD STAGE

Recognised as meeting the **gold standard of UK sports governance** for transparency, accountability and integrity – among the most advanced in the world

Secured a **10-year partnership with Silverstone**, underpinning sporting excellence at the **British Grand Prix**, the biggest attended race of the 2025 F1 season with 500,000+ spectators

**Modernised the National Competition Rules** setting the benchmark for safe and fair sport, now fully digital and always up to date

**Global influencer** with 27 UK representatives on FIA committees

**Elevated British Formula 4 and British Kart Championships** as global leaders, the pathways of choice for future talent

SINCE 2018  
THERE  
HAS BEEN  
SIGNIFICANT  
PROGRESS





## A COMMUNITY POWERED BY PEOPLE

Representing a community of over  
**100,000** across the UK

**64,000**  
competition licence holders

**11,000**  
volunteers and officials

**600+**  
affiliated clubs

**14** Regional Associations

Supported by more than **350**  
Committee, Council and Board  
members



## A NATIONWIDE SPORT

**14** motorsport disciplines,  
from grassroots to grandstand

**1,000+**  
motorsport venues

**3,500+** permitted events  
delivered every year

**122,000** competition  
starts spanning the  
United Kingdom



## A GLOBAL LEADER

**£16bn**  
UK motorsport industry

**50,000+**  
skilled jobs supported

**9 of 11**  
Formula 1 teams based  
in the UK

**11** Formula 1  
World Champions -  
more than triple any  
other nation



## A NATION OF FANS

A record breaking  
**500,000**  
fans attended the 2025  
British Grand Prix at Silverstone

Almost **40%**  
of UK adults now identify as  
motorsport fans

A passion for motorsport passed  
down through generations since  
the **1900s**

Over **500,000**  
volunteer hours generously  
given every year

# BRITISH MOTORSPORT TODAY

**British motorsport is a global force - rich in heritage,  
driven by innovation and powered by people.**

Built on more than 120 years of competitive motoring  
in the UK, Motorsport UK is the national governing  
body and membership organisation for four-wheeled  
motorsport. Our 70 dedicated staff are based at  
Bicester Motion – where heritage and innovation  
meet at the heart of motorsport valley.



# 14 DISCIPLINES

## 01. Circuit Racing

– racing against other drivers on a closed circuit

**02. Karting** – racing in small, nimble karts on dedicated kart circuits

**03. Esports** – virtual motorsport using racing simulators

**04. Rallycross** – short, high-intensity races on mixed-surface circuits with multiple cars

**05. Autocross** – racing solo off-road around a marked course, usually on grass or dirt

**06. Hillclimb** – driving solo up a steep winding hill as fast as possible

**07. Sprint** – racing alone against the clock on a tarmac course

**08. Drag** – two vehicles racing side-by-side in a straight-line sprint to the finish

**09. Drift** – intentionally sliding a car through corners at speed

**10. Stage Rally** – timed racing across closed roads, or off-road stages, one car at a time

**11. Road Rally** – navigating public roads using maps and timing for accuracy

**12. Cross Country** – driving 4x4 vehicles across challenging, natural terrain

**13. Autotest** – manoeuvring a car around a tight obstacle course to test precision and skill

**14. Trials** – driving over steep or rough ground without stopping or hitting markers







THE  
**OPPORTUNITY**

02



“THAT GAP  
BETWEEN  
PASSION AND  
PARTICIPATION IS  
OUR GREATEST  
OPPORTUNITY”

In motorsport the UK is a world leader: nine of the 11 Formula 1 teams are based here, we’ve produced more world champions than any other nation, and our £16bn industry supports more than 50,000 skilled jobs. British innovation continues to shape STEM, sustainability, safety and technology far beyond the track. The UK has every reason to see a confident future for the industry. However, there is more to do.

With more than 64,000 competition licence holders, we are a world leading governing body, powered by a passionate and diverse community. And yet, the opportunity ahead is bigger than ever. Motorsport’s visibility is at an all-time high, boosted by the Netflix show *Drive to Survive*, record British Grand Prix crowds and a huge rise in public interest. Almost 40% of UK adults now identify as motorsport ‘fans’, but most don’t know how to get involved.

That gap between passion and participation is our greatest opportunity. At the same time, we must ensure that current participants stay active in the sport. People’s expectations have changed: time and money are tight, leisure choices are broader, and environmental awareness shapes how people live and travel. Younger audiences expect flexibility, simplicity and experiences that fit their lives. We need innovative products and pathways that make joining in easier and more accessible for everyone.



Right now, membership is stable but not growing and high awareness of the sport isn’t translating into involvement. The next chapter is therefore critical. To thrive, motorsport must be relevant, responsible and rewarding - championing enjoyment for existing participants, inspiring new audiences and re-engaging those who’ve stepped away.

*VISION 2030 IS OUR  
ROADMAP TO MAKE  
THIS HAPPEN.*





MOTORSPORT UK  
**STRATEGY**





OUR GOAL

**GET MORE  
PEOPLE  
ENJOYING  
MOTORSPORT,  
MORE OFTEN**





# THIS IS OUR NORTH STAR

GET MORE PEOPLE  
**ENJOYING MOTORSPORT,  
MORE OFTEN.**

Everything we do over the next five years, every programme, every partnership, every event will be guided by this simple but powerful goal.

Because powering the future of motorsport starts with helping more people experience the joy of being part of it, whether that's behind the wheel, behind the barriers or cheering trackside. We must simplify the complex, welcome everyone and turbocharge the fun.





# DELIVERY

TO GROW PARTICIPATION WE HAVE A SIMPLE FRAMEWORK WITH THREE OBJECTIVES:

ACTION	 <b>RETAIN</b> Current Members	 <b>RENEW</b> Lapsed Members	 <b>RECRUIT</b> New Members
OUR MISSION	Enhance experiences so current members take part more often	Reignite passion among those who've stepped away	Make it easier for new people to discover and join
OUTCOME	Current members are engaged, supported and enjoy their sport, encouraging them to <i>participate more often</i>	Bring people back with better experiences, communication and modern formats to <i>encourage participation</i>	Break down barriers to entry and open more pathways into active <i>and sustained participation</i>







## THE MOTORSPORT **ECOSYSTEM**

Our Retain, Renew, Recruit framework impacts the entire motorsport ecosystem; from the people who take part, to those who make it happen, and the places and equipment that bring it to life.

Each of these areas needs time, investment and innovation, because when one grows, the whole ecosystem strengthens with it.



### **COMPETITOR PARTICIPATION**

More fun,  
less friction



### **VOLUNTEERS & OFFICIALS**

Valued, trained,  
inspired



### **CLUBS & COMMUNITY**

Modern, connected,  
celebrated



### **VENUES & EVENTS**

Accessible, sustainable,  
exciting



### **VEHICLES & EQUIPMENT**

Inclusive, innovative,  
future ready



# VISION 2030

Together, these elements form a clear, connected vision for how we will get more people enjoying motorsport, more often.



## OUR PURPOSE

**WE EXIST TO POWER THE FUTURE OF MOTORSPORT,  
SAFE, FAIR AND FUN FOR EVERYONE**



## OUR GOAL

**GET MORE PEOPLE ENJOYING  
MOTORSPORT, MORE OFTEN**



## OUR DELIVERY FRAMEWORK

### RETAIN

Enhance experiences so current members take part more often

### RENEW

Reignite passion among those who've stepped away

### RECRUIT

Make it easier for new people to discover and join



## ACROSS THE MOTORSPORT ECOSYSTEM

### COMPETITOR PARTICIPATION

More fun,  
less friction

### VOLUNTEERS & OFFICIALS

Valued, trained,  
inspired

### CLUBS & COMMUNITY

Modern, connected,  
celebrated

### VENUES & EVENTS

Accessible, sustainable,  
exciting

### VEHICLES & EQUIPMENT

Inclusive, innovative,  
future ready



A background image of a racing car on a track at sunset, with long-exposure light trails. Overlaid on the right side are several large, curved, overlapping bands in shades of red, orange, and purple.

## MAKING IT **HAPPEN**

Now we turn strategy into action. Across the five areas of the motorsport ecosystem, we'll focus on the challenges we must solve and the practical steps we'll take to retain, renew and recruit participation.





# COMPETITORS



## MORE FUN. LESS FRICTION.

Competitors are the lifeblood of motorsport. Growing their numbers, confidence and enjoyment is central to our future.

Motorsport isn't just for the few, it's for everyone who feels the spark. Whether you're trying an autoSOLO for the first time, joining a club rally, or competing on the international stage, participation drives our sport.

### Why it matters:

Participation is how passion becomes progress. Yet cost and time pressures, environmental expectations and changing lifestyles all shape how people engage. The appetite is there – the thrill, the connection, the community. Our job is to make entry easier, journeys smoother and experiences more rewarding.



## WHAT WE'LL DO:

### Lower the barriers to entry.

Simplify membership and licensing, improve starter pathways and highlight entry level disciplines like karting, autoSOLO and navigational rallies.

### Support progression.

Create clear, inclusive pathways for all ages and backgrounds.

### Champion variety.

From stage rallies to rallycross, sprints to trials, we'll celebrate and grow every form of four-wheeled motorsport.

### Make it inclusive.

Remove barriers and ensure everyone feels they belong.

### Embrace innovation.

Enhance the member experience through modern digital systems, easy sign-ups and smarter communication.



## OUR STRATEGY:

**Retain** current competitors by making participation simpler and more rewarding.

**Renew** lapsed engagement by removing barriers to re-entry and showcasing the fun, flexibility and value of the sport.

**Recruit** new competitors through clear pathways, inspiring stories and beginner friendly formats.

## HOW WE'LL MEASURE SUCCESS

Growth in new and returning competitor licences.

Improved retention and positive member sentiment.

Participation that better reflects the diversity of the UK today.



# VOLUNTEERS & OFFICIALS



## VALUED, TRAINED, INSPIRED.

Motorsport doesn't run on fuel alone, it runs on dedication. Our volunteers and officials are the ones who keep the sport safe, fair and fun. From marshals to scrutineers, to clerks, stewards, medics and timekeepers – often unseen, always essential.

### Why it matters:

Volunteers are the backbone of motorsport. But time is precious, and attracting new people into these roles is getting harder. To protect the sport's future, we must nurture and celebrate this community.



## WHAT WE'LL DO:

### Make volunteering rewarding.

Recognise and celebrate contributions more visibly, so volunteers feel valued and proud.

### Simplify entry.

Modernise recruitment and onboarding with clear guidance, flexible training and digital tools.

### Develop and upskill.

Provide high-quality, accessible training and upskilling opportunities, both in-person and online to modernise training and progression for all.

### Champion diversity.

Encourage wider representation across all roles.

### Support clubs.

Equip clubs with the tools and frameworks they need to recruit, train and retain their own volunteer teams.



## OUR STRATEGY:

**Retain** experienced volunteers by showing appreciation and investing in their development.

**Renew** interest among former volunteers by creating flexible, rewarding ways to return.

**Recruit** new people into roles through targeted outreach, simplified onboarding and real-life stories.

## HOW WE'LL MEASURE SUCCESS

Increased number and diversity of active volunteers.

Higher satisfaction and retention rates.

More visible recognition of volunteer achievements across channels and events.



# CLUBS & COMMUNITY



## MODERN, CONNECTED, CELEBRATED.

Clubs are the beating heart of motorsport, where passion becomes participation. Across the UK, over 600 clubs and 14 Regional Associations bring motorsport to life, running more than 3,500 permitted events every year.

### Why it matters:

Clubs keep motorsport alive. But many face challenges; recruiting volunteers, new technologies, rising costs, changing member expectations. To grow, we must help clubs not just survive but thrive.



## WHAT WE'LL DO:

### Enhance club support.

Offer clear, consistent guidance, and toolkits.

### Digital solutions.

Reduce admin and empower local leadership.

### Respect individuality.

Each club has its own character. We'll support that through tailored help, not one-size-fits-all approaches.

### Invest in development.

Provide programmes for succession planning, governance, marketing and sustainability.

### Encourage collaboration.

Connect clubs through shared events, best-practice networks and Regional Associations.

### Simplify permitting.

Streamline processes and improve communication to make running events easier and faster.



## OUR STRATEGY:

**Retain** strong clubs by supporting sustainable operations and vibrant cultures.

**Renew** inactive or struggling clubs through grants, mentoring and collaborative events.

**Recruit** new members through club toolkits, partnerships and digital outreach.

## HOW WE'LL MEASURE SUCCESS

Stronger club sentiment and membership growth.

Increased collaboration across clubs and regions.

Simpler, more efficient event permitting.



# VENUES & EVENTS

## ACCESSIBLE, SUSTAINABLE, EXCITING.

The thrill of motorsport depends on where, and how, it happens. From circuits and hillclimbs, to forests and airfields, our venues are the stage for every story. To protect and grow the sport, we must safeguard, modernise and expand these spaces.

### Why it matters:

Venues face new pressures, from planning and environmental constraints to local expectations. At the same time, we need fresh, flexible spaces to keep motorsport dynamic and accessible.



## WHAT WE'LL DO:

### Champion World-Class events.

Maintain and grow partnerships for halo events like the British Grand Prix, FIA Formula E, British Formula 4 and British Rally Championship.

### Protect existing venues.

Work with owners and operators to strengthen long-term resilience and access.

### Unlock new spaces.

Explore flexible venues, airfields, military land, urban sites – for grassroots expansion.

### Elevate experience.

Support organisers to improve planning, safety and participant satisfaction.

### Encourage innovation.

Back new competition formats and innovative technologies such as track limits, race management and AI safety car cameras and drone technology to heighten safety, fairness and fun.

### Advocate nationally.

Represent motorsport in planning policy and environmental discussions to secure its future.



## OUR STRATEGY:

**Retain** access to existing venues by working closely with owners.

**Renew** underused or declining events through innovation, promotion and member feedback.

**Recruit** new spaces through advocacy, partnerships and venue flexibility models.

## HOW WE'LL MEASURE SUCCESS

Broader venue access across disciplines.

Growth in event entries and participation.

Increased innovation in event delivery and competition formats.



# VEHICLES & EQUIPMENT

## INCLUSIVE, INNOVATIVE, FUTURE READY.

Vehicles and equipment shape the experience of motorsport. Whether it's an everyday road car or one powered by cutting edge sustainable tech, we must balance accessibility, innovation and safety at every level.

### Why it matters:

Technology is evolving fast. Costs are rising, and complexity can create barriers to entry. We need to keep motorsport open and progressive – maintaining safety and fairness whilst embracing innovation.



## WHAT WE'LL DO:

### Promote accessibility.

Support affordable, adaptable vehicles for all competition levels.

### Simplify regulations.

Modernise and clarify technical rules to make them easier to understand and apply.

### Educate and support.

Provide clear, accessible guidance for competitors, scrutineers and clubs.

### Uphold integrity.

Maintain rigorous scrutineering and continuous training to keep standards high.

### Champion sustainable technology.

Lead in alternative fuels, electric and hybrid formats, and low-emission innovation.

### Encourage collaboration.

Work with manufacturers, developers and clubs to trial and scale new technologies.



## OUR STRATEGY:

**Retain** existing competitors by keeping equipment requirements accessible and affordable.

**Renew** interest by enabling innovation, classic vehicle participation and sustainable tech options.

**Recruit** new participants by championing low cost formats and demystifying regulations.

## HOW WE'LL MEASURE SUCCESS

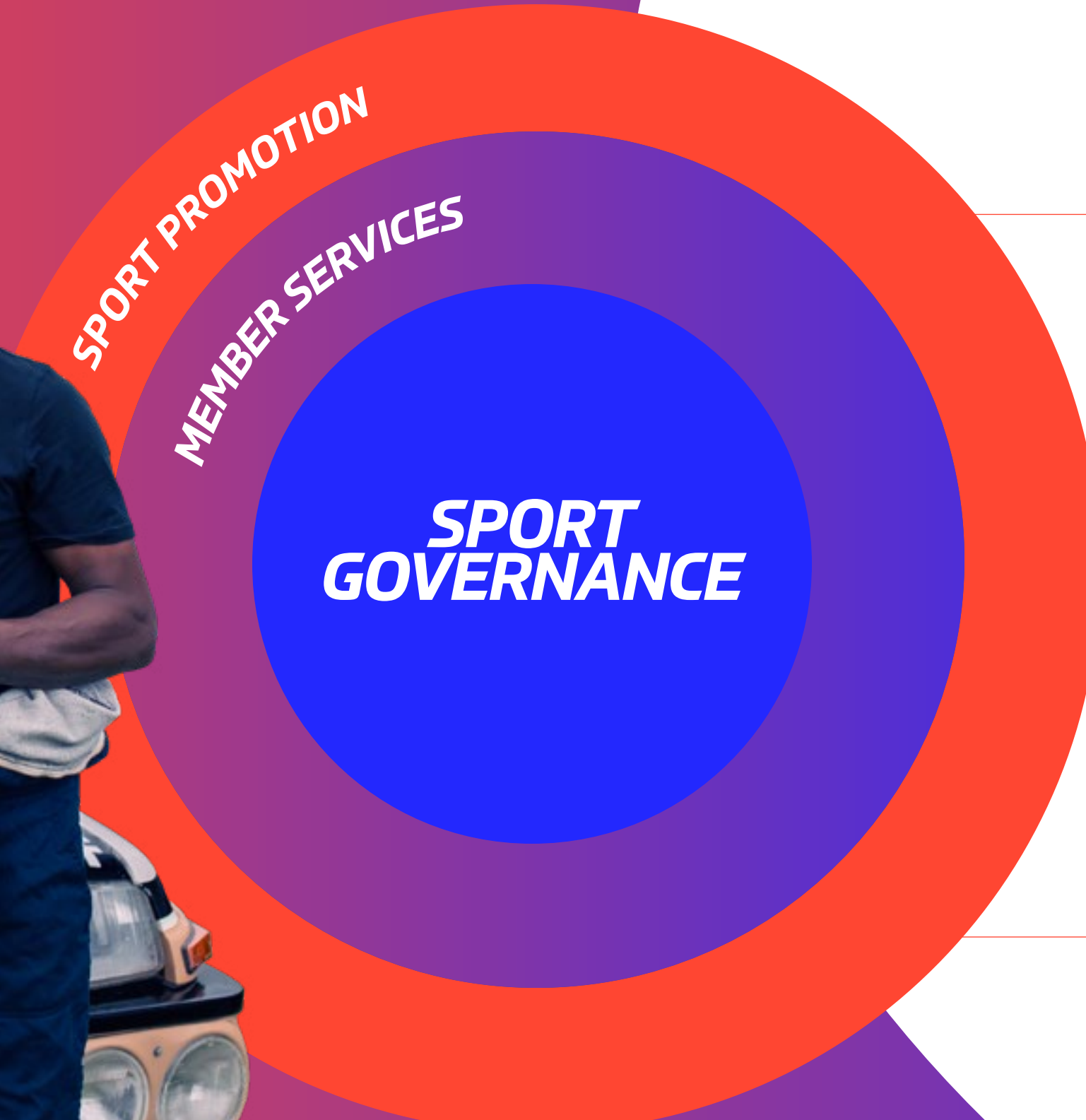
Improved clarity and consistency in technical guidance.

Growth in sustainable tech use across disciplines.

Positive feedback from competitors, officials and manufacturers.



THE ORGANISATION TO DELIVER  
**VISION 2030**



**SPORT  
GOVERNANCE**

We exist to make motorsport safe, fair and fun for everyone. This is our core purpose and what we strive to deliver day in, day out.

We set the rules and safety standards, then regulate them.

We support our members with insurance, safeguarding, welfare and legal support should they need it.

We drive the sport to be greener and more inclusive.

**MEMBER  
SERVICES**

We support over 64,000 competitors, 11,000 volunteers & officials, 600+ clubs across 3,500 permitted events every year.

We deliver training, grants and resources to help clubs and volunteers thrive.

We provide members with technical guidance and advice to get the most from their sport.

We nurture talent through competitor development.

**SPORT  
PROMOTION**

From the British Grand Prix to the British Karting Championship, we deliver, support and promote some of the biggest motorsport events in the country from grassroots to grandstand.

Alongside, bringing our sport to life across communication channels to help existing members make the most of the sport, whilst tempting new ones in.

**Underpinned by Business Services including; the Executive Office, Operations, Finance, IT, Commercial, Communications and Events**



# ***TOGETHER, WE WILL POWER THE FUTURE OF MOTORSPORT AND GET MORE PEOPLE ENJOYING MOTORSPORT MORE OFTEN.***

Vision 2030 belongs to all of us – the competitors, volunteers, clubs, and partners who bring the sport to life with their passion. This is our moment to shape the next era of motorsport in the UK. Let's drive it forward, together.







## ***GET IN TOUCH***

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*We'd love to hear your thoughts on Vision 2030.  
Get in touch by email [hello@motorsportuk.org](mailto:hello@motorsportuk.org),  
phone 01753 765000, or visit our website  
[www.motorsportuk.org](http://www.motorsportuk.org) to explore the sport and  
find ways to enjoy motorsport more often.*

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