The past twelve months have been perhaps the busiest and most productive of any I have witnessed at the Motor Sports Association. So much has happened that we can look back with great satisfaction at what has been achieved this year.

It has also been a challenging year economically for all of us but, while it is still too early to call the end of the downturn or its impact, there has still been some good news and encouraging signs from unexpected quarters.

Interest in motor sport continues to grow and although much of that may be fuelled by the success of Lewis and Jenson in Formula 1, we must recognise that the associated media attention has positive spin-offs for the rest of the sport. Let's Go Karting venues are reporting great interest and we are seeing an increase in people taking ARKS tests; these young people are being inspired to get involved with our sport as a result of what they are seeing on television and in the press.

Consequently, the importance of maintaining major international events in the UK has never been greater. That is why, when IMS and the Welsh Assembly were involved in a contractual dispute, the MSA took the decision to underwrite the costs of running the 2009 Rally of Great Britain. At the time of writing, it is still unclear whether an agreement can be reached, but the MSA will be able to step in, if required, largely as a result of the financial prudence that we have exercised in recent years.

Silverstone can rarely have looked better than it did earlier this summer when we enjoyed an excellent British Grand Prix on an unfamiliar June date. Where the event is held next year is up to others to decide, but the MSA will continue to play an active role in ensuring that a British Grand Prix is retained in 2010 and beyond.

At the start of 2009 we forecast a small drop in licence applications and event entries, particularly at the grassroots level and this has proved fairly accurate with falls of between 5% and 10% being seen so far. However, some disciplines are bucking the trend; autotest and rallycross are growing, while the popularity of historic motor sport continues to increase.

Never has it been more important to have a clear strategy for the development of the sport and you will read in this publication about the MSA's new Whole Sport Development Plan. It is a hugely significant milestone for the governing body; it brings us into line with other sports and will be instrumental in assisting our efforts to grow the sport, invest in its infrastructure and identify promising talent.

Part of that strategy continues to be the Go Motorsport project which is playing a major role in attracting new people to the sport. The recent recruitment of eight Regional Development Officers allows the motor sport message to be taken directly to people in their locality. We are confident that the RDOs will build strong relationships with the clubs and associations in their area so that the sport can be a little more co-ordinated in the way it attracts new members.

Likewise, the MSA Academy concept that has been put together by MSA Performance Director Robert Reid finally completes the structure that began with the Rally Elite programme four years ago. The MSA Academy provides a clear pathway for competitors from the age of 8 years old right through to world championship level, providing training and development while also ensuring that their educational needs are met. It's an ambitious project that has been incredibly well received and you will find more about it within these pages.

The third element of the Whole Sport Plan is the investment we make in the infrastructure of the sport, whether in people or facilities, and despite the current economic situation we must continue to push forward in this area. The MSA enjoys a worldwide reputation for excellence particularly in terms of training and has recently been awarded substantial funding to run a series of international safety seminars in partnership with the FIA Institute. We have come a long way in twelve months and it is impossible to do justice to any of it in just a few words. We have also made significant progress in other areas such as licensing, public affairs and the increasingly important issue of the environment.

I hope that this publication will provide a fuller picture of the breadth of activity with which the MSA is involved. Perhaps it will also give a greater understanding and appreciation of the significant successes that we are enjoying, although we recognise that we still have a long way to go.

As ever, the MSA could not begin to achieve any of this without the dedication of its staff and the commitment of the thousands of volunteers and officials involved in the sport. I would like to take this opportunity to thank them all for their efforts, without which none of the successes in this publication would be possible.

Colin N Hilton
Chief Executive
Motor Sports Association
Looking back, it has been another great twelve months for British motor sport – both domestically and around the world – starting with that most extraordinary final lap in Brazil, which gave us Britain’s ninth F1 World Champion, Lewis Hamilton.

Lewis’ achievements, followed by Jenson’s fabulous season, underline the fundamental importance of having success on the international stage; it creates heroes, role models and aspirations for others to follow. It’s no coincidence that we have seen a huge surge in karting interest over the last 18 months.

So, clearly, we can see that the top end of the sport helps to fuel the bottom – and, likewise, the strong grass-roots element of our sport provides a bigger gene pool from which will come our future stars.

And that’s precisely the reason why the MSA continues to invest heavily at all levels of our sport...for its long-term growth and success.

Of course the main subject for discussion this year has been the challenging economic situation and we have seen that motor sport, in fact we understand it’s the first of its type in the world of motor sport. The PR and media coverage alone has reached millions of people to date and we have solid plans for developing go Motorsport in the future.

Similarly, the MSA’s Let’s go Karting initiative is having a major impact at grass roots levels with thousands of young children having their first taste of karting at 20 venues across the country, for just a ‘fiver’...and that is a really great message to be sending out about the accessibility of our sport.

Never before has the MSA undertaken so much work in the implementation of strategic and whole sport marketing programmes. In my opinion, it is exactly what a pro-active governing body should be doing and positions the MSA rightly at the heart of our sport.

Amid the new projects, however, we will never lose sight of the administrative and regulatory role that we provide to the sport and the MSA continues to make great strides year on year in this respect.

Under the leadership of Colin Hilton and Andrew Cox, the Executive and their staff within the MSA and IMS respectively continue to ensure that the companies are effectively and efficiently run. On behalf of the Board, my thanks go to all of them.

A year ago, I was confident that the MSA would be making further great strides in the coming year. I am delighted to admit that even I have been surprised by the rate of change and development in the past year.

Yes, these are challenging times, but I don’t doubt for a moment that British motor sport is incredibly well-equipped and very able to meet those challenges. And no-one should underestimate the commitment of the MSA to continue to lead and invest in our sport, both in the good and the tough times.

Alan J Gow
Chairman
Motor Sports Association
THE MOTOR SPORTS ASSOCIATION

THE MSA IS A NOT-FOR-PROFIT ORGANISATION MADE UP OF MORE THAN 750 MOTOR CLUBS WITH A TOTAL MEMBERSHIP IN EXCESS OF 200,000 PEOPLE

STRUCTURE

The Motor Sports Association (MSA) is recognised as the sole national motor sport governing body for Great Britain by the Fédération Internationale de l’Automobile (FIA). The MSA is a not-for-profit organisation made up of more than 750 registered motor clubs (with a total membership in excess of 200,000), organised around 15 Regional Associations across the United Kingdom. It is responsible for the governance and administration of all major forms of four-wheel motor sport in Britain.

The regulatory body of UK motor sport is known as the Motor Sports Council (MSC). It is often referred to as the ‘Parliament’ of motor sport, but more accurately described as the Sporting Commission. All members all act in a voluntary capacity and the constitution, written in 1975, dictates how the Council operates. The Council is made up of the chairman of the MSA’s individual committees that represent the interests of the various disciplines of the sport as well as delegates from the six specialist Advisory Panels – safety, technical, medical, timekeeping, judicial and volunteer officials. The Council is led by the chair who is joined by the MSA Chairman, MSA Chief Executive, the Chairman of Regional Committees and representatives of the Home Countries.

The Motor Sports Association is the executive body and decisions taken at Council are passed to the MSA for implementation. The MSA has around 30 employees and operates within the confines of budgetary control by its Board of Directors. The MSA Board consists of a maximum of 15 members. Of these, six are appointed from the Motor Sports Council (including the Chair), three are appointed by the Royal Automobile Club and three are the senior MSA executives. There are a maximum of three further positions to facilitate the appointment of external Directors.

OBJECTIVES

The primary function of the Motor Sports Association has always been to regulate and administer the sport. This has been able to do more efficiently and effectively in recent years as a result of the operational changes that have been introduced.

As a result, the MSA now has a secondary objective to lead the development of the sport in this country with substantial finances being committed to a long-term strategy.

The creation of a Whole Sport Development Plan, recognised by DCMS, Sport England and the CCPRI, illustrates a fundamental realignment of the organisation’s goals and targets. It clearly articulates a strategy for the development and growth of the sport along the lines of the established principles of grow / excel / sustain and brings motor sport in line with other major sports.

INCOME

The Motor Sports Association’s income is generated from the issuing of competition licences for participants and permits for events and championships, as well as promotional rights fees for the major MSA-British Championships.

The MSA does not receive any direct funding from government nor does it benefit from lottery grants. Unlike many other sports, the revenue generated by the sport’s flagship event (the British Grand Prix) does not filter down through the governing body to create a funding stream for grassroots participation projects.

The income generated by the MSA is used to fund all of the essential activities which the governing body is required to deliver on behalf of licence holders, event organisers, volunteer officials, spectators and the wider motor sport community. Thereafter, the level of funds remaining after the provision of these services determines the investment that can be made by the MSA in the future development of the sport.

THE INDUSTRY

The UK is the world-leader in the motor sport industry, with six of the ten Formula 1 teams being based in the UK, as well as major World Rally Championship outfits M-Sport and Prodrive.

There are approximately 6,000 companies involved in the UK motor sport industry and its support activities. The engineering sector has an annual turnover of £2.9 billion, more than half of which is exported. The creative side (PR and sponsorship) is worth an additional £1.7 billion a year. UK motor sport supports 38,500 full and part time jobs (All industry sources: MSA).

A recent economic impact assessment confirmed that a total expenditure of £50m within the UK was directly attributable to the British Grand Prix, while Wales Rally GB has brought in excess of £10m a year to the Welsh economy since 2001.
The Motor Sports Association’s primary function is the effective administration of UK motor sport. As a result of the expertise of the MSA staff and the established systems, the MSA is able to:

- Assist clubs and officials in the organisation of motor sport events
- Create a fair and level playing field for all competitors
- Ensure as far as is practicable an environment as safe as possible for all competitors, officials, marshals and spectators

It is these three over-riding principles that guide the day-to-day work of the MSA and its staff. Much of the activity, by its very nature, takes place under the radar and is rarely visible to the majority of competitors or even many of those involved in the running of the sport.

The MSA undertakes a huge running of the sport. Even many of those involved in the majority of competitors or even many of those involved in the organisation of motor sport events

The MSA is able to: Assist clubs and officials in the organisation of UK motor sport. The MSA provides a team of regional liaison officers who work with clubs, competitors, police authorities and National Parks, on every road event using the public highways to minimise disruption and to ensure adherence to the Road Traffic Act. The MSA undertook 202 Route Authorisations in 2008.

The licensing period 2008/09 saw a seismic shift in the perception of the MSA. Thanks to significant investment in IT infrastructure and additional personnel, the MSA was able to deliver a level of service way in excess of any target. 99% of licences were despatched much earlier than the advised three week turnaround time, with many licences being delivered to applicants within a few days.

Almost 12,000 race and rally marshals are registered with the MSA and the establishment of the marshals’ register in recent years has led to significant improvements in communication. The MSA has also increased the Personal Accident cover for MSA officials, providing enhanced benefits to those already in place.

The MSA has a memorandum of understanding to work together to minimise the impact of motor sport events on the environment and have this year concluded a full stage rally event – the Greeneneries Rally – to assess the potential impact of less aggressively treaded tyres.

Every year the MSA undertakes around 50 venue inspections. Race circuits are inspected at least once every two years and all other venues are inspected on a rolling schedule of once every 3-5 years. There is a total of 118 venues that hold an MSA licence.

The MSA provides full secretarial and administrative support to the Motor Sports Council, its sporting committees, sub-committees, advisory panels and other groups that represent the various disciplines of the sport. The MSA Executive co-ordinates the meetings, takes and circulates minutes and accompanying information, provides meeting facilities at Cheadle, progresses decisions of the Motor Sports Council and ensures their implementation throughout the sport.

The MSA continues to provide online tracking of applications and a fast-track process for those people not allowing sufficient time for the normal turn-around of their licence.

The MSA has concluded negotiations with Fench Enterprise through its Common Access Agreement to set acceptable charges for the use of this land to run until the end of 2010.

The Motor Sports Association’s publications, Motorsports now. The website and its quarterly publication, Motorsports now. The MSA has created a bespoke website to assist clubs with their insurance requirements and to provide further information on policy cover.

The MSA’s ‘Blue Book’ and its entire contents of the Blue Book will be substantially demanding task. The 2010 Blue Book will be substantially overhauled and renumbered to make referencing easier. The entire contents of the Blue Book are now made available on CD-ROM and the MSA website every year, making it more convenient when searching the regulations. The MSA has concluded negotiations with Fench Enterprise through its Common Access Agreement to set acceptable charges for the use of this land to run until the end of 2010.
In the last few years, the Motor Sports Association has expanded its remit beyond its traditional administrative and regulatory activity, introducing to the company’s mission statement the additional objective of promoting the development of the sport. It is a role that sits comfortably with the governing body, it should occupy a central position at the heart of the sport, not only regulating British motor sport but also investing in its future and ensuring that it continues to grow and prosper.

In recent years the MSA has invested substantial levels of funding into a number of projects within the sport and this grew to just over £1m in 2007. That the MSA is in a position to be able to make this level of investment is testament to the sound financial management exercised in recent years and reflects a growing confidence that the MSA is now in a better position to weather whatever storm may potentially appear on the horizon in the future.

As described elsewhere, however, the MSA’s revenue is largely drawn from within the sport, so the governing body is always mindful of ensuring that it continues to grow and prosper.

The significance of the Whole Sport Plan is really two-fold.

Internally, within the sport, it has brought all MSA activity together under one clearly understood framework. This ensures that everything is being implemented correctly and achieving better results. The element of accountability makes clear areas of responsibility and makes sure that everyone is working effectively together.

Externally, the Whole Sport Plan brings motor sport into line with many other major sports.

The MSA has recognised that motor sport is no different to many other sports and that if progress and recognition is to be sought within Westminster and elsewhere, a change in approach is needed.

The Whole Sport Plan is the first indication that motor sport is moving up to become a serious player within the UK sporting scene.

The following three pages provide more detail on each of the three elements of the MSA’s Whole Sport Plan.

GROW SETS OUT TO GET MORE PEOPLE INVOLVED IN THE SPORT AT WHATEVER LEVEL.

EXCEL IS CONCERNED WITH IDENTIFYING THE MOST PROMISING YOUNG TALENT AND GIVING IT THE BEST POSSIBLE CHANCE OF TOP LEVEL SUCCESS. THE KIDS HAS ALSO ADDED TO THIS OBJECTIVE THE IMPORTANCE OF EDUCATION FOR THE 2,000 OR SO UK MOTOR SPORT COMPETITORS THAT ARE AGED 16 AND UNDER.

SUSTAIN IS FOCUSED ON THE SPORT ITSELF AND THE FUNDING, TRAINING AND EXPENDITURE REQUIRED TO LOOK AFTER THE INFRASTRUCTURE OF THE SPORT, WHETHER THROUGH CLUBS, OFFICIALS OR MARSHALS.

In this respect, the MSA took the opportunity to examine closely all the activity being undertaken within the various development projects to confirm that objectives were being met and value for money was being achieved.

The output of this exercise was the MSA’s first Whole Sport Development Plan.

The Whole Sport Plan brings together all of the existing activity, as well as some new initiatives, to ensure that the sport as a whole is being developed in the right way.

The MSA’s Whole Sport Plan follows the established Sport England framework of “Grow / Excel / Sustain”.

Motor sport has two fundamental obstacles that make the recruitment of new audiences even more challenging.

There is a widespread myth that a lot of money is required to take part in motor sport; yet the truth is that among the 22 different disciplines, there are many that can be enjoyed very cheaply and cost-effectively.

The second problem facing motor sport is that people tend to be introduced to it by a parent or family member who is already involved. But if you have been enthused by watching Lewis and Jenson, or gained an interest in cars from Top Gear, many people have no idea where to turn to try to find out a bit more about one of the most exciting sports available.

Motor sport – GoMotorSport.net – attracts nearly 5,000 unique visits every month, of which 80% are first time visitors. Within the website sits all the information anyone could ever want to know about the types of motor sport available, where you can do them and how much it might cost. It also dispels a number of myths and demonstrates just how accessible the sport is.

This year, the campaign has made significant progress with the appointment of eight Regional Development Officers to cover the UK. Each RDD has been fully trained and briefed to take the motor sport message directly to schools and colleges and other places where young people might be interested to hear about what they could be doing in motor sport. The RDDs are working with the local clubs and associations, as well as venues and events to further promote the activity in their area.

The MSA has produced a range of material to support GoMotorSport, including flyers, stickers, pencils and leaflets. A dedicated DVD has been produced for the schools’ audience, illustrating the range of options open to competitors under 17 years of age.

To thanks to the generous support of AT&T Williams F1 Team and their sponsor RB5, each RDD has been equipped with a selection of components from a modern day F1 car to take into schools to demonstrate the cutting edge technology at the top of the sport. RB5 were also kind enough to provide a number of F1 Paddock Passes which enabled 30 marshals to receive an exclusive VIP tour of the team’s garage and motorhome before the British Grand Prix at Silverstone.

GoMotorSport has attended many shows and events to spread the message, including Autosport International, the British Grand Prix, Goodwood Festival of Speed and Wales Rally GB, as well as the finals of the Greenpower and F1 in Schools competitions.

LET’S GO KARTING

Also launched in 2008, the MSA’s Let’s Go Karting programme offers young people the chance to have their first experience of karting for just £5 at one of 20 venues around the UK.

As well as providing a structured, safe and regulated introduction to the sport, Let’s Go Karting clearly demonstrates the inclusive nature of motor sport by allowing children to give it a try before having to invest in any of the equipment. All the necessary clothing is provided and full instruction given before anyone takes to the track. For those that enjoy it, they can come back again.

The uptake of the scheme has been extremely encouraging, with almost 7,000 experiences will have been delivered across the country by the end of 2009.

It has also proved a popular local interest story for the media and this has attracted the support of the Sports Minister and local MPs at some of the participating venues.

Both GoMotorSport and Let’s Go Karting have enjoyed excellent media coverage in both national and local newspapers as well as on TV and radio, reaching a cumulative audience in excess of 20 million people with the message that motor sport is fun, inclusive and needn’t cost a fortune.

DO MOTORSPORT

In June 2008, the MSA launched GoMotorSport. It was an impressive event at the McLaren Technology Centre, attended by Lewis Hamilton, Ron Dennis OBE, Damon Hill OBE, Jason Plato, Raymond McEnhill, Steve Rider and the UK motor sport press. It was the MSA’s launch event to promote UK motor sport as a whole.

GoMotorSport has picked up the challenge of making the public more aware of the sport, what it can offer and how to go about getting involved, whether as a spectator, competitor or volunteer.

The response has been overwhelming, with many of the leading names in the sport agreeing to become Ambassadors and lending their support to the campaign – not just with words but with real efforts and actions.
The UK has traditionally been blessed with an array of motor sport talent. The exploits of Burns and McRae, Mansell and Hill inspired a whole generation to become motor sport fans. In an increasingly competitive world, however, as the journey to the top of the sport gets ever more difficult, the MSA resolved to support the UK’s up and coming stars and give them the best possible chance of making it at the highest level.

Under the guidance of MSA Performance Director and 2001 WRC champion co-driver Robert Reid, the MSA has created the MSA Academy – a new structure for the MSA’s investment in the training and development of young drivers. The MSA Academy creates a development pathway that will take competitors from the entry level at just eight years of age, through to Elite and post-Elite levels, with a view to the most talented individuals.

From 16, the Advanced Apprenticeship in Sporting Excellence (AASE) now sits underneath the current Elite programmes. Aimed at potentially elite athletes, AASE is predominantly a human performance course that will develop the students as competitors, but at the same time will recognise the range of skills they are learning by awarding them transferrable qualifications. AASE is fully funded by the UK government and is already active across a number of sports including football, rugby, tennis, golf, athletics and swimming with notable success.

As competitors move towards the top of the Academy, they pass into the existing Elite schemes which are designed to prepare them for and lead them into careers as professional drivers. The Elite course content is focused on equipping the athletes with the all-round skills needed at the highest levels of the sport and has this year been enhanced by the addition of FIA funding for young driver safety awareness.

From Elite, the best candidates will now graduate into the post-Elite phase. While perhaps not yet ready to win world championships at this stage, these drivers and co-drivers will be moving onto or towards the international scene. For those electing not to pursue a professional career as a driver or co-driver, a Foundation Degree provides an opportunity to secure qualifications in Further Education and could lead to management, coaching or other support roles in the future.

At Elite level, the MSA has looked carefully at the examples of other sport and has recognised the need to identify the best British talent as a team of individuals under a collective banner. Consequently, members of the MSA Academy at Elite and post-Elite levels will become known as TEAM UK and will carry this designation to identify them as the best emerging talent in British motor sport.

The final element of the MSA Academy will be the creation of a recognised coaching structure within UK motor sport, but this is not anticipated to come online before 2010. In forming the Academy, the Motor Sports Association has created a forward-thinking structure that will shape the future development of the sport’s most talented individuals.

It provides a real opportunity to set the standards in terms of competitor development and will help to ensure that the UK continues to be well represented at the highest level of world motor sport in the future.

The Motor Sports Association has long recognised the vital role that training of volunteers and officials plays in the safety management of motor sport and in the last ten years significant developments have taken place in this field.

Licensed Officials are required to attend regular training seminars run specifically for them by an experienced team of senior MSA Licensed Officials. Training programmes for an increasing range of officials have become increasingly backed and capable of being accredited to national education standards.

A series of nationwide seminars is regularly delivered to representatives of MSA-recognised motor clubs, covering event organisation, club administration and regulatory elements.

In a typical year, the MSA runs around 160 seminars and training days for volunteer officials, either directly or through its network of Training Instructors, attracting in excess of 5,000 participants (all at no cost to the individual).

The recent introduction of a Cadet Marshal’s grade, with appropriate safeguards in so far as supervision and range of duties performed is concerned, is proving popular with this age group, with 167 having registered in the first few months of the scheme. The cadets are currently undertaking a mix of formal and on-the-job training to develop their interest, and build skills and experience, in this important area of the sport.

Because of their high level of training and skill, the MSA’s registered marshals, numbering over 12,000 in total, are always in high demand not just in the UK but across the world, and a passport system allows MSA-registered marshals the authority to marshal events outside of their territory, subject to certain conditions.

MotorSport Safety Fund

The MSA works closely with the MotorSport Safety Fund, a UK registered charity, in the development of a range of booklets, DVDs and other training resources, including First Aid, Rescue, Recovery and Safety guidelines, a number of which have been adopted by the FIA Institute for Motor Sport Safety and translated into other languages across the world.

Grants for defibrillators

For 2009, MSA Regulations made it mandatory for MSA Licensed Rescue Units to have a lead AED – a defibrillator with a monitoring facility. A number of rescue unit operators had previously bought defibrillators even though they were not an MSA requirement at the time which may not have met the new MSA minimum specification. The Rescue Development Fund therefore made a commitment to grant aid the purchase of new defibrillators for MSA Licensed Rescue Units in the sum of £750 each. With around 60 operational rescue units, this is a significant amount of grant aid on offer of around £45,000.

Applying for grant aid

Both the Club Development Fund and Rescue Development Fund are partnership schemes and – dependent on the nature of the application – grant aid can be provided in appropriate cases for either a percentage award or a fixed grant award. Application forms can be downloaded from the MSA website and the MSA staff are available to provide advice on the effectiveness of any application.
In 2008 the Motor Sports Association undertook a review of its political and regulatory activities which led to the appointment of Bell Pottinger Public Affairs as retained public affairs advisors. The re-assessment and substantial expansion of the MSA’s public affairs activity comes at a crucial time for motor sport and recognises the need to place extra resource into engaging with political audiences in the run up to the UK general election.

The decision to review and expand the MSAs political activities reflects the belief that the MSA must not simply occupy an administratively or regulatory role, but must also be a driving force in UK motor sport as a whole. The brief to Bell Pottinger is to ensure motor sport is increasingly highlighted as both an important part of British culture and a key contributor to the wider economy.

There are also a number of specific policy concerns to be addressed and political audiences need to be encouraged to make these changes. In the last year issues raised with government have included the future of the British Grand Prix, a proposed amendment to the Road Traffic Act allowing public highways to be used for motor sport events; the establishment of a new Charitable Foundation to grow the sport; and submissions to the House of Commons Select Committee on the high-performance engineering and motor sport sectors.

The MSAs political programme brings together activity to date and puts in place a strategy to ensure that during the course of the next parliamentary term, the MSA has the most effective possible relationships with political stakeholders; especially amongst the three major political parties across Westminster and the devolved governments in Cardiff, Holyrood and Stormont.

One of the teams key successes this year has been to build a strong political coalition both in Parliament and the Welsh Assembly to speak out against the decision by the Welsh Assembly Government to withdraw from its contractual arrangements to sponsor Rally GB. The decision by the Welsh Assembly drew condemnation from across the political spectrum.

Other activities have included the formation of an informal steering group of MPs in Parliament with a keen interest in motor sport and a programme of local engagement which has brought selected MPs to Let’s Go Karting events at participating venues.

For the first time, the MSA will also undertake a party conference programme with fringe meetings being held at both the Labour Party Conference in Brighton and the Conservative Party Conference in Manchester.

There is little doubt that the increased demands on the MSA from government, consumers, NGOs and the media have transformed the corporate communications function. Public Affairs has become an increasingly necessary and integrated part of external relations activity and the MSA is now well placed to meet those demands.

The MSA has also formed the Motorsport Alliance, in association with the ACU and the MTA. The Alliance will represent the interests of the entire motor sport community to government on issues where a single voice is required.

The MSA regularly invites key members of Parliament to its showpiece events to discuss major issues affecting the sport and liaises with many bodies including the DCMS, Sport England, DTI, BIS and DCMS.

The strength of the UK’s domestic motor sport scene has long been held in great esteem around the world and from this strong base the UK has traditionally enjoyed widespread success on the international stage.

Lewis Hamilton’s arrival in Formula 1 had already publicised a whole new generation of motor sport fans, but when he became the youngest ever Formula 1 World Champion after his frantic final lap at Interlagos last November, the country and the media were swept off their feet by the excitement and drama of motor sport.

Lewis became the ninth UK driver to claim the title and Jenson Button’s extraordinary start to the 2009 season has given the Somerset man every chance of becoming the tenth. For a British driver with a largely independent British driver to win six of the seven races was more than a dream for many years, yet Silverstone has never looked better and, while there was a home winner for the record crowds to cheer, the event provided everything that is expected of a world class occasion. The 2008 Italian Grand Prix was also a great success and there is little doubt that the UK round of the WEC will once again run to the highest organisational standards in 2009.

Meanwhile, the MSA and the rest of British motor sport are eagerly anticipating the inaugural running of the Rally of Scotland – the opener of the Intercontinental Rally Challenge – and hope that Kris Meeke will secure the championship in front of a huge home crowd in November.

Britain has always had a world-leading off-track reputation within the motor sport community and continues to be well represented at the highest levels of the sport. Graham Stoker, Chairman of the MSA Council, represents the UK on the FIA World Motor Sport Council and no fewer than thirteen UK regulars on the winner’s rostrum in DTM. Despite taking the title three years in a row Andy Priaulx stills as sharp as ever in World Touring Cars and Rob Huff has also made it to the top step of the podium in that competitive series.

On the rally front, Kris Meeke’s stunning performances in the Intercontinental Rally Challenge have put the Peugeot driver on target to claim the 2009 championship, while Matthew Wilson – still only 22 years old – continues to work his way up the WRC rankings.

The UK has always been extremely well represented in international karting and the current generation is no exception, with a number of World Cup, European Championship and World Cup successes to their credit, led by Owen Bennett – CIK European Superkart Champion – and Jordan Chamberlain – CIK European F2 Champion.

UK teams also continue to set the pace around the world. No fewer than six of the current Formula 1 teams are based in the UK, including reigning champions McLaren and 2009 title favourites Brawn GP. In rallying, M-Sport’s Ford World Rally outfit which took the Manufacturers’ title in 2007, is well placed under the guidance of Malcolm Wilson OBE to go one better in 2009. Meanwhile David Richards OBE has led Aston Martin Racing to the 2009 Le Mans Series Championship.

The MSA would like to thank many of Britain’s top motor sport stars and dignitaries that have been so supportive of the MSA’s projects to develop the sport.

And with the latest generation of talent benefiting from the excellent training afforded by the MSA’s Elite schemes, the UK should be assured of continued success on the world stage.

The UK’s showpiece events have once again demonstrated the quality of the organisational teams and volunteers in this country. The British Grand Prix took place a month earlier than normal this year, yet Silverstone has never looked better and, while there was not a home winner for the record crowds to cheer, the event provided everything that is expected of a world class occasion.

The 2008 Italian Grand Prix was also a great success and there is little doubt that the UK round of the WEC will once again run to the highest organisational standards in 2009.
The Motor Sports Association has demonstrated over many years its commitment and willingness to minimise the impact that motor sport can have on the environment. Twelve months ago, the MSA appointed the hugely experienced John Symes to the role of Technical Director with specific responsibility to formulate a pro-active strategy to address the environmental issue.

Since introducing regulations to stipulate maximum noise levels more than 30 years ago, the range of vehicles subject to such noise limits has been steadily increasing. With the regulations now due for further review, the MSA is leading a project to provide more robust data about the noise levels of specific categories of vehicles. Most categories already have a maximum static test level applied to them, but in an attempt to discover what is actually happening out on the track, the MSA has installed equipment at various locations around a number of venues to capture the ‘drive-by’ noise levels of competing cars. The data is being collected on an on-going basis to enable comparison of the noise impact made by different categories of vehicles.

The MSA's regulations allow, within a controlled situation, the use of alternative fuels to gasoline, subject to the necessary controls in the interests of both safety and maintaining parity of vehicle performance. The regulations for Sprint and Hillclimb events have long given the possibility of electric powered vehicles to compete and this is a possibility that is being extended to other disciplines of MSA-authorised activity.

The MSA’s regulations allow, within a controlled situation, the use of alternative fuels to gasoline, subject to the necessary controls in the interests of both safety and maintaining parity of vehicle performance. The regulations for Sprint and Hillclimb events have long given the possibility of electric powered vehicles to compete and this is a possibility that is being extended to other disciplines of MSA-authorised activity.

The MSA continues to give consideration to both tyre usage and tyre design in competition. Overly aggressive tread patterns quickly tear up loose surfaces and can have a direct impact not only on the environment but also on the costs of repairing the damage caused.

The MSA believes that motor sport can, and has the responsibility to, do everything possible to minimise the impact of the sport on the wider environment.
International Motor Sports Limited, the commercial subsidiary of the Motor Sports Association, has experienced a busy and successful twelve months. The company produced a healthy profit contribution of over £150,000 to the MSA Group for 2008 from its event management activities; this was achieved despite the onset of the world economic downturn. Specific highlights included an extremely successful 2008 Wales Rally GB on which Frenchman Sébastien Loeb claimed his first ever win on the UK event to complete a record-breaking year that secured its fifth successive WRC title. Spectator numbers for this iconic rally – now the oldest continually-run event within the World Rally Championship – increased for the fifth successive year.

More than 25,000 spectators enjoyed the hugely entertaining indoor special stage and entertainment within the Cardiff Millennium Stadium and the rally re-introduced some of Wales’ most challenging and famous forest stages around Swell Lamb and Hafren. Designed to thrill the more hardy spectators, these stages provided an especially tough challenge for the organising team after overnight frosts left six inches of ice on many roads. Needless to say, the experienced team of officials and volunteers behind the event rose to the challenge and delivered another huge success and fitting finale to the 2008 World Rally Championship.

The classic car events managed by IMS also proved to be successful affairs with the 2008 MSA Norwich Union Classic attracting over 900 entrants. As entries close for the forthcoming 2009 MSA Astra Classic, this year’s event promises to be equally successful.

IMS is delighted to have brought a new major championship event to the UK in 2009. The inaugural RCAMSA Rally of Scotland will take place in November 2009 and will form the final round of the Eurosport-supported Intersport Rally Challenge. With financial support from the Scottish Government, and backing from the Perth and Kinross and Stirling councils until 2011, this new major rally event promises to return Scotland to the world motor sport stage where it undoubtedly belongs.

The 2009 FIA Formula 1 Santander British Grand Prix (for which IMS acts as the sporting organiser) was a particular highlight with record crowds of 100,000 attending Silverstone in anticipation of a home win for either Jenson Button or Lewis Hamilton. Whilst Red Bull driver Sébastien Vettel eventually took the honours the race was enjoyed by all, with the circuit preparation, officials and marshals (who are drawn from all corners of the UK’s motor club network) receiving praise from many quarters.

IMS works successfully with a number of high-profile sponsors, but was surprised in February 2009 when its title sponsor for the Rally of Great Britain, the Welsh Assembly Government, announced that it was unilaterally terminating its commercial agreement with IMS. At the time of writing, IMS remains hopeful of finding a solution to the current impasse, but should this not prove possible, the company will pursue a vigorous legal challenge against WAG and, based on extensive legal advice, IMS would anticipate a positive outcome to this matter.

Nonetheless, the decision of the MSA Board to underwrite the costs of the 2009 rally, has secured the event’s position on the WRC calendar and means that planning for the future of the Rally of Great Britain is well underway. The Board of IMS hopes to continue to be able to provide a healthy financial contribution to the work of the MSA in the future.

As well as the MSA Chairman and MSA Chief Executive, the Chairman of the Regional Committee sits on the Council, as do representatives from the Home Countries and a small number of appointed members. The Council is led by the Chairman, currently Graham Stoker, who is also a member of the FIA World Motor Sport Council. Many members of the MSA are themselves FIA Stewards or sit on FIA Commissions. A number of specialist working groups and forums have been established by the Council to consider topics of particular importance:

- Women in Motorsport is not only designed to ensure that the female perspective is retained front of mind when forming policy, but also represents the interest of the great number of females involved with the sport, whether in active competition, administration or marshalling.
- The role of the Next Generation Forum is to consider how to attract more young people to the sport.
- As a result of the work of the Environmental working group, each specialist committee has been asked to consider regulations that will assist the sport in minimising its impact on the world around it.
### Licence Figures by Discipline 2004-2008

<table>
<thead>
<tr>
<th>Discipline</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
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<tr>
<td>Race</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>International</td>
<td>1,681</td>
<td>1,564</td>
<td>1,546</td>
<td>1,502</td>
<td>1,587</td>
</tr>
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<td>National B</td>
<td>4,304</td>
<td>4,386</td>
<td>4,399</td>
<td>4,388</td>
<td>4,571</td>
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<tr>
<td>International Historic</td>
<td>436</td>
<td>477</td>
<td>438</td>
<td>422</td>
<td>467</td>
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<tr>
<td>Truck</td>
<td>27</td>
<td>25</td>
<td>30</td>
<td>31</td>
<td>29</td>
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<tr>
<td>Total Race</td>
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<td>9,696</td>
<td>9,808</td>
<td>9,920</td>
<td>10,313</td>
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<tr>
<td>Kart</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>174</td>
<td>170</td>
<td>213</td>
<td>217</td>
<td>214</td>
</tr>
<tr>
<td>National A</td>
<td>3,151</td>
<td>3,089</td>
<td>2,936</td>
<td>2,749</td>
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<tr>
<td>National B</td>
<td>2,096</td>
<td>2,002</td>
<td>2,024</td>
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<td>4,826</td>
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<tr>
<td>International</td>
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<td>579</td>
<td>592</td>
<td>566</td>
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<td>9,881</td>
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<td>Speed</td>
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<td></td>
<td></td>
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<tr>
<td>International</td>
<td>36</td>
<td>33</td>
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<tr>
<td>National A</td>
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<td>Off-Road</td>
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<td>Clubman</td>
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<td>Total Holders</td>
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<td>34,415</td>
<td>32,312</td>
<td>31,118</td>
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### Number of Events by Discipline

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<td>500</td>
<td>527</td>
<td>529</td>
<td>561</td>
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<td>Auto/Rallycross</td>
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<td>39</td>
<td>54</td>
<td>41</td>
<td>56</td>
<td>48</td>
<td>58</td>
<td>54</td>
<td>44</td>
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<td>Cross-Country</td>
<td>990</td>
<td>482</td>
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<td>1,079</td>
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<td>1211</td>
<td>1267</td>
<td>1263</td>
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<tr>
<td>Race</td>
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<td>326</td>
<td>321</td>
<td>308</td>
<td>302</td>
<td>310</td>
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<td>Rallies</td>
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<td>563</td>
<td>1,016</td>
<td>1,064</td>
<td>1,021</td>
<td>991</td>
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<td>982</td>
<td>922</td>
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<td>351</td>
<td>340</td>
<td>347</td>
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<td>Trials</td>
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<tr>
<td>Kart</td>
<td>475</td>
<td>404</td>
<td>473</td>
<td>505</td>
<td>689</td>
<td>466</td>
<td>497</td>
<td>440</td>
<td>456</td>
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<tr>
<td>Exempt</td>
<td>849</td>
<td>537</td>
<td>915</td>
<td>862</td>
<td>898</td>
<td>916</td>
<td>793</td>
<td>778</td>
<td>728</td>
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<td>TOTAL EVENTS</td>
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<td>4,970</td>
<td>4,968</td>
<td>5,011</td>
<td>5,038</td>
<td>4,993</td>
<td>4,933</td>
<td>4,868</td>
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<td>TOTAL ENTRIES</td>
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<td>128,220</td>
<td>157,276</td>
<td>162,051</td>
<td>159,383</td>
<td>158,815</td>
<td>153,553</td>
<td>153,808</td>
<td>155,729</td>
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### Licence Figures 1997-2008

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<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Licences</td>
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<td>31,915</td>
<td>31,840</td>
<td>32,173</td>
<td>31,770</td>
<td>34,079</td>
<td>34,112</td>
<td>34,112</td>
<td>33,823</td>
<td>32,603</td>
<td>33,257</td>
<td></td>
</tr>
<tr>
<td>Licence Holders</td>
<td>30,500</td>
<td>31,133</td>
<td>30,854</td>
<td>31,134</td>
<td>30,819</td>
<td>32,888</td>
<td>32,814</td>
<td>32,889</td>
<td>33,410</td>
<td>32,312</td>
<td>31,118</td>
<td>31,421</td>
</tr>
</tbody>
</table>
**Motor Sports Association**

**Company Report 2009**

**Income and Operating Results by Principal Activity**

*For the year ending 31 December 2008*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governance of motor sports</td>
<td>4,297,167</td>
<td>-</td>
<td>4,297,167</td>
<td>4,062,370</td>
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<tr>
<td>Event promotion and commercial activities</td>
<td>-</td>
<td>3,679,974</td>
<td>3,673,790</td>
<td>3,411,598</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4,297,167</td>
<td>3,679,974</td>
<td>8,028,957</td>
<td>7,673,528</td>
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<tr>
<td><strong>Expenditure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff costs</td>
<td>1,502,262</td>
<td>343,541</td>
<td>1,845,803</td>
<td>1,762,318</td>
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<tr>
<td>Other administration expenses</td>
<td>2,835,805</td>
<td>2,970,192</td>
<td>5,806,993</td>
<td>5,632,509</td>
</tr>
<tr>
<td>Gift-aid charitable donation</td>
<td>300,000</td>
<td>-</td>
<td>300,000</td>
<td>832,752</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4,638,067</td>
<td>3,313,733</td>
<td>8,026,062</td>
<td>7,668,067</td>
</tr>
<tr>
<td><strong>Operating (deficit)/surplus</strong></td>
<td>(360,900)</td>
<td>164,261</td>
<td>(2,118)</td>
<td>5,479</td>
</tr>
<tr>
<td>Other finance charge</td>
<td>42,000</td>
<td>-</td>
<td>42,000</td>
<td>(10,008)</td>
</tr>
<tr>
<td>Interest receivable and similar income</td>
<td>439,414</td>
<td>61,292</td>
<td>500,841</td>
<td>512,686</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>470,514</td>
<td>225,563</td>
<td>500,841</td>
<td>512,686</td>
</tr>
<tr>
<td><strong>Surplus/(deficit) for the year before taxation</strong></td>
<td>160,514</td>
<td>227,533</td>
<td>365,772</td>
<td>508,165</td>
</tr>
<tr>
<td>Tax charge on the surplus (deficit) for the year</td>
<td>(70,099)</td>
<td>(37,704)</td>
<td>(114,329)</td>
<td>(167,122)</td>
</tr>
<tr>
<td><strong>Surplus/(deficit) for the year after taxation</strong></td>
<td>70,415</td>
<td>189,829</td>
<td>251,443</td>
<td>361,043</td>
</tr>
</tbody>
</table>

**Net Assets Employed by Principal Activity**

| Fixed assets                                           |                               |                           |            |            |
|--------------------------------------------------------|                               |                           |            |            |
| Tangible assets                                        | 2,459,829                     | 88,506                    | 2,548,335  | 2,672,358  |
| Current assets                                          | 9,349,517                     | 1,925,465                 | 11,276,982 | 10,101,212 |
| Current liabilities                                    | (3,300,394)                   | (1,673,831)               | (4,974,225) | (3,983,941) |
| **Net current assets**                                 | 6,048,923                     | 251,634                   | 6,388,337  | 6,117,271  |
| **Net assets employed**                                | 8,508,752                     | 340,160                   | 8,936,972  | 8,789,629  |

The above amounts exclude all inter-group trading and inter-group balances.

This summary financial information does not contain sufficient information to allow as full an understanding of the results and state of affairs of the company/group as would be provided by the full annual financial statements. The full financial statements are available from the company at Motor Sports House, Riverside Park, Colnbrook, Berks, SL3 0HG and have been filed at Companies House.
LIMITED BY GUARANTEE

The Company is limited by guarantee, does not distribute its surplus income to its members and does not have share capital. The liability of each member is limited to £1.

The members as at 31 December 2008 were as follows:

- A. J. G. G. - Chairman
- C. N. Hilton - Chief Executive
- S. A. Brownson (appointed 1.1.2008)
- D. J. Carter
- B. P. Cussons
- D. K. Gaskell
- S. R. Jones - Secretary

S. R. Jones - Secretary
R. S. Knight (resigned 31.12.2008)
J. H. Maxwell
N. E. H. Moffitt
D. K. R. Stoker
N. A. White

ACTIVITIES

The principal activities of the Parent Company are to administer and finance the governance of motor sport in the United Kingdom for motor vehicles with more than three wheels and, through its subsidiaries International Motor Sports Limited (IMS Limited) and British Motor Sports Limited (iMS), to organise and promote motor sport events, provide motor sport consultancy and undertake commercial activities related to motor sport.

INCOME, OPERATING RESULTS AND REVIEW

Although not required to do so under the Companies Act 1985, the Directors have nevertheless elected to prepare group accounts for reasons of transparency and completeness.

2008 has been a busy and exciting year for the MSA. We have taken on a number of new projects to develop the sport at all levels. The investment made in our IT infrastructure is already paying dividends as we experienced a record level of licences and permits issued online. There is a clear desire among our customers to make use of the benefits technology brings in terms of greater certainty and security. The Group’s consolidated surplus before tax was £365,772 (£2007: £1,001,615) after donating £300,000 to British Motor Sports Training Trust (‘BMSTT’) (£2007: £321,752). The Company also arranged for the donation of £100,000 to Motorsport Safety Fund (‘MSF’) (£2007: £30,000), being the balance of the Motor Sports Council’s Special Fines Fund. IMS has continued to perform satisfactorily. With the introduction of The International Rally of Scotland, we expect the trading to improve further in 2009.

We are committed to the highest standards of corporate governance and we recognise that good governance helps to deliver our strategy and safeguard the long term interest of our stakeholders. We have a well established system of internal controls including compliance, financial, operational and risk management to safeguard our assets and reputation. The Group recognises the risks it faces in connection with its business operations and monitors various key performance indicators as part of its monthly accounting and management reporting processes. The Board meets formally four times a year to consider developments in relation to the company’s strategy and long-term objectives and to review trading results and operational & business issues.

FUTURE PROSPECTS

The Group’s strategic objective is to be an excellent governing body and the acknowledged leader in developing and growing motor sport in the United Kingdom. Our three strategic priorities are: securing our financial and operational stability, enhancing our visibility and reputation at national & international levels and promoting the United Kingdom’s heritage in motor sports.

We are applying more of our efforts and resources for ongoing business transformation, continuing to find ways of simplifying and improving services into a more streamlined, accessible and customer-focused organisation.

The Board is optimistic about the opportunities for the Group and looks forward to the future with confidence.

On the behalf of the Board, I would like to thank our staff and volunteers for the continuing dedication to their work and for showing great drive and determination to succeed.

FINANCIAL INSTRUMENTS

The Group has positive cash balances and no loans or overdrafts. Surplus cash is invested in unit trusts and deposits with investment managers as well as treasury and deposit accounts, through the Group’s banks to achieve the best available market returns pursuant to risk.

SUPPLIER PAYMENT POLICY

It is the Group’s policy to agree and clearly communicate the terms of payments as part of the commercial agreement negotiated with suppliers and then to pay the invoices according to the time scale agreed upon the receipt of an accurate invoice. Generally invoices are paid within 45 days (2007 - 45 days) from the date of the invoice being issued.

CHARTERED DONATIONS


The Motor Sports Association is a not-for-profit organisation. Any profit generated is reinvested in the sport and used to fund many of the development, training and safety initiatives described in this publication.

In 2008, the MSA Group was able to make charitable donations totalling in excess of £350,000 which can be used to fund current and future projects for the development of the sport.

MSA CHARITABLE DONATIONS IN 2008

- MSA Group donation to British Motor Sports Training Trust £300,000
- MSA donation to Motorsport Safety Fund £30,780
- MSA Club and Rescue Development Fund grants £81,159

BRITISH MOTOR SPORTS TRAINING TRUST

The grants made by BMSTT to training projects or equipment during the calendar year 2008 amounted to £70,754. Grants made were as follows:

- £50,780 to Motorsport Safety Fund
- £300,000 to the British Motor Sports Training Trust
- £832,752 to other charitable organisations

The MSA group was able to make charitable donations totalling in excess of £350,000 which can be used to fund current and future projects for the development of the sport.

MOTOR SPORTS IN UK

The MSA is the governing body and is the only body which can allocate championships, promote events, issue licences and permits and organise and promote motor sport. The MSA is the only body which can allocate championships, promote events, issue licences and permits and organise and promote motor sport.

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- MSA Club and Rescue Development Fund grants £81,159

BRITISH MOTOR SPORTS TRAINING TRUST

The grants made by BMSTT to training projects or equipment during the calendar year 2008 amounted to £70,754. Grants made were as follows:

- £50,780 to Motorsport Safety Fund
- £300,000 to the British Motor Sports Training Trust
- £832,752 to other charitable organisations

The MSA group was able to make charitable donations totalling in excess of £350,000 which can be used to fund current and future projects for the development of the sport.

MOTOR SPORTS IN UK

The MSA is the governing body and is the only body which can allocate championships, promote events, issue licences and permits and organise and promote motor sport. The MSA is the only body which can allocate championships, promote events, issue licences and permits and organise and promote motor sport.
MSA NIGHT OF CHAMPIONS 2008

British Cadet Kart Championship:
ROY JOHNSON

British Junior Kart Championship:
CARL STIRLING

British Short Circuit Kart Championship:
MARK LITCHFIELD

British Long Circuit Kart Championship:
JASON DREDGE

British Car Trial Championship:
DAVE OLIVER

British Sprint Championship:
STEWARD ROBB JNR

British Drag Racing Championship:
PHILIP ENGLEFIELD

British Autocross Championship:
MICHAEL HENDERSON

British Hill Climb Championship:
SCOTT MORAN

British Historic Rally Championship:
STEVEN SMITH / JOHN NICHOLS

British Sporting Trial Championship:
JOHN FACK

British Autotest Championship:
ALASTAIR MOFFATT

British Cross Country Championship:
RICHARD KERSHAW / GRAHAM BROADBENT

British Junior Rally Championship:
BRIAN O’MAHONY / JOHN HIGGINS

British Rally Championship:
GUY WILKS / PHIL PUGH

British Rally Championship Teams Winner:
MITSUBISHI

British Rallycross Championship:
LAWRENCE GIBSON

British GT Championship:
JON BARNES / JAMES GORNALL

British Formula 3 Championship:
JAIME ALGUERSUARI

British Touring Car Championship Manufacturer:
VAUXHALL

British Touring Car Championship:
FABRIZIO GIOVANARDI

BWRDC Lord Wakefield Trophy:
Posthumously awarded to:
PAT MOSS-CARLSSON

JLT Sport MSA Club of the Year:
RATHFRILAND MOTOR CLUB

JLT Sport MSA Marshal of the Year:
STEVE WESTON

Renault MSA Young Journalist of the Year:
EDWARD FOSTER

Renault MSA Young Photographer of the Year:
DREW GIBSON

Hawthorn Trophy:
LEWIS HAMILTON MBE