



Investment Strategy

Safe, Fair, Fun and Progressive

Delivering a sustainable
future for our sport



Listening to you, our members

Over the past year we have listened carefully to our members at clubs and events across the country. We understand and share your concerns about the long-term future of our sport.

Motorsport has been facing some fundamental challenges in recent years, presenting significant risks to the future of the sport. We believe that they must be addressed in order to safeguard and sustain the sport we all enjoy. Through this there is the opportunity to reverse the trend with innovative thinking and investment.



Motorsport faces real challenges:

Long term declining
licence numbers

Lack of visibility
for motorsport in
mainstream media

Lack of younger
demographics across
competitor, marshal and
officials communities

Shortage of marshals
and officials to run
events safely

Concerns around
accessibility and
diversity

Need for better and
more consistent
education and training

Increasing cost of
insuring our sport

Increased competition
for share of peoples'
leisure time

Growing environmental
and sustainability
pressures



Potential Solutions include:

- Better promotion of the accessibility and affordability of grassroots motorsport
- Creating more pathways into the sport, breaking down barriers to entry
- Connecting with new communities such as Commercial karting, Trackdays and eSports in addition to general motorsport fans and car enthusiasts
- Provide assistance to the club network to help them and their events become more effective and sustainable
- Creating new innovations in formats and types of motorsport, to better suit lifestyles and social patterns

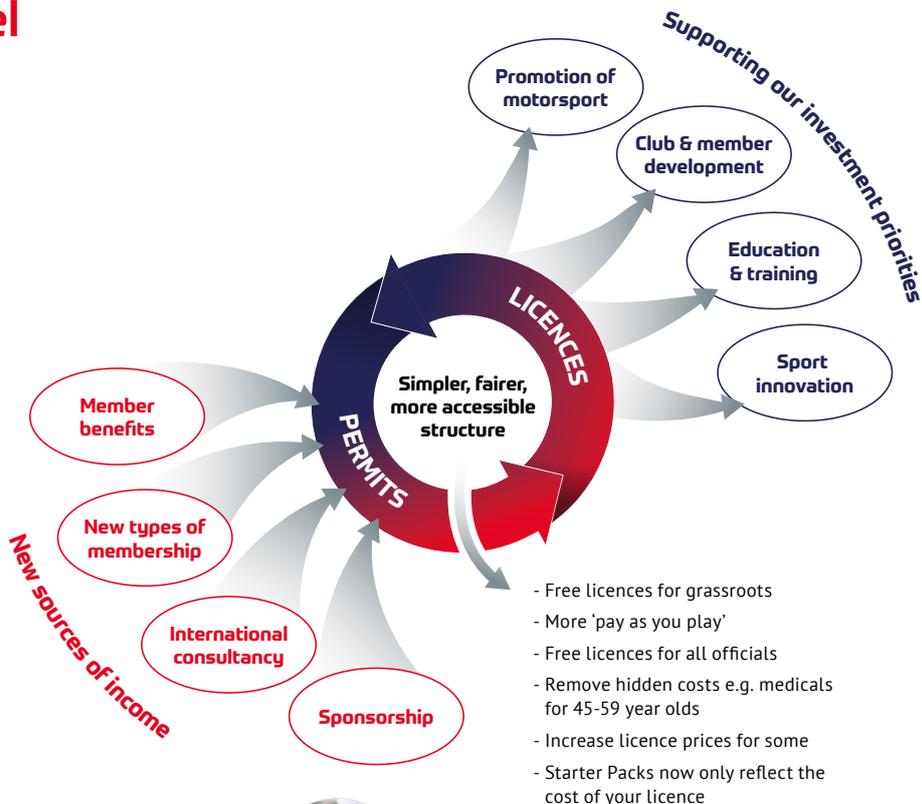
A new economic model

Simpler, fairer and more accessible

With the sport's current economic model we simply cannot deliver what our members need, as well as investing to create a sustainable future. In recent years, we have experienced a slow year-on-year decline in licence numbers, as well as in the volume of events, and together these have reduced our ability to invest.

Encouragingly, in 2019 we have arrested the decline in licences, through more proactive communications and attractive member benefits. However, we need to focus on growing our community, creating innovative new products, engaging better with our club network, and bolstering our existing fee income with additional sources of revenue.

New revenues will come from a mixture of sources including more diverse membership groups such as Trackside Fans, development of our Membership Benefits programme, International Event Consulting and sponsorship. However, these will take time to develop, so for 2020 we have changed the economic model (which is shown in this diagram). These changes are designed to make the sport more accessible and unlock hidden value, as well as making the system fairer and more sustainable. For some the cost of a licence will increase and for others it will reduce; for many we will remove hidden costs, such as medical fees, but for all it will produce a model that can help protect the future of our sport.



A clear investment strategy

We will be focusing on four pillars of investment



Member and Club Development

Ensuring that we attract new participants, helping clubs grow their membership and have the systems to deliver an enhanced member experience:

- Marketing resources and promotional workshops for clubs
- All-new Club Development grant fund with an increase in the value of awards
- Offsetting costs for competitors through real-value Membership Benefits
- Re-platforming legacy IT and CRM systems to create a modern end-to-end digital licence and member experience



Sport Promotion

Participation by inspiration - motorsport is simply not visible enough beyond a few flagship events:

- Position motorsports to younger audiences as an accessible sport, full of technology and excitement
- Elevate and amplify the profile, affordability and accessibility of grassroots club motorsport, showcasing the value they deliver to local communities
- Programme of taster days for the public to try grassroots motorsport
- Public Affairs campaign to ensure Motorsport UK has a voice across government and its agencies
- Stronger prospecting presence including wider use of our Member Engagement Unit at local and regional events



Education and Training

Ensuring our competitors, officials and marshals are world-leading in their expertise:

- A five-year commitment to train 2,000 more volunteer marshals and 1,000 more officials to facilitate safe, fair and fun motorsport
- Development of The Learning Hub to become the central learning resource centre for all Motorsport UK members (competitors, marshals, officials and clubs)
- The Learning Hub will have dedicated courses and curriculum content and an improved qualification system
- Establishing formal links with further education to create endorsement packages for courses and degrees, developing motorsport specific programmes and modules



Sport Development and Innovation

Invest in progressive formats, events and technologies to remain contemporary and relevant and make it easier for people to participate:

- Creation of all-new pathways into the sport from complementary communities such as Commercial karting, Trackdays, eSports and others
- Embracing categories historically operating outside of Motorsport UK regulated events
- Investing in forward-thinking technology such as electric karting, and multi-discipline vehicle formats
- Creation of community wide digital membership platform for members and clubs to engage current and prospective audiences



Licence improvements for you in 2020

1. Simplified Licence structure with three new groups:

- Race
- Kart
- RS (Rally Speed) - includes all grassroots categories

2. New 2020 licence grades

- a. Clubman
- b. Inter Club
- c. National
- d. International

3. Free RS Clubman licence for grassroots motorsports, with access to enhanced personal accident insurance (see 9 below)

4. Eliminating licence charges for all Officials, recognising their contribution to Safe, Fair and Fun motorsport

5. No medical for first-time licence applicants. A medical will only be required from 60 years, when applying for Race/Kart Race licences, saving an estimated c.£100 per annum

6. Mandatory medicals will now be replaced by an eye test for Race/Kart Race first-time applicants and competitors aged 45-59 years. Motorsport UK has agreed provision of free eye tests for ALL competitors from Specsavers

7. Starter Packs will now solely reflect the cost of a competitor's first licence fee and will include free priority service (worth £65)

8. Increased Public Liability insurance cover for all Motorsport UK permitted events to £100 million, providing improved cover for our competitors, marshals and officials

9. Threefold increase in personal accident insurance cover, separately worth c.£500+ per annum, included as standard with your licence

10. Personal Accident Insurance will be provided on up to five Trackdays per annum to Motorsport UK licence holders (excluding RS Clubman free grade)

11. Enhanced member benefits programme that gives you money off a range of goods and services that will offset and effectively neutralise the cost of every Motorsport UK licence

12. Reduced and fairer licence non-production fee, of 50% of licence cost, capped at £100, directly benefitting >99% of all licence holders

13. Merged licence grades to simplify licence structure:

- a. Kart Novice and Kart National B now become Kart Inter Club
- b. Speed A and Speed A Open are now merged into the Speed National licence

14. Simplified, more flexible upgrade criteria from Inter Club to National licences via six signatures



About Motorsport UK

We are committed to placing members at the heart of everything we do.

Our Vision

A nation inspired by the past, present and future of our shared passion for motorsport. A sport that thrives on our world-leading expertise in motorsport technology, our competitive spirit and our deep community roots.

Our Mission

To inspire and enable more people to participate in our sport in a safe, fair, fun, inclusive and progressive environment.
To use our reach and influence to create a sustainable future for our sport.



motorsport uk

Motorsport UK House, Riverside Park
Colnbrook, SL3 0HG

T: +44 (0) 1753 765 000

E: hello@motorsportuk.org

W: motorsportuk.org

MEMBER OF

