



Strategy 2020-2025



The beating heart of
motorsport in the UK

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Motorsport in the UK has become synonymous with success at the highest levels; both in terms of sporting accolades and engineering pre-eminence.



For most people the face of motorsport is Formula 1, and we are fortunate to have had such incredible success in this top tier of the sport. But in fact, it is club motorsport that makes up the vast majority of the sport in the UK - a world that is somewhat different to what we see on our screens. These are amateur participants, competing on tracks, hillsides, car parks or forests, but every bit as passionate about the sport as the legends such as Moss, Mansell, Hill(s) and Hamilton that have dominated the global stage.

Our motorsport fan base is vast and diverse. Though many are purely part of the huge broadcast audience for world championship events, many more are out there competing, officiating, or marshalling on Saturday and Sunday afternoons away from their regular jobs and lives.

These everyday people are in fact the lifeblood of UK motorsport, and ensure over 4000 events annually are run safely and successfully. But for our community of over 45,000 drivers there are serious challenges ahead - technical, environmental, social and political - that without a clear strategic approach will present real risks for the continued success of the sport.

Unlike many other sports - that have been heavily reliant on public funding streams - motorsport has been self-sustaining over the years. However, this approach has often resulted in somewhat marginal business operations; and all the more so in grassroots motorsport, to the detriment of the sport's overall health.

Motorsport UK is committed to devising and delivering a strategy, representative of the best interests of the sport at large, to the public and private sectors, and providing a strong collective approach across the four-wheel motorsport community. The goal is to give the sport greater health and financial stability in the long run.

This document identifies the four key aims for the development of UK motorsport: People, Participation, Product and Governance. It recognises the sport's developmental requirements and identifies corresponding outcomes under each heading.

The strategic plan has been developed by the executive team of Motorsport UK, and now invites input from the broader community and leadership. It is acknowledged that this is an organic document that will continuously evolve with new developments coming from our membership and the world governing body.

A photograph of a crowd of people at a motorsport event. In the foreground, a young boy with reddish hair, wearing a dark blue jacket with yellow accents, is smiling and looking towards the camera. Next to him, a man wearing a dark blue jacket and a black beanie with white stripes is clapping and smiling. The background is filled with other spectators, some wearing winter hats, all appearing to be at an outdoor event during the day.

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.

A photograph of a man in a white racing suit with 'TED' and '313.17' on it, being embraced by another man in a dark jacket. They are at night, with blurred lights in the background. The man in the suit is looking down, and the man in the jacket is looking at him.

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.

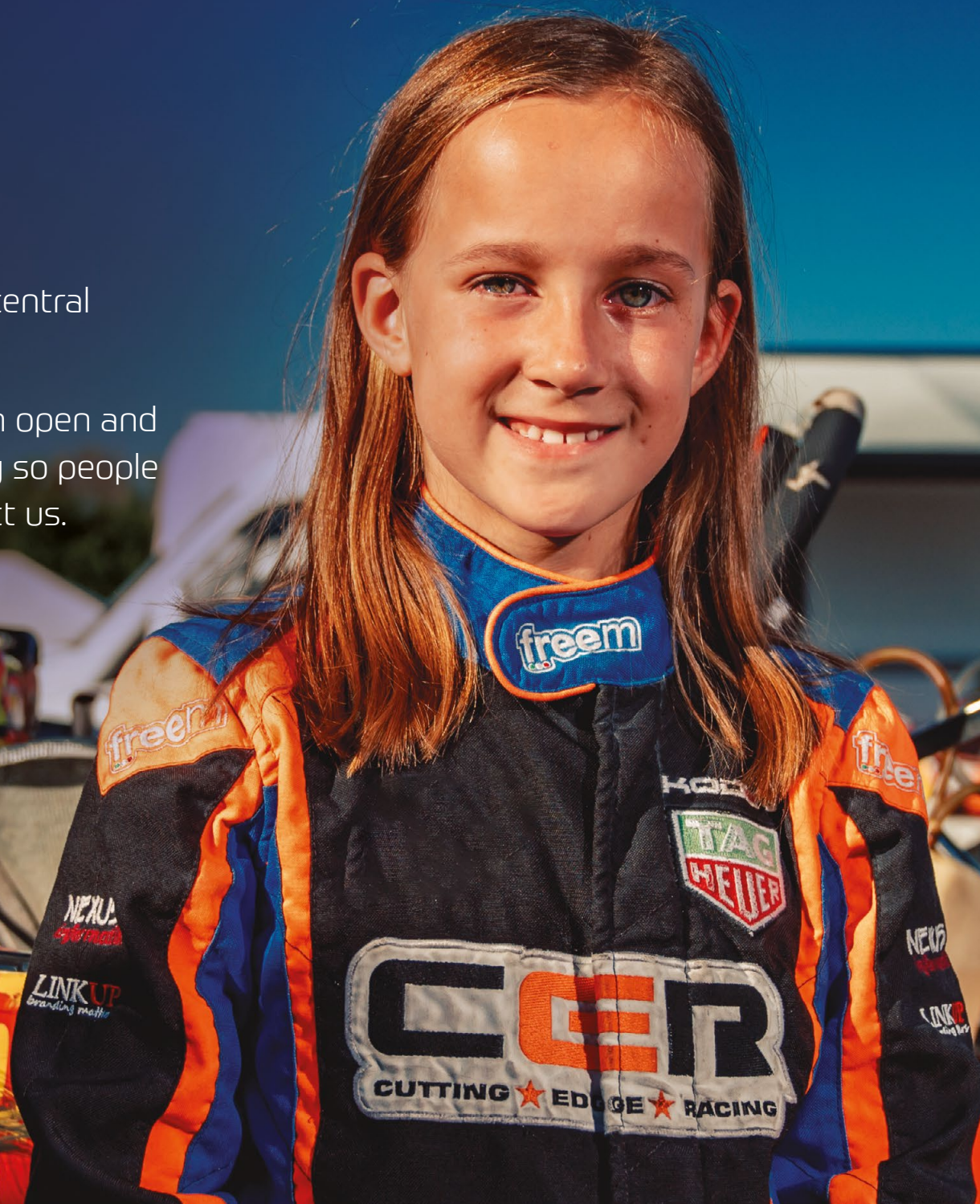
Values

Ambition

- We are ambitious for the future of motorsport, our members, our organisation and each other.
- We stretch ourselves to achieve outstanding results.

Integrity

- Our integrity is central to who we are.
- We operate in an open and transparent way so people trust and respect us.



Collaboration

- Without the grassroots, we would not exist. We need each other.
- We share our collective knowledge to help others progress.
- We are a learning organisation that develops the skills of our people to help us stay one step ahead.

Commitment

- It takes great determination, focus and commitment to succeed in motorsport and we are no different.
- We persevere to achieve what we are aiming for.
- We learn quickly from any mistakes and adapt in order to achieve the result.



Purpose

To encourage, administer, promote, advance and manage four-wheel motorsport in the UK, as the National Sporting Authority recognised by the FIA (ASN). To embrace the full diversity of four-wheel motorised entertainment beyond the existing directly regulated categories and events.

Strategic Priorities:



People and
Member Focus



Sport
Development,
Innovation and
Sustainability



Promotion of
the Sport



Governance and
Regulation





People and Member Focus

1

To place our members at the heart of everything we do.

2

To provide a customer-centric service to retain and grow our membership base.

3

To develop a world class standard of knowledge and skills across our motorsport community.

- ① Establish a service culture – focused on our members' needs
- ② Galvanise the motorsport community with a range of events to share ideas and best practice using both real-world and digital forums
- ③ Ensure a strong focus on grass roots communities
- ④ Create, curate and manage effective channels that enable better communication with our members
- ⑤ Better support the club and regional network and other community groups
- ⑥ Build relationships with non-traditional motorsport categories such as Trackdays, commercial karting, drifting and esports
- ⑦ Provide a world class standard of skills and knowledge across the sport
- ⑧ Attract, build, train and support the deployment of the volunteer community
- ⑨ Professional pathways – provide a support framework for those seeking a career in motorsport
- ⑩ Encouraging inclusivity for memberships regardless of ability, disability, age or gender



Promotion of the Sport

1

To reconnect people with the thrill and skills of driving in a safe, fair and fun environment.

2

To raise the profile of motorsport across all categories so that it is consistently visible and grows in relevance and influence.

3

To breakdown perceptions about affordability and accessibility and promote clear and accessible pathways through better education and communication.

- ① Engage lapsed members and re-recruit them back into the motorsport community
- ② Attract new audiences into the sport
- ③ Develop broader relationships within the sport (e.g. Training Development Officers, indoor/outdoor karting, other categories)
- ④ Develop relationships outside of motorsport (e.g. academic institutions, UK Sport, Sport England, media outside specialists, Society of Motor Manufacturers, technology industry)
- ⑤ Present the sport experience in a modern, relevant and compelling fashion
- ⑥ Develop a high-quality digital and social interface that allows easy information access and deeper engagement
- ⑦ Provide clear, cost-effective pathways into the sport to encourage new participants
- ⑧ Overcome historical attitudes relating to motorsport accessibility and inclusion
- ⑨ Reach out to complementary but distinct automotive audiences and demonstrate our relevance



Sport Development, Innovation and Sustainability

1

To keep pace with a fast changing marketplace and consumer motivations to inform the development of new formats and events.

2

To take a pragmatic approach to regulation simplification and seek ways to reduce the cost of competition.

3

To develop a Sustainability Strategy for UK Motorsport.

- ① Get closer to our members and better understand their needs and concerns
- ② Innovate with new formats and technologies that connect with existing and new audiences, embracing the broader motorsport community
- ③ Develop clear identities and brand IPR for event and class assets to simplify the structure of the sport, and rationalise competing and conflicting championships
- ④ Reduce barriers to entry including the cost of competition
- ⑤ Deploy appropriate safety strategies to ensure the long term sustainability of the sport
- ⑥ Promote the development of safe, high quality facilities
- ⑦ Ensure close collaboration with the technical community to, where appropriate, optimise the vehicle formats
- ⑧ Co-ordinate strategy with FIA aligned with global best practice for sustainable sport.



Governance and Regulation

1

To redefine the role of governance and regulation within the motorsport community.

2

To establish a governance structure that is effective, simple and transparent to all stakeholders and in line with best practice in modern sports governance.

3

To ensure that all motorsport in the UK is safe, fair and fun for all through improved education and training.

- ④ Educate members positively on our governance and regulatory role
- ② Create a relevant governance structure in line with other National Governing Body, to include a simplified and accessible regulatory and sporting code
- ③ Build ties with other ASNs and National Governing Body to share and develop methods of best practice
- ④ Integrate safety regulations into the rules in a clear and effective way
- ⑤ Engage with public bodies, Government and the FIA, to promote and protect the sport's reputation, and to promote sustainability, as well as seek educational and training grants where appropriate
- ⑥ Adopt a sport-wide best practice for compliance and safe guarding
- ⑦ Improve accessibility for lesser advantaged groups to engage with motorsport by providing clear pathways
- ⑧ Develop new diversity programmes to develop a balanced and more inclusive membership

Delivery: Building a high performing organisation

Diverse, secure and sustainable revenue streams: Creating commercial value that can secure a sustainable future:

- a. Retention of existing licence holders and re-engagement of lapsed members
- b. Growth of new licence holders
- c. Create sponsorship partnerships based on the owned assets
- d. Build membership benefits and affiliate marketing opportunities
- e. Develop an E-commerce capability
- f. Event based revenues – sanction fees and promoter profits
- g. Lobby for Government support
- h. Explore licensing opportunities
- i. Staff training and development

Modern efficient management: Governance, Structure, Systems, Processes to create a more agile and efficient organisation:

- a. Governance – run the office in line with governance strategy and established best practice principles
- b. Talented and highly engaged employees
- c. High-performing team culture with real pride of purpose
- d. Modern IT systems, digital platform and CRM systems
- e. Move to a paperless sport
- f. Simplification of processes
- g. Management of budgets and costs on a three year cycle

Evidence led decision making: Make decisions for the sport based on objective and rational analysis:

- a. Investment in data collection and analysis into insight
- b. Dissemination of this insight to key stakeholders
- c. Decision making built around this evidence – committees: Facts + Expertise
- d. Build a research fact base for the sport to support public affairs and commercial activity
- e. Advocate motorsports value to all stakeholders to the benefit of all

