



Supporting Diverse and Inclusive Motorsport



**Our mission is to inspire
and enable more people
to participate in our
sport in a safe, fair, fun,
inclusive and progressive
environment.**





In 2021 Motorsport UK made a big step forward in its Equality, Diversity and Inclusion (EDI) journey. The establishment of a dedicated EDI Committee, complemented by Sub-committees for Racial Diversity, LGBTQ+, Women in Motorsport and Accessibility & Disability, set us off on the journey as we welcomed their expertise.

Establishing this representation was in addition to initiatives already underway at Motorsport UK, particularly those geared towards the entry-level of the sport, such as Girls on Track UK.

However, there is a great deal more to be done in changing the culture within the sport to one that celebrates diversity and enables full involvement of underrepresented and disadvantaged groups.

Our message is simple. The sport needs to be more diverse and welcoming to everyone. Our strategy sets out how we see that change being implemented. It maps our route forward as we seek to understand, report upon and broaden our demographics.

It is a vision for the whole sport and becoming genuinely diverse, inclusive and welcoming for everyone.

DAVID RICHARDS CBE
Chair Of Motorsport UK

Our Committee Structure

The Equality Diversity and Inclusion (EDI) Committee sets the strategy and focus areas for Motorsport UK. It is comprised of members of the Motorsport UK Board alongside the Racial Diversity, LGBTQ+, Women in Motorsport and Disability & Accessibility Sub-committee Chairs.

The Committee and Sub-committees comprise individuals from the communities they represent within motorsport.

Each Sub-committee provides advice and support to Motorsport UK in the application and direction of travel of its EDI strategy with Executive support from Motorsport UK's Head of Sustainability.

The EDI Committee and Sub-committees meet separately three times a year, contributing to the strategy.



Our EDI Strategy

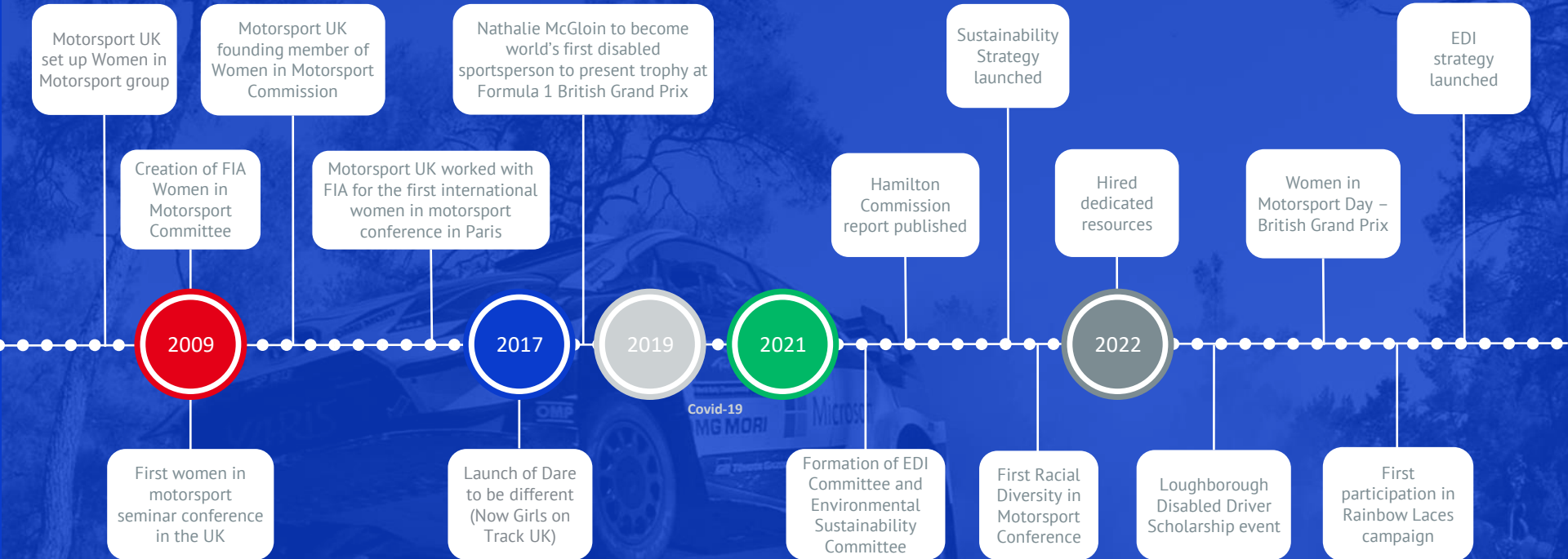
Motorsport UK's EDI strategy is built out from the organisations overarching strategy and Sustainability Strategy.

We will demonstrate greater transparency and insight into our work and align with the United Nations Sustainable Development Goals.

The strategy runs through to 2025 and will be reviewed annually to ensure the content remains relevant.



Our Journey



Focus on key stakeholders

Motorsport UK has a direct influence on 'Motorsport UK' and 'Members' as these stakeholders operate within our orbit of control.

Our vision is to collaborate with 'network' and 'competition' in order to create a meaningful impact and a lasting legacy



Our Equality, Diversity and Inclusion Vision for 2022 to 2025

Sustainable, accessible, inclusive and safe motorsport for all



Diversify the Sport



Best of Behaviours



Legacy and Impact

Diversify the Sport

Motorsport UK exists to service and grow the sport in the UK.

We can grow the sport by taking a data led approach to understand our community and attract new audiences.

Key workstreams



A data-led approach

In 2023 we will start to report on the demographics of the sport. Our approach to data collection will be fine-tuned so that we can ensure we know who is participating throughout the sport.



Diversify licence holders

We will design specific driver pathways and initiatives to increase the representation of women, ethnic minorities, those from the LGBTQ+ community and people living with disabilities. This feeds into Vision 2030 and workstreams with the Academy, StreetCar and Esports.



Diversify wider motorsport

We want marshals, volunteers, clubs and the wider community to be more representative of wider society. We will work with our Sub-committees and governance team to identify how we can recruit and retain people across these roles.



A data led approach

Collect and report demographics data of the following stakeholder groups

- Licence holders
- Volunteers and Officials
- Motorsport UK Staff and Committees
- Coaches and Academy members
- Club composition
- Wider demographic research on spectators and fans

YEAR

OUTCOMES

2023
2023
2023
2024
2025
2025

- A better understanding of who is in the sport
- A more diverse sport across all areas, with a key focus on licence holders but also volunteers, officials and Motorsport UK staff



Diversify licence holders

Expand the Disabled Driver scholarship to ensure five more clubs implement the scheme

Review the licence process for disabled drivers and make necessary changes

Continue pilot programmes and initiatives to increase the number of underrepresented groups

Learn from our pilot programme to ensure that increasing the diversity of licence holders becomes the rooted within our operations

2023/4
2023/4
2023
2024

- Achieve our goal of Motorsport UK to target a 10% increase in female participation by 2025
- Continually deployed programmes and initiatives that facilitate widening the demographics within the sport by offering entry-level access points



Diversify wider motorsport

Work with our fixed venues to ensure they are accessible to disabled competitors and spectators

Invest in research to understand the barriers to volunteering for underrepresented groups

Understand and grow the network of community organisations in motorsport

Establish mentoring programmes for Stewards, Clarks and Marshals

2024
2023
2023
2023/4

- A sport that learns from other sports and shares knowledge and success

Best of Behaviours

We want to establish two-way communication with our community to embed the core values of Race With Respect, ensuring a high standard of behaviour across the sport.



Best of Behaviours

Key workstreams



Embed Race With Respect

Motorsport UK will officially relaunch Race With Respect in January 2023. This sport-wide initiative ensures that anyone participating in a Motorsport UK permitted event, in any capacity, agrees to follow the values of the Code of Conduct.



Educate the community

At its heart Race With Respect is an educational campaign to engage and educate members on what constitutes respectful behaviour. We will create and distribute specific training and assets with the support of each Sub-committee.



Hold people accountable

Motorsport UK will hold people accountable for their actions. We will work within our legal processes to ensure this happens and be mindful of identifying any patterns of behaviour from the data we collect



Embed Race With Respect

Relaunch Race With Respect and ensure that all key stakeholders are aware of the programme and its importance to Motorsport UK

2022-2023

Work with key championships to embed within their remit

2024

Work with Motorsport UK officials to make them aware of the correct process and build confidence in dealing with issues

2025

Provide well-being support for those that have poor experiences within the sport

2023

Create online resources for each of our focus issues available to all Motorsport UK members and provide opportunities for continuous learning

2023



Educate the Community

Understand training requirements for key groups and create resources for distribution

2022 -2024

Guidance for venues on accessibility, starting with fixed venues and then broadening out to non-fixed venues and across our training resources

2023

Work with tertiary education providers to embed inclusion learning into the motorsport curriculum

2023-2025



Hold people accountable

Ensure that we have best practice policies and procedures that make it very clear when standards have not been met

2024

Communicate a clear link between Race With Respect and our Legal process

2022 -2023

Transparency on inclusion-related Race With Respect issues that have escalated to National Court - including the outcome and learnings for Motorsport UK

2023

YEAR

OUTCOMES

- A sport wide set of values and behaviors, adhered to and understood by all
- By 2023 the motorsport community will have access to educational content to help familiarise themselves with Race With Respect
- Motorsport UK will be able to identify any areas of the sport that need extra attention and support, including specific behaviours that need addressing
- As a result of the new and widely publicised reporting frameworks, we are expecting an increase in the number of complaints raised by 2025, as more of our community feel confident and encouraged to use the reporting mechanisms

Legacy and Impact

We want to create wider change, using our reach and our influence to encourage more underrepresented groups into motorsport and STEM roles.



Legacy and Impact

Key workstreams

Girls on Track UK

Motorsport UK's grassroots initiative that seeks to inspire, connect and showcase women in motorsport, as we seek to achieve better representation throughout the industry



Ignite Partnership

As an inaugural funded partner of the Ignite Partnership, a joint charitable initiative between Sir Lewis Hamilton and the Mercedes-AMG PETRONAS Formula One Team, Motorsport UK aims to build on our Girls on Track UK programme and expand to motorsport engagement with other underrepresented groups



Collaborate and amplify

As a governing body Motorsport UK should be continually promoting the routes into motorsport through publicising its entry-level initiatives and programmes



Outline of activities



Ensure the continued success of Girls on Track UK

Grow the Girls on Track UK programme year-on-year to reach more girls and young women across all aspects of motorsport

Refine our measurement and evaluation programme

Share learnings with the wider community and other sports to create impact

Throughout

2022- 2023

Throughout



Use The Ignite Partnership funding opportunity to reach more underrepresented groups

Deliver a research programme that identifies where interventions need to take place

Create an effective activation that reaches underrepresented groups including women and girls, ethnic minorities and those from socio-economic disadvantaged backgrounds

Scale up the activation based on results from 2023 - 2024

2023

2023

2025



Collaborate and amplify

Ensure that Motorsport UK collaborates with external partners for maximum impact

Facilitate networking opportunities for people working in EDI

Create a live resource for young people wanting to get into the sport that centralises opportunities

Profile how people got into the sport to promote accessible routes and provide practical guidance

At least one a year

2023

2025

Throughout

OUTCOMES

- A more diverse motorsport industry that goes beyond Motorsport UK licence holders into STEM, media and wider careers in sport
- A change in perception of who motorsport is for and who can get involved
- An understanding of who is doing what in the community and how people can get involved in the sport

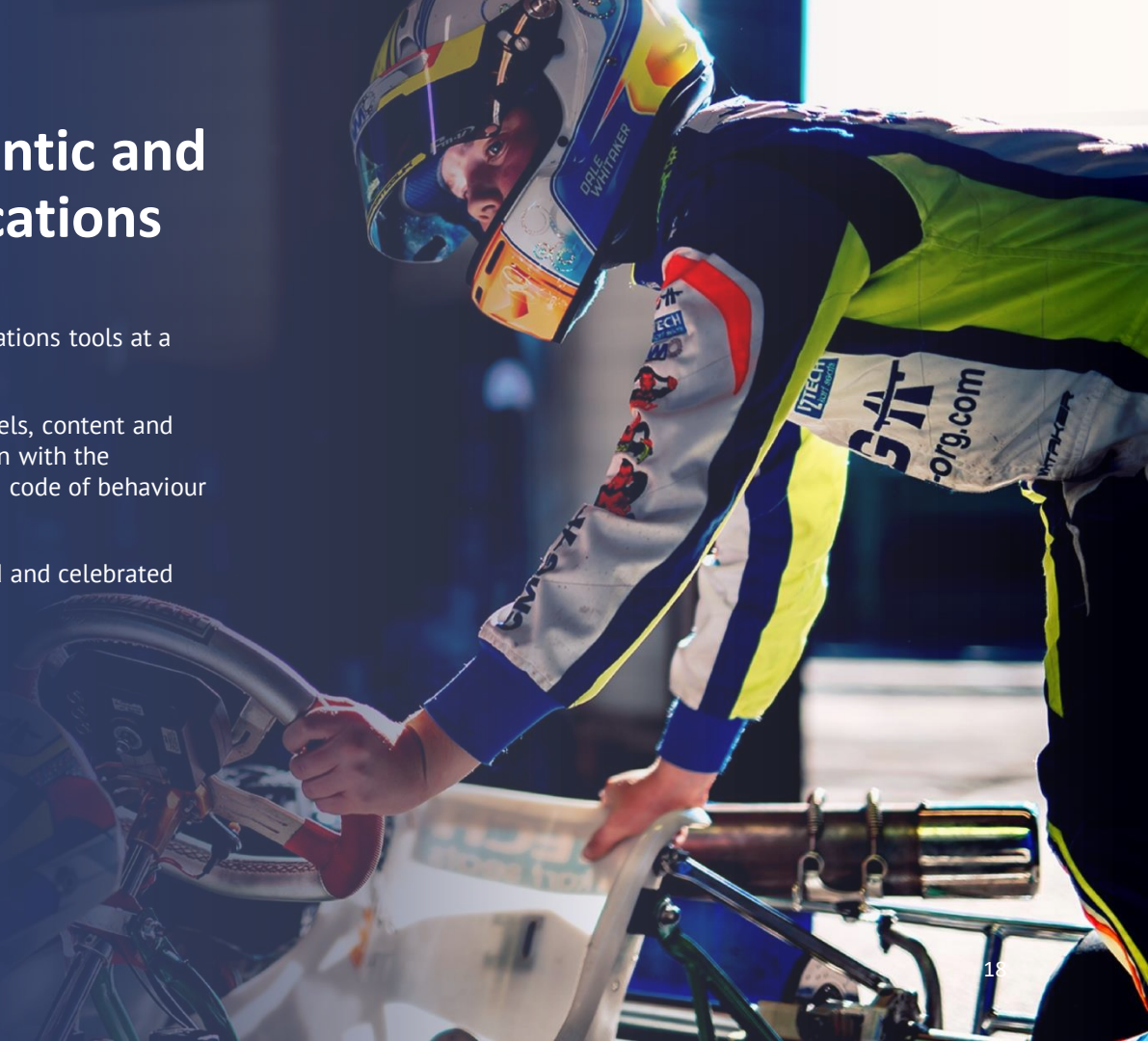
Underpinned by authentic and transparent communications

Motorsport UK will use its marketing and communications tools at a tactical level.

Utilising owned, secondary and earned media channels, content and assets will be authentically produced in collaboration with the Committee and Sub-committees alongside a defined code of behaviour for the sport.

Furthermore, key moments-in-time will be promoted and celebrated such as:

- Black History Month
- Pride Month
- Women in Motorsport Day
- Disability Pride Month
- International Women's Day



A Diverse and Inclusive Organisation

Motorsport UK has an unparalleled opportunity as the national governing body to ensure that the sport is both diverse and inclusive. We are seeking to influence our community of members, officials and volunteers, and it is vital that we look inwards to ensure our internal operations set the highest possible standards when it comes to equality, diversity and inclusion.

This work is led by our internal HR function working closely with our inclusion lead.

Over the next three years, we commit to making Motorsport UK a diverse and inclusive workplace

This commitment is underpinned by the following actions:

- Continuous monitoring of employee experience with a particular focus on topics pertaining to EDI
- Educational activities throughout the year for staff
- An internal EDI working group to think critically and honestly about how we are tracking
- Developing underrepresented talent to ensure a diverse senior team. To meet a 30% target of underrepresented groups within the Board and senior leadership roles by 2030.
- Ensuring we understand the make-up of those involved in Motorsport UK governance and supporting our committees to be more diverse

We have stringent policies in place to ensure the following areas are treated with the upmost seriousness:

- Bullying and Harassment
- Equal opportunities
- Safeguarding