

Scottish Motor Racing Club – Notes for SAMSC – March 2019

1st meeting on 7 April: sitting at just under 100 registrations at the moment. New C1 Cup class has 14 registrations, 12 of which are complete newcomers to the sport.

Member benefits: we have partnered up with a range of businesses from DoubleTree by Hilton, to Reis Motorsport insurance and Motor Sport Magazine to offer SMRC members a range of exclusive benefits.

We have also developed a partnership with Torq racewear to create a new range of SMRC Merchandise.

Mental Health Initiative: we've established a deal through one of our competitors (who is a mental health nurse) and SAMH to run mental health training courses for all our marshals workforce. This training comes to over £8000 in value

Student Motorsport: we have got two colleges signed up to run cars in the Citroen C1 Cup - they are building the cars from scratch and will run them throughout the season, providing valuable learning experiences to young students

Recruitment: we held our Go Motor Racing Open day at Knockhill in January. We marketed the opportunity to get passenger rides and find out how you get started in the sport on social media.

Over 70 people signed up to come along to the day and over 50 turned up and took advantage of a passenger ride. This resulted in 2 new racing members.

Strategy: we have a full 3 year strategy written up and approved by the board. This looks at how we improve our core racing business - increasing race entries and improving our service - but also how we diversify into new areas as a club to increase our reach and membership. For example, we will be running our first track day as a club this year.

Governance: we're carrying out a governance review. We have identified new working groups below the board and developed role descriptions for key positions within the club and Full terms of reference have been completed for each group. e.g championship representatives, Executive Committee, and Marshals Working Group

Rory Bryant
Business Development Manager

Scottish Motor Racing Club

www.smrc.co.uk

Mob: 07966802199