

8 May 2019

To: Peter Weall - Chairman  
Lock Horsburgh - Secretary  
**Scottish Association of Motor Sport Clubs**

Dear Peter and Lock,

## **New motorsport development strategy**

I am writing to explain the new strategy that has been developed for the promotion of motorsport in the UK. As you are aware, in recent months Motorsport UK has shifted its strategic focus, putting the promotion of the sport at the forefront of its mission. The Board has endorsed a decision to explore a new approach and create fresh strategies to attract new members directly and engage more closely with the clubs.

Since the launch of Go Motorsport in 2008, we have managed a largely devolved structure for the delivery of increased participation. The RDO field agent programme has brought benefits to the clubs and communities, but it has been difficult to clearly attribute the acquisition of club members, or conversion of those members into Motorsport UK licence holders.

After careful research, we have concluded that Motorsport UK needs to directly implement new initiatives to raise awareness of the opportunities in grass roots motorsport and also increase our direct support to the clubs.

As part of this new approach, Motorsport UK will be embarking on a promotional programme, attending events to raise the visibility of the sport, with particular focus on grass roots level motorsport.

To assist with club development and support for them, a range of initiatives will also be implemented for the clubs such as workshops, media toolkits, online learning platforms, a direct help-line and collateral that will assist clubs in organising events and growing their membership.

Unfortunately, as a consequence of this new strategy, Motorsport UK has decided to discontinue the Regional Development Officer roles in their current format. It is a shame to make this decision, especially as there has been so much hard work and commitment from the RDO team over the years, but we have concluded that a new approach is needed if we are to arrest the decline. As a result, Motorsport UK has provided one month's notice of the termination of the RDO agreements, the effective date of termination being 7 May 2019.

In the event that any RDOs are involved in any ongoing projects or commitments that may extend past 7 June 2019, we will assess their nature and the anticipated commitment to delivery. Any funding for such a project will be discretionary and assessed on a case-by-case basis.

Motorsport UK are very grateful of all the support that the RDOs have provided through the execution of their role and the energy that they have brought to bear in the wider promotion of motorsport in the UK.

We also recognise that the RDOs are valued members of their local motorsport community with considerable experience that is valuable in helping Motorsport UK reach its objectives. As such, a fund will be set up for projects that are in line with Motorsport UK strategy, and we have invited the RDOs to submit any ideas on initiatives that they consider would supplement our new approach. Funding for these will be assessed on a case-by-case basis.

Motorsport UK is grateful to the RDOs for their dedication to the sport and hope that we can continue to count on their support in the community going forward.

Yours faithfully,



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