



Lock Horsburgh <lock@scottishmotorsportsclubs.co.uk>

This evening

Hugh Chambers <Hugh.Chambers@motorsportuk.org>

17 September 2019 at 14:04

To: Peter Weall <peterweall@scottishmotorsportsclubs.co.uk>

Cc: "lock@scottishmotorsportsclubs.co.uk" <lock@scottishmotorsportsclubs.co.uk>

Dear Pete,

I am writing in advance of the meeting of the SAMSC OGM this evening. I am very conscious that I have not yet spent much time in the field in Scotland, and wish to address this as soon as possible. As you know only too well, we are undertaking a raft of very significant changes at Motorsport UK and the design, build and implementation of these has been the priority this year. Frankly getting out to competitions and meeting our members is something that I relish, but we need to get our house in order first.

If you feel it is appropriate, perhaps you could relay a message to the meeting:

"Good evening, and apologies that I cannot join you for the meeting today. In fact I am conscious that the calendar has so far not allowed me to enjoy Scottish motorsport first hand this year, and although engaging with the SMS enterprise and working with Pete and Sandy Denham, my ambition to connect further has been limited by the pressures we face across many areas.

Arriving in post late last year to re-join forces with David Richards – who I was partner with at Prodrive for ten years – I was struck by the challenge of ensuring the long term viability and sustainability of motorsport in the UK. The facts are stark and show that we have been experiencing a decline in licence holders for many years, and linked to that a drop in entries. This is further compounded by a fact that we have an ageing membership base, both with competitors, volunteers and officials. We have become too inwardly focused on the governance aspects of the sport – the rules and regulations – all of which are essential, but they are the foundation of a sport, not the superstructure and architecture of a successful modern enterprise.

People ask me what business we are in – and I think that we have to think of ourselves as being in the entertainment business, not just the motorsport business – by that I mean we need to fight for the right to be people's entertainment choice and with that one that fits with their lifestyles. We need the right products in the right place at the right time and at the right price – basic rules of marketing.

That required a complete culture shift at what has been the MSA, and a small symbol of change was the name to Motorsport UK – more user friendly, more open and accessible than a three letter acronym. But that is just the start. We are building a new marketing and communications team at Motorsport UK that will be launching promotional campaigns to engage with new audiences and re-engage with old ones that we can welcome back. We need to appeal to younger audiences, not just to get them in, but to keep them, and that requires a different approach to training and education, both for competitors and officials.

There is too much red tape in certain areas and we need to try and reduce bureaucracy. For 2020 we have some exciting changes that will achieve some of these targets. We need to work better with the club network and although we have disbanded the RDO network that grew up around Go Motorsport, we are planning a new raft of club based initiatives for 2020, to help you reach new audiences and retain your valued members. I have seen many great things happening in Scotland that the rest of the UK can learn from.

But even in the past nine months we have not stood still. Membership licences are actually up for the first time in nearly ten years, and across the board entries have shown growth. We have made it better value to be a member with benefits that can amortise the cost of your licence in a few transactions – money off at high street stores like Halfords and discounts on motorsport consumables like tyres. There are many further innovations we are working on and will be announced in the coming months.

So again, apologies for not being with you, but I will endeavour to join a SAMSC meeting soon and meet everyone in person. Wishing you a good meeting and a good evening.

Best regards,

Hugh”

Do please let me have any questions that come out of this from the floor.

Kind regards,

Hugh

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CEO



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