



SCOTTISH MOTOR SPORTS

2020 – 2024 Strategy Planning Consultation

Results

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Introduction and Project Background

In partnership with Motorsport UK and the SACU, SMS carried out a consultation to aid with the planning of the 2020-2024 Strategy for motorsports in Scotland.



Consultation on the Development of the SMS 2020 – 2024 Strategy: Results

Scottish Motor Sports was established in 2011 as a collaboration between the bodies that govern two and four wheel motor sport; the Scottish Auto Cycle Union (SACU) and the Motor Sports Association, now known as Motorsport UK.

Through taking this new collaborative approach, the initial objectives were to create an alignment within the Scottish motor sport community that enabled SMS to speak with one voice - for all two and four wheel motor sport - and represent the best interests of the whole sport to Government, authorised agencies and legislators.

Sportscotland fund sport Governing Bodies in 4 year cycles. In order to secure our second investment, we are required to submit a strategy detailing the intended direction of the sport alongside initiatives and targets which will help us get there.

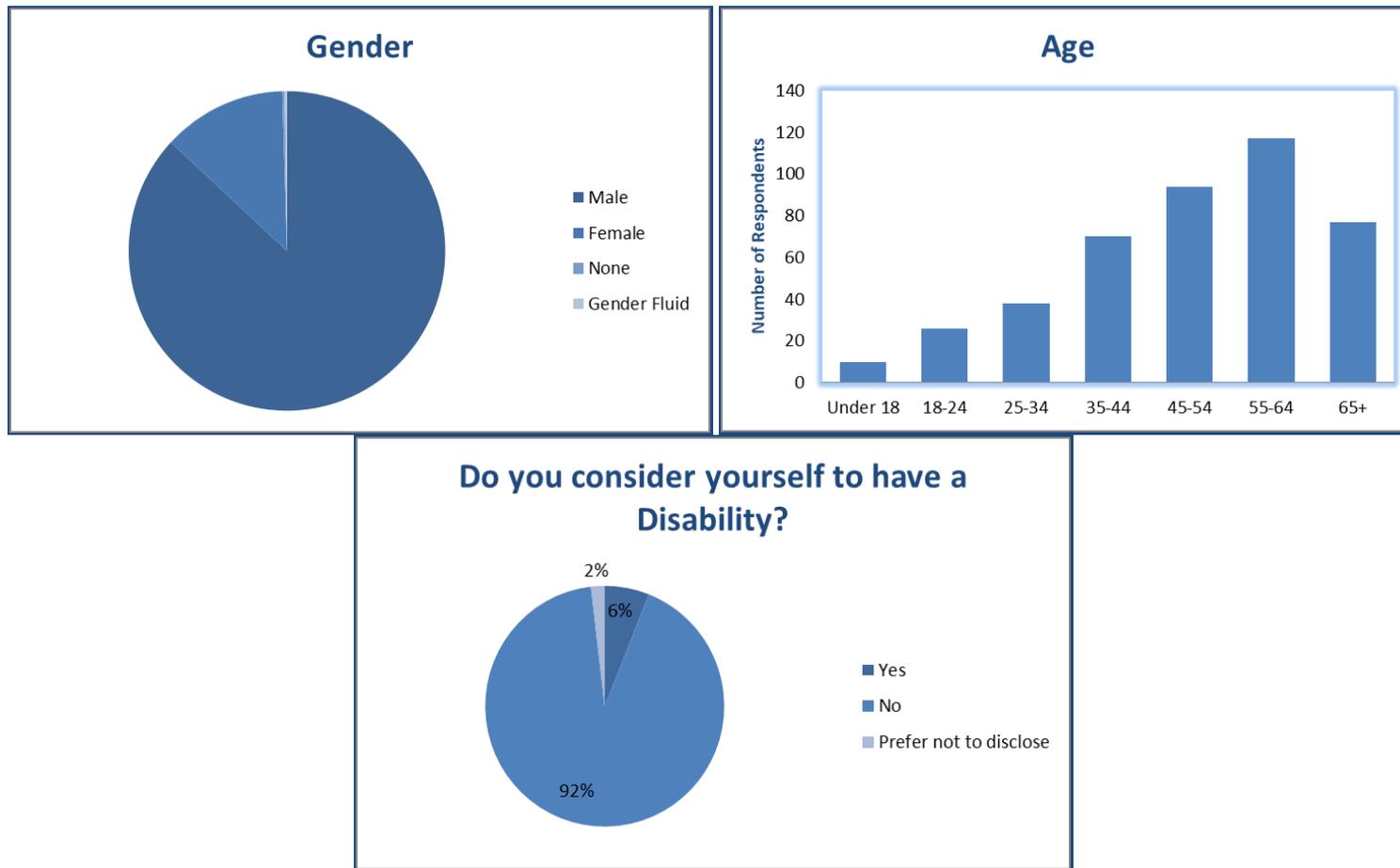
In order to best shape the direction of motorsports development within Scotland, SMS provided everyone with an interest in the sport the opportunity to have their say. We believe that by tapping into the vast shared knowledge, skills, experience and ideas of the motorsports community, we can help shape motorsports in Scotland to best suit the people involved!

Summary of Results

The consultation was live for ten weeks between March and May 2019. There were 432 responses.



Demographics of Respondents



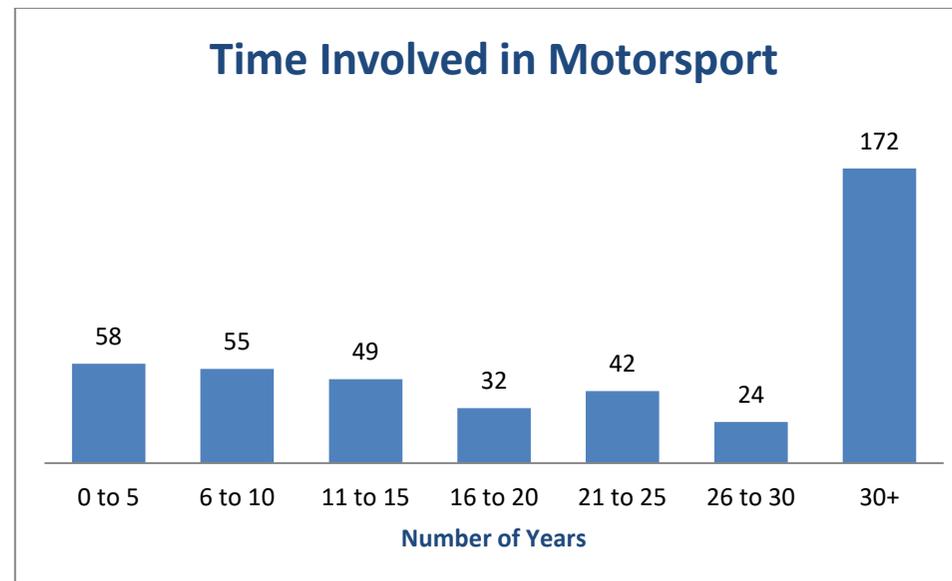
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Of the 432 respondents, 87% identified as male and 13% as female. Within the responses, there was 1 individual who identified as neither male nor female and 1 individual who identified as gender fluid.

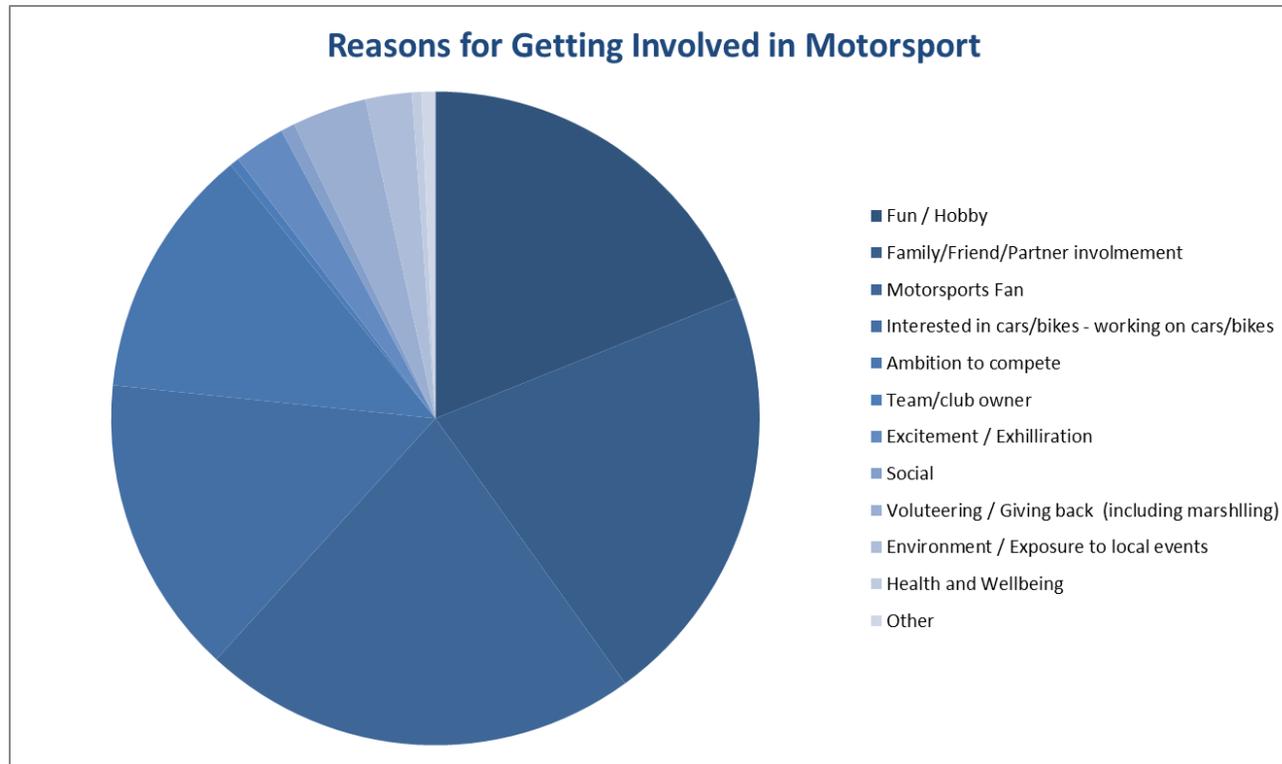
The largest participating group in terms of age were the 55–64 year olds at 27%. This was followed by the 45–54 age group at 22% and the 65+ age group at 18%. As a further 16% of participants fall within the 35–44 age bracket, it is clear to see that a huge 83% of motorsports activity is carried out by those aged 35 and over.

Respondents Motorsports Involvement



The vast majority of respondents (39%) have been involved in motorsports for 30+ years. Thirteen percent of respondents, the second largest result, have been involved for less than 5 years.



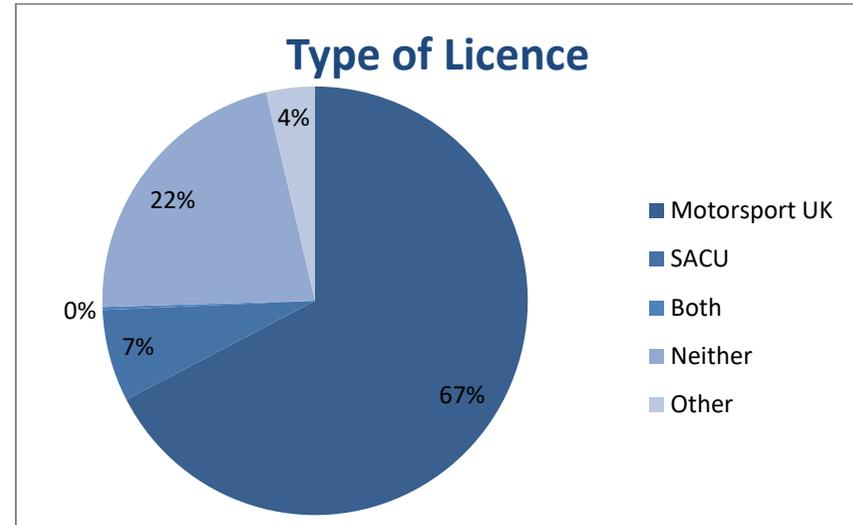
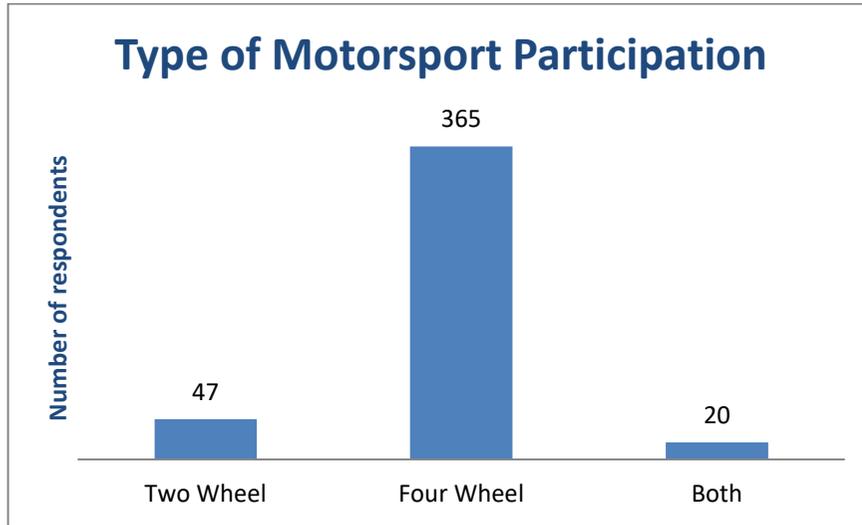


As an open-ended question, respondents were provided the opportunity to share freely their reasons for becoming involved in motorsport. It quickly became apparent that themes were forming with regards to responses given; these can be viewed in the table above.

In addition to the above, a few comments were made with regards to involvement in motorsports as being an ‘escape from reality’ and ‘medicine’ through sport as a way of providing a release. It was extremely positive to see that people identified motorsports as a legitimate resource for coping with poor mental health.



Participation Breakdown by Sport

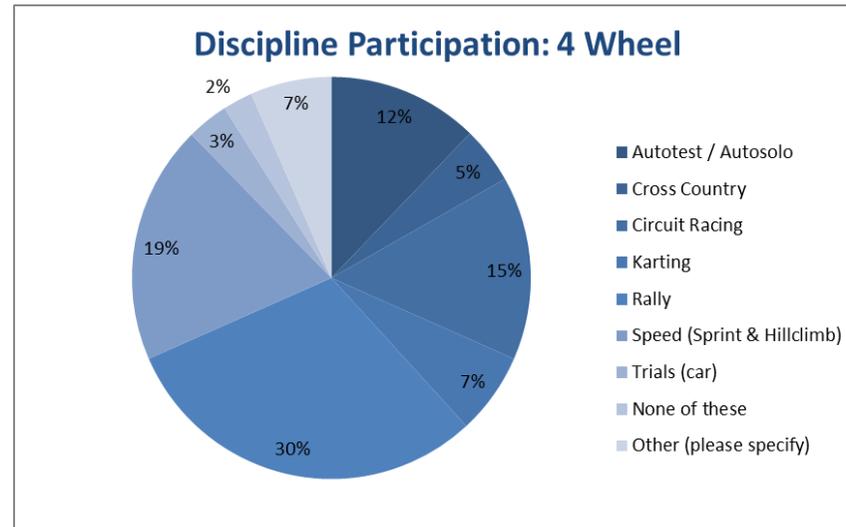
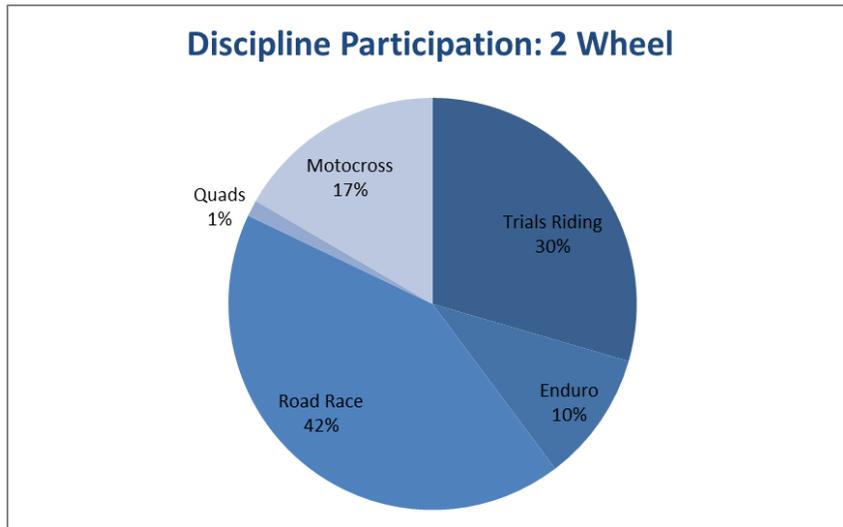


The vast majority of participants (84%) engage with 4 wheel disciplines under some capacity. Despite this, only 67% have Motorsport UK licences – a gap of 17%. Reasons for this could include that within the seventeen percent of respondents that do not have a Motorsport UK licence, some may still be taking part as volunteers, social members or members who practice but do not compete (e.g. Scottish Road Car Series, club autosolos etc.); or they are affiliated to another body. Other 4 wheel licences and affiliations were identified as FIA, Orci and OSCAR (Governing Body for Scottish charities).

In terms of 2 wheel participation, 11% of respondents are involved in motorcycle sport under some capacity. However, when it comes to SACU licences, only 7% are affiliated. Similarly to 4 wheel sport, respondents could be taking part under a non-competing capacity or may be affiliated to a different body. Other 2 wheel licences and affiliations were identified as FIM and ACU.



Participation Breakdown by Discipline



Looking firstly at 2 wheel motorsport, of those who responded to the consultation, the vast majority were Road Racers at 42%. Although not evenly split across the 5 disciplines, responses were distributed relatively evenly between Road and Off-Road disciplines at 42% to 58% respectively.

With regards to 4 wheel sport, the majority of responses came from the Rally community. The next highest response rate came from Speed followed closely by Circuit Racing and Autotest. There were a few individuals who identified taking part in other disciplines not recognised by Motorsport UK. These included Oval, Drifting, Car Tours and Drag Race.

Club Participation

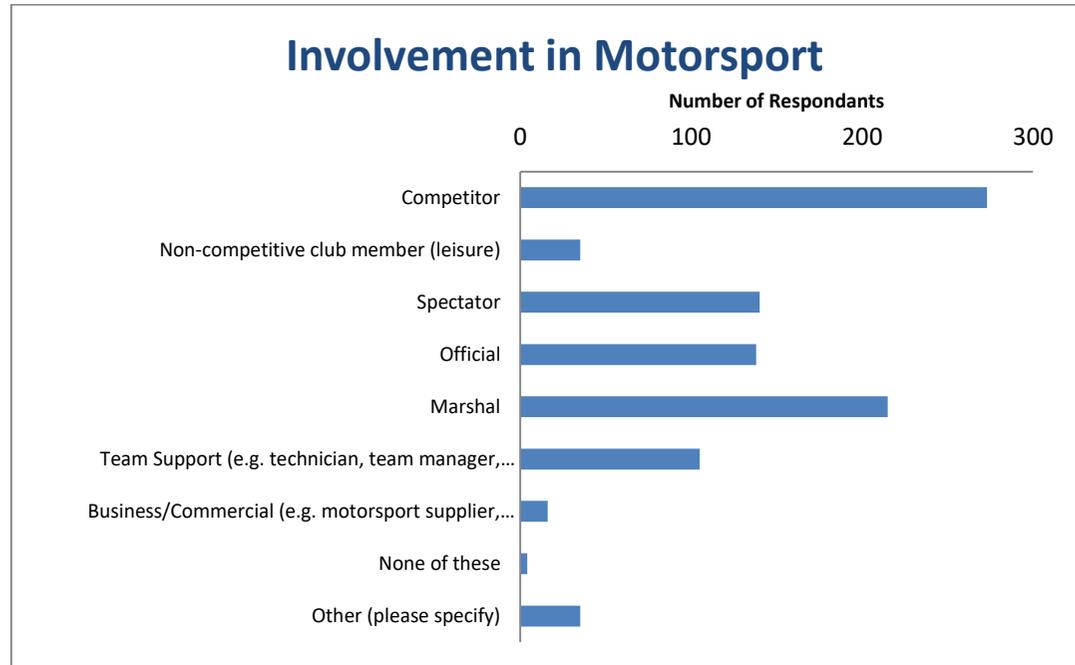
Of the 432 respondents, 79% were members of Governing Body affiliated clubs. The remaining 21% were either not part of a club at all (14%) or were involved with unaffiliated clubs (7%).



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Due to the nature of the sport, it was unsurprising to see that many respondents were part of multiple clubs. Within SACU regulated motorcycle sport, 53% of respondents were members of one club, 44% were members of two clubs and 3% were members of three or more clubs. Similarly within Motorsport UK regulated sport, 65% of respondents were members of one club, 21% were members of two clubs and 14% were members of three or more clubs.

Participation by Type of Involvement

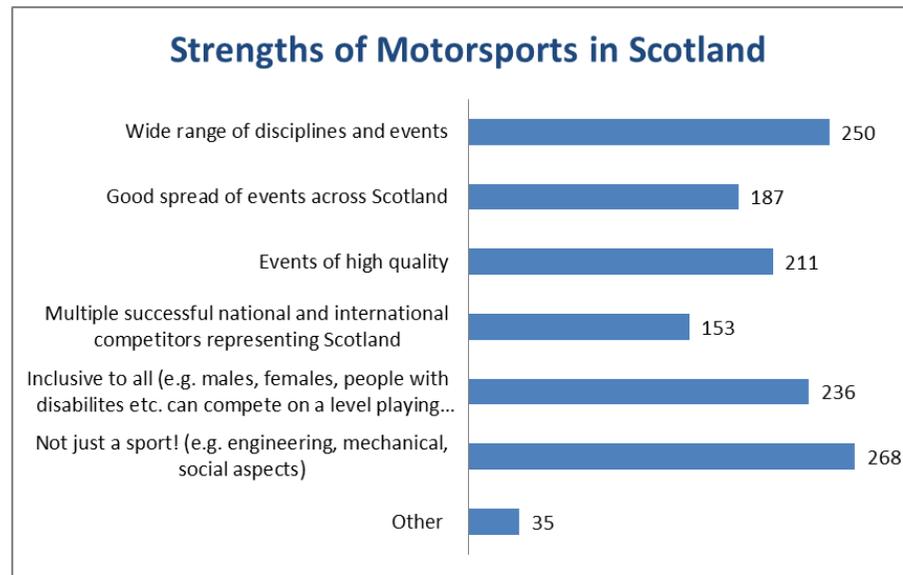


Respondents were asked to identify under which capacity they participated in motorsports; it was possible to provide more than one capacity. Results can be seen in the table above.

In terms of the 'other' category of answers, responses included sponsor, parent, coach, caterer, committee member, event organiser and rescue.



Current Strengths and Weaknesses in Motorsports



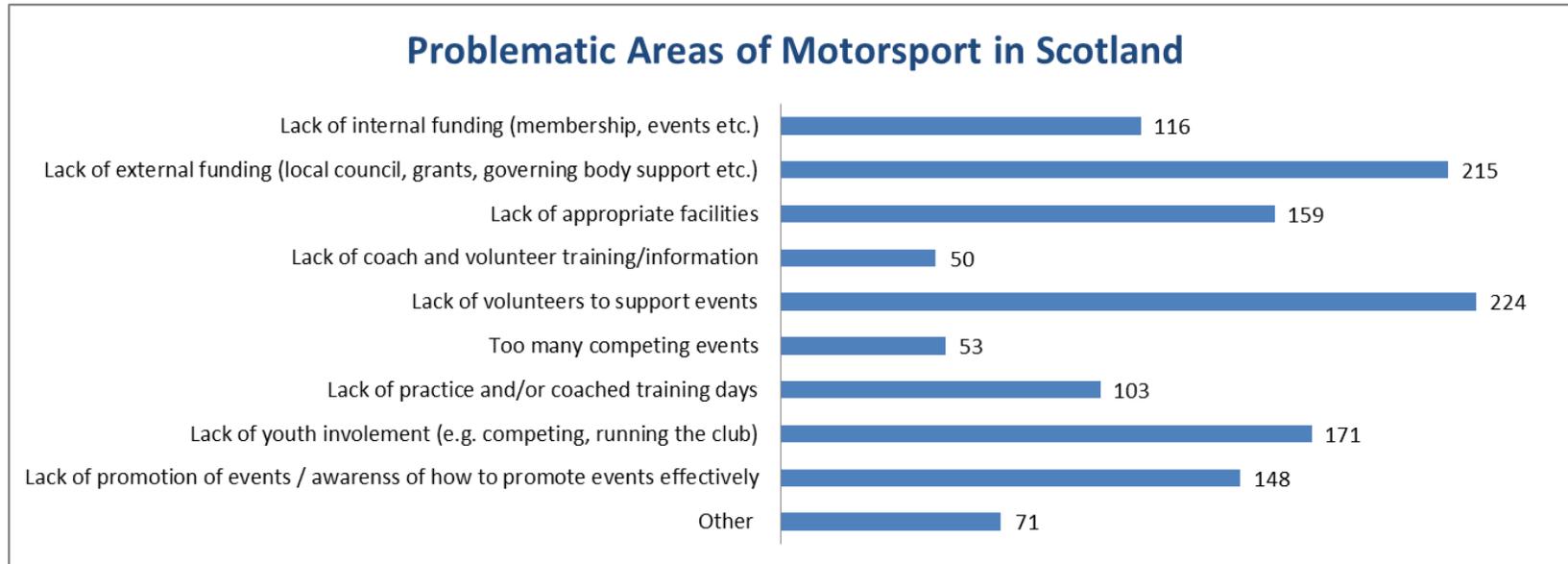
An area which should be hugely celebrated is that motorsport is not 'just a sport!' It is pleasing to see that motorsports enthusiasts within Scotland, value this as the sport's biggest strength. With options to train and practice in other areas such as mechanics, engineering, event management and volunteering to name a select few, there are options for everyone. Additionally, respondents also value the range of disciplines and events which are on offer. With 12 to choose from, as evidenced in previous findings, many participants opt to take part across multiple areas

The third highest result is one which will be a key focus moving forwards. 236 respondents identified motorsport as 'inclusive to all.' Within many of the disciplines regulated by Motorsport UK and the SACU, any individual regardless of age, gender and physical ability, within safe and reasonable parameters, can compete together on a level playing field. There are obviously times when adjustments will have to be made and a small portion of incidences where this may not be fully possible, however on the whole, motorsports can be a lot more inclusive where other sports cannot. This is a USP of our sport!



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There were also a number of 'other' strengths identified by respondents. One which came out powerfully was that of the sense of community within our clubs and how they bring people together and provide support. Another positive to come out of the consultation was that a number of respondents identified that motorsports can be used as a tool to change people's lives and improve both physical and mental health.



Whilst we should continue to celebrate the strengths of motorsports, it is also important to recognise problematic areas and challenges that cause risk and harm towards delivery and growth. The two biggest weaknesses highlighted by respondents were the lack of volunteers to support events and the lack of external funding available. It may be worth noting that whilst a lack of external funding may be an issue within certain local authorities, the issue may lie more in the fact that clubs and event organisers do not know which funding sources are available to them or how to apply.

Another high scorer was that of the lack of promotion of events and/or a lack of awareness on how to best promote events. Within the current climate, everyone has access to free sources of advertising through social media; this tends to be the most effective way of engaging with young people. However,

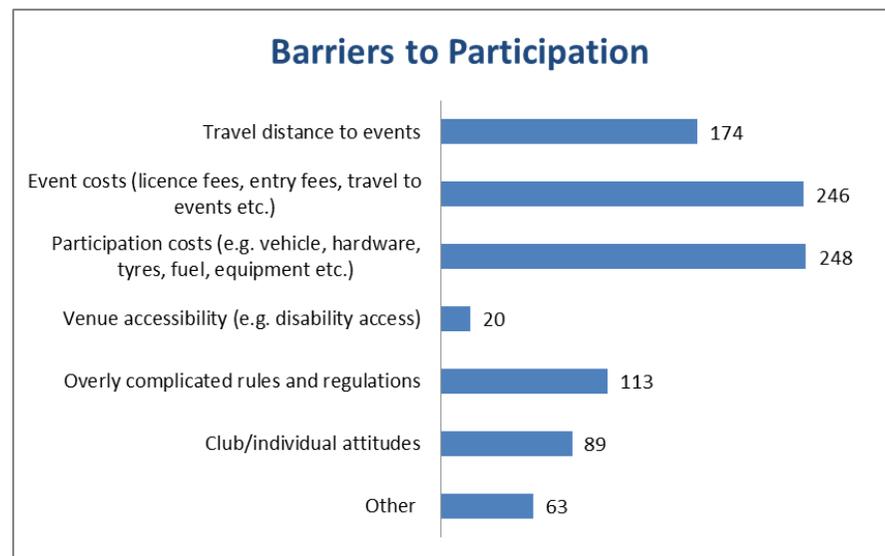


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although this is very positive, every other sport and leisure activity also has access to the same free advertising resource. This can often mean that key messages end up lost in a sea of information.

Again, a number of 'other' contributions were made. In addition to those noted in the table above, challenges identified were closed minded clubs/committees with resistance to change; lack of disability and equality awareness within clubs to support members; over regulation of entry level sport taking the fun out of it; marshals feeling poorly treated by clubs (e.g. no breaks, being spoken down to, feeling invisible, not being appreciated for giving up time etc.); and negative attitudes (e.g. elitist, chauvinistic and 'know it all').

Barriers to Participation

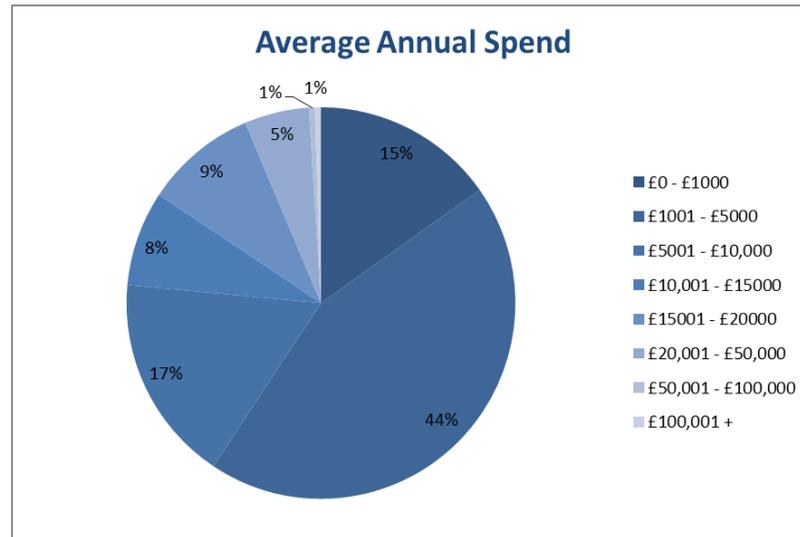


As expected, the largest barrier towards participation perceived by respondents was 'Cost' generally speaking. Comments were made regarding 'overly stringent' regulations and requirements that increase cost of participation which in turn makes motorsports less accessible at grassroots level. Whilst some costs can be managed, others come as part of the sport and some disciplines are obviously more costly than others.



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Costs accrued by participants vary hugely depending on discipline and the amount of time dedicated towards taking part. The chart below provides an idea of the average spend of the respondents who chose to answer this question.



Average spends ranged from as little as £100 to as high as £250,000. By removing the highest and lowest to avoid extreme sways, the average spend per participant was £8100. Both the median and most common results were £5000 annual spend. It would be fair to note that this data only relates to the 204 respondents who answered this question. This may not translate as an accurate representation of the sport as a whole.

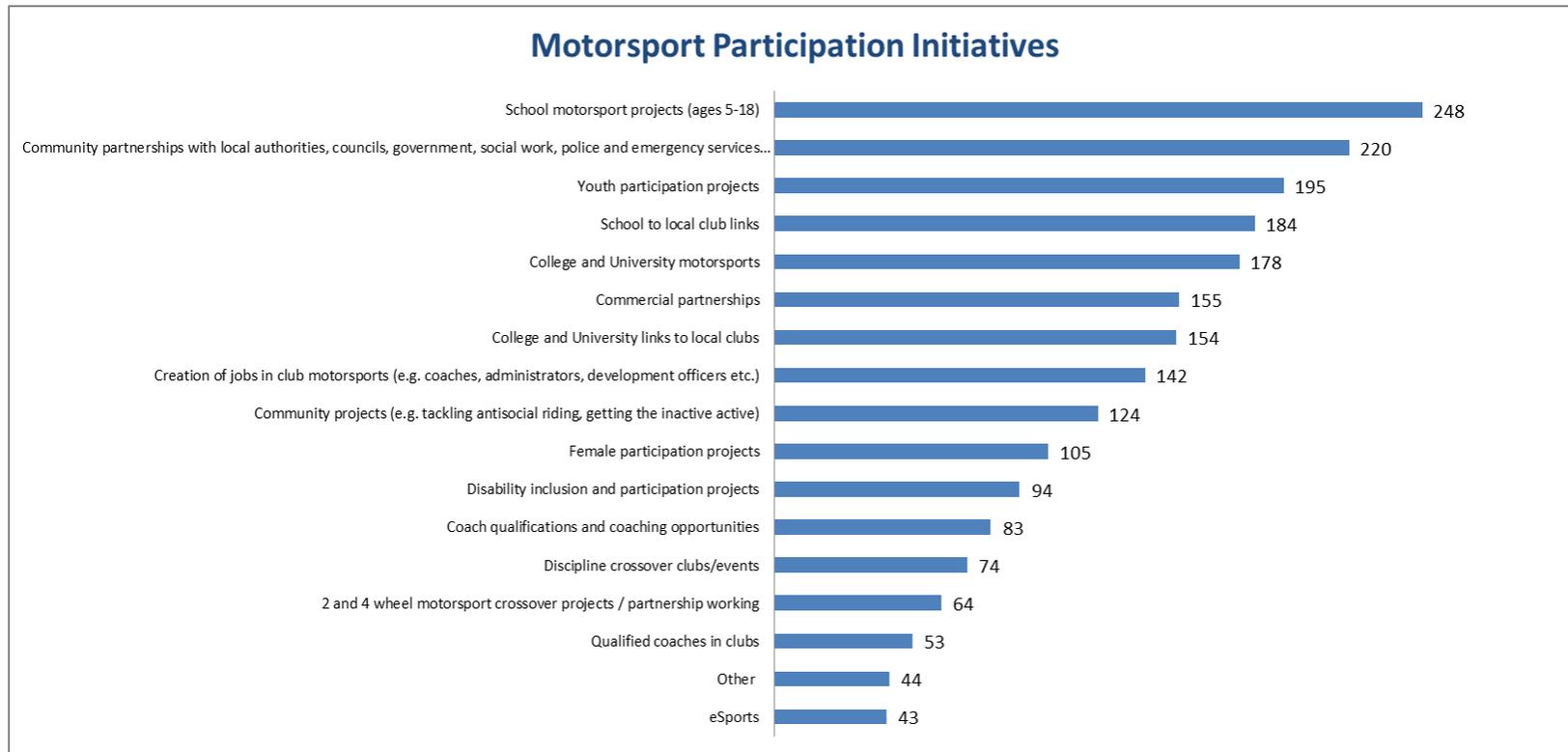
Some of the suggestions provided to help overcome these barriers were:

- Ease access to grassroots motorsport by minimising regulations and costs
- More input and assistance from Governing Bodies in terms of education and development, communication and promotion
- Crack down on negative individual attitudes
- Assistance in sourcing and gaining access to external funding



Future Planning

The purpose of this consultation was to essentially carry out a SWOT analysis to determine the current sporting landscape – e.g. where we deliver well and where we could improve; recognise opportunities available to us in the future; and consider challenges we may face to allow for effective planning to avoid these as best we can. SMS considered a number of development initiatives that could help to grow motorsports in Scotland and proposed these to users. Consultation respondents were asked to select the 5 initiatives they deemed the most important towards developing motorsports in Scotland or alternatively provide their own ideas.



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By observing the data, it's clear to see that the majority of respondents believed that links between motorsport and educational establishments are the most important towards securing the future development of the sport. Targeted school projects for those aged 5-18 ranked top with other high scorers being youth participation projects; college and university motorsport; and school, college, and university to club links. Based on this response, it would be fair to argue that youth participation has been the strongest victor and the motorsports community wish to see more initiatives aimed at getting young people involved.

Whilst 44 respondents selected 'other' as an option and provided comments, the vast majority of this group either made comment on initiatives already mentioned or expanded on the provided content.

Conclusion

To conclude, motorsport truly can be a legitimate sport of choice for all. Motorsport has a unique set up in which anyone regardless of age, gender or disability can practice and compete together on a level playing field. As a collective team, we should capitalise on this and ensure that we provide equal and inclusive opportunities for all. Findings from this consultation will be used to help shape the future of motorsports in Scotland in alignment with this.

