



Report to the SAMSC General Meeting, Tuesday 13 June 2023

As we head towards the end of the first half of the year there seems to have been a tremendous amount happening within the world of Scottish Motorsport, and the Association. The work of the Association seems to be settling in under new management.

There has been a strong start to the year with a wide range of events running, in circuits the new combined race weekends with KMSC and SMRC joining forces seems to be delivering good grids and some exciting racing, whilst at the other end of the spectrum Scotland has hosted a well attended competitive safari event in Galloway as part of the Northern Off Road championship, and prepared to play host to the new Scottish Summer Hill Rally – taking place alongside the BVAC Classic at Thirlestane Castle.

Scotland played host to the Extreme E last month, bringing a lot of high profile publicity into our region. Undoubtedly having a major event running, especially one that is potential a once in many years event, brings both benefits and challenges for local clubs who end up competing for volunteers. In terms of showcasing our sport they can leverage more publicity that most clubs can dream of, but that is probably small comfort to those whose events have been impacted. And over the last month we have started to see some of the lack of engagement of participants start to bite with a number of well planned events achieving lower than expected entries, or having to cancel altogether.

This makes communicating about our sport ever more important and you will probably have seen the new, and more engaging website being launched and running alongside the email and social channels, both of which are also seeing more traffic. The aim is to not just keep people informed, but get them talking about the current topics, and getting involved. This is happening up here as Motorsport UK have launched their Motorsport UK TV channel, which is well worth checking out. Indeed across all disciplines Motorsport UK's comms team are looking for ideas for content to keep the channel fresh and engaging – something that gives all of our member clubs the opportunity to get involved with good informative video "shorts" as well as more in depth pieces. The aim is to have a wide range of content from unboxing videos, to how to prep your hillclimb car, online, and attracting new members in.

Closer to home we are now approaching the middle of Motorsport Month Scotland – launched at the Jim Clark Rally, and running for the month of June the goal is to engage and bring in more interest with our sport – whether as volunteers, competitors or spectators. We have a presence at some of the events with bigger, more developed crowds where we can engage with members of the public and help them learn about, and get involved in Motorsport. There will be significant stand at the BVAC Classic next weekend, as well as a presence at Doune, engagement with the Argyll Rally, and plans developing for a grand finale to the Month at Knockhill. 2023 is the year to try different

approaches to engagement and our plan over the summer is to learn from our experience in June – and start planning for 2024.

One of the areas I am keen to start moving forward is to become more co-ordinated and impactful in our representation at Motorsport UK. Scotland is well represented in the UK National committee structures and has some excellent working relationships with colleagues at Motorsport UK, so I'm keen to get the maximum benefit from the hours invested by people across Scotland engaging with the national body. At a time when Sandy and Russell are at the forefront of the efforts to reform and revitalise Regional Committee, it is vital that we can engage effectively not just for our individual committee roles, but more widely for the good of the sport across Scotland. This includes supporting Motorsport UK in their ongoing dialogue with Sport Scotland, and seeing how we can ensure our voice continues to be heard. So part of the focus for the next quarter will be to start drawing our various representatives together and starting to plan our approach.

You will see from the Training Co-Ordinator's report that the training programme continues to go from strength to strength, attracting delegates from across Scotland, the wider UK, and internationally. Closer to home the training team are starting to develop the concept of a Scottish Training Hub – with both fixed and mobile facilities to enhance the training that can be offered to our volunteers, competitors and others across Scotland. Finally with training, we have plans far advanced to bring more first aid and medical training to Scotland, as well as specially designed Safeguarding Officer training, all of which is due to start delivering as we go through the remainder of the year

So, in summary, there has been a lot going on, but the important step is the action that we take as a result – and the results we achieve. The General Meeting will be an opportunity for clubs to contribute to the direction the Association takes and how we can best support the development of Motorsport more widely, and our member clubs over the coming months and years.

Rupert

6 June 2023