



# **The Future of Motorsport**

## **Consultation February 2008**

### **Summary of Key Conclusions**

#### **1. Environment and Energy Efficiency**

This presents a significant threat and opportunity, impacting on innovation, investment, skills and participation. Industry issues should be addressed as part of wider innovation objectives. Recommended actions are:

- Align with automotive R&D to develop and race 'greener' vehicles.
- Industry 'think tank' surveys technology horizons, engages partners.
- All stakeholders play a part in substantially developing the role of the regulator and regulations that are relevant to industry and participants.
- Reduce other impacts through, recycling, low-energy, transport planning, etc.

#### **2. Business Performance**

Improve the industry's ability to innovate, diversify and attract investment by:

- Championing the success of world-class few to the industry for wider benefit.
- Continuous professional development to improve entrepreneurship, etc.
- Engaging with simplified business support.

#### **3. Skills and Capability**

The industry requires more skilled staff, particularly at technician level. Recommended actions are:

- Higher education should lead partnerships with further education, employer, sector and skills groups, delivering technician-level skills and support apprenticeships.
- Support apprenticeships within SMEs.
- Create national centres of excellence in relevant engineering disciplines.

#### **4. Sporting Structures**

Perceptions of fragmented and impenetrable sport affect participation, but also sponsorship and other investment. Cost, exclusivity and the lack of a clear 'ladder of progression' are barriers to participation. Club activity is in decline, unable to compete for leisure time. Recommended actions are:

- Support and develop grass roots club activity and entry level disciplines. Establish a clear 'ladder of progression'.
- Continue work to maintain and increase numbers and diversity of volunteers. Align the requirements for 2- and 4-wheeled sport.
- Improve the value for money and relevance offered to spectators.
- Industry and top-level sport could invest resources including 'celebrity assets' (people, vehicles and brands) to develop grass roots and progression.

## **5. Information, Understanding and Image**

The sport and industry lack current and definitive data on employment and participation together with their economic and social value. Perceptions are of the glamorous few, not the highly skilled many and of \$100m fines. The sport is unable to effectively represent itself when seeking approval, support or defending adverse actions.

An adverse environmental image threatens to compound these issues. This is a barrier to investment, development, support, participation and the supply of skilled staff. Recommended actions to address these issues are:

- Create and maintain definitive data on employment and participation together with their economic and social value.
- Create and maintain information on innovation and careers in motorsport and high performance engineering.
- Create and maintain information that will encourage participation.
- Use information to promote motorsport to industry, employees and participants.
  - Industry positioned as rewarding high technology 'green' innovator.
  - Top level sport positioned as heroic competition based on advanced 'green' technology.
  - Grass roots sport positioned as low cost and accessible with a clear route to success.

## **6. Representation**

The sport in particular, identified the need for a single representative body or 'voice'. There are roles to promote, champion and defend motorsport as a whole, encouraging sustained growth in participation and leveraging the support of top-level motorsport to develop grass roots activity, promote and coordinate best practice and changes enacted to improve energy efficiency and reduce environmental impact.

This was echoed by those considering skills needs and those considering innovation and investment who identified the need for simplification and an industry 'think tank'. Any such 'voices' need to speak in harmony.