

Johnson Jottings (with the help of a few others)

PCA at The University of Chester, Thornton Science Park, for the Mersey Dee Alliance Wednesday 22 June 2016

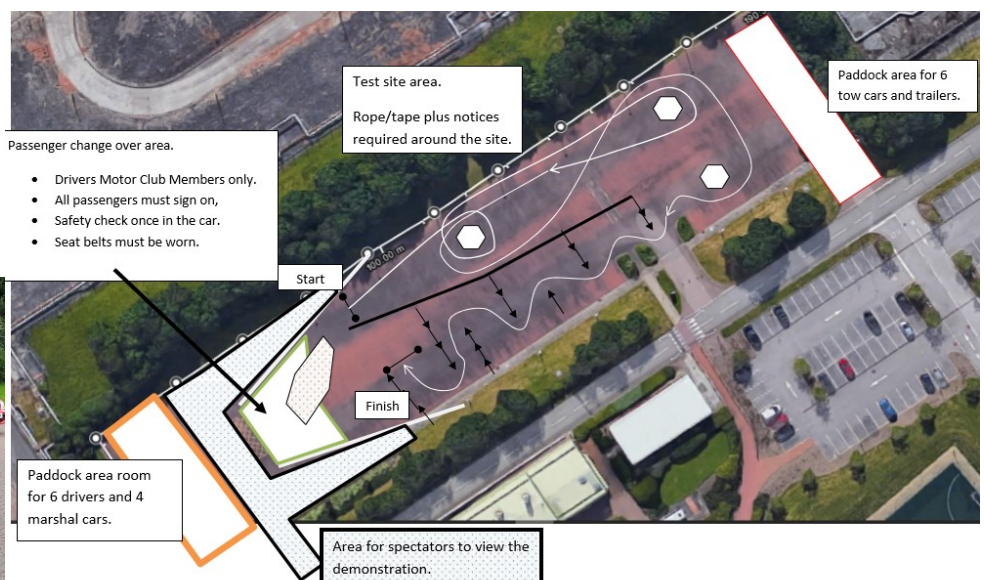
Any new event that a motor club runs takes time to set up and plan. All motor clubs need venues and venues are always hard to find. Club members' local knowledge is still the best way to find new venues; each club member will know someone with land that a motor club can use to run a motorsport event. Spare land, Car Parks, school playgrounds are often empty for holidays, weekends and evenings so how can motorsport make use of these?

CONTACTS - I do feel that local contact and partnership work can help all motor clubs. Clubs could think about road safety, young drivers, volunteering opportunities and risk management. Developing the skills of members through event organisation can help in the workplace too. Increasingly older members have great skills they but need to pass these on to newer members. They can also help train new marshals and give them the skill to improve employment opportunities.

On 22nd June, Ben Taylor, Managing Director at International Motor Sports Ltd (IMS is the commercial arm of the MSA that runs Wales Rally GB) was delivering a Breakfast briefing to over 150 business leaders of the Mersey Dee Alliance. This was to highlight the opportunities for local businesses to work with Wales Rally GB. Talking to people is all well and good, but how do you bring the excitement of motorsport to this audience and give them a session to remember?

The NEC Autosport show has featured a Go Motorsport AutoSOLO with Passenger rides for a few years and with this in mind, Steve Johnson the NW Go Motorsport RDO started working with IMS and The University of Chester to bring something similar to the North West. Nine months later came the day at The University of Chester, Thornton Science Park.

Over 150 delegates attended the IMS presentation and when over half of those expressed an interest in a passenger ride, it was going to be a tall order to organise it in the short time available. No pressure then!



Four members of NW clubs spent Tuesday 21st June setting up the venue.

Any event like this needs staffing and planning with military precision. The primary Go Motorsport involvement was speaking with passengers, signing them on, getting them into cars, and providing them with an insight into the thrill of motorsport so that they may wish to find out more, preferably by making contact with their local motor club.



On the day, members of Accrington MSC, Bolton Le MCC, Clitheroe DMC, Chester MC, CSMA NW, Liverpool MC, North Wales CC, and Under 17 MC NW, provided 14 drivers, 9 cars and 6 marshals. The first car was running at 9:30 entertaining passengers from the University campus.

Tyres squeal was sent across the site and at 9:55, the first few delegates walked towards the noise, within minutes the site was full of suited and booted business folk! Over 70 delegates had passenger rides and some at the end in



several competition cars. The cars were kept busy until 11:15 when the remaining visitors were talking to motor club members about Auto SOLOs and volunteering in Motorsport. Until that day, few, if any, knew about grass roots motorsport and that for as little as £30 you can drive your car all day in a club motor sport event.



We had drivers aged from 16 to over 70 taking part who all did motorsport proud as ambassadors, entertaining the delegates.

Ben Taylor thanked all the club members for their time and the very professional show they had put on.

Steve Johnson NW Go Motorsport, said "Thank you to the members of 10 Motor Clubs that helped before and on the day. Several had taken a day off work to make a fantastic event; a great number helped to run the event, talk to delegates and cleared the site away after the event. Well done everyone!"

The Team

Members of Accrington MSC, Bolton Le MCC, Clitheroe DMC, Chester MC, CSMA NW, Liverpool MC, North Wales CC, and Under 17 MC NW.



WRGB Promotional Autotest - Mersey Dee Alliance Innovation Network (by Tracey Smith – Under 17 Motor Club)

The Under 17's Motor Club (NW) organised a Production Car Autotest to promote affordable motor sport to business leaders in North Wales, the Wirral and West Cheshire in June. 14 drivers from motor clubs across the Region, including Accrington, Bolton-le-Moors and Liverpool, provided free passenger rides to delegates attending the International Motor Sports Ltd (IMS) sponsored event at The University of Chester, Thornton Science Park campus. IMS is the commercial arm of the MSA and organises Wales Rally GB, a round of the World Rally Championship. Volunteer marshals also supported the autotest.

Approximately 150 delegates attending the Mersey Dee Alliance Innovation network event joined Ben Taylor, IMS Managing Director, for a presentation on the economic benefits Wales Rally GB brings to the region. Ben spoke about the prestige of hosting a world rally championship event and the opportunities this presented to showcase Wales as a tourist destination. He also told delegates about the social and educational benefits the event offers such as involving pupils in STEM (Science Technology Engineering and Mathematics) activities, taking children out of the classroom and providing career options and opportunities.

Ben described future aspirations to attract more fans to the sport by organising short rally stages on closed roads, subject to legislative approval. The sound of revving engines and squealing tyres on the autotest track outside could be heard from inside the conference room further raising delegates anticipation and excitement to experience motor sport for themselves.

After the presentation, delegates were offered free passenger rides by North West motor sport club members. The autotest was held on an empty car park at the back of the university campus. This was the perfect opportunity to showcase affordable motorsport, inspire new and young drivers to take up motor sport and secure new venues for local clubs wishing to organise their own autotest events.

Passengers were presented with packs containing information on forthcoming events and how to contact their local club. They were also given the opportunity to navigate and time their driver through the autotest route. More than 70 delegates signed on for passenger rides, many of whom came back for a second or third ride and all of whom left with a very big smile on their faces.