2011

COMPANY REPORT & 2010 GROUP FINANCIAL STATEMENTS

The Royal Automobile Club Motor Sports Association Limited

MSA
MOTOR SPORTS ASSOCIATION
UNITED KINGDOM

Chief Executive's Message

"The governing body works tirelessly everyday to serve the best interests of the sport and its membership"

This has been another extremely busy and successful year for the Motor Sports Association, but inevitably, in the compilation of an Annual Report, one can only pick out a small selection of highlights from the past year.

So on the following pages you will read about initiatives and activities, projects and programmes, all designed to further the cause of motor sport and all of which are underpinned by the commitment of those involved in them. But it cannot tell the whole story of a governing body that works tirelessly every day to serve the best interests of the sport and its membership.

The higher profile and more media-friendly initiatives undoubtedly attract attention and help to accentuate the positive developments within the modern MSA, but it would be entirely wrong not to pay tribute to the vast amount of work that goes on behind the scenes to keep the sport in action and moving forwards.

It may be dry and, to some extent, a little dull, but the over-riding objective of the Motor Sports Association is, and will continue to be, the effective governance and administration of UK motor sport and we shall never lose sight of that mission.

Yet there is much more to the role of a contemporary National Governing Body than simply making the rules and enforcing them and I am delighted that in the past 12 months the MSA has continued to lead the way in this respect.

The creation of the MSA's Whole Sport Plan two years ago signalled an understanding that good governance is not seen solely in balance sheets or in corporate responsibility, but also in the vision portrayed for the future. As the governing body, the MSA continues to strive to help the sport to secure its future and ensure that as many people as possible have the opportunity to enjoy their motor sport in whatever form that may take.

We know that building the future begins with broadening the base of the pyramid and increasing participation at grassroots level. But just like any other sport, we are dependent on international sporting success to generate the public and media interest that leads people to want to get involved in the first place.

On a modest level of income, the MSA is prudently managed and has never gambled with the future health of the sport. As we approach next year and the imminent arrival of the Olympics to London, we should perhaps be grateful for once that our sport's financial security is not based on public sector funding, as there will be governing bodies facing difficult decisions when such funding is inevitably cut post-2012.

In many respects this has been a difficult year, but I am indebted to the staff of the Motor Sports Association for their continued support and commitment throughout the past 12 months. Their professionalism, dedication and expertise enable the governing body to serve its membership and the sport to the best of its ability, as we will continue to do in 2012.

Colin N Hilton

Chief Executive
Motor Sports Association

Chairman's Message

"Working together and being proud of what we have can help shape a positive and long-term future for UK motor sport"

When the Motor Sports Association printed its first Annual Company Report just eight years ago, it consisted of a 12-page A5 booklet, a few words from the Chief Executive and Chairman, followed by the licence and financial statistics.

It is testament to the extraordinary amount of excellent work now being undertaken by the MSA and its staff that this year's publication has grown to 36 pages. I am extremely proud to reflect on its content and recognise the significant progress that the organisation continues to make in all departments.

Of course, these are difficult times for everyone. There can be little doubt that our sport is suffering from the inevitable squeeze on disposable income and you will see that, unsurprisingly, licence figures again fell (albeit very slightly) in the 12 months to the end of 2010. At the time of writing, 2011 looks to have been marginally better, with licence figures likely to end the year just one per cent lower than last year.

There is also evidence that despite the on-going economic downturn, the sponsorship sector is once again picking up as companies recognise the real potential value of involvement with our sport particularly in relation to other high-profile sports

We do not, however, allow these promising 'green shoots' to mask the very real struggles that we know are facing participants within the sport on a daily basis. All the evidence suggests that they are being more selective about the events they enter, while spectators are being similarly circumspect about how they spend their leisure pound.

We know that there are events struggling for entries and a number have sadly been cancelled this year; we also know that there are some smaller clubs on the brink of folding because they do not have enough members to keep going.

Yet at the same time, there are also events that are over-subscribed with 'waiting lists for waiting lists', while the most successful clubs are thriving and attracting scores of active new members.

All of that underlines the message for us all – clubs, events, teams, venues, promoters, sponsors, competitors, organisers and governing body alike; that we have to ensure that we are moving with the times, continuing to refresh the offering and providing value to the people who pay the money.

In this respect, the Motor Sports Association is no different. In my capacity as Chairman, I am proud of the way that the company continues to develop and expand its services, undertake its duties and exercise its responsibilities. I would argue that the MSA is now more professionally administered, more efficiently managed and more dynamic than at any time in its history and for that great credit must go to Colin Hilton and his team at Motor Sports House.

The role of the governing body is never an easy one and we will always be a soft target for those looking for someone to blame for the difficulties being experienced in certain areas. Of course the organisation is not perfect and never will be, but the MSA is held in extremely high-regard in the sporting world – both domestically and internationally – which is something of which the sport should be proud. To suggest one should have pride in the governing body is, I know, a rather novel concept, but working together and being proud of what we have – and what we can achieve together – is one of the most positive influences we can have to help shape a positive and long-term future for everyone connected with UK motor sport.

Alan J Gow

Chairman
Motor Sports Association

About the MSA

The Motor Sports Association (MSA) is recognised by the Fédération Internationale de l'Automobile (FIA) as the sole national governing body for four-wheel motor sport in the United Kingdom. The MSA is a not-for-profit organisation (limited by guarantee) comprising almost 750 affiliated motor clubs (with a total membership in excess of 200,000), which are represented by 13 Regional Associations nationwide.

Objectives

The primary function of the MSA has always been to regulate and administer UK motor sport, which it continues to do efficiently and effectively. However, the MSA has now added the development of the sport in this country to its long-term strategy.

The MSA is currently engaged in a Whole Sport Plan, recognised by the Department for Culture, Media and Sport, Sport England and the Sport & Recreation Alliance. It clearly articulates a strategy for the development and growth of the sport along the lines of the established principles of 'Grow / Sustain / Excel' and aligns motor sport with other major sports.

Governance

MSA motor sport is run to a comprehensive set of General Regulations, which are designed both to ensure a level playing field for competitors and to minimise as far as possible the inherent risks of the sport.

MSA General Regulations are debated and amended throughout the year by a number of Specialist Committees, which represent the various disciplines of the sport such as race and rally. Any proposed additions, deletions or amendments to General Regulations are published on the MSA website for a period of consultation, after which they are referred to the regulatory body of UK motor sport, the Motor Sports Council, for ratification.

All members of the Motor Sports Council act in voluntary capacities, and the constitution – written in 1975 – dictates how the Council operates. The Council meets four times per year and comprises the chairmen of the Specialist Committees, as well as delegates from the six specialist Advisory Panels: Safety, Technical, Medical, Timekeeping, Judicial and Volunteer Officials. The Council is led by the Chairman, who is joined by the MSA Chairman, MSA Chief Executive, the Regional Committee Chairman and representatives of the Home Countries. Decisions taken at Council are passed to the MSA, as the Executive Body, for implementation.

Competitors' and Officials' Yearbook

All MSA General Regulations are published annually in the Competitors' and Officials' Yearbook, commonly referred to as the Blue Book. Any General Regulation amendments made during the year that affect the content of the Blue Book are published in MSA, the governing body's quarterly members' magazine. A Blue Book is issued to every MSA Competition Licence holder each year, and is also made available online and in DVD format.

Judicial

Any breach of MSA General Regulations can result in disciplinary action being taken. The highest body within the MSA's judicial system is the National Court, which considered 31 cases in 2010; of the 16 appeals received, four were upheld. A total of £1750 was collected in National Court fines, all of which was donated to the Motorsport Safety Fund. National Court reports are also published in MSA magazine.

Licensing

The majority of direct interaction between competitors and the MSA takes place during the licensing process; anybody wishing to compete in MSA-sanctioned motor sport must hold a valid MSA Competition Licence, of which there are various different types and grades. The licence that a competitor requires depends upon the discipline and level of the event(s) that they wish to compete in.

Event permitting

The MSA issues permits for almost five thousand motor sport events – organised by MSA-registered clubs – each year. Permitted events must be run in accordance with MSA General Regulations, and are covered by the MSA's Master Policy of insurance. In 2010 the MSA permitted 4988 events, to which 1360 stewards were appointed. MSA-licensed officials are appointed by the organising club.

Income

The MSA's primary source of revenue is the issuing of fee-based MSA Competition Licences and event permits. Further revenue is drawn from promotional rights fees for the MSA British Championships.

Additional funding for the MSA's development activities is provided by the Learning & Skills Council, the FIA Institute, the Motor Sport Safety Fund, and the MSA's educational partner, Racing Steps Foundation (RSF).

The MSA does not receive any direct funding from government, nor does it benefit from lottery grants.

The MSA is currently engaged in a Whole Sport Plan, recognised by the Department for Culture, Media and Sport, Sport England and the Sport & Recreation Alliance. It clearly articulates a strategy for the development and growth of the sport along the lines of the established principles of 'Grow / Sustain / Excel' and aligns motor sport with other major sports.

Board and Staff

The MSA maintains a staff of around 40 full-time employees and operates within the confines of budgetary control overseen by its Board of Directors. The MSA Board consists of a maximum of 15 members, of which six are appointed by the Motor Sports Council (including the Chairman), three are appointed by the Royal Automobile Club and three are the senior MSA executives. There are a maximum of three further positions for external Directors to be appointed.

Volunteer Officials and Marshals

Volunteers Officials are appointed to all MSA-permitted events to ensure that they are run safely, effectively, and in accordance with MSA General Regulations.

There are more than 14,000 MSA-registered Volunteer Marshals and Officials, who undergo free annual training appropriate to their areas of responsibility, such as fire fighting, incident handling, safety management and spectator control. This training is delivered by MSA-accredited Training Instructors.

The MSA currently licences 64 Rescue units, 55 Recovery units and 28 Stage Safety units, as well as almost 500 rescue or recovery crew members and nearly 190 trainee crew members.

In 2011 the MSA overhauled its Volunteer Officials database to ensure that it contains the details of active volunteers only. Henceforth, they will be required to re-register each year so that the database remains fully up-to-date.

Route Authorisation

The MSA is empowered by the Department for Transport to act as agent for the authorisation of the use of public highways for motor sport in England and Wales. The MSA provides a team of regional route liaison officers who work with clubs, police authorities and National Parks on every road event using the public highway to minimise disruption and to ensure adherence to the Road Traffic Act. The MSA undertook 211 Route Authorisations in 2010.

Risk Management

Motor sport venues must be granted an MSA Track Licence in order to host MSA-permitted events; there are currently 124 licensed venues. Every year the MSA undertakes around 50 venue safety inspections; race circuits are inspected at least once every two years and all other venues are inspected on a rolling schedule of once every three to five years.

Anti-doping

By signing for an MSA Competition Licence, competitors agree to abide by MSA General Regulations, including the Procedure for Control of Drugs and Alcohol. The MSA uses FIA Anti-Doping Protocols to ensure that UK motor sport is fair, equal and safe.

It is each competitor's own responsibility to ensure that no substance on the World Anti-Doping Agency (WADA) Prohibited List (including those contained in some over-the-counter medicines) enters their body, willingly or otherwise. The MSA operates a Therapeutic Use Exemption (TUE) Application Process for competitors who are required to take Prohibited Substances for medical reasons.

In 2011 the MSA – in conjunction with UK Anti-Doping (UKAD) – stepped up its efforts to ensure that motor sport remains free of performance enhancing substances. MSA Coaches delivered anti-doping seminars at motor sport events throughout the first half of the year, with a series of random drugs tests taking place in at selected events later in the year.

FIA Historic Technical Passports (HTPs)

To be eligible to compete in international historic motor sport, a vehicle must first be issued with an FIA HTP, which confirms its period specification. The MSA approved and provided HTPs for 335 vehicles in 2010 and has now issued more than 4000 since the scheme was launched in 2007.

Child Protection

The MSA takes its duty of care to young people extremely seriously, and works closely with the relevant authorities to ensure their safety. All MSA-licensed officials who come into regular contact with under-18s in the course of their duties are subject to an enhanced Criminal Records Bureau (CRB) check to ensure their suitability for such a position.

In 2011 the MSA implemented a new U18 Policy, which can be found in the Competitors' and Officials' Yearbook and on the MSA website. Championships that undertake practical measures to uphold the principles of the policy are designated U18 Compliant by the MSA.

Gambling

The MSA alerts the relevant authorities to any suspicious activity regarding gambling in the sport, and in return the authorities bring to the governing body's attention any irregular betting patterns for further investigation.

Border Control

The MSA acts as an agent for the UK Border Agency, vetting applications from UK-based employers intending to employ non-EEA citizens within the UK motor sport industry.

Insurance

JLT became the MSA's Insurance Broker at the start of 2008 and extended the existing third party cover to provide £2m of Public Liability insurance for member clubs' social activities, saving MSA Clubs an estimated £100,000 annually. The MSA has also increased the Personal Accident cover for MSA Officials, enhancing the benefits already in place. JLT has created a bespoke website to assist clubs with their insurance requirements and to provide further information on policy cover.

LARA

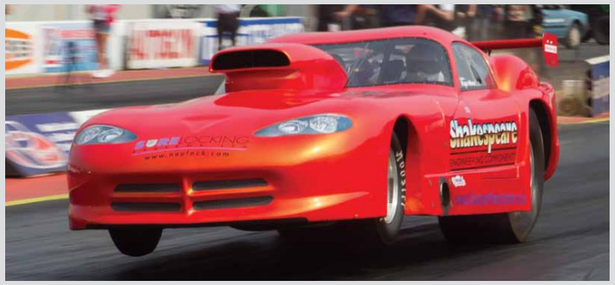
The MSA is a founding and major funding partner of the Land Access and Recreation Association, a national forum for the principal groups in countryside motor sport and recreation. For 25 years LARA has assisted its members in a wide range of land access issues, acted as a unified voice to national and local government, and generally flown the flag for responsible motor sport and recreation in these increasingly restrictive times.

750
MEMBER CLUBS

2,800
LICENSED OFFICIALS

5,000
PERMITTED EVENTS

12,000
REGISTERED VOLUNTEER MARSHALS



33,000
COMPETITION LICENCE HOLDERS

155,000
EVENT ENTRIES

200,000
ACTIVE PARTICIPANTS IN MOTOR SPORT

£6 BILLION
VALUE OF THE UK MOTOR SPORT INDUSTRY

GROW

Recruiting new participants is high on the agenda of every sport, but this is especially true of motor sport with its perceived barriers to entry. The MSA is committed to demonstrating that motor sport offers something for everyone, regardless of age, gender, race or social background.

Go Motorsport

Go Motorsport is the MSA's national campaign to promote UK motor sport and to encourage more people to get involved as drivers, volunteers or spectators. It is not a talent programme to find the UK's next F1 champion; it is designed to drive club membership and increase participation at a grassroots level.

The campaign website, www.GoMotorsport.net, provides comprehensive information, guidance and contacts to help people get started in the sport, as well as search functions to find a local motor club or event. The website recorded more than 100,000 unique visits in 2011, more than 80% of which were first time visitors to the site, leading to a notable increase in enquiries to the Go Motorsport team from those keen to get involved.

Regional Development Officers

Go Motorsport is supported by a nationwide network of 10 Regional Development Officers (RDOs) who are tasked with delivering the campaign's message within schools and colleges across the country, as well as working with clubs, associations and venues to promote motor sport in their areas.

The RDO network was strengthened in Wales this year by the appointment of two well-respected figures from the world of rallying in the Principality: Ryland James and Howard Davies. As a result, the Go Motorsport material has now been translated into Welsh to encourage its use in schools across Wales and in support of Wales Rally GB.

Go Motorsport in Action

In 2011 Go Motorsport increased its focus on entry-level motor sport disciplines by highlighting many of the grassroots activities organised by MSA-registered motor clubs.

The year began with a well-received 'Motorsport on a Budget' display at the annual Autosport International exhibition at Birmingham's NEC. Exhibits were specially selected to illustrate the more affordable pursuits on offer, many of which can be entered in a standard road car. These included both Autotest and Car Trial hatchbacks, as well as vehicles representing grassroots Circuit Racing, Rallying, Karting, Sprint and Hill Climb. A similar display was staged later in the year at Motorsport UK, a new motor sport show at the Ricoh Arena in Coventry.

Throughout the year the RDOs worked closely with motor clubs in their areas in an effort to boost club membership and bolster the on-going Go Motorsport School Visits programme by securing display cars.

Almost 200 schools and colleges have been visited around the country, introducing more than 10,000 students to the opportunities provided by motor sport for leisure and personal enjoyment as well as for the development of career and engineering skills.

Go Motorsport has continued to be well-supported in the national and specialist media. Five's Fifth Gear put the spotlight on navigational rallying when presenter and Go Motorsport ambassador Vicki Butler-Henderson joined forces with Intercontinental Rally Challenge champion Andreas Mikkelsen to contest a 12-car event.

Meanwhile the BBC's Formula 1 programme focused on volunteering when pit-lane presenter Ted Kravitz joined the marshalling team at Thruxton's round of the BTCC. Aired to four million viewers, the broadcast resulted in more than 10,000 visits to the British Motorsport Marshals Club website and no fewer than 660 requests for taster days.

National Motorsport Week

In 2011 the MSA teamed up with the Motor Industry Association (MIA) to revamp National Motorsport Week, introducing a new logo and moving the date from August to June to coincide with the Goodwood Festival of Speed and the run-up to the British Grand Prix.

The initiative aims to increase public awareness of motor sport while underlining the UK's world-leading role in the sport, from both industrial and sporting viewpoints.

National Motorsport Week 2011 comprised a combination of high-end and grassroots events. All of the eight UK-based F1 teams welcomed the winners of Go Motorsport contests to their headquarters, and four fans won the chance to become pit crew members with Mercedes GP at Goodwood and Team Lotus at a test session.

There were factory tours at Fort Dunlop and at M-Sport, the Cumbrian firm behind Ford's FIA World Rally Championship operation.

MotorSport Vision delivered a range of activities, such as a photography class with F1 photographer and former Renault/MSA Young Motor Sport Photographer of the Year Drew Gibson. MSV also offered discounted ARDS tests to holders of MSA non-race Competition Licences to aid their progression into circuit racing.

East Midlands RDO Richard Egger worked closely with more than 20 motor clubs to arrange a series of promotional activities ranging from car displays at county fairs to taster days and novice events.

Once again, the MSA was able to utilise the platform provided by the F1 coverage and some of the UK's biggest media outlets to secure vital exposure for National Motorsport Week. BBC pundit and former grand prix driver David Coulthard got his first taste of track days, Autotest, Sporting Trials and Hill Climb for a feature that was broadcast during coverage of the European Grand Prix at the start of the week.

Next year's National Motorsport Week will take place from 30 June – 8 July, bookended once again by the Goodwood Festival of Speed and the British Grand Prix.

Women in Motorsport

Motor sport is one of the few sporting activities in which men and women can compete alongside each other on an equal footing, yet women make up only eight per cent of MSA licence holders, despite being extremely well represented within the club environment and as organisers and officials.

The governing body is committed to increasing the representation of women throughout the sport and this is one of the key objectives of the MSA Women in Motorsport group. Positive role models such as Teena and Leena Gade (pictured bottom right) have been highlighted to inspire the future generations of female competitors and engineers.

Let's Go Karting

The MSA's commitment to getting young people involved in the sport is represented by the Let's Go Karting scheme. Within the participating kart clubs, the MSA has contributed to a fund that allows young drivers to purchase their first kart at cost price – providing an affordable and accessible entry point into owner-driver karting.

BSKC

Run in partnership with the MSA, the British Schools Karting Championship is a national arrive-and-drive, team-based karting championship for school and college students aged 13 to 18, with all karts, suits, helmets and other equipment provided.

In 2011 Altrincham Grammar School for Boys pupils Max McGuire, 17, Zubair Hoque, 14, and Alex Wilson, 15, beat 450 teams from 176 schools to win the title, and with it an exclusive tour of reigning F1 champion team Red Bull Racing's Milton Keynes headquarters.

"Thank you so much for putting on such a fantastic day. All the pupils were really engaged by the whole event and it has certainly made many of them think about becoming more involved with motor sport."

Phil Brook, Selwood Middle School

"Thank you very much for your visit, the children really enjoyed it and were inspired by it. It was great for them to see bits from real F1 cars and for the girls to be able to see that motor sport is not just for boys."

Oliver Hazel, Lydiard Millicent Primary School

SUSTAIN

The Motor Sports Association invests significant sums each year in programmes that support and develop the infrastructure of UK motor sport.

Training

The MSA recognises the vital role that the training of volunteers and officials plays in the safety and management of motor sport. Licensed Officials must attend regular training days, with a further series of nationwide seminars delivered to representatives of MSA-recognised clubs, covering event organisation, club administration and regulation.

The MSA runs approximately 160 free seminars and training days for volunteer officials, either directly or through its network of Training Instructors. The high level of training places MSA-registered marshals in high demand across the globe; over 500 British marshals regularly attend a wide range of overseas events each year – at the invitation of the organisers – to share their expertise.

Regional Training Provider

The MSA's status as one of the world's foremost motor sport governing bodies has been reinforced by its appointment as one of the first Regional Training Providers by the FIA Institute for Motor Sport Safety and Sustainability. In this role, the MSA is tasked with helping to increase the safety and training standards of motor sport officials across the world. The MSA and its dedicated team of International Trainers are continuously working with a number of foreign National Sporting Authorities (ASNs) to create bespoke training programmes that raise standards and develop the sport in their countries.

ASNs assisted by the MSA in 2011 include the Federation of Motor Sports Clubs of India (FMSCI) the Automobile Association of Tanzania (AAT), and the Malta Motor Sport Federation (MMF).

As well as helping the MMF with its training and development strategy, the MSA delivered MSA Academy Performance Master Classes to 19 young drivers in the capital, Valetta.

Q&A Tonio Cini

President, Malta Motor Sport Federation

How important is the MSA's help and guidance to the MMF?

The MMF was only established in 2007, so everything is quite new for us and I'm really pleased that we've found the right people to guide us. It is highly important for a young ASN like ours to have access to a well-established ASN like the MSA, with the support of the FIA Institute and Maltese Sports Council.

In which areas has the MSA assisted the MMF so far?

The MSA has assisted us with our training needs analysis, best practice, driver development, three-year strategy planning, contacts, seminars and workshops involving all local stakeholders.

Why did the MMF engage the MSA Academy?

The idea was to improve the knowledge and approach of our young drivers. The MSA brought its Coaches over to deliver a series of Performance Master Classes. These consisted of eight particular modules, which were professionally presented. Our youngsters welcomed the steps that our Federation has adopted to educate and guide them, and had full praise for the MSA Coaches.

SUSTAIN

British Motor Sports Training Trust

The BMSTT – the MSA's own registered charity – made grants totalling £146,247 during 2010 to support training projects, including marshals' training days, Advanced Trauma Life Support and medical training days for doctors and paramedics.

MSA Club Development Fund

During 2010, the MSA Club Development Fund received 56 applications from MSA Clubs to assist with the purchase of safety-related equipment (for example radios and fire extinguishers) and venue improvement projects totalling £129,271. This enabled projects with a total value of £541,061 to be undertaken to benefit the sport. Over the last 16 years since the Fund started, the MSA has provided grant aid of £869,608 to assist projects worth a total of £4,262,992 to the sport.

Rescue Development Fund (supported by BMSTT)

The Rescue Development Fund enables enhanced funding for the replacement and renewal of rescue and recovery equipment to MSA specifications, and even to assist the purchase of new or replacement rescue units. Awards of £78,180 were made in 2010, bringing the total contribution since the scheme started in 2007 to £243,432. This has enabled rescue and recovery unit-related projects with a total value of £723,866 to be funded during that time.

Motorsport Safety Fund

The MSA works closely with the Motorsport Safety Fund, a UK-registered charity, in the development of a range of booklets, DVDs and other training resources, including First Aid, Rescue, Recovery and Safety guidelines, a number of which have been adopted by the FIA Institute for Motor Sport Safety & Sustainability and translated into other languages across the world.

Grants for Defibrillators

For 2009, MSA Regulations made it mandatory for MSA Licensed Rescue Units to have a 3-lead AED – a defibrillator with a monitoring facility. A number of rescue unit operators had previously bought defibrillators (even though they were not an MSA requirement at the time) which may not have met the new MSA minimum specification. The Rescue Development Fund therefore made a commitment to grant aid the purchase of new defibrillators for MSA Licensed Rescue Units to the sum of £750 each. During 2010 the purchase of 37 such defibrillators was grant aided.

Applying for Grant Aid

Both the Club Development Fund and Rescue Development Fund are partnership schemes and – dependent on the nature of the application – grant aid can be provided in appropriate cases for either a percentage or fixed grant award. Application forms can be downloaded from the MSA website, and MSA staff members can provide pre-application advice.

EXCEL

The MSA recognises the importance to UK motor sport of British drivers achieving success on the world stage. The governing body is therefore committed to investing in the training and development of young drivers and has created the MSA Academy framework for this activity.

The MSA Academy provides a competitor development pathway that guides drivers from as young as eight years old through to world championship level. Under the direction of MSA Performance Director and 2001 World Rally Champion co-driver Robert Reid, the MSA Academy is dedicated to creating champions and educating their peers.

Young Driver Support

The MSA has a duty of care to all young people involved in motor sport, which extends not only to their physical well-being but also their personal development.

In 2011 the MSA launched a new initiative to encourage championships to commit to upholding these principles. The MSA U18 policy sets out the governing body's principles regarding the welfare, education and development of young competitors.

The first to receive this designation was the Dunlop InterSteps Championship, which implemented a number of measures to assist the development of young drivers in the championship:

- Ensuring that its events calendar does not conflict with exam timetables
- Mandating that competitors can take time out of school to compete only if their head teachers provide written approval, which can be revoked if their schoolwork suffers
- Committing to the provision of dedicated and supervised study space at all race events
- Hosting – and encouraging participation in – MSA Academy Performance Master Classes at a number of test and race events throughout the season

Performance Master Classes

The Performance Master Classes are a series of bespoke workshops designed to introduce karters and junior drivers to the concepts of sports science and human performance, which are explored in greater depth further up the MSA Academy.

The PMCs were created in 2010 by the MSA – in conjunction with the Youth Sport Trust and Racing Steps Foundation (RSF) – and are delivered free of charge by MSA Coaches at motor sport events throughout the season.

In 2011 the PMCs were split into Levels 1 and 2 so that their content matches more closely the ages and experience levels of their audiences. Topics covered include communications and sponsorship, goal setting and planning, creating a winning team, and maximising potential, as well as intoducing subjects like lifestyle, psychology, and technical and tactical skills.

Advanced Apprenticeship in Sporting Excellence

The Advanced Apprenticeship in Sporting Excellence (AASE) is a government-funded programme that helps talented athletes aged 16 to 18 to achieve their full potential. The initiative was launched in 2004 by SkillsActive and has been adopted by a range of sports, including football, rugby, cricket, swimming, athletics and golf.

Delivered by Loughborough College, the two-year AASE in Motor Sport programme is a sports science course for motor sport that focuses on the human performance elements that combine to create champions, while also providing further qualifications for successfull drivers.

Each year one member of the AASE programme is named the RSF MSA Apprentice of the Year; inaugural winner Jake Cook collected his trophy and a cheque for £1000 at the MSA Night of Champions prize giving ceremony in January.

"I learned how to find sponsorship, how to prepare before and during events, and how to eat to win. I'm very grateful to be supported by the MSA Academy and know that people are there to help me"

Sam Webster

"AASE has quite simply made me a better driver; my results have certainly improved while I've been on the programme. The great thing about AASE is that it's free; I wouldn't otherwise be able to afford to work with professional psychologists, nutritionists, media professionals and other experts"

Max Coates

EXCEL

Team UK

Team UK is a national squad of the country's most promising young race, rally and co-drivers, who represent the pinnacle of the MSA Academy.

Team UK is operated by Brabham Performance Clinic, with former grand prix driver and 2009 Le Mans 24 Hours winner David Brabham fulfilling the role of National Race Coach, alongside three-time MSA British Rally Champion Mark Higgins as National Rally Coach. Nicky Grist, the former co-driver to the late Colin McRae, joined the programme in 2011 to oversee the development of the UK's top young navigators.

The programme is designed to ensure the drivers maximise their potential, thereby increasing their chances of making it to the top of the motor sport ladder. As well as individual fitness programmes and dietary consultations to ensure that the drivers are in the best physical shape, the application of advanced sports psychology equips them mentally to perform at the highest level, while communications workshops arm them with essential media handling skills.

This coaching is supplemented by exclusive visits to leading teams, manufacturers and component suppliers. In 2011 these included Williams F1 and Prodrive, which runs Aston Martin Racing and the MINI World Rally Team.

Team UK's three rally drivers also tested Skoda UK's Intercontinental Rally Challenge-winning Fabia S2000 on the Goodwood Forest Rally Stage, before debriefing with the team's engineers and meeting star driver Andreas Mikkelsen, who went on to win October's RACMSA Rally of Scotland and the IRC.

Other Team UK activities in 2011 included a 24-hour military training exercise designed to explore the drivers' physical and mental limits, and one-on-one training with renowned driver coach Rob Wilson, who has worked with the likes of former F1 world champion Kimi Raikkonen and FIA World Rally Championship frontrunner Mikko Hirvonen.

Racing Steps Foundation

The MSA Academy is grateful for the substantial support received from Racing Steps Foundation (RSF) – a unique organisation that helps talented young British racing drivers realise their dreams. Thanks to RSF's generous support, the MSA Academy is able substantially to increase the reach of its existing educational programme to deliver benefit to many of the competition licence holders aged under 18.

"Being able to call on the Team UK coaches such as David Brabham is invaluable, as he has been there and done it at the highest level. Gaining access to some of motor sport's top teams has helped me to understand what they look for in drivers, and putting what I've learnt on the programme into practice has made me a more complete package and helped me to secure deals for next season"

Oliver Webb

MOTOR SPORTS ASSOCIATION COMPANY REPORT 2011 MSA

International Events

British fixtures have featured prominently on international championship calendars for decades, thanks to the country's many first class venues and world leading organising teams.

British Grand Prix

A thrilling race capped a successful 2011 British Grand Prix weekend for the MSA, which hosted Ministers, Lords and Parliamentarians.

Silverstone's ambitious new 'Wing' was opened to great acclaim and a substantialy revised circuit layout was uniformly welcomed by drivers. A record number of 315,000 spectators flocked to Silverstone to witness the UK's showpiece event. Five Secretaries of State joined the governing body at Silverstone – Rt Hon Philip Hammond MP (Department for Transport), Rt Hon Jeremy Hunt MP (Department of Culture, Olympics, Media and Sport), Rt Hon Kenneth Clarke MP (Department of Justice), Rt Hon Michael Moore MP (Secretary of State for Scotland) and Rt Hon Cheryl Gillan MP (Secretary of State for Wales) – as well as Minister for Sport and the Olympics Hugh Robertson, and Under-Secretary of State for Transport Mike Penning.

Other guests included Shona Robison MSP, Minister for Commonwealth Games and Sport in the Scottish Parliament, the Lords Rooker, Astor of Hever and Drayson of Kensington, and MSA Honorary President HRH Prince Michael of Kent GCVO.

On race day, Mike Penning joined MSA Chief Executive Colin Hilton, FIA President Jean Todt, FIA Ambassador for Road Safety Michelle Yeoh, and British F1 drivers Lewis Hamilton, Jenson Button and Paul di Resta to support the FIA's Action for Road Safety initiative.

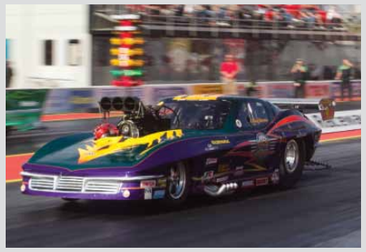
Wales Rally GB

The final round of the FIA World Rally Championship featured stages in North Wales for the first time in many years, creating a truly pan-Wales route that spread millions of pounds' worth of economic benefit across a greater range of communities than ever before.

Organised by the MSA's commercial subsidiary, International Motor Sports (IMS), the rally began on the Great Orme toll road that was last used in 1981 and culminated on the Epynt military ranges near Brecon, before the ceremonial finish in Cardiff Bay. The main service area was sited at the Royal Agricultural Society's showground in Builth Wells, Powys, which also hosted the pre-event rally shakedown.

The rally also brought the pinnacle of the sport right into the heart of the Welsh capital, with displays and a large viewing screen at Cardiff Castle, entertainment for children such as simulators and karts, and autograph sessions with some of the world's leading drivers.

This year's event coincided with the announcement that the rally will return to Wales for what promises to be another successful year in 2012.



Rally of Scotland

The third IMS-organised RACMSA Rally of Scotland attracted one of the most exciting entry lists of the Intercontinental Rally Challenge season, featuring a record 38 international entries – 26 from the IRC's top class – from 17 countries.

Following the ceremonial start at Stirling Castle and 120 miles of world class forest stages in Perthshire and Stirlingshire, Skoda UK's Andreas Mikkelsen celebrated victory at the finish at Scone Palace. Mikkelsen later described crossing the finish as the best feeling he had ever had in a rally car, and praised the event's fast and flowing stages.

Other events

The FIA World Touring Car Championship arrived at Donington Park Racing Circuit in July. Home hero Rob Huff took a pair of second place finishes behind French team-mate and title rival Yvan Muller.

The DTM, an international touring car series based in Germany, returned to Brands Hatch in Kent in September. Five British drivers took to the track, including former grand prix racer David Coulthard, with McLaren Mercedes tester Gary Paffett the best on the day with a fourth place finish.

The FIA GT1 World Championship arrived at Silverstone in June. Michael Krumm and Lucas Luhr claimed victory and with it the prestigious Tourist Trophy, which is awarded annually by the Royal Automobile Club to the winners of a prestigious sportscar event.

In August a crowd of 120,000 attended World Series by Renault's British round at Silverstone, including 75,000 on Sunday alone. MSA Team UK's Alex Lynn won both Formula Renault UK races en route to the championship title.

In May Lincolnshire's PF International kart circuit played host to the CIK-FIA North European Trophy, a qualifying round of the CIK-FIA European Championships. Briton Tom Joyner triumphed in the senior KF2 class, with Norwegian Dennis Olsen the KF3 winner. The event was witnessed first-hand by CIK-FIA President Shaikh Abdulla bin Isa Al Khalifa (pictured left).

Almost 14,000 fans headed to Lydden Hill in Kent for the opening round of the FIA European Rallycross Championship in April. Sittingbourne's Liam Doran took fourth place in the Supercar A final despite suffering engine problems.

The UK's main drag racing venue, Santa Pod Raceway in Northamptonshire, hosted the last round of the FIA European Drag Racing Championship in September. Swedish racers dominated, with Urban Johansson beating Johan Lindberg in the final.

International Success

The success of British drivers on the world stage is always cause for celebration for patriotic fans, but it also serves to draw the public eye onto motor sport, thereby inspiring more people to get involved. The result is an expansion of the grassroots that form the lifeblood of the sport in the UK, and a greater talent pool from which future stars can be drawn to repeat the process.

Formula One

Although Germany's Sebastian Vettel swept to the title once again this year aboard his British-built Red Bull Racing machine, Lewis Hamilton and Jenson Button collected another brace of grand prix victories in Europe, Asia and North America for the McLaren Mercedes team.

Meanwhile Scottish driver Paul di Resta became the latest in a long line of British F1 drivers when he joined the grid with the Silverstone-based Force India squad. Di Resta quickly established himself as the season's top rookie, regularly out-qualifying his vastly more experienced team-mate and securing a number of points-paying finishes.

IndyCar Series

Edinburgh's Dario Franchitti – cousin of Paul di Resta – won a record fourth IndyCar Series title in 2011 to consolidate his position as the most successful British driver in US open-wheel racing history.

However, Franchitti's success was overshadowed by the tragic loss of Buckinghamshire-born Dan Wheldon in the season finale. Wheldon had won the world famous Indianapolis 500 for a second time in June, adding to his maiden Indy victory in 2005 when he was also crowned the series champion. The new-for-2012 IndyCar race car is named the DW12 in his honour.

Touring Cars

Englishman Rob Huff and his French team-mate Yvan Muller were the class of the 2011 FIA World Touring Car Championship field season, with each collecting several winners' trophies as their fight for the title went down to the wire.

It was Huff's seventh and most successful season in the WTCC. Three-time champion Andy Priaulx did not contest this year's championship, as he will spearhead BMW's new programme in the 2012 DTM, an international touring car series based in Germany. Briton Jamie Green won this season's DTM finale at Hockenheim to seal fifth place in the final standings.

Rallying

Northern Ireland's Kris Meeke, the 2009 Intercontinental Rally Challenge (IRC) champion, stepped up to the FIA World Rally Championship in 2011 with the new MINI World Rally Team. Run by British engineering company Prodrive, the team contested a part-season ahead of a full campaign in 2012. Having shown front-running pace, Meeke now aims to become the first Briton to win a WRC round since his former mentor Colin McRae won the Safari Rally in 2002.

Meanwhile Matthew Wilson – son of Malcolm, whose Cumbria firm M-Sport runs Ford's WRC programme – continued to progress as a world championship driver this year, with Guy Wilks a frontrunner in the IRC for Peugeot UK.

Karting

The success of British drivers at the top level looks to be assured for many years to come, with the country's current crop of young karters having collected more international silverware this season.

Matthew Graham was crowned the CIK-FIA "U18" World Karting Champion, giving the UK back-to-back titles following Jake Dennis' title victory in 2010.

George Russell succeeded fellow Brit Alexander Albon as the CIK-FIA European KF3 Champion, while Albon was a title contender in the CIK-FIA World Championship.

Racing Steps Foundation-backed Ben Barnicoat was also an international race winner in the Karting Academy Trophy, having been nominated by the MSA to be the sole UK representative.

Working with the FIA

As one of the world's oldest and most respected National Sporting Authorities (ASNs), the MSA is heavily involved in the administration of international motor sport. Former Motor Sports Council chairman Graham Stoker currently serves as Deputy President for Sport of motor sport's world governing body, the FIA, while MSA Chief Executive Colin Hilton is Deputy Delegate of the World Motor Sports Council.

In 2011 the MSA successfully nominated 21 Britons to FIA Commissions and judicial bodies:

Russell Anderson
CIK International Karting Commission

Jonathan Ashman
Rally Commission
(President)

Dennis Carter
GT Commission

Terry Cox
Truck Racing Commission

Allan Dean-Lewis MBE
(MSA Director of Training & Education)
Officials and Volunteers Commission

Rt Hon the Lord Drayson
Electric & New Energy Championships Commission

Philip Evans
Drag Racing Commission

Fred Gallagher
Cross Country Rally Commission
(Vice President)

Edwin Glasgow QC
International Tribunal

Alan J Gow
(MSA Chairman)
Touring Car Commission (President)

David Grace
Hill-Climb Commission

Cheryl Lynch
(MSA Race, Speed & Kart Executive)
Off-Road Commission

Rod Parkin
(MSA Board)
Historic Motor Sport Commission

Dr Philip Rayner
Medical Commission

Robert Reid
(MSA Performance Director)
World Rally Championship Commission
(Vice President)

John Ryan
(MSA Technical Executive)
Homologation Commission
Single-Seaters Commission

Sue Sanders
Women and Motor Sport Commission

Tony Scott Andrews
(Motor Sports Council Chairman & MSA Board)
International Tribunal

Anthony Scrivener QC
International Court of Appeal

John Symes
(MSA Technical Director)
Circuits Commission

David Tremayne
Land Speed Records Commission

England

While Scotland, Northern Ireland and Wales each have a single MSA Regional Association for their areas, England has 10 Associations to cover all areas from the South West to the East, Northern and Western parts of the country. Given the wide expanse of these areas it is unsurprising that there has been a great variety among reports of the health of the various disciplines of the sport in each of the regions.

The continuing adverse economic conditions in 2011 have had an effect on registrations for many Regional Association championships and there is evidence that competitors are becoming more selective in the events they choose to enter. Few competitors seemed to maximise their number of 'counting' rounds this year, particularly in Rallying and Speed events, although there were a number of notable exceptions in some clubman-style championships such as Autotests and Trials.

Throughout English Associations one simple factor for clubs, events and championships across all disciplines to consider is whether they give 'customer satisfaction'. Those clubs which offer good value for their memberships through competitive entry and registration fees have maintained and even increased their membership numbers.

Good relationships between neighbouring Associations in England has encouraged clubs to share or even combine resources to run events, particularly multi-venue rallies but also any events for which a single club's membership is realistically insufficient in numbers or experience. A good example of this co-operation is the the Southern Counties Autocross Championship, which comprises events in a variety of regions.

The challenge for many Regional Associations is to maintain the number of championships they organise. Some regional championships were lost in 2011 but this has contrasted with the introduction of other smaller regional championships and challenges.

Islands around our coast such as the Channel Islands and Isle of Man also support motor sport well. Events take place offshore in most disciplines and there is good local competitor support for events – predominantly rallying and speed – with many competitors travelling from the mainland.

21,152 MSA COMPETITION LICENCE HOLDERS

13,428 VOLUNTEERS

539 MSA - REGISTERED MOTOR CLUBS

3,561 PERMITTED EVENTS

Northern Ireland

Northern Irish talent returned to the top of world motor sport this year when County Tyrone's Kris Meeke spearheaded MINI's return to the FIA World Rally Championship. Meeke, the 2009 Intercontinental Rally Challenge champion and a former protégé of the late Colin McRae, is expected to challenge for events wins during his first full WRC season in 2012.

Achieving national success was another County Tyrone native, Steven Ferguson, who claimed the MSA British Autotest Championship crown. Ferguson also secured the Hewison Republic of Ireland Championship and Association of Northern Ireland Car Clubs (ANICC) Northern Ireland Championship titles with 17 event wins.

Meanwhile 18-year-old William Buller from Scarvagh spent a second year as a member of the MSA Team UK national squad, alongside a Cooper Tires British Formula 3 International Series programme that yielded three race victories and fourth place in the points table.

The Association of Northern Ireland Car Clubs (ANICC) is part of the 2 & 4 Wheel Motorsport Steering Group, an umbrella organisation comprising four motor sport governing bodies. In 2011 the Group secured government grant aid totalling £2 million, the bulk of which was spent on improving the country's three main fixed venues: Kirkistown, Bishopscourt and Nutts Corner kart circuit.

The ANICC also continues to receive funding from the Department of Culture, Arts and Leisure, via Sport Northern Ireland; this year four race and rally drivers – Alistair Fisher, 22; Martin McCormack, 24; Colin Turkington, 28; Kris Meeke, 31 – shared in excess of £42,000.

Negotiations with other government departments are ongoing; for example discussions with the Department for Regional Development are aimed at securing minor amendments to the Road Races Act to facilitate closed-road motor sport, for which the MSA has been campaigning on a nationwide basis this year.

The Motorsport Marshalling Partnership (MMP), an initiative that began 10 years ago, proved supportive of all motor sport disciplines this season. All members keep records of their work and at the end of the year receive awards commensurate with the number of events visited, including funded trips to international events.

1,875 MSA COMPETITION LICENCE HOLDERS

671 VOLUNTEERS

36 MSA - REGISTERED MOTOR CLUBS

248 PERMITTED EVENTS

Scotland

Scotland's run of success in motor sport stretches back several decades, encompassing race and rally stars such as Jim Clark, Sir Jackie Stewart, David Coulthard and Colin McRae. That success continued apace this year, with more national and international titles falling into Scottish hands.

Twenty-four-year-old David Bogie became the first person ever to win the MSA British Rally Championship and MSA Scottish Rally Championship titles in the same season, while Stewart Robb Senior took his first MSA British Sprint Championship title.

Also achieving national success were father and son pairing Jim and Glynn Geddie, who triumphed in the British GT Championship aboard their Ferrari.

Gordon Shedden was a close runner-up in the MSA British Touring Car Championship, which Secretary of State for Scotland Michael Moore MP (pictured right) described as a "fascinating and highly professional series" after joining the record crowd that flocked to its Scottish round at Knockhill.

Flying the Saltire overseas was Edinburgh's Dario Franchitti, who beat an international crop of drivers to win a record fourth title in the IndyCar Series, the biggest open-wheel championship in the US. Meanwhile Franchitti's cousin, Paul di Resta, was F1's Rookie of the Year with the Force India team.

The ongoing success of motor sport in Scotland was celebrated during the inaugural Scottish Motorsport Festival, an EventScotland-backed initiative comprising a week of special high profile and one-off grassroots motor sport events aimed at bringing new people into the sport.

Shona Robison MSP, Minister for Commonwealth Games and Sport (pictured right with MSA Board member Tom Purves), was on hand for the Festival's conclusion at the RACMSA Rally of Scotland – the final round of the Intercontinental Rally Challenge. The event garnered praise for its organisation by the MSA's commercial subsidiary, International Motor Sports, and for the quality of the competitive stages, which are regarded as some of the finest anywhere in the world.

A key development this year has been the positive and constructive discussions between the MSA, the Scottish Association of Car Clubs, the Scottish Auto Cycle Union and Sport Scotland. These have identified the rich heritage of motor sport in Scotland, on both two and four wheels, and have stimulated careful consideration of how best to ensure the sport's continued development North of the border.

2,182
MSA COMPETITION LICENCE HOLDERS

1,106
VOLUNTEERS

65
MSA - REGISTERED MOTOR CLUBS

439
PERMITTED EVENTS

Wales

The 2011 FIA World Rally Championship title fight was once again settled in the final round, Wales Rally GB, which expanded this year to feature stages in North, Mid and South Wales.

The rally featured classic forest stages across the principality and after four days of intense competition culminated on the Epynt military ranges near Brecon, before the ceremonial finish in Cardiff Bay. The main service area, meanwhile, was sited at the Royal Agricultural Society's showground in Builth Wells.

The competitive year in Wales began well, with championship registrations up on the same period in 2010. The ever-popular Wyedean Rally was oversubscribed for its 180-car capacity, while the Mid Wales Stages attracted a healthy entry and support from Newtown council. Road rallying in the principality also flourished this year, with capacity entries on every championship round.

MSA Team UK's Elfyn Evans and co-driver Andrew Edwards ensured that Wales remained at the forefront of national rallying, taking a pair of MSA British Rally Championship victories to finish a close second in the overall standings.

In a move aimed at bringing more young people into the sport, the Welsh Association of Motor Clubs (WAMC) has announced a new pan-Wales series for 16- to 21-year-olds. Next year's inaugural Junior Challenge will feature eight rounds across four disciplines: Autotest; Sprint; Hill Climb; and Road Rally.

WAMC was also delighted to receive £20,000 from Elite Cymru to support three race drivers during 2011: Alex Jones, 20; Matthew Parry, 17; and Hywel Lloyd, 26. Meanwhile an auction at the annual WAMC dinner raised in excess of £3000 for Wales Air Ambulance.

WAMC has scheduled a championship launch day for 7 January 2012 in Llandrindod Wells, allowing potential competitors to formulate their plans for the Welsh motor sport season. This will be followed by the Newtown Motor Club forum to raise further funds for charity.

2,007
MSA COMPETITION LICENCE HOLDERS

2,434
VOLUNTEERS

103
MSA - REGISTERED MOTOR CLUBS

724
PERMITTED EVENTS

Public Affairs

The MSA continues to promote the cause of motor sport within the corridors of power, not only at Westminster but also within the various devolved administrations.

It is clear from the activities of the past 12 months how important it is becoming for the MSA to engage with the political establishment in order to build consensus and influence. This enables the MSA to promote the key messages of the motor sport community and to ensure that the interests of the sport are properly considered in any legislative changes.

Forestry

Two significant challenges have arisen this year that could have serious implications for the sport. Firstly the issue of the public forest estate, which started with the government's original policy to change the management structure of the estate in England and ultimately led to the creation of an expert panel that has been tasked with considering the matter. The MSA remains concerned that the sport could become an unintended victim of new legislation designed to protect flora and fauna, and will continue to fight to make the case for continued access to the countryside for motor sport.

Planning

Secondly, the government announced a review of planning policy in the countryside, within which was included a further consideration of the existing 14/28-day regulations governing permitted development rights. The same issue having been addressed just a few years ago, the motor sport community was once again mobilised to explain that the generosity of landowners who make their land available for occasional motor sport events would be prevented under any revised proposals.

Grand Prix

The British Grand Prix continues to be a significant attraction for politicians and the MSA was delighted to welcome no fewer than five Secretaries of State to Silverstone in July, together with a large number of ministers, MPs and advisors. Although undoubtedly the showpiece event of the British motor sporting calendar, the Grand Prix poses a number of issues as it is in no way representative of the domestic sport, which is 99 per cent amateur and largely enjoyed by people paying for their own hobby. Nonetheless, the event provides an excellent opportunity to introduce our contacts to key individuals within the sport and the wider industry.

Conference

When the Conference season comes around in the Autumn, the MSA can be found in attendance, arranging briefings and fringe meetings to raise the profile of the sport and stimulate debate among the membership of the various political parties. The Prime Minister's glowing reference to the UK's world-leading motor sport industry in his key note speech to this year's Conservative Conference underlines that the motor sport message is starting to get through at the very highest levels.

The MSA is fortunate to have strong relationships with many departments, largely because motor sport is not simply confined to the Department of Culture, Media and Sport. Indeed the issues this year have brought the MSA into contact with DCMS, DCLG, BIS and defra, as well as the Department of Justice as the sport needed to make its case to ensure that the new Bribery Act did not adversely affect the international sports sponsorship landscape.

Closed Roads

The prospect of bringing motor sport competition back to the roads of mainland Britain remains a central element of the MSA's manifesto for motor sport. There is little doubt that the benefit to the hosting communities would be enormous with, critically, no impact on the already pressurised public purse, and the benefit to the sport would also be dramatic. The MSA is aware of the sense of expectation throughout the sport about closed roads and remains hopeful of a successful conclusion to its campaign, although that might still be a long way off.

Devolved Administrations

North of the Border there has been significant progress made this year. Under the direction of Sport Scotland, with input from Event Scotland, the Motor Sports Association, the Scottish Auto Cycle Union, the Scottish Association of Car Clubs, the Scottish Rally Championship and others, including Robert Reid and Allan McNish, a new group has been created to look at how the country can develop its commitment to motor sport. It has already conducted a piece of work to assess the historical impact of the sport in Scotland and audit the successes both on and off the track. The next stage is to formulate a policy to develop the sport, on both two wheels and four, and the MSA remains an enthusiastic supporter of this excellent initiative.

In Northern Ireland, the long-established 2 & 4 Wheels company continues to do fine work for the development of the sport. The government's on-going and substantial commitment underlines its belief in the power of motor sport to effect positive change throughout the community. This year has seen the investment of almost £2m of grant aid, the bulk of which has been channelled into improvements at the three permanent venues of Nutts Corner, Kirkistown and Bishopscourt.

Wales continues to be an important and valued partner for the Motor Sports Association, thanks largely to the Principality's title sponsorship of Wales Rally GB – now extended again for at least a further year in 2012. A new route spanning the length of the country in 2011 allowed even greater access to this world class event for the people of Wales and the spectators also came from further afield to bring great benefit to the local economies of the key host towns and cities.

Communications

The MSA's communications material now presents a credible and consistent image of the governing body, underpinned by interesting and informative content that celebrates the good news stories from within UK motor sport.

MSA magazine

This year the MSA re-launched its quarterly magazine for the British motor sport community. MSA magazine – formerly Motorsport Now! – is produced by Think Publishing, under the editorship of 2004 Renault MSA Young Journalist of the Year and former Autosport deputy editor Gemma Briggs.

The publication has a print-run of 44,000 and contains news and opinion from the governing body, alongside features on the people, cars, places and events that make up the diverse UK motor sport scene. By overhauling its magazine to create a more high quality and readable publication, the MSA is now better placed to communicate key messages to its stakeholders, as well as to politicians, powerbrokers and the media.

"Congratulations on a tremendous success: the revamp of the magazine works really well. The variety and scope of the articles reflects so many more types of motor sport in the UK than the magazine has ever done in the past"

Carrie Bedford

MSA News

The MSA's electronic newsletter, MSA News, is sent directly to almost 80,000 inboxes each month. The publication is designed to keep the UK motor sport community regularly updated with the work of the governing body, and to provide a dedicated communication channel through which to disseminate important announcements. As well as general MSA news, the newsletter provides updates and advice from the MSA Technical Department, judgements from the National Court, and regular full-page interviews with members of MSA staff.

MSA Championships Update

Every Monday throughout the motor sport season the MSA compiles reports of the previous weekend's MSA Championship rounds in the MSA Championships Update, which is sent to over 1000 journalists and championship organisers. The reports are uploaded to the championships section of the MSA website and collated each month in MSA News.

Press Releases

In 2011 the MSA issued over 70 press releases, leading to significant editorial coverage in specialist motor sport publications, the national press and regional media outlets.

Online

The MSA had planned to overhaul its website – www.msauk.org – in 2011 but budgetary constraints led to the project being re-scheduled for 2012. As a first port of call for those interested in getting involved in the sport, and as an information pool for active participants, the website must be visually and practically effective; the MSA is committed to ensuring that this is the case going forward.

Television

The MSA has developed a strong relationship with the BBC team that produces the corporation's Formula 1 coverage. In support of National Motorsport Week, the MSA arranged for BBC pundit and former grand prix driver David Coulthard to visit the historic Shelsley Walsh venue in Worcestershire, where he tried his hand as grassroots motor sport disciplines such as Hill Climb, Autotest and Sporting Trials. The resulting film was screened during coverage of July's Valencia Grand Prix.

A second broadcast – shown during the build-up to the British Grand Prix – featured BBC pitlane reporter Ted Kravitz donning orange overalls at an MSA British Touring Car Championship meeting at Thruxton, where he became a marshal for the day. The broadcast was successful in promoting the 'Go Help' arm of the MSA's Go Motorsport initiative, aimed at getting more people involved in the sport as volunteers.

820,557

THE TOTAL NUMBER OF ELECTRONIC MAILINGS SENT BY THE MSA PRESS OFFICE IN 2011

MSA Night of Champions 2010

British Cadet Kart Championship
Nathan Aston

British Junior Kart Championship and Hines Award
Jake Dennis

British Short Circuit Kart Championship
Mark Litchfield

British Long Circuit Kart Championship
Jason Dredge

British Car Trial Championship
Duncan Stephens

British Sprint Championship
Nick Algar

British Drag Racing Championship
Andy Robinson

British Autocross Championship
Ross Westgarth

British Hill Climb Championship
Martin Groves

British Historic Rally Championship
David Stokes / Guy Weaver

British Sporting Trials Championship
Ian Wright

British Autotest Championship
Alastair Moffatt

British Cross Country Championship
Tim Dilworth / Anthony Brinkman

British Junior Rally Championship
Elfyn Evans / Andrew Edwards

British Rally Championship
Keith Cronin / Barry McNulty

British Rally Championship Teams Winner
JR Motorsports

British Rallycross Championship
Pat Doran

British GT Championship
David Ashburn

British F3 International Series
Jean-Eric Vergne

British Touring Car Championship Manufacturer
Honda

British Touring Car Championship
Jason Plato

BWRDC Lord Wakefield Trophy
Alice Powell

JLT Sport MSA Club of the Year
Cramlington and District Motor Club

JLT Sport MSA Marshal of the Year
Barry O'Neill

Renault MSA Young Journalist of the Year
Robert Ladbrook

Renault MSA Young Photographer of the Year
William Neill

Hawthorn Memorial Trophy
Mark Webber

Sir Malcolm Campbell Memorial Trophy
Dario Franchitti

Night of Champions

The annual Night of Champions, at which the MSA British title winners and other high achievers are honoured, is one of the highlights of the domestic motor sport calendar, and once again the ceremony was held at Pall Mall's Royal Automobile Club in January.

Mercedes GP Formula One Team principal Ross Brawn OBE arrived to present the silverware and was joined by Malcolm Wilson, whose M-Sport operation runs Ford's FIA World Rally Championship programme. Meanwhile sports broadcaster Steve Rider acted as Master of Ceremonies.

The evening proved to be a fitting reminder of the breadth of UK motor sport, with drivers, co-drivers and team bosses from a dozen disciplines and almost 20 championships taking to the stage to collect their accolades before an audience of distinguished guests.

However, it was not only British Champions who were heralded. A series of special awards was presented, beginning with the BWRDC Lord Wakefield Trophy, which recognises outstanding female achievement. On this occasion the 2010 BARC Formula Renault Champion, Alice Powell, was was honored after becoming the first woman ever to win a major single-seater championship.

The MSA – in association with insurance broker JLT – also rewards the MSA Club and Marshal of the Year. Cramlington and District Motor Club collected the former award on account of having successfully grown its membership by implementing a structured five-year plan, while Northern Ireland's Barry O'Neill picked up the award for marshalling after a year of outstanding voluntary service to the sport.

In addition, two of the most promising young talents from the motor sport media were handed the Renault MSA Young Journalist and Photographer of the Year Awards. Robert Ladbrook of the weekly paper Motorsport News collected the writer's award, while freelance snapper William Neill took the photographic prize. As well as their trophies, each received a cheque for £1000.

A new award, the RSF MSA Apprentice of the Year, will now be bestowed each year upon a student on the MSA's Advanced Apprenticeship in Sporting Excellence programme. After impressing judges at a selection event, Formula Ford racer Jake Cook collected his trophy and £1000 from Racing Steps Foundation's Derek Walters.

The final two awards are the Hawthorn Memorial Trophy, which is presented annually to the top British or Commonwealth driver in the previous year's Formula 1 World Drivers' Championship, and the Sir Malcolm Campbell Memorial Trophy, which honours outstanding achievement by a British group or individual. Australian Mark Webber claimed the former by finishing a close third in the 2010 F1 title race, while Scot Dario Franchitti's name was etched onto the latter after winning his second Indianapolis 500 and third IndyCar Series title in 2010. Pre-season commitments prevented their attendance on the night, but they received the trophies later in the year at the Goodwood Festival of Speed and the British Grand Prix.

MOTOR SPORTS ASSOCIATION COMPANY REPORT 2011 MSA

Environmental Responsibility

The Motor Sports Association is committed to creating a sustainable model for British motor sport. The MSA works in partnership with many parties to reduce the impact of the sport on its environment and demonstrate a responsible attitude towards environmental issues.

Alternative Energies and Technologies

In recent years a number of alternative energies have become more evident in the motor sport environment, from bio fuels to hybrids and LPG to electric. MSA General Regulations have been amended to reflect the fact that vehicles that do not use internal combustion engines may still be permitted in competition. The MSA's Technical Advisory Panel has created a specific Electric Vehicle working group to consider this type of vehicle and formulate suitable regulations for their use in competition. The roles of the MSA in this regard are to provide regulations that permit the development of these technologies while managing the risk inherent in motor sport, and also to maintain a level playing field.

Venues

It is encouraging that many circuit owners have entered into various schemes to improve their environmental performance. Silverstone recycles over 90 per cent of its refuse, all circuits dispose of waste oil and fluids responsibly and many also have separate refuse containers for different types of material. Anglesey has gone a stage further and now has a small wind generator on-site.

Regulations

The MSA continues to encourage championships and events to limit tyre use where possible and maintains a dialogue with the tyre manufacturers over the composition of tyres. This has led to a significant improvement in the durability of rubber used in a number of British Championships.

The MSA continues to work with interested parties to pursue the principle of stage rally cars using tyres that reduce environmental impact on unsealed surfaces by limiting the disruption to the surface of forest tracks. This can be achieved by using less aggressive tread patterns, rounded tread shoulders and harder compounds.

Other regulations that have been brought in include the mandatory fitting of mud flaps in stage rallying, which helps to keep the aggregate on the road surface. Meanwhile the compulsory fitting of window film to stage rally cars reduces environmental damage by helping to contain any glass that is broken during an accident, while also improving safety. The introduction of spill kits on all events, as well as in rescue and recovery units and certain competition vehicles, also minimises the impact of various substances on the environment. In addition, Cross Country regulations have been introduced to mandate the use of specified tyres, which are selected to minimise the environmental impact.

Noise regulations continue to cause concern; reducing the audible impact of motor sport activities is essential, though it is accepted that a certain amount of noise is an integral part of the sport. The MSA works with venue operators and other organisations such as Local Authorities to achieve noise levels that are satisfactory to all parties. All race circuits now operate under a degree of noise restriction imposed by local authorities through planning or other legal restriction, as do many other motor sport venues. The MSA continues to monitor the issue of noise closely across the sport.

The FIA

As the world governing body, the FIA too believes that motor sport can play a major role in the fight against climate change. Its 'Make Cars Green' campaign (www.makecarsgreen.com) highlights some of the major innovations that are helping to deliver environmental improvements around the world. The FIA Alternative Energies Commission exists to draft regulations and provide a competition platform for vehicles using other than an internal combustion engine, and traditionally this has been focussed on electric and solar-electric vehicles.

The FIA Institute is a research facility that assists the development of technology in motor sport. Its remit was initially confined to safety and risk management but has now been expanded to include responsibility for carrying out research in the interests of developing environmentally sustainable motor sport. This research encompasses noise measurement and control, powertrain issues, venue issues and any other areas in which environmental gains may be made.

LICENCE AND EVENT STATISTICS

LICENCE FIGURES BY DISCIPLINE 2006-2010

	2006	2007	2008	2009	2010
Race					
International	1,546	1,552	1,587	1,436	1,391
National A	3,405	3,527	3,679	3,761	3,924
National B	4,389	4,388	4,571	4,424	4,485
International Historic	438	422	447	396	394
Truck	0	31	29	29	34
Total Race	**9,808**	**9,920**	**10,313**	**10,046**	**10,228**
Kart					
International	212	217	246	218	219
National A	2,936	2,749	2,474	2,222	2,026
National B and Clubman	2,024	1,724	2,106	2,310	2,364
Total Kart	**5,172**	**4,690**	**4,826**	**4,750**	**4,412**
Rally					
International	522	506	475	408	350
National A	2,418	2,333	2,331	2,134	2,119
National B	5,044	4,719	4,647	4,467	4,202
Navigator	1,696	1,541	1,519	1,368	1,229
International Historic	26	20	21	15	19
Total Rally	**9,706**	**9,119**	**8,993**	**8,392**	**7,919**
Speed					
International	37	37	36	34	31
National A	1,801	1,743	1,679	1,575	1,553
Total Speed	**1,838**	**1,780**	**1,715**	**1,609**	**1,494**
Off-Road	**111**	**105**	**121**	**108**	**102**
Non-Race Nat B	**5,814**	**5,704**	**5,995**	**6,019**	**6,054**
Clubman	**1,162**	**1,105**	**1,058**	**999**	**1,208**
Entrant	**212**	**180**	**236**	**223**	**229**
Total Licences	**33,823**	**32,603**	**33,257**	**32,146**	**31,913**
Total Holders	**32,312**	**31,118**	**31,421**	**30,375**	**30,298**

NUMBER OF EVENTS BY DISCIPLINE

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Autotest	351	524	525	500	527	529	561	614	664	682
Auto/Rallycross	39	54	61	56	48	58	54	47	72	70
Cross Country	492	1016	1090	1175	1211	1267	1263	1223	1298	1211
Race	332	333	330	326	321	308	302	310	307	313
Rallies	543	1016	1044	1021	991	984	982	922	912	868
Speed	282	350	351	340	347	338	329	338	328	340
Trials	91	189	200	206	211	219	204	243	242	262
Kart	454	473	505	489	466	497	460	456	465	439
Exempt	557	915	862	898	916	793	778	729	766	801
TOTAL EVENTS	**3141**	**4870**	**4968**	**5011**	**5038**	**4993**	**4933**	**4868**	**5054**	**4952**
TOTAL ENTRIES	**128220**	**157276**	**162051**	**159383**	**158815**	**153533**	**153808**	**155729**	**147384**	**143986**

LICENCE FIGURES 2001-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Licences	31,770	34,079	34,112	34,211	34,113	33,823	32,603	33,257	32,146	31,913
Licence Holders	30,819	32,888	32,814	32,889	33,410	32,312	31,118	31,421	30,375	30,298

INCOME AND OPERATING RESULTS BY PRINCIPAL ACTIVITY

For the year ending 31 December 2010

	The Royal Automobile Club Motor Sports Association Ltd	International Motor Sports Ltd	British Grand Prix Limited	2010 Total	2009 Total
	£	£	£	£	£
Group Income					
Governance of motor sports	4,102,592	-	-	**4,102,592**	4,190,647
Event promotion and commercial activities	-	3,425,231	247,503	**3,672,734**	4,009,227
	4,102,592	3,425,231	247,503	**7,775,326**	8,199,874
Expenditure					
Staff costs	1,524,266	441,159	-	**1,965,425**	1,870,240
Other administration expenses	2,681,726	2,584,969	250,098	**5,516,793**	6,065,144
Gift-aid charitable donation	-	-	-	**-**	-
	4,205,992	3,026,128	250,098	**7,482,218**	7,935,384
Operating (deficit)/surplus	(103,400)	399,103	(2,595)	**293,108**	264,490
Other finance charge	(7,000)	-	-	**(7,000)**	(60,000)
Interest receivable and similar income	174,286	17,688	-	**191,974**	141,494
Surplus/(deficit) for the year before taxation	63,886	416,791	(2,595)	**478,082**	345,984
Tax charge on the surplus /(deficit) for the year	(21,576)	(95,919)	(5,828)	**(123,323)**	(93,518)
Surplus/(deficit) for the year after taxation	42,310	320,872	(8,423)	**354,759**	252,466

NET ASSETS EMPLOYED BY PRINCIPAL ACTIVITY

Fixed assets					
Tangible assets	1,838,096	46,432	-	**1,884,528**	2,002,712
Current assets	9,791,787	1,644,415	139,595	**11,575,797**	10,828,509
Current liabilities	(3,631,704)	(929,866)	(8,518)	**(4,570,088)**	(4,483,083)
Net current assets	6,160,083	714,549	131,077	**7,005,709**	6,345,426
Net assets employed	7,998,179	760,981	131,077	**8,890,237**	8,348,138

The above amounts exclude all inter-group trading and inter-group balances.

This summary financial information does not contain sufficient information to allow as full an understanding of the results and state of affairs of the company/group as would be provided by the full annual financial statements. The full financial statements are available from the company at Motor Sports House, Riverside Park, Colnbrook, Berks, SL3 0HG and have been filed at Companies House.

GROUP BALANCE SHEET

As at 31 December 2010

	2010	2009
Fixed Assets	£	£
Tangible assets	**1,884,528**	2,002,713
Current Assets		
Stocks	**9,067**	7,152
Debtors	**676,466**	505,321
Investments	**8,137,915**	7,615,497
Cash at bank and in hand	**2,169,690**	2,386,466
	10,993,138	10,514,436
Creditors:		
Amounts falling due within one year	**(4,570,088)**	(4,484,232)
Net Current Assets	**6,423,050**	6,030,204
Total Assets Less Current Liabilities	**8,307,578**	8,032,917
Debtors due in more than one year	**21,779**	26,121
	8,329,357	8,059,038
Net Pension Asset	**560,880**	289,100
Net Assets Including Pension Liability	**8,890,237**	8,348,138
Capital and Reserves		
Income and expenditure account	**8,784,548**	8,231,449
Property revaluation reserve	**105,689**	116,689
	8,890,237	8,348,138

FIVE YEAR GROUP RESULTS

	2006	2007	2008	2009	**2010**
Group Income	6,879,529	7,673,528	8,028,957	8,199,874	**7,775,326**
Operating (deficit)/surplus before gift-aid donation	751,697	838,231	148,786	265,010	**267,662**
Gift-aid charitable donation	(300,000)	(832,752)	(300,000)	-	**-**
Operating (deficit)/surplus for the year	451,697	5,479	(151,214)	265,010	**267,662**
Share of profits/(losses) of joint ventures	2,633	-	-	-	**-**
(Deficit)/write back of impairment in current asset investment	-	-	(25,855)	(520)	**25,446**
Other finance charge	(52,000)	(10,000)	42,000	(60,000)	**(7,000)**
Interest receivable	390,160	512,686	500,841	141,494	**191,974**
Surplus for the year before taxation	792,490	508,165	365,772	345,984	**478,082**
Tax charge on the surplus for the year	(222,491)	(147,122)	(114,329)	(93,518)	**(123,323)**
Surplus for the year after taxation	569,999	361,043	251,443	252,466	**354,759**
Recognised in the STRGL	64,677	528,400	(104,400)	(841,000)	**187,340**
Movement in the year	634,676	889,443	147,043	(588,534)	**542,099**
Net Group assets brought forward	7,265,510	7,900,186	8,789,629	8,936,672	**8,348,138**
Net Group assets carried forward	7,900,186	8,789,629	8,936,672	8,348,138	**8,890,237**

THE ROYAL AUTOMOBILE CLUB MOTOR SPORTS ASSOCIATION LIMITED DIRECTORS' REPORT

The Directors present their annual report and the audited group financial statements for the year ended 31 December 2010.

DIRECTORS

The Directors who served throughout the year (except as noted below) were:

A J Gow - Chairman
C N Hilton - Chief Executive
S A Brownson OBE
D I Carter
B P Cussons
D K Gangahar
S R Jones - Secretary
J H Maxwell (resigned 31.12.2010)
N E H Moffitt
R K Parkin
A Scott Andrews
M J Sones
N A Whale

ACTIVITIES

The principal activities of the Parent Company are to administer and finance the governance of motor sport in the United Kingdom for motor vehicles with more than three wheels and, through its subsidiaries International Motor Sports Limited ("IMS") and British Grand Prix Limited ("BGPL"), to organise and promote motor sport events, provide motor sports consultancy and undertake commercial activities related to motor sport.

INCOME, OPERATING RESULTS AND REVIEW

Our Group has had another successful year despite the difficult economic environment. I am pleased to report an increase in profit before tax of 38% to £478,082, principally because we were able to reduce our costs and increase the investment income by £50,480.

Both BGPL and IMS have delivered positive performances in excess of their budgets.

We are committed to the highest standards of corporate governance and recognise that good governance helps to deliver our strategy and safeguard the long term interest of our stakeholders.

There is an ongoing process in place of identifying, evaluating and managing the material risks facing the Group. This process is reviewed regularly by the Executive on behalf of the Board. We have a well established system of internal controls including strategic, compliance, financial, operational and risk management to safeguard our assets and reputation. The Board is responsible for the framework of risk governance and risk management. These include determining risk strategy, setting risk appetite and ensuring that risk is monitored and controlled effectively. The Executive Team is accountable for all risks on a day to day basis. The Group recognises the risks it faces in connection with its business operations and monitors various key performance indicators as part of its monthly accounting and management reporting processes. The main financial risks faced by the Group relate to the availability of funds to meet business needs, the risk of default by third parties, fluctuations in interest rates & investment returns, number of license holders and spectators at events organised by us. We remain in a strong financial position.

The Board meets formally four times a year to consider developments in relation to the company's strategy and long-term objectives and to review trading results and operational & business issues.

FUTURE PROSPECTS

The Group's strategic objective is to be an excellent governing body and the acknowledged leader in developing and growing regulated motor sport in the United Kingdom. Our three strategic priorities are: - securing our financial and operational stability, enhancing our visibility and reputation at national & international levels and promoting the United Kingdom's heritage in motor sports.

Our strategy reviews have progressed from budgets to management presentations driven by an agenda set by the Board members, which looks at the longer-term needs of the business.

We continue to respond to the challenges our licence holders and clubs face by investing in training for our staff & volunteers and in technology to enable our customers to better access our on-line facilities.

The trading environment for 2011 remains challenging. Our 2011 plans have been drawn on the assumption that market conditions will remain difficult. We faced similar challenges and issues in 2010 and prospered. The Board is optimistic that we can deliver similar results in 2011.

On behalf of the Board, I would like to thank our staff and volunteers for the continuing dedication to their work and for showing great drive and determination to succeed.

FINANCIAL INSTRUMENTS

The Group has positive cash balances and no loans or overdrafts. Surplus cash is invested in unit trusts and deposits with investment managers as well as treasury and deposit accounts through the Group's banks to achieve the best available market returns pursuant to risk.

SUPPLIER PAYMENT POLICY

It is the Group's policy to agree and clearly communicate the terms of payments as part of the commercial agreement negotiated with suppliers and then to pay according to the terms based upon the timely receipt of an accurate invoice. Generally invoices are paid within 45 days (2009 - 45 days) from the date of the invoice being issued.

CHARITABLE DONATIONS

During the year the Group made no gift-aid charitable donation. (2009: £Nil)

The Company transferred no sums in the year from the Motor Sports Council's Special Fines Fund. (2009: £30,000 Motorsport Safety Fund and £5,000 BEN).

LIMITED BY GUARANTEE

The Company is limited by guarantee, does not distribute its surplus income to its members and does not have share capital. The liability of each member is limited to £1.

The members as at 31 December 2010 were as follows:-

Broad M J
Brownson S A OBE
Campbell H
Carter D I
Cowcill E
Cussons B P
Durling W S
Gow A J
Hill R T
Hilton C N
Kellitt A
Knight R
Loveridge P J
Lyle I B M
Maxwell J H
Moffitt N E H
Parkin R K
Pierre D
Pollitt N P
Rayner P
Redfern D
Scott Andrews A
Sones M
Stringwell S M
Taylor R
Tomley C
Watson I
Wood J R

BOARD RETIREMENT

John Maxwell retired on 31 December. The board would like to take this opportunity to thank him for his contribution.

DIVIDEND POLICY

The Company is a non-profit distributing organisation. All surpluses are applied to the objects of the Company in accordance with the Company's memorandum of association.

PHOTO CREDITS

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THE ROYAL AUTOMOBILE CLUB
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Product group from well-managed forests, controlled sources and recycled wood or fibre
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