

How to Promote More Women into Motorsport

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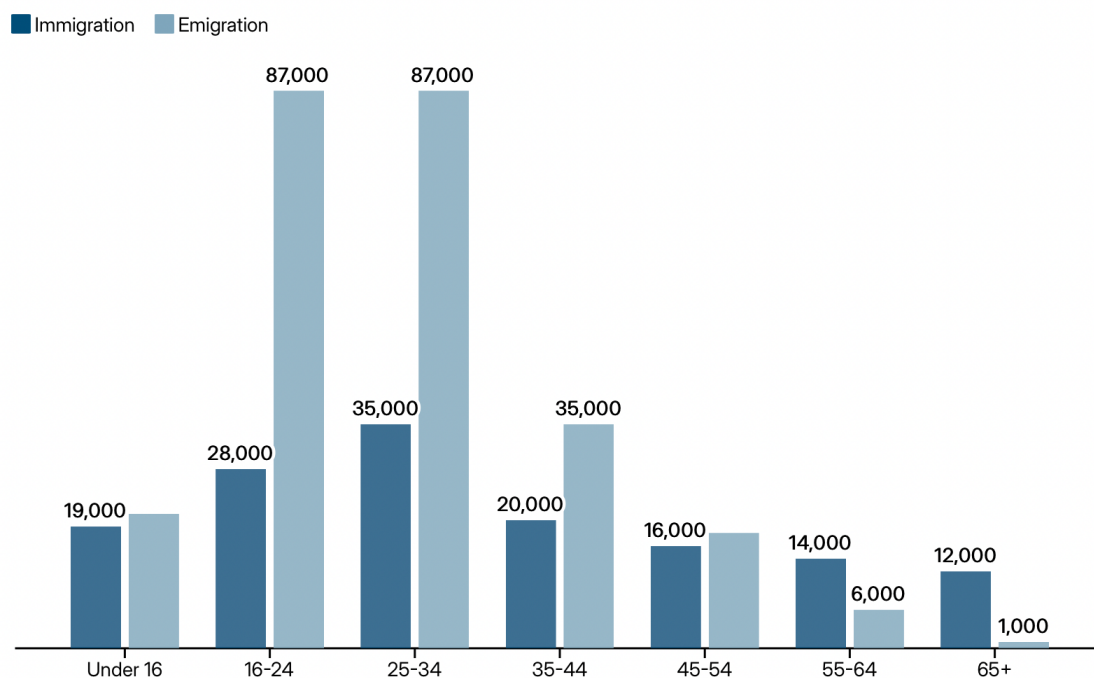
A. Recap of the importance of reaching all levels of motorsport

B. Call to action for continued efforts to promote diversity from the top down to grassroots levels

Many organisations have put programmes into the F1 to encourage and champion diversity in motorsport and to attract more women into the sport. Whilst they work at the top level there are targeted sponsors and investors at grass roots this does not trickle down to community level. In the United Kingdom hugely significant funding cuts to women and girls projects all over have happened since lock down and academics and industry professionals argue that this needs to change. In comparison to other countries Japan and Dubai are investing 30%, the United Kingdom are falling behind their global competitors. Figures from the Foreign Office state that 204,000 people are leaving the UK every year to work in countries such as Dubai and others(ONS.Org) . Partly the reason many individuals are leaving the UK for more forward thinking and growth economies. In the United Kingdom many of the race teams are championing diversity in Motorsports, but are they moving fast enough to retain the best talent in Britain.

Who's leaving Britain?

Long-term international immigration and emigration of UK citizens by age in the year to March 2025



Source: Office for National Statistics



Ferrari have signed the diversity Charter with FIA, Formula 1 and Teams to champion diversity to develop equality, equity and inclusion this was signed in Maranello in February 2026. Lead by Lewis Hamilton Commission who set up Mission 44, to promote diversity and inclusion in motorsport. Lewis is a key champion promoting diversity in Motorsport and Formula 1. At the Formula 1 level this is good for business and for ownership of supercars, racing and Motorsport. More female representation in the media and engineers are required. They have

programmes that support women to race in go karts, race in motorsports, get on track. Engaging more women through Motorsport UK and Ferrari Challenge is improving, it is argued there is still a long way to travel. Fundamentally there are clear gaps, to improve the appetite for racing at the Professional Level. Often many women have to attract their own sponsors this can be a significant challenge. Ferrari recently announced their first female driver for 2026, Alba Larsen this is a significant moment for the sport. McLaren and Aston Martin already have their first female driver announced in 2025.

McLaren have launched their [sustainability report](#) outlining that they recently strive for 40% of employees to come from underrepresented groups by 2030. McLaren are looking at a number of projects to encourage under represented groups to work within Motorsport and with the McLaren Group.

McLaren may be a sports team, but they employ thousands of people. They have delivered 15 STEM days to over 1,000 students with The Smallpeice Trust. Working with pupils from less privileged backgrounds to hopefully inspire them to pursue STEM careers and demonstrate what prospects the industry offers. McLaren have sponsored seven new students as part of [The Smallpeice Trust's Arkwright Engineering Scholarship programme](#), and awarded scholars. Each of these students from underrepresented backgrounds and receive support, with mentors, work experience and funding.

McLaren is looking at opportunities to improve well being, on going health workshops, medicals and more to ensure that people work within the best environment. Recently Kimi Badenock went on track to not only back the automotive industry and show that women belong on track too, this strategic plan was executed well to encourage other women to get on track (Ryan, S 2025). The marketing behind this campaign a strategic approach for women and girls to see role models and women on track.

To improve diversity in Motorsports for women, further investment is required. Investment could come from private sector or derived from taxes. Legislation around taxes could be introduced, and made into law as investment currently stands at 1% investment into women and girls. Law making powers could change that investment and redirect it specifically for women and girls. A targeted fund from government raised through our taxes and distributed back to women and girls at 50% to ensure the UK is fairer and more sustainable. Enabling opportunities for women at all levels.

To bring about further change in motorsport, role models for women and girls to enable them to get onto track, is usually expensive to travel to different tracks and get sponsors for race cars. As executed well within Women's Football and sponsoring lower levels of women at grass roots. Higher levels investors and more

funding pumped into motorsport attracting and retaining talent. In the future this will build confidence and lead to higher performing women and girls, building stronger communities.



#GirlsWill Race
#GirlsWill Engineer
#GirlsWill Drive
#GirlsWill Succeed

<https://www.silverstonemuseum.co.uk/learn/girlswill/>

The industry and company leaders could introduce further investment to deliver more projects to encourage more women/girls into motorsports and a radical approach is required. In 2024, women made up only 28.2% of the global STEM workforce, notes the World Economic Forum (SWE, 2025). In reality the figures are most lower they say around 6% of women and girls make up engineering roles.

At a government and political level, there are no politician championing women and girls. The UK would require the role of government to appoint a Women's Minister that Champions key issues such as lack of access to finance, changing policy and enhancing the commercial value women and girls bring to our communities.

A normalisation of women working in motorsport in the drivers seat, senior roles and as engineers. The more visible women at every level more likely their daughters will follow their steps. The government, education and cross sector could set up a boards to recognise women in the community and celebrate their success attracting higher investment levels.

Educators and Society

Education requires change to add more skills based learning for girls at Primary Schools and more engineering related courses. The launch of STEM has played a positive impact in encourage more young girls to design F1 cars and compete at a National Level. More girls on track and behind the wheel earlier to attract attention to

driving. This will result in more women interested in cars as a whole. In Japan and Dubai 30% of investment is placed into this area. Engineering based workshops in Primary Schools, playing and driving cars and that “ It’s not Just for Boys”

McLaren have worked on a project called Engage delivering 15 STEM days to 1000 students with fully funded programmes. Following on from this 5 scholars were fully funded and 43% of recruitment of new intakes are women. This is a good example, but this should be replicated across all companies and private sector. (McLaren 2025)

A number of STEM projects have taken place with Universities, Schools and Colleges all are delivering initiatives to champion young children into these subjects. Higher levels of investment required and changes to curriculum to encourage more girls into skills based, engineer roles and into motorsport.

Press & Media

The Media and press have an important role to play covering more female role models working in motorsports, engineers, drivers and tech staff. All roles to be inclusive and representative. At present all media, Online and On TV is heavily bias towards males. The media at present seems very tokenistic and male dominated, when they cover stories about women in motorsports (Autosports, 2025). It is argued that stronger coverage is required to have better representation of women in motorsports.

Family, Society and Education

Women still play the largest caring role in the family which means they will juggle childcare, business and fitness this can bring real challenges for developing their career. Flexible working has been introduced, but often motorsport roles are very demanding early starts, long shift and high demands. Balancing family, society and education for women poses real challenges.

There is clear evidence that many projects are taking place around the world to encourage more women into motorsports. Attracting and retaining talent is a large consideration, alongside working conditions to ensure women consider the roles within motorsport.

What do we think of Female Leaders

This is a complex consideration many female Leaders are well respected and have to fight to compete, but they compose compassion in their decisions. Many women have blended into the male dominated environment. Women still have a long way to get respect and typically have to work twice as hard to prove their worth. The future should attract more women working in motorsports, driving supercars and into senior roles within the Motorsports. Often women can be singled out, which makes it

challenging to retain high level talent. Considerations to reflect upon, are women prepared to take on all this power when they have very little protections.

Are women seen as Equal to Men

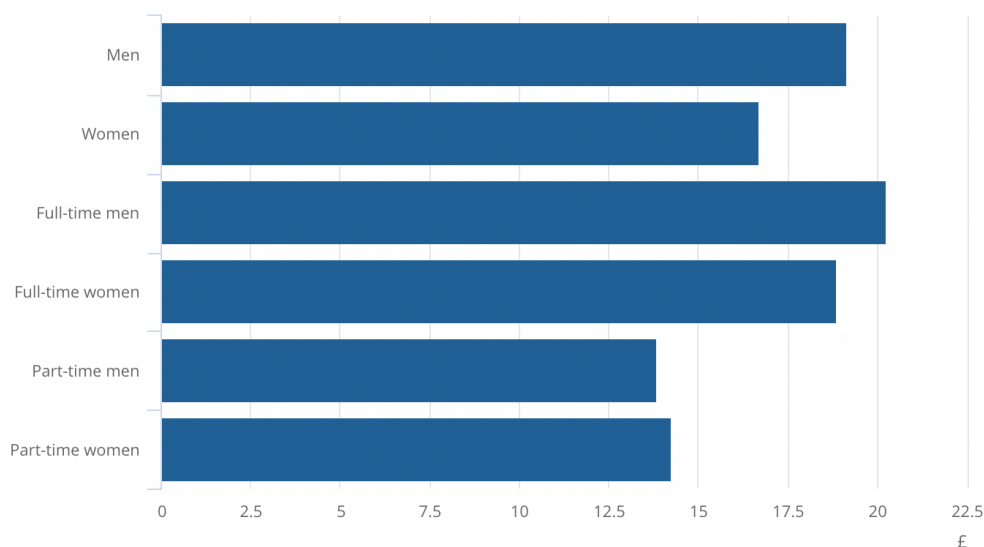
The simple answer is women are not equal to men, still under paid and under valued for their contribution. Women offer a completely different set of skills, which adds commercial value to motorsports. Typically very successful women, can often be down played. Over all the motorsport industry is very positive for new talent to get into motorsports and most open the doors. Women are still paid considerably less than the male counterparts. Recently the Redbull team were under pressure with their team principle acting inappropriately. This situation was handled very poorly by the FIA and Redbull who released the woman from the team. The woman was paid a reported £3 million to leave the team.

There is substantial research suggesting women even work for free and lower paid roles this can disincentivise women. There is a huge gender pay gap, there are more men in senior roles and higher paid. This is due to the fact that senior roles often require working longer and un sociable hours. In the 21st century this working pattern is no longer fit for purpose and requires modernisation.

3. Pay differences between men and women

Figure 1: Full-time median hourly earnings (excluding overtime) were £20.27 for men and £18.87 for women in April 2025

Gross median hourly earnings (excluding overtime) by employment type and sex, UK, April 2025



(Source: Gender Pay Gap in the UK 2025)

A clear difference in the Gender Pay Gap as outlined in the above graph. There is a rapid decline since the Covid Pandemic and in the United Kingdom this does not take into consideration the mass increase of unemployment. The United Kingdom is in rapid decline by around 30% year on year. There are less higher paid and senior roles available with the shrinkage in the economy. Small businesses are closing and there is a huge decline in the UK which is resulting in working conditions and lower pay. This is partly due to the war with Ukraine and Russia. There needs clear strategic levelling up into women and girls investment and sponsorship. The investment raising powers, through our taxes and a separate investment fund set up for Women and Girls.

More expectations on women to lead

Women and girls are capable of leading and up skilling is a key part of growing talent. Cross industries can be looked at for recruitment of women girls, because many skills are transferable. Just recently, **Bianca Bustamante** made history as the first female in McLaren's Driver Development Programme. Meanwhile, Jessica Hawkins, Head of F1 Academy at Aston Martin Aramco, is championing opportunities for women in motorsport. Susie Wolfe has been heading up the F1 Programme Girls on Track. More visible women at the top and making senior decisions. A tokenistic approach is not viable, there is clear commercial value in having more diverse teams, drivers and engineers(E, Hans and S, Chadwick 2023). More women into motorsports in technology, drivers and engineers will result in better performing teams.

Recommendations

Further investment is required into women and girls in motorsports around £15 Million from Taxes to be re diverted. The Media has a much stronger role to ensure all stories cover female role models in an influential way. Attracting and retaining talent is key to driving success and further positive action projects. At present only 1p in every £1 is invested into women and girls this should be changed in law where 50% is reinvested back into women/girls. This area alone would significantly transform and add value to economic growth.

Working closer across Industry, government and cross sector to launch more projects that add value. Including sponsorship programmes, role model workshops, and on track experience. There was an article about this in 2016 written by the BBC and fast forward to 2025 very little has changed(BBC, 2025) . This requires radical thinking, innovation and investment. Otherwise over the last 10 years, women will be the lost generation. This amount of waste is costing the government and our economies billions in lost revenue. Significant losses are being made in America one study highlighted a loss \$79 billion dollars a year. In the UK the value may be lower

but women are still under funded and under valued. This is a substantial loss in value both in UK, America and Worldwide. In China and Middle East they see the value in investing and those countries are closer to 30%. China worked on a project called Investing in the Power of Women in China supporting 10,000 women. There is much bolder schemes taking place in Dubai they have the Mother Of The Nation's 50:50 Vision under the leadership of Her Highness Sheikha Fatima bint Mubarak. The UK is fallen way behind the rest of the world and as global leaders this requires a completely different approach.

Development Plan

Activity	Who	When	Delivery
On track experience days to introduce women and girls to motorsport	Ferrari Challenge x 4 per year.	2026	Work with Ferrari Challenge and organise transport to take women on track. Cover their travel expenses and lunch. Skills Learnt: • Confidence Build • Race Knowledge • Meet Drivers • Engineering Skills from garages.
Drive a Supercar McLaren	McLaren	Spring 2026	Work with McLaren to deliver 20 driving experiences for women throughout the year. Skills Learnt: • Learn from McLaren race team • Driving skills • Safety & Speed • Pushing the limits • Technology
Women's Champion-Political Role	Government	To Appoint a Women's Champion by Spring 2026	To attract new talent Skills: • Raise Awareness of challenges women face

			Remove barriers for women to enter the industry
More TV opportunities for women and girls to engage as role models if they work In Industry.	Media Company	Jan-March 2026 On going	To work with BBC and Media broadcaster. Create content for social media. 6 part series ' Chat Show' championing voices for women/girls.
Investment of £2 Million for projects that support women/ girls In industry. Could enhance up to £15Million	Government and British Business Bank. Private Investors. Create an investment Fund.	September 2026	Work with Finance partners and Government to deliver. There is also LIPF funding available to tap into within Cardiff Council.

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