



***EQUALITY,
DIVERSITY
& INCLUSION***

STRATEGY 2026-2030



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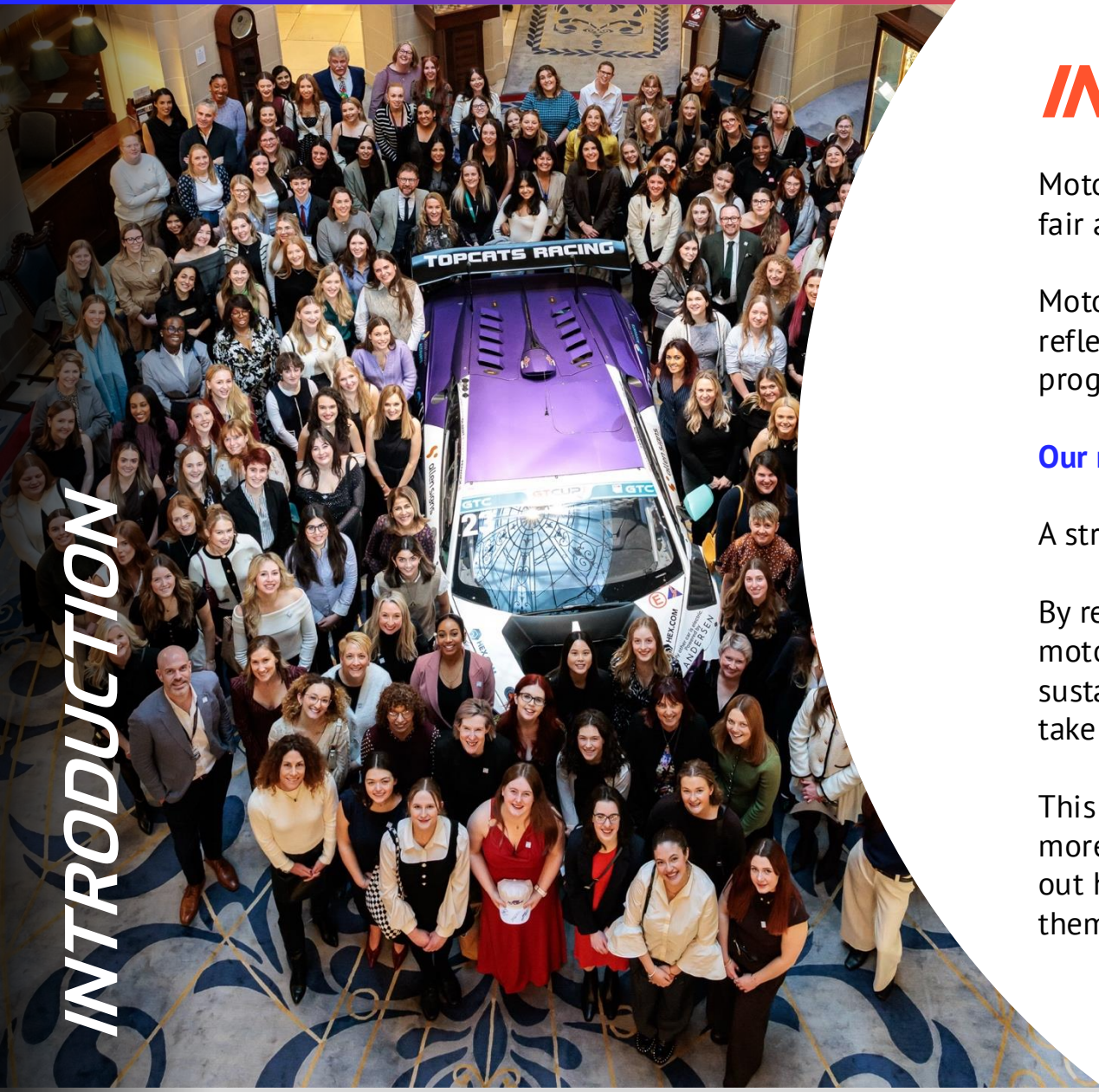


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*HOW WE MEASURE
OUR IMPACT*

INTRODUCTION

01



INTRODUCTION

Motorsport UK exists to power the future of motorsport and ensure that it is safe, fair and fun for everyone.

Motorsport has never been so visible or more relevant. Yet participation does not reflect the society we serve. Too many people still face barriers to access, progression and belonging.

Our role is clear: to close the gap between visibility and participation.

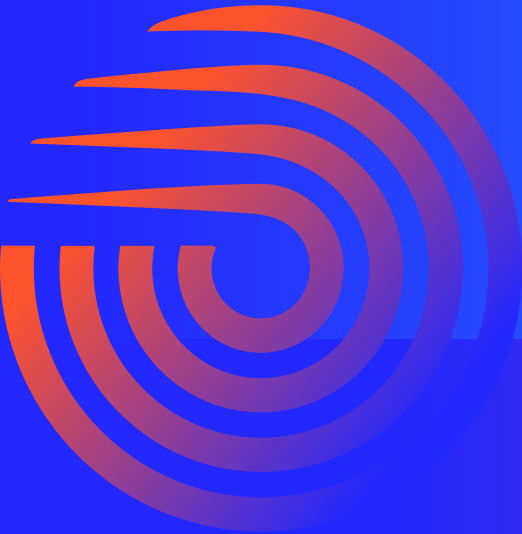
A strong **Equality, Diversity and Inclusion Strategy** will help us achieve that.

By removing barriers, improving experiences, and embedding inclusion into how motorsport is accessed, experienced and governed, we will grow the sport sustainably. When people feel they belong, they take part. When more people take part, motorsport thrives.

This strategy builds on the mission we set out on in 2022, to make motorsport more accessible and welcoming to all. Our refreshed strategy for 2026-2030 sets out how we will continue to create a sport that everyone can see a place for themselves in – and choose to stay once they get here.

***LOOKING BACK:
OUR IMPACT
2022-2025***

02



REACH

Reaching **45,000+** people through flagship inclusion programmes, providing clearer, more accessible pathways into motorsport.



INSPIRATION

Inspiring **11,000+** women and girls via **Girls on Track UK**, delivering **135 events** focused on careers, skills and industry access.



ENGAGEMENT

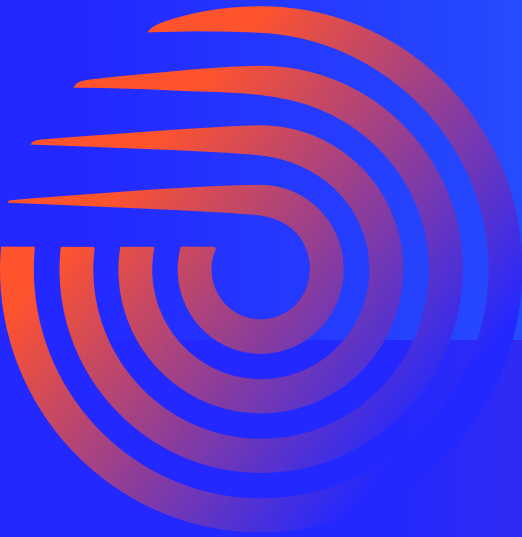
Engaging **3,000+** young people through **Race for Diversity**, with **81%** reporting increased interest in STEM and **50+** individuals supported into motorsport pathways or careers.



PARTICIPATION

Introducing **1,100+** young girls to karting through the **Girls Karting Academy**, creating structured routes into competitive racing while actively reducing financial barriers.

***SINCE 2022,
OUR E,D&I
STRATEGY
HAS
DELIVERED
SIGNIFICANT
IMPACT***



ACCESSIBILITY



OPPORTUNITIES



GOVERNANCE



BEHAVIOURS

***SINCE 2022,
OUR E,D&I
STRATEGY
HAS
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SIGNIFICANT
IMPACT***

Improved accessibility through the **Disabled Driver Scholarship**, supporting **50+** competitors, producing multiple winners, and enabling long-term club-level provision via adapted vehicles.

Launched the Inclusion Hub, reaching **34,000+** individuals in its first year and promoting over **120 opportunities** across education, participation, volunteering and careers.

Motorsport UK became the first FIA national sporting authority to launch a **Transgender Inclusion Policy** championing dignity, respect and self-identification.

Relaunched the **Race With Respect** campaign in 2024, establishing sport-wide behaviour standards and supporting over 250 cases to uphold respectful conduct.



OUR LEARNINGS



BARRIERS REMAIN SIGNIFICANT

Awareness increased, but barriers around culture, confidence, access and visibility remain significant



WHOLE-ECOSYSTEM TRANSFORMATION

A shift is needed from “initiatives” to whole-ecosystem transformation, aligned to Vision 2030’s growth model



PROGRAMMES OVER SYSTEMS CHANGE

Progress was made through programme-led efforts, but the strategy leaned on programmes rather than systems change



CONSISTENT BEHAVIOURS ARE VITAL

Inclusion is strongest where there is consistent club behaviour, clear standards, and visible role models



DATA IS KEY TO POWER IMPACT

Strengthening data availability will enhance our ability to measure progress and target interventions effectively

***LOOKING
FORWARD:
OUR STRATEGY
2026-2030***

03



OUR PURPOSE

OUR PURPOSE

Motorsport has never been more visible – but participation does not yet reflect the society we serve.

Our purpose is to close the gap between visibility and participation by embedding inclusion into how motorsport is accessed, experienced and governed.

Inclusion is not an add-on. It is how we remove barriers, improve experiences and ensure motorsport is safe, fair and fun for everyone.

By creating a sport where people feel they belong, we will enable more people to enjoy motorsport, more often – and secure its future for generations to come.

OUR AMBITION

By 2030, the motorsport community will better reflect the diversity of modern Britain.

Motorsport will be easy to access at every entry point, welcoming to all, and designed so that people can be inspired, nurtured and feel they belong - whatever their background or role.

Across every club, event and pathway, participants will experience a sport that is:

- *Accessible and understandable*
- *Welcoming and inclusive*
- *Supportive of progression and long-term participation.*

Motorsport can be for everyone.
Our ambition is to make that real.

THE CHALLENGE

Motorsport continues to grow in visibility, yet participation has not fully kept pace with the diversity of the society we serve. Barriers still exist.

For many people, the sport can feel:

- *Too costly and complex to access*
- *Unfamiliar or “not for people like me”*
- *Inconsistent in experience across clubs and events*
- *Unclear in how to start, progress, pause or return*

These barriers limit confidence, participation and long-term involvement.

An inclusion focus in everything we do as the governing body is how we remove these barriers and unlock sustainable growth.

THE CHALLENGE



OUR STRATEGIC PRINCIPLE

***WE WILL MEASURE SUCCESS
NOT BY WHAT WE DELIVER,
BUT BY THE IMPACT
WE CREATE***

OUR STRATEGIC PRINCIPLE

WE WILL MEASURE SUCCESS NOT BY WHAT WE DELIVER, BUT BY THE IMPACT WE CREATE

Our focus is to:

- ***Inspire*** more people to start
- ***Nurture*** people so that they stay
- Help people ***belong*** so that they thrive

Participation outcomes define success. Programmes are tools to test, learn and scale impact – not objectives in themselves.

Every decision we make will start with one question:

Will this help more people enjoy motorsport, more often?

We will move from a programme-led strategy to participation-led strategy.

Inclusion is not a standalone initiative – it is how we grow the sport.

***OUR APPROACH:
THE THEORY OF
CHANGE***

04

THEORY OF CHANGE

HOW



Introducing and amplifying opportunities



Removing barriers to increase accessibility



Providing experiences to ignite a passion



Creating communities & safe spaces



Providing support to ensure an inclusive culture

WE FOCUS ON...

Women

Racial Diversity

LGBTQ+

Accessibility

To get more people enjoying motorsport, more often to achieve sustainable, accessible, inclusive and safe motorsport, for all we will...

INSPIRE

Measured by:

- Increased awareness and interest in the sport
- Increased enthusiasm to try new things

NURTURE

Measured by:

- Strong retention and progress through our programmes
- Increased intention to create engagement
- Active and engaged community

BELONG

Measured by:

- Increased diversity of our community and the industry
- Implementation of more inclusive practices throughout

THROUGH OUR PROGRAMMES




***HOW WE WILL
DELIVER THIS***

05

HOW WE WILL DELIVER THIS


This approach directly supports Vision 2030's goal to Recruit, Renew and Retain participants – by focusing on helping people to be inspired, feel nurtured, and ultimately belong in motorsport.



VISION

2030

Together, these elements form a clear, connected vision for how we will get more people enjoying motorsport, more often.



VISION 2030
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OUR PURPOSE

WE EXIST TO POWER THE FUTURE OF MOTORSPORT,
SAFE, FAIR AND FUN FOR EVERYONE

↓

OUR GOAL

GET MORE PEOPLE ENJOYING
MOTORSPORT, MORE OFTEN

↓

OUR DELIVERY FRAMEWORK

RETAIN

Enhance experiences so current members take part more often

RENEW

Reignite passion among those who've stepped away

RECRUIT

Make it easier for new people to discover and join

↓

ACROSS THE MOTORSPORT ECOSYSTEM

COMPETITOR PARTICIPATION

More fun, less friction

VOLUNTEERS & OFFICIALS

Valued, trained, inspired

CLUBS & COMMUNITY

Modern, connected, celebrated

VENUES & EVENTS

Accessible, sustainable, exciting

VEHICLES & EQUIPMENT

Inclusive, innovative, future ready

INSPIRE:

HELPING PEOPLE TO START

OPEN THE DOOR TO MOTORSPORT

We will reach people who have never seen themselves in the sport – and show that they belong here, and how to get started in motorsport as a leisure activity, not just a career aspiration (a focus of our current programmes).

WHAT WE WILL DO:

- Expand entry-level opportunities (Streetcar, karting, esports, taster events)
- Use programmes as gateways into the sport (Girls on Track, Race for Diversity, Inclusion Hub, etc) then potential careers later down the line
- Tell real stories of real people to challenge perceptions ('See Me, Be Me')
- Partner with schools, communities and organisations to widen awareness of motorsport as a 'sport activity' and ultimately access

WHAT SUCCESS LOOKS LIKE:

- More first-time participants across the sport, volunteers and officials
- Greater diversity at entry level
- Increased awareness of how to get involved



NURTURE:

HELPING PEOPLE TO STAY

SUPPORT PEOPLE TO PROGRESS AND RETURN

We will make it easier for people to build confidence, develop skills and continue their journey – or come back if they have stepped away.

WHAT WE WILL DO:

- Create clear, visible pathways across all roles (competitors, volunteers, officials, clubs)
- Expand mentoring, training and development opportunities
- Support clubs to deliver inclusive progression experiences
- Design flexible ways to re-engage lapsed participants

WHAT SUCCESS LOOKS LIKE:

- More people progressing through the sport
- Increased return of lapsed participants
- Stronger confidence and capability across diverse groups

A photograph of two people in a motorsport setting. On the left, a woman with dark hair, wearing a striped long-sleeved shirt, is sitting in a wheelchair and smiling. On the right, a man is wearing a blue NASA racing suit with a rainbow stripe across the chest and a white racing helmet with a microphone. They are sitting in front of a dark-colored race car. The background shows a paved area and some greenery.

BELONG:

HELPING MORE PEOPLE THRIVE

CREATE A SPORT WHERE EVERYONE FEELS THE BELONG

We will ensure that every experience of motorsport – at every level – is welcoming, respectful and inclusive.

WHAT WE WILL DO:

- Embed **Race with Respect** as the standard for behaviour across the sport
- Support clubs and venues to deliver consistent, inclusive environments
- Improve accessibility across venues, events and systems
- Ensure that our workforce and governance reflect the communities we serve

WHAT SUCCESS LOOKS LIKE:

- Higher retention across all groups
- Stronger sense of belonging and satisfaction
- Consistent, positive experiences across the sport

HOW OUR PROGRAMMES DELIVER THE STRATEGY

Our programmes are not the strategy – they are how we deliver it.

They act as entry points, test beds and scalable solutions to remove barriers and improve experiences.

We will continuously evaluate what works, scale what has impact, and stop what does not.



GIRLS ON TRACK

Strategic Role:

- **Inspire and Nurture**
- Entry and progression for women and girls



RACE FOR DIVERSITY

Strategic Role:

- **Inspire**
- New audiences, STEM pathways



GIRLS KARTING ACADEMY

Strategic Role:

- **Inspire and Nurture**
- Clear progression pathways

HOW OUR PROGRAMMES DELIVER THE STRATEGY

Together, our programmes form a joined-up journey into and through the sport.



DISABLED DRIVER SCHOLARSHIP

Strategic Role:

- Inspire and Belong
- Access and experience



INCLUSION HUB

Strategic Role:

- Inspire – Nurture – Belong
- Access, guidance and pathways



RACE WITH RESPECT

Strategic Role:

- Belong
- Culture, behaviour and standards.

WHERE WE WILL FOCUS

To deliver real and lasting change, we will embed inclusion across the entire motorsport ecosystem – shaping how people access, experience and progress within the sport.

COMPETITORS

- Simpler and clearer entry points
- Transparent pathways and progressions
- More enjoyable experiences

VOLUNTEERS & OFFICIALS

- Easier onboarding and development
- Better support and retention
- Broader and more representative participation

CLUBS & COMMUNITY

- Inclusive and welcoming environments
- Modern guidance and practical support
- Stronger networks and shared good practice

VENUES & EVENTS

- Improved physical and digital accessibility
- Welcoming, respectful cultures
- More consistent experiences nationwide

VEHICLES & EQUIPMENT

- More affordable and adaptable solutions
- Adaptive innovation that opens participation for drivers and participants with diverse physical needs
- Inclusive vehicles and equipment design that removes physical barriers to participation

WHERE WE WILL FOCUS

Inclusion will also shape how motorsport evolves for the future.

WORKFORCE & GOVERNANCE

- Leadership that reflects the communities we serve
- Clear accountability for inclusion outcomes
- Decisions informed by data, insight and lived experience

INDUSTRY & STEM

- Clear, visible routes into education and careers
- Stronger connections between motorsport, skills and industry



HOW WE WILL DELIVER

Inclusion is not owned by one team – it is delivered across the whole sport.

To ensure this strategy creates lasting impact, delivery will be underpinned by:

STRONG GOVERNANCE AND ACCOUNTABILITY

For inclusion outcomes at every level

DATA DRIVEN DECISION MAKING

Using insight and lived experiences to shape priorities

PARTNERSHIPS ACROSS SPORT, EDUCATION AND COMMUNITY

To extend reach, relevance and impact

CLEAR CONSISTENT COMMUNICATION

That reflects the culture and standards we expect from motorsport

TOGETHER, THIS ENSURES INCLUSION IS EMBEDDED INTO HOW DECISIONS ARE MADE, HOW RESOURCES ARE DIRECTED AND HOW SUCCESS IS MEASURED

***HOW WE WILL
MEASURE
OUR IMPACT***

06

BASELINE INSIGHTS SHAPING OUR PRIORITIES

Our 2025 demographic baseline provides a clear, data-driven foundation for our objectives and targets.

Our KPI's are designed to directly measure progress against these identified gaps in entry, retention, and progression.

ENTRY & REPRESENTATION GAPS

- Analysis of 2025 participant data highlights underrepresentation across key demographic groups entering the sport
- Targeted interventions are needed to broaden access and diversity entry points

PARTICIPATION – LICENCE CONVERSION

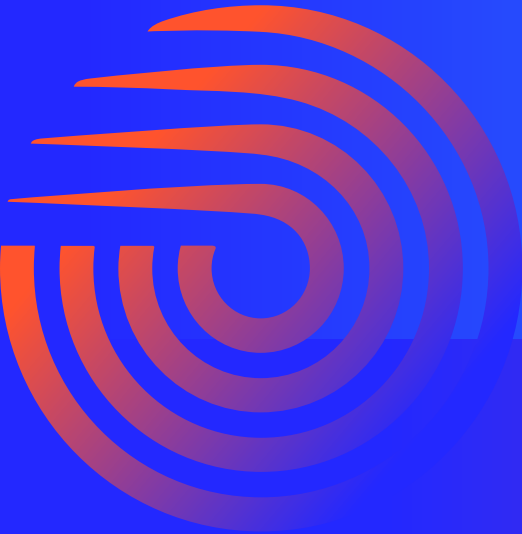
- Current data shows limited visibility and conversion tracking between:
 - Entry programmes
 - Active participation
 - Licence holding
- Strengthening this tracking is essential to understand progression and long-term engagement

RETENTION DECLINE: AGES 25-34

- The 25 -34 age group shows the most significant attrition rate across the pathway.
- This shows a critical lifecycle drop-off between first engagement and sustained participation

DATA MATURITY & MONITORING

- Baseline highlights inconsistencies in how progression and retention are measured across programmes
- Improved data capture and reporting structures required to measure impact effectively



INSPIRE



NURTURE



BELONG



ENABLING ALL AREAS

HOW WE WILL MEASURE OUR IMPACT

- Increase growth in new entrants from underrepresented groups
- Increase diversity at entry level across competitors, volunteers, and officials
- Track first-time participants engaging through entry routes (events, programmes, communities)
- Increased awareness and understanding of how to get involved in motorsport

- More people progressing through clear, visible pathways across all roles
- Increased retention rates at key transition points in the motorsport journey
- Higher return rate of lapsed participants
- Stronger confidence, skills, and capability across diverse participant groups

- Higher overall retention across all participation groups
- Improved satisfaction and a demonstrable sense of belonging
- Consistent, positive experiences across clubs, events, and roles
- Strong engagement with safeguarding officers with greater adoption of Race with Respect
- Increased confidence that motorsport is safe, fair, and welcoming for everyone.

- Improved demographic data collection, insight, and reporting
- Regular impact reporting to track progress, learn, and adapt delivery

THE OUTCOME

*WHEN PEOPLE FEEL THEY BELONG,
THEY TAKE PART.*

*WHEN MORE PEOPLE TAKE PART,
MOTORSPORT THRIVES.*

As a result of this strategy,
motorsport will be:

*MORE
ACCESSIBLE*

*MORE
REPRESENT-
TATIVE*

*MORE
WELCOMING*

*MORE
ENJOYABLE*





***TOGETHER, WE
CAN GET MORE
PEOPLE
ENJOYING
MOTORSPORT,
MORE OFTEN***



THANK YOU

Equality, Diversity & Inclusion Strategy 2026-2030