



MOTOR SPORTS ASSOCIATION  
UNITED KINGDOM

# PRESS RELEASE

## Open day encourages landowner support for motor sport

The Motor Sports Association's Head of External Affairs, Allan Dean-Lewis, earlier this month attended a promotional day aimed at current or prospective providers of land in East Anglia for both two and four wheeled motor sport use. More than 25 landowners and farmers attended the meeting, which was organised by the Motor Sports Liaison and Access Group, with support from the MSA, ACU, Sport England Eastern Region and local Agricultural Diversification and Planning professionals.

Attendees received presentations illustrating the opportunities provided by motor sport for the diversification of current farming land, along with details on the permitted development rights and planning issues. Representatives of the MSA and the ACU gave more detailed descriptions of their respective organisations and outlined the support and assistance available to encourage those present to move forward any proposals they wished to examine.

As Dean-Lewis explains, the event provided an opportunity to dispel some misconceptions about motor sport in general. "There were the inevitable

concerns about the public perception of noise, but these can be balanced by knowledge of the controls and monitoring processes already in place and the ability to use production cars in some disciplines of the sport with a correspondingly lower sound level.

"Interestingly, there was some surprise at the fact that many club motor sport events can be accommodated with little or no investment costs by the landowner," continues Dean-Lewis. "Realistic projections were made of the likely level of venue hire costs that particularly the smaller events could sustain, given the level of entries and entry fees, and suggestions to maximise the income potential for the landowners were discussed."

Bernard Baker, lead organiser of the event, was pleased with the results of the day. "There was a genuine wish to look at motor sport as one of the options for future development," he explains. "This kind of event enables people to understand the sport and its needs better, and allows us to explain the controls that we have in place including insurance and risk management issues. Although it's too early to confirm anything, the early indications are that up to five new venues may become available as a result of this initiative."

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