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PRESS RELEASE from MSA

Motor Sports Association launches major promotion for UK motor sport

The Motor Sports Association is to launch a nationwide marketing campaign to attract thousands of new people to motor sport.

Go Motorsport is the first ever centrally co-ordinated campaign to raise the profile of motor sport among the general population and will encourage people to get involved with the sport, whether as a spectator, participant or volunteer.

An extensive consumer PR, advertising and promotional campaign will engage the public, with a consistent call to action driving people to a central website – www.GoMotorsport.net. The website will be designed to capture people's interest, explain the many varied disciplines of the sport and provide clear instructions about how to get involved. A searchable database will allow visitors to discover which events and clubs are located near to their postcode.

Backed by initial funding of £250,000 from the Motor Sports Association, *Go Motorsport* is the first campaign of its type ever initiated by the governing body and it is anticipated that the entire UK motor sport community will support the campaign, either with benefit in kind or with tangible offers to ensure that the message reaches as many people as possible.

Go Motorsport is the latest initiative in the MSA's commitment to the promotion and development of UK motor sport, following the recent announcements of *Let's Go Karting* (a nationwide programme to give youngsters a taste of karting for just £5), free first-time competition licences for the under-16s, continued investment in the successful *Volunteers in Motorsport* programme and the on-going commitment to the development of the UK's Elite talent through the MSA British Race and Rally Elite schemes. In total, over £600,000 will be invested in these schemes alone in 2008, in addition to the donations made by the Club, Rescue and Safety development funds.

"This pro-active initiative by the MSA is one of which I am very proud," says **Alan Gow, MSA Chairman**. "The message of the overall campaign is a simple one: 'motor sport is fun and exciting; get out there and have a look because there's something for everyone.'

"We know that motor sport has a number of barriers to entry; some real, some perceived. This campaign is going to break down some of these barriers and show people that it can be very simple to get involved and needn't necessarily cost a fortune. We will provide all the information to point them in the right direction and ensure that their interest is followed up.

"The impact of this campaign should be felt throughout the sport. By increasing the base of the pyramid, in terms of the number of people involved in grass roots motorsport, so our representation at Elite level and on the world stage will inevitably become stronger. And, as we have seen with Lewis Hamilton in the past year, international success delivers media coverage which gets more people interested, and so the virtuous circle continues."

The MSA has appointed specialist motor sport marketing agency Fingal to run the campaign. After an exhaustive eight-way pitch process, Fingal's contacts and knowledge of the sport gave it the advantage, particularly as one of the key elements of the project will be to co-ordinate and unite the vast and disparate motor sport community behind the campaign.

Deborah Tee – Director, Fingal:

“The phrase ‘for the good of the sport’ is often heard, but this is the one occasion on which it is correctly used. The size of the task before us is huge, but this is a vital activity and one in which we believe very strongly.

“In the coming months before the launch, all efforts will be focused on ensuring that venues, teams, sponsors, championships, clubs, commercial operators and anyone else involved in the sport are engaged with *Go Motorsport* to help us deliver an effective campaign and real benefit. We want to take the message to as wide an audience as possible and we are counting on the support of the whole sport and the industry to help us achieve this.”

Colin Hilton, MSA Chief Executive:

“Motor sport is generally in good health; interest in the sport has never been higher and licence figures have remained fairly consistent for the past decade. But in the face of competition from other leisure activities, we have to do everything we can to ensure that the sport continues to grow and expand.

“The Motor Sports Association is investing more money in the sport than at any time in our history and last year we were able to put in excess of £1 million back into motor sport. We have achieved this through sound financial management and by making the MSA a much leaner, more efficient and effective organisation.

“From this solid platform, we are now able to expand the MSA’s remit from the regulation and the administration of the sport, to the promotion and development of motor sport in the UK. *Go Motorsport* completes an exciting portfolio of co-ordinated initiatives for the MSA that will deliver a ‘whole sport’ strategy for the long-term strength and prosperity of the sport.”

Editors’ note:

An intensive programme of communications will be undertaken in the coming weeks to explain the campaign and achieve support within the motor sport community. *Go Motorsport* will be officially launched with a high-profile media event later this year.

ENDS

RETROSPECTIVE

30 YEARS AGO - APRIL 1978 - On the cover were Pete Gerbez/Dennis Osbourne, both pointing out the route in their RS11800.

Derek Lee was offering photos of members receiving their awards from Tony Mason at the recent dinner dance (some paid to have the negatives destroyed!!).

PCT at Rose Farm was cancelled due to bad weather (global warming?).

Carl Holdsworth reported on the Ystra and DFS rallies on which he navigated for Pete Silberberg. 12 fails on the Ystra left them somewhat despondent in 39th o/a. The DFS was run over much the same route but 4 weeks later - their memories must have been in gear as they finished 18th o/a!!

Shell League round 2 was the Elcar Trophy Rally and our team comprised: Richard Jackson/Richard Hurst; John Renny/Graeme Bradford; Alan Powell/Ron Mackinnon; Pete Collinson/David Gosley and Graham Ellingworth/Paul Brooks. All turned in excellent performances except the Mini of Ellingworth/Brooks who managed to roll 1/2 mile from the end of the last stage!!! This apart, we ended up 4th club on the day and moved into 2nd o/a 15 points behind Ilkley.

Vince Fletcher reported on the Diplomat Trophy Rally on which 13 Trackrod crews took part :- Gez Waters/Vince Fletcher; Barry Dove/John Bowmass; Gordon Young/Nigel Latimer; Dave Marshall/Graeme Kellet; C. Naylor/Richard Anderson; Mick Ogden/Charlie Palmer; John Bean/C.Rolls; and Chris/David Mullen. Apparently the 1st stage was part of Bullerthorpe Lane at Swillington!!! The event was remarkable for its high finishing rate - only 14 retirements!! The bad news was that 7 of them were Trackrod crews!!!

29 YERAS AGO - APRIL 1988 - Barry Dove reported on the Cartel Rally on which he was co-driver for Alan Powell. Despite some wrong calls in Harewood they managed to get up to 2nd o/a with Allan vowing to really put in some effort on the night stages!! This he duly did, leaving Baz somewhat amazed - by day two they had moved into a 1 min. lead!!! However the glory came to an end in Wykeham with a broke halfshaft as the repairs took them OTL - a sad end to a great performance.

Stuart Bell/Steve Sanderson reported on their outing on the York National Rally but incurred road penalties in service - They thought it was a 30 mins service but later found it to be only 20!!! - Oh dear! Hence classified as last finisher!!

Malcolm Jagger plugging the forthcoming Economy Run and Peter Stanhope was singing the praises of B & C Car Parts who seemingly went that extra mile to help him get his car through its MOT!!

10 YEARS AGO - APRIL 1998 - Steve Hughill reported on The Elvington Stages from alongside Craig Dykes where they finished 2nd o/a and Steve coming away mightily impressed with both car and driver. Steve also gave us a report on the Humberside Forest Rally which he did with Steve Sanderson. Sadly they went off in Langdale and after much pushing, shoving and swearing the car was back on the track only to refuse to fire up again!! Much hitting with branches a la John Cleese was to no avail and they were doomed to go OTL!!

An article which appeared in the Yorkshire Evening Post on 14/3/88 was reproduced only because it featured messrs Appeley and Parkin who had finished 3rd in class on the Bourne-mouth Winter Rally but the award had apparently been stolen from the finish venue before they could receive it !! The accompanying photo depicted the duo saying 'cheese'!!

TRACKROD _____ ENDS

Richard Ineson

e-Wheels

Issued: 10 March 2008

Welcome to the digital age

This is the first issue of *e-Wheels*, which replaces the long-running paper-based *Wheels*. The new digital format should make it easier and cheaper for the information to be disseminated to club members. *e-Wheels* will be emailed monthly to the *club contact person* for those clubs registered with the MSA for 2008. He or she can then circulate it directly to club members or forward it to the club webmaster or newsletter editor. Each issue of *e-Wheels* will also be posted on the MSA website in pdf format and for those who still require a paper copy, it is best printed from there. Go to www.msauk.org>MSA Publications>Wheels Magazine.

e-Wheels will contain news from the MSA of general interest to those involved in motor sport and of particular interest to clubs and club level competitors.

We welcome your feedback, on both the content and the technology, and would be interested to hear of innovative ways of circulating the information to your members. Please send your comments to: Allan Dean-Lewis, Head of External Affairs, MSA at the email address above.

Race for pocket money!

In April, the MSA will launch a nationwide campaign to give thousands of young people a taste of kart racing for just £5.

Supported by funding of £125,000 from the MSA, *Let's Go Karting* will provide karts, equipment and instructors at locations throughout the UK to enable young people to experience the thrills of karting without buying their own equipment.

Clubs and venues have been invited to make submissions for inclusion on the MSA scheme. Successful applicants will receive funding to purchase the necessary equipment to run the scheme, including karts, helmets, race suits and gloves. They will also be required to train instructors and implement a promotional campaign.

The MSA has appointed Rod Taylor, a well-respected and experienced member of the kart community as *Let's Go Karting* coordinator. Clubs and venues requiring further information should email: rod@rtaylor0.orangehome.co.uk.

MSA Club & Event Officials Seminars 2008

Thanks go to all those Club and Event Officials who attended the above seminars which were held at 12 venues nationwide during January to March, including – for the first time – one in Inverness.

It was noticeable that there were more than 50 per cent of first-time attendees at the vast majority of venues, including new volunteers to the sport as well as others whose club or event role was further developing.

Feedback from attendees was very positive, and the opportunity for individuals of varying experience from across the disciplines to share knowledge and information was clearly beneficial.

Electronic copy of the seminar handouts will shortly be available on the MSA website at MSA Forms>Clubs>Seminar Handouts. Hard copy will also be available on request from Richard Nunn at the MSA (tel: 01753 765071).

The next series of seminars in early 2009 will be open to MSA Licensed Officials, notably Clerks and Stewards, and a further announcement will be made in due course.

Trophy Points

	Riponian	N/W Stg	B Com-mack	Mull	Robin Hood	
	10/2	16/2	23/2	26/1	8/3	Total
Type of Event	MV	MV	SV	MV	MV	
<u>Dec 2007 - Nov 2008</u>						
<u>Stage Rally Driver</u>						
Darren Moon	108.3				115.6	223.9
Howard Chopping		106				106
<u>Stage Rally Co-Driver</u>						
Jon McNichol	108.3				115.6	223.9
Jon Turnbull		106				106
<u>Service Crew</u>						
Tina Revill		5				5
Katy Sherburn			5			5
Mark Sherburn			5			5
<u>Trackrod</u>						
Richard Goldie	10	5				15
Darren Moon	5				5	10
John McNichol	5				5	10
Shelagh Turnbull	5	5				10
Tina Revill	5	5				10
Jon Turnbull	5	5				10
Andy Turnbull	10					10
Howard Chopping		5				5
Melanie Turnbull	5					5
Katy Sherburn			5			5
Mark Sherburn			5			5
Stephen Sanderson	5					5
Malcolm Jagger	5					5
Jan Jagger	5					5
Gill Williams				5		5
John Williams				5		5

	Riponian	N/W Stg	B Com-mack	Mull	Robin Hood	Total
	10/2	16/2	23/2	26/1	8/3	
Type of Event	MV	MV	SV	MV	MV	
Shelagh Turnbull	5	5				10
Richard Goldie	5	5				10
Andy Turnbull	10					10
Melanie Turnbull	5					5
Jon Turnbull	5					5
Tina Revill	5					5
Malcolm Jagger	5					5
Jan Jagger	5					5
Gill Williams				5		5
John Williams				5		5
Stephen Sanderson	5					5
<hr/>						
<u>Newman</u>						
No entries						0
<hr/>						
<u>Autotest</u>						
No entries						0
<hr/>						
<u>Lady</u>						
No entries						0
<hr/>						
<u>Spy 44</u>						
No entries						0
<hr/>						
<u>Yorkshire League</u>						
No events yet!						

Trophy points are dated 22/3/08. any points submitted after this date will not be shown on this table.

For a complete run down on the points visit the website.

TROPHY POINTS CLAIM FORM

Members Name

Competitors tick [] appropriate boxes below and provide evidence (results)

Event Name

Event Date

Event Type:

Autotest []

Economy Run []

Organising Club:

Hillclimb []

Trackrod [] PCT []

Other [] Road Rally []

Type of Claim:

Stage Rally M/V []

Driver [] Stage Rally S/V []

Navigator [] Treasure Hunt []

Marshal [] 12-Car []

Service Crew [] Other - state type

Organiser :

state position

Event Status

Clubman CM []

National "B" []

ANCC Round []

National "A" []

International []

Yorkshire League Round []

Other

For Official Use Only

RESULTS

Date received

Your Entry No

Processed by

Position Overall

Awards eligible for

Position in Class

No. in Class

ALL claims to be made within 1 month from the date of the event and must include a copy of entry list and final results sheet.

Club Nights

April 2008

1st Old Modernians Sports & Social Club

8th Fox & Grapes – York Road (A64)

15th The Yeoman – Otley

22nd Fox & Grapes – York Road (A64)

29th Fox & Grapes – York Road (A64)

May 2008

6th Old Modernians Sports & Social Club

13th Fox & Grapes – York Road (A64)

20th The Yeoman – Otley

27th Fox & Grapes – York Road (A64)

June 2008

3rd Old Modernians Sports & Social Club

10th Fox & Grapes – York Road (A64)

17th The Yeoman – Otley

24th Fox & Grapes – York Road (A64)

Due to the Admiral Hawke been closed temporarily, we have decided to go to the Fox & Grapes. The committee will discuss this further upon the next meeting so watch this space for changes.

Also any suggestions for new places to meet please contact any member of the committee.

Events Calendar 2007

April 2008

5th-6th VK Derbyshire Road Rally

6th Lookout Stages

13th 205/BMW Driffield Rally

13th Jubilee Historic Road Rally

19th-20th Jackson Trophy Road Rally

18th-19th Pirelli International Rally

May 2008

4th Three Sisters Stages

11th John Overend Memorial Rally

23rd-25th Jim Clark International Rally

June 2008

14th Dukeries Rally

20th-21st Rally of the Midlands

22nd Torque-BAC Stages

Your Committee

<u>Chairman/Assoc. Rep</u>	<u>Treasurer</u>	<u>Secretary</u>
Rod Parkin 15 Holly Drive Tinshill Lane LS16 6EF 0113 2262422 (h) 07850 783555 (m) rod@trackrodmotorclub.co.uk	Richard Hart 10 Holt Park Green Leeds LS16 7RE 0113 2679544 (h) 07767 476342 (m) richard@trackrodmotorclub.co.uk	Simon Marston 24 Pasture Close Sherburn in Elmet Leeds LS25 6LJ 01977680578 (h) 07889152580 (m) simon@trackrodmotorclub.co.uk
<u>Website & Editor</u>		<u>Trophy Points</u>
Andrew Wride 1 Marlowe Close Pudsey Leeds LS28 9NT 0113 2194368 (h) 07796113713 (m) andrew@trackrodmotorclub.co.uk		Russell Holdsworth Brownsill House Clayton Hall Drive Clayton Le Moors Lancs BB5 5SG 01254 391927 (h) 07980 570078 (m) russell@trackrodmotorclub.co.uk
	Tim Jameson 72 Hall Lane Bilton Harrogate HG1 3DZ 01423 564243 (h) 07919694078 (m) tim@trackrodmotorclub.co.uk	
<u>Membership</u>		<u>Chief Marshal</u>
Graham Wride 124 West End Drive Horsforth Leeds LS18 5JX 0113 2580274 (h) graham@trackrodmotorclub.co.uk		Andy Turnbull 01943 862836 (h) andyt@trackrodmotorclub.co.uk