

BRITISH BID FOR 2008 ISRA WORLDS

Introduction

This is the British proposal to host the 2008 ISRA World Championships. The proposal outlines how we intend to promote and stage the event. This bid reflects our current outline plans. As such there are many areas where we will need to confirm our detailed plans once the bid is accepted.

When the UK is confirmed as the successful bidder we will develop these plans to hold an enjoyable and memorable event

We plan to host the 2008 ISRA Worlds in the UK, a world motorsports leader, using the British Slot Car Racing Association, a long established and highly skilled organisation, on a specially-commissioned track in a high-profile venue. The event will be supported by the best we can offer in terms of organisational skills, venue and facilities, and sponsor and media support, as well as opportunities for further tourism in the UK. Each of these aspects is covered in this bid document

The bid is structured as follows:

- Location, Organisation and Skills
- Infrastructure
- The Event Itself
- Promotion, Sponsorship and Media

If you have any questions on this proposal, please contact the bid coordinator, Brian Saunders at brian.saunders1@virgin.net

1. Location, Organisation and Skills

Location

The UK is one of the leading nations in terms of slot racing as a hobby. There has been organised slot racing in the UK since the early 1960s and the Scalextric brand is synonymous with the hobby and UK-based. One in six UK households has a Scalextric set, and holding a prestigious event like the ISRA worlds in a public venue will help to promote the sport, converting some of these homeset racers to our sport.

The UK is also a premier motorsports nation, fostering many of the Formula One grid and with a healthy press supporting all aspects of motorsport. We have experience of liaising with major motor racing circuits, motorsports media, sponsors and the teams themselves, as well as local facilities and exhibition venues.

We are therefore confident that the event will raise the profile of slot racing, BSCRA and ISRA in the UK and online all over the world. We are committed to using the UK as our host nation.

Host Organisation

The British Slot Car Racing Association (BSCRA) was founded in 1962 (as the Electric Car Racing Association). It has run high-profile events yearly since then, including National and International races. Its mission is to foster all aspects of slot racing in the UK, and staging the ISRA Worlds fits this core objective.

The Association is a member of the Royal Automobile Club Motor Sports Association (RAC MSA), the governing body for motorsport in the UK, publishes a regular magazine (Slot Car Racing News), and has over 35 affiliated clubs across the country with over 200 racing members.

The organisation is organisationally stable, financially solvent and has the necessary reserves to seed the funding for the event. According to its principles BSCRA would seek to at least break even on the event, and any surplus would be used to foster the sport.

Involvement of BSCRA is fully confirmed at this stage and BSCRA is committed to making the event a success.

Skills, Experience and Knowledge

BSCRA has a stable organisational core, with many officials who have been involved at club, national and world level over many years. These people will be involved in organising every aspect of the 2008 World Championships, and we are very confident of running an enjoyable, competitive and professional event.

We are in outline discussions with key individuals to prepare for and run the event and they have given initial commitment to support it.

2. Infrastructure

The Venue

The event will act as a promotion for British slot car racing. Because of this we will intend to run the race in a very public arena. In order to do this we will need sponsorship for the whole week. The Track and the Pit area will be located together, with secure overnight facilities.

Location of the venue is still to be confirmed dependent on our bid being successful. We will seek to maximise our relationships with hotel and other potential sponsors to obtain a venue which is public, accessible, media-friendly, and safe, secure and comfortable for our racers and their families.

We are in outline discussions with four likely venue providers.

Travel and accommodation

Great Britain has many international airports and is served by many low cost airlines. We will seek to provide a venue which is accessible by air and road

Hotel and accommodation facilities are wide and vary in cost. We will arrange accommodation deals at a variety of price points, involving local tourist and business groups to support the event.

We are in discussion with two potential providers in this area.

Competitors families

We hope some drivers will bring their families, and they will be included in the opening ceremony and the closing formal dinner and prizegiving. The UK offers considerable tourist interest, and we will foster links with the local tourist organisation to provide access to the best facilities.

Spectators

It is likely that the event will be held on public premises, with access to the public. If space allows we will run a public track, and make use of the venue's facilities to provide a seated spectator area. Spectators will receive a simple programme promoting the sport and our sponsors, and will be offered access to a local slot racing club at follow-up events.

This is dependent on venue facilities, but we strongly believe that we can associate the sport in this way with a large number of potential joiners and advocates.

3. The Event Itself

Track, power and race control

The race will take place on a brand new Lars Harrysson built track, with a lap length of approximately 155ft. This track will comply with all ISRA directives and be of a flat scale design and layout. It is intended there will be a warm up race in August to prove all aspects of the track and race organisation

Race computer will be the Spytech system used successfully in 2003, 4, and 5.

Power supplies will as used in the 2004 event in Lund, Sweden.

Funds are in place to enable construction of the track, software and power supply.

Event Management

We will hold an opening ceremony and closing dinner as well as arranging ample and accessible track time during the event. If there is a mid-week opportunity for a further social event (say an informal meal or outing) we will explore and organise this.

Race Programme and Direction

We will follow the programme and rules established by the ISRA Committee which is based on the experience of recent successful championships.

Race direction will be in the hands of experienced people, and will focus on enabling the most racers to have the most enjoyment through the week. We will be firm, fair and fun, and will communicate clearly with everyone during the event, allowing for all anticipated problems.

All race organisation will be conducted in English, and roles will be assigned to ensure that an adequate number of skilled people are available for key duties. We hope that this will include contributions from other skilled ISRA nations.

4. Promotion, Sponsorship and the Media

Promotion

We have three aims in running the event in the UK:

- To increase awareness of the sport UK and worldwide
- To drive new members and clubs towards BSCRA membership
- To maximise competitor and spectator attendance and enjoyment

Our promotional plan will support these goals through all relevant channels.

Pre-event Marketing

Registration for the event will be through the Worlds website, and interested parties will be able to see the event build up during the course of the year before the event, as we specify the track, select the venue and start to register competitors.

Sponsorship.

Sponsorship will be sought for the event. This sponsorship will be of a non slot racing type, and hence will not affect any commercial slot car dealings. It is intended to have a full-size motor manufacturer involved in the Production race, and an overall championship title sponsor. All participants will be required to wear sponsor branding, photographs and carry sponsor decals on the vehicles if required. We will also explore using sponsor-related bodies for the controlled body classes. This material will be professionally designed and will considerably enhance the look and feel of the event for sponsors, racers, spectators and the media.

BSCRA members have procurement, design and marketing skills necessary to liaise successfully with major companies. For instance we have run major events with Vodafone (award-winning) and Volkswagen in the recent past. We are already in the outline discussion stage with a number of potential sponsors.

Media

We will approach the UK and international motorsports press with a view to carrying coverage of the event. We will also approach local press, radio and TV to build awareness, cover it live, and report afterwards..

Previous big championships have used websites and provided limited coverage. We will develop this start and use the latest techniques to keep the global slot-racing community up to date with news from the event, promoting ISRA and the sport in doing so to bring a wider audience to the event.

To date these ideas are under development, but we have good existing relationships and the necessary skills to bring this area forward.

5. Conclusion

ISRA has run successful World Championships in the past, and by running the worlds in the UK in 2008 we believe we can build on this success and deliver a really positive and enjoyable week for organisers, racers and everyone involved in the ISRA Worlds – UK 2008.

Brian Saunders, BSCRA Chairman, August 2008.