



# Borough 19 V2MOM

## Vision

To be one of the premier sprint clubs in the UK. Providing an exciting, fun and memorable experience to competitors, officials and support teams. We will provide high standard venues at which to compete in national, regional and club championships to encourage large and varied entries. We want to help build up the Sprinting community through attracting new members and marshals from other forms of motorsport or people new to the sport entirely. We will encourage competitors from diverse backgrounds and support them through the journey.

## Values

Borough19 should represent friendship, teamwork and enjoyment from motorsport whilst maintaining the highest operational standards of Speed events held in the UK.

Fun - We want all event attendees to arrive, stay and leave with smiles on their faces. Sprinting is an amateur sport, it's nice to win a trophy but it's more important to have great battles, socialise with fellow attendees and enjoy the day

Community - Our club and our events are a hub for socialising with fellow motorsport fans, for supporting each other through tough times and celebrating with each other during good times

Pride - We take pride in the delivery of the events we host. Operational excellence is of the utmost importance

## Methods

- Actively seek and help new members to the club and new competitors and marshals to our events
- We will encourage conversation, debate, competition and celebrate success
- Through thorough planning and using experienced and skilled officials we will deliver an operationally excellent experience for all attendees including competitors, marshals and support teams
- Take learnings from other amateur, competitive sports on how to create active communities

## **Opportunities**

- Creating a social atmosphere in what is essentially a solo sport is tough and others have only had limited success
- The committee is a small team with very centralised areas of expertise, it is hard to fill gaps when members cannot support in their normal way or have to leave.
- Sprint events may not be targeting the wants and needs of their target audience. There is no research or surveys showing why people have entered or left the sport and what they enjoy or don't enjoy about the events they attend.

## **Measures**

- 2026 event registration at 100% forecast capacity
- Membership trending upwards
- Event attendees have smiles on their faces
- Increased social activity: more attendees at social events, more online activity and conversation about the sport, championships, events, cars and experiences.
- An increase in the number of clubs and championships partaking in our events