MINUTES OF THE MEETING OF THE ASSOCIATION OF EASTERN MOTOR CLUBS
17th March 2026

Held virtually through a Zoom call

The meeting commenced at 20.18

Attendance

Members

29 were present representing 26 organisations as follows

Tony Hewitt	Chairman / Kings Lynn MC
Chris Musselle	Treasurer / Cambridge CC
Brian Hemmings	Secretary/Anglia MSC
Tony Michael	Comp Sec / Website/ Chelmsford MC
Paul Barrett	Rally Chshp / Chelmsford MC
Pete Walters	Speed Chshp/ Herts Co Auto and Aero
Stuart Kingham	Safeguarding / Wickford AC
Colin Argent	Beds, Herts and Cambs Land Rover Club
Mark Banham	Kings Lynn and DMC
Chris Barningham	BRSCC East Anglia
Simone Birch	ALRC/ Leics. Rutland. Land Rover Club
John Boot	West Suffolk MC
Jeremy Carr	Suffolk Land Rover Owners Club
Steve Casey	Volunteer Development/ WAC
Bob Chaplin	Colne Valley Classic and Vintage Club
Laura Cooledge	Eastern Counties Motor Club
Ralph Coulson	Essex Land Rover Club
John Davie	Green Belt MC
Jon Fry	Lotus Motor Club /SCCoN
Chris Gwillam	RSR Motorsport Safety
Cathie Gwillam	RSR Motorsport Safety
Paul Haylock	Kings Lynn DMC
Liz Jordan	Maidstone and Mid Kent / ASEMC
Stephen Laing	Borough 19
Brian Millen	Black Palfrey MC
Dan Pearson	Anglia Motor Sport
Abi Tether	Volkswagen Drag Racing Club
Mark Wagstaff	Eastwood and District
Mike Yates	Sheffield and Hallamshire

Welcome

All were welcomed to the meeting

Apologies

Andrew Bisping ACSMC, Clive Taylor Naylor CC, Jon Fry Lotus MC & SCCoN, Stanley Graham Wickford AC, Phil Foster Lincoln Motorcycle and Light Car Club, Matt Endean Vice Chair / CMC / MSUK Committees, Chris Deal Green Belt MC, Alan Wakeman Middx. County Auto Club, Dave Whyman Sutton and Cheam, Mark Saunders Army Motorsport.

Previous Minutes

The minutes of the meeting held on 18th Nov 2025 were reviewed and unanimously agreed to be a true representation. Proposed West Suffolk MC (John Boot) , Seconded Green Belt MC (Chris Deal)

Matters Arising

There were no specific matters arising

Summary Reports

Chairman

The Chair indicated that there was little to add to the report at the immediately preceding AGM other than to confirm that the overall plan is to continue to make progress on the various initiatives progressed in 2025 and identified for 2026. All clubs are welcome to provide ideas on areas for development focus and prioritisation.

Treasurer

A report and forecast for the year had been circulated prior to the meeting.
The treasurer highlighted that the current forecast is showing a deficit of some £3k for the year 2026. This is primarily due to the increased amount of training planned for the year and increasing costs for providing events. BMT grants have been approved for most development events at 75% of total cost/event. This therefore leaves a cost to be borne by the association. The plan for 2026 is to use financial resources to cover the shortfall as a basis for assessing plans for the future.
Lotus MC queried whether clubs could contribute towards the costs of training events in order to enable them to be continued in the longer term. The treasurer indicated that clearly this could be a welcome option and would be considered as part of a possible longer-term solution. The management team is working on identifying options for a funding model for the future. Potential options and plans will be brought to a delegates meeting later in the year for discussion on how to progress.

Secretary

Applications for membership.

An application had been received from Beds, Herts and Cambs Landover club.
Colin Argent the club delegate provided a summary of the club and its activities after which the meeting unanimously agreed to accept the club as a member.

Invitations

Invitations have been received from the following events
Spark Developments Alan Healy Memorial Rally at Cadwell Park on the 26th April
and
Lincoln Green Stages at Fulbeck on the 10th May

Championship updates

Rally

Awards for the 2025 championship were presented at a joint event with ASEMC and ACSMC at Brooklands in January.
The joint AEMC/ASEMC New Homes Stage Rally Championship commenced at Brands Hatch in Jan. At this point 4 events have been successfully run with everything progressing well although registrations at this point are lower than previous years. This prompted a discussion on how to increase numbers. A small group lead by the vice chair is being organised to review the popularity of the championships generally and to review opportunities.

Speed

The championship which shares a sponsor with the stage rally championship is due to hold its first round of 22 on the 23rd March. The same concept as previous years of a higher number of rounds being offered with a smaller number to count ,(8 from the 22), as an approach to encouraging entries without compelling competitors to travel long distances to get to events.
Social media is being used as a promotional tool for the championship but as yet it is too early to determine how successful this will be

Championship and general event promotion

The AEMC social media group (see general update later) has been extremely successful in raising awareness of two of this year's stage rally events. It was agreed that the group

should be approached to discuss whether a similar approach was realistic for the championships and if so how it might be progressed.
Regarding championship events specifically but embracing all club events, a point was made that clubs should ensure that notification of events is passed on to the Association Comps Sec. who maintains and publishes an extremely comprehensive Events Calendar.

Volunteer Development

The Volunteer Development Co-ordinator confirmed that a 75% grant had been agreed by BMT against the 5 planned events submitted. As previously mentioned in the financial report this would leave a £4k contribution to be found from the association against forecast costs. The approach for 2026 will be to fund this from association reserves.

The overarching strategy for 2026 is to provide development events covering topics that allow participants from a wide range of disciplines to learn or refresh /update knowledge and meet the requirements of all levels of experience. The intent is to plan events in locations to provide cover across the region as a whole.

The events being planned will be a mixture of “actual” and virtual sessions. The main focus will be on actual events, recognising the advantages of this approach for many topics with virtual events being run where the topic and approach lends itself .

Topics/approaches included in the planning are

- The processes involved in planning and running events, including working with the NCR, permits, managing events, resource planning etc.
- Marshalling, including incident management and other roles
- Using simulated events to provide an opportunity to experience “real” situations.
- Relevant content will be included to ensure that the MSUK modules/ requirements for pathway progression or retention are covered where appropriate.

First Aid training is also recognised as a requirement across many clubs and plans are progressing to address this. A point was raised by Chris Gwillam that it is important to have resources with the appropriate level of training /knowledge to meet the specific needs of each event.

The intention is to circulate more details of the planned events in the coming weeks.

Regional Committee Update

The following were reported as the main points from the Regional Committee held 4 days earlier on 12th March

Specialist Committees

A number of the committees were due meetings in the next few weeks and therefore an update wasn’t available

The cross country committee had met. The topics covered had included the challenge for some clubs/events in filling all required roles in the event team without including competitors. Working through the association to identify possible resources in clubs from other disciplines was put forward as a possible approach.

The sprint and hillclimb committee had identified and discussed a requirement for clearer guidance on the PPE required and technical specifications for competing as a means of encouraging (not dissuading) newcomers to the discipline.

Encouragement to event organisers to hold “on the day face to face briefings” for competitors and the potential progression of light panels onto “hills” had also been discussed

Motorsport UK Vision 2030

An update on the progress of Vision 2030 which is MotorsportUK’s strategic basis for the next 5 years was presented.

It was highlighted that the content has been launched through a number of sessions including the annual webinar, the recording of which is available at

https://www.youtube.com/watch?v=PNAvY9OC0Ik

The meeting was reminded of the key strategic theme of

Get More People Enjoying Motor Sport More Often

And the tactical approach of applying the general concepts of

Retain. - Ensure current personnel (competitors, marshals. Officials) to stay engaged with the sport and encouraged to participate more often

Revew - Work with past participants to renew their engagement

Recruit – Work to make newcomers aware of the sport and simplify them engaging.

It was explained that the vision has been developed recognising a number of growing challenges including the perception of motor sport in the general community and economic pressures on individuals.

Vision 2030 available at

https://www.motorsportuk.org/vision2030/documents/MotorSport-UK-Vision-2030.pdf

Digital Development

An update was also provided on progress and development of the MotorsportUK digital model.

Phase 1. A facelift has been completed.

Phase 2 A rebuilt resource centre will be launched around the end of April .

Phase 3 Segment development. A series of developments will follow focused on various areas. An example is “mapping functionality” which is being developed within Sport 80.

A knowledge hub approach providing subject information in topic based areas will be introduced.

A new Email provider has been brought on board which will support internal system management of messages. When contacting / raising queries with MotorsportUK it is recommended that departmental/topic Email addresses are used as these will be placed in shared inboxes supporting a faster response.

Rally Update

A 3 year agreement to bring a WRC round to the UK has been agreed with the championship promoters. A first event will be held in Scotland in 2027 based around Aberdeen.

The licensing of road rally clerks has progressed successfully with around 50 now in place.

An agreement to provide a group insurance policy at affordable rates is imminent. The details have been negotiated with Kingfisher Group and is believed it simply requires a final sign off.

Negotiations with Forestry organisations remains challenging

Venues

Availability of affordable venues continues to be raised as challenge/issue generally by clubs. To tackle this a group is being formed to continue the work started by the focus groups. It is recognised that ultimately venue availability is actually managed at a local level by clubs and events but a “general group” can support this by sharing ideas / information/ solutions and generating common solutions, guidance and support where appropriate. Regions were requested to identify individuals in their area who would be interested in contributing to this.

Club / Volunteer of the Year

Clubs are being urged to encourage submissions for the 2026 awards. Nominations will open around August but it was suggested that if awareness of the opportunity was spread earlier this may provide more time and encourage more submissions. One reason for encouraging this is that there are many individuals and organisations that put in significant amounts of effort to make the sport “happen” and this is way of recognising that effort.

MLO

A replacement for the Army’s liaison Officer, Mjr Caines, is anticipated in April/May. Having access to a serving Officer to answer queries and support approaches again will be extremely beneficial.

The Vision 20230 concepts of Retain, Renew, Recruit are appropriate when thinking of venue overall management and should be considerations with clubs and event teams.

On a regional level, outcomes from a number of general (annual) review meetings with venues has been very positive.

Approaches to 2 Additional venues are in progress but as usual overcoming the challenges to reach a favourable conclusion is a longer term activity.

Association Development

The three focus areas continue as Volunteer Development , Comms and Media and Engagement with clubs

AEMC Media Team

The team is continuing to be successful. The team has had new members join but still remains relatively small although importantly there is strong representation from the younger generations who are are more able to understand and work with various media solutions e.g Instagram, Tik Tok and You Tube shorts as well as the more traditional apps. like Facebook etc.

Initial focus to develop an approach has been on rallies where recent successes have included supporting the Rixy, Brands and Snetterton stages providing pre, during and post online content complimented by live at the event posts. “Views and followers” across Facebook, Instagram as 2 examples has seen significant increases to tens of thousands (Snetterton for example had 82k views on Instagram), providing evidence that this is one significant way in which we can grow awareness of and promote motorsport in our region.

While the initial focus has been rally based the team are keen to provide support for all clubs across all disciplines wanting to produce content for their events. An initial trial is being set up to support the broad range of AMSC events throughout 2026.
However if any club in any discipline has any support needs or would like to know more about what the team are doing the team would welcome a contact.
The longer term objective of the team is to help clubs create and promote their own content, however in the earlier stages a stronger “hands on” approach to support could be possible to enable the whole group to develop ideas, thoughts and approaches.
A comment was made from the meeting that developing these ideas is often difficult “on your own”. The team is there to provide a group to work with to avoid that issue.

Engagement / Defining priorities

In order to provide an opportunity for clubs to define their priorities for the association a simple on online questionnaire was introduced into the meeting as an experiment. This proved to successful with a significant number of responses being provided.
This input will be summarised and fed back to clubs for consideration.

Any Other Business

Chris Barningham (BRSCC East Anglia) informed the meeting that as he was stepping down from his role this would be his last attendance at an AEMC meeting. Thanks for his participation and best wishes for the future were offered

Next Meeting

The next delegates meeting will be on the 16th June 2026