



Date: Wednesday, 10 June 2026

Time: 10.30 am

Venue: The Council Chamber, The Guildhall, Frankwell Quay, Shrewsbury, SY3 8HQ

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## CABINET

### TO FOLLOW REPORT (S)

#### **20 Hills Ford Rally (Pages 1 - 82)**

Lead Member: Councillor David Vasmer, Portfolio Holder for Highways & Waste

Lead Officer: Andy Wilde, Service Director – Infrastructure

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**Cabinet 10 June 2026**

Item

Public

## Hills Ford Rally

<b>Responsible Officer:</b>	Andy Wilde	
email:	Andy.wilde@shropshire.gov.uk	
<b>Cabinet Member (Portfolio Holder):</b>	Cllr David Vasmer	

### 1. Synopsis

Cheltenham Motor Club (CMC) has applied for Temporary Traffic Regulation Orders (TTROs) for the Hills Ford Stages Rally. As the CMC have satisfied the necessary statutory criteria required under the relevant legislation, the Council as the Highways Authority has no operational objections to the making of the Motor Race order and the TTRO. However, significant public interest continues to develop. Due to this high community and reputational sensitivity, and in accordance with the Council’s Scheme of Delegation, the decision to authorise the TTRO has been referred to Cabinet.

### 2. Executive Summary

- 2.1 The proposed motorsport event would comprise a ceremonial opening within Shrewsbury town centre on Saturday 19 September 2026 and a five-stage closed-road rally within southern Shropshire on Sunday 20 September 2026.
- 2.2 The event would operate under a Motorsport UK (MSUK) permit and within the statutory framework established for closed-road motorsport events. However, the making of the associated Motor Race Order and TTROs remains a discretionary decision for the Highway Authority.
- 2.3 Consultation undertaken by the organiser and subsequent representations received have raised concerns regarding environmental impact, rural access, road suitability, farming operations, noise, tourism impacts and the suitability of closed-road motorsport within the Shropshire Hills area. However, there is also significant support for the event in those areas as well.
- 2.4 Officers note that MSUK has issued a permit for the event, confirming that the organiser has completed the required statutory and regulatory processes, including consultation, submission timescales and safety documentation. Safety Advisory

Group consultation remains ongoing, and, at the present time, officers have not identified any fundamental technical or safety issue which they consider incapable of mitigation through appropriate planning and management or communication and engagement.

### **3. Recommendations**

- 3.1 Consider the proposal to hold the Hills Ford Rally in Shropshire and, if agreed to approve the Motor Race Order and Temporary Traffic Regulation Orders required to facilitate the Hills Ford Stages Rally on 19–20 September 2026;
- 3.2 In consultation with the Portfolio Holder for Highways & Waste, delegate authority to the Service Director for Infrastructure to finalise and implement the associated TTROs and operational arrangements should approval be granted.

## **Report**

### **4. Description of Event**

- 4.1 The Hills Ford Stages Rally is a proposed closed-road stage rally organised by Cheltenham Motor Club.
- 4.2 The proposed event would comprise a ceremonial opening event within Shrewsbury town centre on Saturday 19 September 2026, including display of participating rally teams and vehicles, followed by a five-stage closed-road rally across southern Shropshire on Sunday 20 September 2026.
- 4.3 Approximately 140 competing vehicles are anticipated together with associated support crews, officials, volunteers and spectators. Event headquarters and service facilities are proposed at Battlefield Livestock Market.
- 4.4 Each rally stage would operate under temporary road closures during live competitive periods in the morning and the afternoon, with managed resident and business access arrangements operating where practicable between stage runs.
- 4.5 The event would operate under Motorsport UK regulations, including prescribed safety, insurance and operational requirements.

### **5. Statutory Processes**

- 5.1 Closed-road motorsport events on public highways are permitted under provisions introduced through the Deregulation Act 2015 and associated amendments to the Road 5.2 Traffic Act 1988. Motorsport UK (MSUK) acts as the recognised national governing body responsible for permitting and regulating such events.
- 5.3 The proposed event would operate under a MSUK permit and within the associated statutory and regulatory framework governing closed-road motorsport in England and Wales. Motorsport UK has issued a permit for the proposed event following completion of the required consultation and assessment processes. MSUK also provides public liability insurance arrangements for permitted events up to £100m.

- 5.4 The MSUK permit process included a formal six-week consultation period between 28 January and 12 March 2026. Prior to this, Cheltenham Motor Club began direct engagement with affected residents, businesses, farms, landowners and parish councils, on the closed stages of the route and informal consultations with some affected residents on the approaches to the closed stages.
- 5.5 However, a MSUK permit does not compel the Highway Authority to make the associated Motor Race Order or the Temporary Traffic Regulation Orders (TTROs). This remains a statutory decision for the Authority having regard to safety, operational impacts, mitigation measures, public representations and the wider public interest.
- 5.6 Ordinarily, under the Council's Scheme of Delegation, the Service Director for Infrastructure is authorised to make TTROs. However, given the complexity, the scale of public interest, the nature of the objections received and reputational sensitivity associated with the proposal has resulted in referral of the matter to Cabinet for determination.
- 5.7 The guidelines for approving a motor race order and TTROs covers a number of key areas:

### 1. Statutory Approvals & Safety Governance

- **Motorsport UK Permit:** MSUK has formally issued the event permit, confirming organizers have met all statutory safety, stage suitability, and event management requirements.
- **Shropshire Council Remit:** The council does not approve events in their entirety. The Highway Authority's role is strictly limited to reviewing statutory operational matters, ensuring the Temporary Traffic Regulation Order and traffic management arrangements are appropriate.
- Shropshire's Safety Advisory Group does not approve events in their entirety but allows relevant stakeholders (including emergency services) to provide advice and consider in detail any plans for an event on and off the public highway.

### 2. Statutory Duties & Legal Frameworks

- **Network Management:** Ensure the surrounding road network maintains safe and efficient traffic flow under the Traffic Management Act 2004 (part of our role and ongoing under development of the event).
- Satisfy Section 12 (Road Traffic Act 1988) criteria to close roads for a 'motor race or trials of speed' (MSUK permit is issued, consider potential benefits, consider the impact on local communities, arrangements to further involve local residents, communities and emergency services in planning and implementing the event).
- Make the Temporary Traffic Restriction Order under section 16A of the Road Traffic Regulation Act 1984.

### 3. Emergency Service Access & Blue Light Routing

- **Blue Light Priority:** Event safety plan has a strict "red-flag" protocol to instantly halt the rally for unobstructed emergency vehicle access. Emergency response units attached to the rally also link into statutory responses in the region when requested to provide much faster response and support in the case of local 999 calls.

#### 4. Local Access & Stakeholder Impact

- **Essential Access:** Maintain scheduled access windows for care workers, local businesses, and vital agricultural movements like milk tankers or animal welfare issues.
- **Resident Communication:** ensure communication and engagement with local communities throughout the planning and implementation of the event.

#### 5. Highway Asset Protection

- **Dilapidation Surveys:** Conduct joint pre-and-post event video surveys to log the baseline condition of all roads and verges.
- **Reinstatement Liability:** Contractually bind organizers to clear all debris and repair damage at zero cost to the taxpayer, backed by **£100m Public Liability Insurance**.

6. **Conditions on the motor race order:** Section 16D of the RTA 1988 allows the highway authority to place conditions on the motor race order, designed to ensure that effective arrangements continue effectively throughout the planning and implementation of the event

## 6. Affected Divisions and Parish Councils

The proposed event affects several electoral divisions and parish council areas within southern Shropshire.

### Linley Stage

Affected Parish Councils: Worthen with Shelve, More, Wentnor  
Elected Members: Cllr Heather Kidd, Cllr Ruth Houghton

### Dorrington Stage

Affected Parish Councils: Condoover, Church Pulverbatch, Smethcott  
Elected Members: Cllr Chris Naylor, Cllr Ruth Houghton

### Cressage Stage

Affected Parish Councils: Cressage, Cound, Acton Burnell, Pitchford  
Elected Members: Cllr Susan Coleman, Cllr Chris Naylor

### Lawley Stage

Affected Parish Councils: Longnor, Cardington, Rushbury  
Elected Members: Cllr Chris Naylor, Cllr Colin Stanford

### Clee Hill Stage

Affected Parish Councils: Munslow, Abdon and Heath, Diddlebury, Clee St Margaret, Ditton Priors, Stanton Long  
Elected Members: Cllr Colin Stanford, Cllr George Hollyhead, Cllr Dan Thomas

## 7. Consultation Undertaken by Cheltenham Motor Club

- 7.1 Cheltenham Motor Club (CMC) undertook both informal pre-application engagement and formal consultation through the Motorsport UK permitting process.

- 7.2 The organiser has advised that the principal focus during the early stages of the process was identifying and assessing suitable routes, engaging directly with those most immediately affected by proposed closures, and resolving site-specific operational concerns at the earliest opportunity.
- 7.3 From September 2025 onwards informal consultation included direct engagement with residents, businesses, farms and landowners located on proposed closed-road and managed access routes, together with contact with parish councils to encourage wider local discussion and awareness. Representatives of the organiser attended parish council meetings and met directly with residents and stakeholders where requested, alongside ongoing liaison with Shropshire Council officers and initial engagement through the Safety Advisory Group process.
- 7.4 Route amendments and property-specific mitigation measures were also developed in response to concerns raised during the early stages of route development, where considered practicable, with ongoing engagement continuing as operational planning has evolved.
- 7.5 In addition, MSUK undertook the formal statutory consultation process associated with the event permit application. This consultation commenced on 28 January 2026 and remained open for a six-week period closing on 12 March 2026.
- 7.6 MSUK have noted that Church Pulverbatch responded to the formal consultation with an objection. Other parish councils contacted Shropshire Council to make representation both during the MSUK consultation period and after it had ended. Shropshire Council received objections from Church Pulverbatch Parish Council, Worthen with Shelve Parish Council and Cound Parish Council. Representations have also been received from elected members' Cllr Chris Naylor and Cllr Susan Coleman.
- 7.7 Whilst a number of residents and parish councils considered that wider community engagement should have occurred earlier in the process, officers are satisfied that substantial consultation and engagement activity has taken place over an extended period. The organiser has also acknowledged that earlier direct engagement with elected members may have been beneficial. Officers note that engagement with residents, communities, emergency services and other stakeholders are expected to continue during the planning and implementation of the event.
- 7.8 A summary of consultation activity and representations received is included within the Community Engagement Summary (Appendix A) and more detail on those representations and considerations made by Shropshire Council is given in the Event Report (appendix B).

## **8. Officer Conclusions Regarding Proposed Closures and Mitigation**

- 8.1 Officers recognise that the proposed event would create temporary disruption and impacts for communities, businesses and road users.
- 8.2 However, officers also note:

- the temporary nature of the closures on each stage, expected to comprise approximately 2½ hours in the morning and 2½ hours in the afternoon, separated by an approximate one-hour access period;
- the regulated framework governing closed-road motorsport, including detailed safety, medical and operational planning requirements overseen through Motorsport UK and multi-agency review processes;
- the mitigation measures proposed by the organiser; and
- the continuing refinement of site-specific operational and mitigation arrangements.

8.3 Officers also recognise that impacts are not confined solely to the formally closed stages. Additional disruption may arise on surrounding roads and within nearby communities as a result of competitor movements, spectator traffic and wider event-related vehicle movements. These matters continue to form part of the ongoing traffic management and mitigation planning process.

8.4 Proposed mitigation measures include:

- professional traffic management, stewarding and SIA security provision;
- managed resident and business access arrangements where practicable;
- emergency and medical planning, including integration with statutory emergency response arrangements where required;
- spectator management arrangements developed with local communities and parish councils;
- Public Rights of Way management agreed with Shropshire Council;
- environmental mitigation measures aligned with Motorsport UK policy; and
- ongoing liaison with affected stakeholders, including residents, businesses, parish councils and elected members, as well as Shropshire SAG.

8.5 At the present time, officers have not identified any fundamental operational or safety issue which they consider incapable of mitigation through appropriate planning, event management and communication.

8.6 Nevertheless, officers recognise that residual reputational and community impacts remain a material consideration for the Authority.

8.7 Additionally, the National Landscape Team has been unable to support the proposed Rally because of potential impacts on the Area of Outstanding Natural Beauty and have asked that should the Rally be approved that the event organisers are asked to implement extra measures and further mitigation (Appendix C). The CMC have stated that they have previously partnered with local wildlife and nature organisations and plan to do so for this event.

## 9. Objections

9.1 The principal objections received relate to impacts on rural tranquillity and the Shropshire Hills National Landscape, environmental and climate concerns, farming and agricultural access, road suitability and highway condition, noise and visitor activity, Public Rights of Way, and concerns regarding consultation and community engagement.

- 9.2 The largest concentration of objections relates to the Dorrington and Linley stages, including objections from Church Pulverbatch Parish Council, Worthen with Shelve Parish Council and Cound Parish Council, together with representations from elected members and local residents.
- 9.3 Officers note that, whilst significant concerns have been raised within some communities, only a small proportion of properties and businesses located directly on the proposed closed-road stages have objected in principle to the event itself. Officers have reviewed engagement logs and correspondence provided by the organiser, which indicate that many directly affected residents, businesses and landowners engaged through the early consultation process are either supportive of the event or broadly accepting subject to appropriate access and mitigation arrangements.
- 9.4 A number of site-specific concerns raised during consultation have resulted in route amendments, operational changes or continuing direct liaison in order to identify practical solutions where possible. example; Additionally specific environmental issues continue to form part of ongoing operational planning and mitigation discussions involving the organiser, Shropshire Highways, the Safety Advisory Group process and other relevant stakeholders. This includes consideration of traffic management, spectator management, resident and farm access arrangements, Public Rights of Way management, liaison with affected businesses and visitor sites, and post-event inspection or remediation arrangements where appropriate.
- 9.5 Some temporary disturbance is inherent with every event that takes place on the public highway, and more so within a regulated closed-road motorsport event operating under the national legislative and Motorsport UK framework. The Authority must therefore consider whether the impacts identified are proportionate, time-limited and capable of reasonable mitigation, balanced against the wider legislative framework under which such events are permitted. A significant traffic management plan including diversions for vehicles and cyclists will be in place. Public Rights of Way plans are already being drawn up to satisfy how ramblers and walkers can be accommodated best.
- 9.6 The Authority is aware that a previous proposal for a closed-road rally involving this organizer did not progress within Herefordshire. However the circumstances there involved ongoing concerns regarding operational and mitigation arrangements, and an agreement was ultimately not reached with that Highway Authority primarily because time ran out to put those plans into effect.
- 9.7 However, the Highway Authority, must consider each proposed event strictly on its own merits. This requires assessing the specific routes, consultations, representations, and mitigation measures unique to Shropshire. The organizers at CMC have already demonstrated a more rigorous approach in Shropshire to mitigate concerns raised in Herefordshire.
- 9.8 A smaller number of supportive representations have also been received citing the temporary and regulated nature of the event, potential visitor economy benefits and opportunities for local participation and hospitality activity. Recent local media and social media articles have prompted high numbers of positive local reaction to the proposed event.

9.9 A summary of consultation activity and representations received is included within the Community Engagement Summary (Appendix A) and more detail on those representations and considerations made by Shropshire Council is given in the Event Report (Appendix B).

## 10. Economic Value

- 10.1 The event is anticipated to generate visitor and associated economic activity linked to accommodation, hospitality, food and beverage businesses, garage and mechanic services, fuel sales and wider tourism expenditure.
- 10.2 The organiser estimates that approximately 500 personnel associated with competing teams, officials and event operations would attend, together with an estimated additional 1,000–2,000 spectators and volunteers over the event weekend. The ceremonial opening event within Shrewsbury town centre has received support from Shrewsbury Town Council and Shrewsbury BID, who consider the event capable of generating positive visitor activity and town centre footfall.
- 10.3 Appraisal work undertaken by the Department for Transport during the introduction of closed-road motorsport legislation recognised the potential for such events to generate local economic and visitor benefits for host areas. Comparable closed-road rally events elsewhere in the UK have also reported positive visitor economy impacts, although the scale of benefit is influenced by factors including event maturity, spectator attendance and local tourism infrastructure. By way of illustration, economic assessment work by MSUK independent data shows a 130-car closed-road rally delivers a typical **£750,000 to £1.5 million** injection to the host economy. The **Tour O The Borders**, as a comparable closed-road sports model, is a cycling event that generated an independently assessed **£755,000** for the Scottish Borders.
- 10.4 This event might be expected to generate an estimated £350,000 to over £750,000 for the regional economy. The rally drives local investment through increased tourism, support crew lodging, dining, and spectator spending at hospitality businesses in host counties and the rally generates an estimated local spend of between £50 and £100 per person over the weekend.
- 10.5 Officers nevertheless recognise that economic impacts are likely to vary geographically and that some businesses and accommodation providers consider the event potentially detrimental to their operations due to disruption, access concerns, and the possibility of some visitors choosing to avoid the area during the event weekend.
- 10.6 Other rallies in the UK encourage local communities to ‘wrap’ the rally day or the whole weekend in local fetes or festivals around the event itself.
- 10.7 Local communities are also encouraged to manage spectator parking and viewing hubs and they retain 100% of all parking and ticket fees collected. Local businesses are encouraged to take up commercial opportunities like food and drink stalls, farm shops etc. Local farms are also engaged to provide soft crash barriers or route markers like hay bales.

## 11. Conclusion

- 11.1 Having reviewed the available information, officers confirm that the Chelmsford Motor Club (CMC) has followed the statutory process and [Motorsport UK guidance](#). From a technical and operational perspective, officers are satisfied that the proposed event can proceed within the applicable legislative and regulatory framework governing closed-road motorsport events.
- 11.2 Officers expect the event promoters to maintain positive, proactive engagement with local communities as planning and implementation progress over the coming months. Accordingly, pursuant to **Section 12D of the Road Traffic Act 1988**, the highway authority is satisfied that adequate arrangements exist to account for local community views, the event is commercially viable, and effective planning involves the relevant emergency services. Therefore, officers have determined that Shropshire Council can make the event race order under Section 12D (Road Traffic Act 1988) and associated TTROs (under Section 16A of the Road Traffic Regulation Act 1984).

## 12. Risk Assessment and Opportunities Appraisal

- 12.1. Risks associated with the Rally are effectively regulated under the Deregulation Act 2015 which allows Motorsport UK to permit the event having undertaken consultation and considered all aspects of the competition and mitigated risks within the permitting framework. Council officers have reviewed proposals against the regulatory and permitting framework and conclude proposals are proper, reasonable and safe and there is no fundamental reason to object to the proposed rally.
- 12.2. As outlined in the report, whilst the Rally will have temporary impact on community access, and arguably some additional environmental impact there are potential economic benefits such as tourism and local associated spend with the Rally, its supporters (both those servicing vehicles and spectators).
- 12.3. In addition, the Rally organisers have provided their environmental Impact document (Appendix D) which aligns with MSUK guidance.
- 12.4. Whilst no specific economic assessment has been undertaken members will note in the report benefits identified with similar events in the UK (section 10 above) and that an opening ceremony currently proposed in Shrewsbury will likely attract visitors supporting the event and extra economic activity in the town centre.

## 13. Financial Implications

- 13.1. There are no financial implications for the Council other than complying with its statutory highway obligations in terms of reviewing the proposal as presented by Cheltenham Motor Club, and the permitting provided by Motorsport UK, and making of the motor race Order and TTRO to allow for the temporary closure of specified roads for the purposes of the organised Rally.

13.2. Nevertheless, there is likely to be an economic benefit for Shrewsbury and potentially local communities as outlined above in the report.

## 14. Climate Change Appraisal

14.1. No specific climate change appraisal has been undertaken by the Council.

14.2. However, the event has been permitted as stated above under the Deregulation Act 2015 and impacts considered by Motorsport UK and mitigated in consideration of consultation findings.

### Local Members:

Cllr Coleman

Cllr Naylor

Cllr Kidd

Cllr Haughton

Cllr Stanford

Cllr Holyhead

Cllr Thomas

**Consultation with Local Member** – As outlined in the body of the report and summarised in the Community Engagement Summary appended.

### Appendices

A - CMC Community Engagement Summary

B - CMC Proposed Closed Road Rally Event report

C - Objection – National Landscape Team

D - Environmental Impact document

## **Community Engagement Summary**

Initial door-knocking and leaflet distribution exercises were undertaken by Cheltenham Motor Club (CMC) between September 2025 and February 2026. During this period, representatives of the organiser walked each proposed stage route to review roadside features and infrastructure relevant to event planning and safety considerations.

The organiser advises that all properties located on proposed red routes, together with adjoining properties on relevant green routes, were visited. Where residents or occupiers were available, face-to-face discussions were undertaken. Where properties were unattended, information leaflets containing contact details for further discussion or queries were left.

Officers have reviewed engagement records provided by the organiser, which form part of the information submitted in support of the proposed event and consultation process.

A summary of responses to direct engagement, and subsequent representations received by stage is provided in the sections below.

## **Key Insights on Non-Responsive Properties**

When considering the properties that did not respond to the leaflets, several contextual factors should be noted:

- **Property Types:** Some identified properties were caravans used by temporary farm workers.
- **Occupancy Status:** Many locations were vacant holiday lets, many of which are owned by larger local farms or landowners who may have already responded during the initial consultation phase.
- **Safety Constraints:** In some instances, leaflets were left without a door knock due to safety concerns for the engagement team, such as unrestrained dogs.

## **Feedback and Mitigations**

Of all the residents who engaged in a conversation with CMC following the door-knock exercise, the vast majority expressed satisfaction with the proposed arrangements. For any specific issues raised during these face-to-face discussions, CMC has actively worked to implement special arrangements or adjust the routes entirely to mitigate local concerns.

## Summary of Representations by Stage

This summarises the representations made directly to SC following the pre consultation or the official Motorsport UK consultation.

### Linley Stage

**Affected Parish Councils:** Worthen with Shelve, More, Wentnor

**Elected Members:** Cllr Heather Kidd, Cllr Ruth Houghton

**Initial red route door knock/leaflet drop:** 12 positive or very positive responses to rally, 1 neutral and 2 negative. The negative responses were from Frogs Gutter properties and are noted below in more detail. 6 properties have had leaflets but have not requested specific follow-up.

Representations relating to the Linley stage primarily concerned the suitability of the route within a sensitive rural and National Landscape area, together with concerns regarding noise, access and public safety.

Specific objections were received from residents in the Frogs Gutter / Knolls Farm area regarding:

- vehicle movements close to residential properties;
- potential noise and disturbance;
- concerns regarding emergency and general access arrangements.

Worthen with Shelve Parish Council objected to the stage on the basis of:

- road condition and topography;
- rural road suitability;
- safety concerns;
- and the appropriateness of motorsport activity within a designated landscape area.

Wentnor Parish Council expressed a broadly positive response to the proposals.

CMC subsequently amended the proposed start location approximately 200 metres south of Frogs Gutter and Knolls Farm to reduce local impacts. CMC has advised that dedicated stewarding arrangements would be in place to maintain property access where required, including for any known medical or operational needs. Further consideration may still be given to alternative approach routing to avoid use of certain lanes where practicable.

Road suitability and safety considerations were reviewed through Motorsport UK (MSUK) route approval processes and continue through the multi-agency Safety

Advisory Group (SAG) process. Environmental considerations are addressed through the MSUK environmental framework and wider Department for Transport legislative arrangements.

### **Dorrington Stage**

**Affected Parish Councils:** Condover, Church Pulverbatch, Smethcott

**Elected Members:** Cllr Chris Naylor, Cllr Ruth Houghton

**Initial red route door knock/leaflet drop:** 26 positive or very positive responses to the rally and 2 neutral. 21 properties have had leaflets but have not requested specific follow-up

The Dorrrington stage generated the largest volume of representations and objections.

Church Pulverbatch Parish Council formally objected to the proposals, raising concerns regarding:

- impacts on walkers, cyclists and horse riders;
- tourism and visitor accommodation reliant on rural tranquillity;
- nature recovery initiatives and wildlife impacts;
- road condition and verge damage;
- noise, litter and speeding;
- disruption to farming operations and rural access;
- and the overall suitability of the rural lane network.

Cllr Chris Naylor initially expressed neither support nor opposition although raised a number of questions about company structure and governance and insurance arrangements. However he made it clear he backed this parish council's (Church Pulverbatch) decision to object.

23 post-consultation objections were subsequently received by SC from members of the public following encouragement from the Parish Council chair. Themes raised included:

- adequacy of consultation and communication;
- resident and business access;
- farming and agricultural operations;
- road suitability and highway condition;

- Public Rights of Way and countryside access;
- environmental and climate concerns;
- tourism and economic impacts;
- public safety;
- and the wider principle of closed-road motorsport activity within the affected rural area.

A smaller number of representations were also received in support of the event, including from one resident located on a red route. Supportive comments referenced:

- temporary nature of disruption;
- tourism and hospitality benefits;
- opportunities for local business participation;
- and support for regulated motorsport activity.

CMC advised that:

- extensive route amendments had already been made following earlier consultation with directly affected farms and landowners;
- specific arrangements had been developed for farm operations, deliveries and milk tanker access where required, including a number of farms and businesses that had been referenced second hand by those making representation;
- environmental, litter and ecological controls form part of the Event Management Plan;
- and wider safety and insurance arrangements are governed through MSUK regulations, including public liability insurance cover of £100m.

Officers note that some local economic impacts may arise for individual tourism operators and accommodation providers as well as pubs and local shops during the event period, although organisers and Department for Transport guidance maintain that such events can provide broader visitor economy benefits to the wider region.

### **Cressage Stage**

**Affected Parish Councils:** Cressage, Cound, Acton Burnell, Pitchford

**Elected Members:** Cllr Susan Coleman, Cllr Chris Naylor

**Initial red route door knock/leaflet drop:** 16 positive or very positive responses. 1 negative (refused to engage with the door knock) and 3 neutral. 16 properties have had

leaflets but have not requested specific follow-up. 3 people on red routes have already volunteered to be stewards.

Representations relating to the Cressage stage primarily focused on consultation and communication concerns, together with localised access and route suitability issues.

Cllr Susan Coleman raised concerns regarding:

- the perceived adequacy of engagement with Parish Councils;
- the lack of direct communication with elected members;
- and the suitability of aspects of the route.

Cound Parish Council raised concerns regarding:

- impacts on local amenities including the cricket club, tennis club, church and guildhall;
- access arrangements;
- and the Fullway ford crossing.

Representations were also received from members of the public referencing concerns from local farms and businesses requiring continuous access arrangements.

CMC records indicate that pre-consultation correspondence was issued to Parish Councils during January and February, although there appears to have been some confusion regarding updated Parish Council contact details and whether communications were received. It was noted during discussions that additional follow-up with non-responding Parish Councils would have assisted the consultation process. They also agreed that in hindsight direct contact with elected members might have been preferable to relying on Parish Councils to feed back to members.

In operational terms:

- Cound village itself is not located on a red route and affected amenities retain access during the event;
- Upper Cound is only affected at its western edge and access to the village is always available; and
- access arrangements for farms and businesses not on red routes remain available, while those directly impacted will have strategies and agreements in place to minimise disruption

The Fullway ford, located on the red route, has recently undergone repair works. Shropshire Council Highways officers have not identified specific concerns regarding its

use for the event, and Motorsport UK insurance arrangements include cover for any attributable highway damage requiring remediation.

CMC also advised that several earlier objections from farms and properties resulted in route amendments to reduce impacts.

### **Lawley Stage**

**Affected Parish Councils:** Longnor, Cardington, Rushbury

**Elected Members:** Cllr Chris Naylor, Cllr Colin Stanford

**Initial red route door knock/leaflet drop:** 20 positive or very positive responses. 0 negative and 2 neutral. 22 properties have had leaflets but have not requested specific follow-up.

Initial consultation correspondence did not generate responses from the affected Parish Councils. CMC subsequently attended a Cardington Parish Council meeting during February as part of ongoing engagement activity.

No major operational or safety objections were ultimately raised through the consultation process.

### **Clee Hill Stage**

**Affected Parish Councils:** Munslow, Abdon and Heath, Diddlebury, Clee St Margaret, Ditton Priors, Stanton Long

**Elected Members:** Cllr Colin Stanford, Cllr George Hollyhead, Cllr Dan Thomas

**Initial red route door knock/leaflet drop:** 12 positive or very positive responses. 0 negative and 3 neutral. 50 properties have had leaflets but have not requested specific follow-up. It is noted that a proportion of these are holiday lets linked to local farms and landholdings.

The Clee Hill stage generated no direct correspondence with SC. CMC advise that several Parish Councils expressed positive or neutral views regarding the proposals. The principal issues raised related to:

- farm and residential access arrangements;
- and the operation of green routes during the event.

Abdon Parish Council specifically confirmed that it had no issues with the proposals.

CMC further advised that:

- green route access would remain available for most of the event duration;
- and continuing liaison with affected properties on red routes would seek to minimise disruption wherever practicable.

### **Shrewsbury Town Centre Opening Ceremony**

The ceremonial opening event is proposed to take place within Shrewsbury town centre on the Saturday prior to the rally stages, requiring temporary closure of two roads.

Shrewsbury Town Council and Shrewsbury BID expressed support for the proposals, citing anticipated visitor economy and town centre benefits across the event weekend. The Mayor of Shrewsbury is expected to formally open the event.

### **Education and Community Engagement**

CMC has also developed associated engagement proposals with Shrewsbury Colleges Group and Harper Adams University.

These activities are intended to promote awareness of careers and technical disciplines associated with motorsport, including:

- engineering;
- media and broadcasting;
- logistics;
- and associated technical and mechanical professions.

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## **Proposed Closed Road Rally Event – Cheltenham Motor Club**

### **Briefing Report**

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#### **1. Purpose of Report**

This report provides an overview of the proposed Hills Ford Stages Rally organised by Cheltenham Motor Club (CMC), including the legislative framework, consultation undertaken, representations received, and the principal considerations relevant to the Authority's determination of the associated road closure application.

The proposed event would comprise a multi-stage closed-road rally utilising sections of the public highway within Shropshire. Motorsport UK has issued a permit for the event in accordance with the applicable legislative and regulatory framework governing closed-road motorsport events.

However, the proposed road closures required for the event remain subject to separate consideration and approval by the Highway Authority through the making of the necessary road closure order(s).

This report summarises the principal issues raised through consultation and representations received, together with officer observations regarding operational, safety, environmental and community considerations associated with the proposed event.

Given the level of public interest and the range of views expressed, officers consider it appropriate that senior management review the matters set out within this report prior to any formal determination being made regarding the associated road closure order(s).

## 2. Executive Summary

Cheltenham Motor Club has applied to hold the Hills Ford Stages Rally within Shropshire on 19 and 20 September 2026.

The proposed event would comprise:

- a ceremonial start event within Shrewsbury town centre on Saturday 19 September 2026; and
- a closed-road stage rally event on Sunday 20 September 2026 involving five competitive stages located within southern Shropshire, including areas within the Shropshire Hills National Landscape.

The proposed rally will operate under a Motorsport UK (MSUK) permit, strictly adhering to the legislative framework for closed-road motorsport in England and Wales. MSUK enforces national and international safety regulations and provides £100m in public liability insurance. Furthermore, the event is governed by a robust event and safety management plan, developed in direct consultation with the emergency services and the local Safety Advisory Group (SAG)

The issuing of a Motorsport UK permit does not, however, compel the Highway Authority to make the associated road closure order(s), which remain a matter for separate consideration by the Authority.

The organiser has undertaken both informal and formal consultation processes, including engagement with residents, businesses, farms, parish councils as well as statutory stakeholders. Those who engaged in the early-stage door knocks on the proposed closed road stages ('red routes') were generally supportive of the event.

A coordinated number of representations have subsequently been received by the Authority, surrounding one of the stages, the majority raising concerns or objections relating to issues including:

- consultation and communication;
- rural access and farming operations;
- environmental and climate impacts;
- noise and disturbance;
- road suitability and highway condition;
- Public Rights of Way;
- tourism and community impact; and
- the broader suitability of closed-road motorsport activity within the affected rural area.

On another stage, other representation has been received from an elected member and their parish council(s). The objections were largely around considerations of road suitability and a perceived lack of communication from the organisers.

Other stages have received positive backing from local councillors and parish councils.

A small number of representations in support of the event have also been received, including from residents directly affected by proposed routes and from individuals supportive of motorsport activity and the potential visitor and economic benefits associated with the event.

The organiser has advised that a number of mitigation measures and operational arrangements are proposed, including:

- managed access arrangements for residents and businesses where possible;
- professional traffic management provision;
- Motorsport UK regulated safety and operational procedures;
- dedicated medical and emergency planning arrangements;
- Public Rights of Way management measures;
- spectator management proposals; and
- ongoing environmental and community mitigation measures.

At the time of writing:

- Safety Advisory Group consultation remains ongoing;
- detailed operational planning continues to evolve;
- some site-specific access and mitigation matters remain under discussion; and
- further refinement of traffic management, spectator management and environmental arrangements is anticipated.

Having reviewed the information presently available, officers are satisfied that the organisers have followed due legislative process required by them and the MSUK permit has been granted to this effect. Officers are also satisfied that proposed event is capable in principle of proceeding within the applicable legislative and regulatory framework and that no fundamental technical or operational issue has presently been identified which officers consider incapable of mitigation through appropriate planning and management.

However, officers also recognise that the proposal has generated significant public interest and opposition within certain affected communities and that a number of issues raised extend beyond purely technical considerations into broader matters of community impact, environmental perception and public policy.

It is common for public highway events in the county to receive resident objections; Shropshire assess about 150 of these annually. Highly disruptive and noisy events, like the 4-to-5-day charter fairs in market towns, regularly draw complaints, as do the larger sporting events. In contrast, only a relatively small proportion of properties and businesses directly on red routes have objected in principle—and some neighbouring parish councils. Notably, three of the five stages have received no significant objections.

It is standard practice for these events to consult directly affected properties first. Once the full event plan, timings, and impacts are finalized, wider community engagement begins. Most events run smoothly because local residents know exactly what to expect and when.

During operational closures, affected residents, landowners, and agricultural operators will be encouraged to take reasonable and suitable precautions to manage their vehicles, livestock, working animals, and nearby activities close to live stage routes.

Given the increasingly limited timeframe available for progression of the remaining operational planning and event management arrangements, officers recommend that senior management determination regarding the proposed road closure order(s) is made at the earliest practicable opportunity.

## 3. Legislative and Regulatory Framework

### 3.1 National Legislative Context

Closed-road motorsport events on public highways in England are permitted within a statutory framework established through amendments introduced by the Deregulation Act 2015 to the Road Traffic Act 1988, together with associated regulations governing motor competitions on public highways.

The legislation enables approved motorsport governing bodies and highway authorities to facilitate closed-road motorsport events subject to prescribed safety, consultation and operational requirements.

The legislative framework was introduced to permit regulated motorsport events to take place on public roads under controlled conditions, recognising both the potential economic and community benefits of such events and the need for appropriate safeguards relating to safety, access and disruption.

The national governing body recognised for this purpose is Motorsport UK (MSUK).

MSUK acts as the national governing body for motorsport in the United Kingdom and is responsible for:

- administering the permitting process for closed-road motorsport events;
- establishing applicable competition and safety regulations;
- overseeing compliance with MSUK National Competition Rules and Stage Rally Safety Requirements; and
- providing the governing framework under which the event would operate.

### 3.2 Event Governance and Organisational Structure

The proposed event is titled the **Hills Ford Stages Rally**.

Officers received representations seeking clarification regarding the organisational and company structure associated with the proposed event.

Cheltenham Motor Club operates as a Motorsport UK registered club authorised to organise permitted motorsport events. Officers were advised that Cheltenham Motor Club (2026) Ltd has been established in connection with operational delivery of the proposed event and that insurance and permitting arrangements are provided through the Motorsport UK governance framework.

Officers have not identified any issue arising from the organisational arrangements which would, in itself, prevent consideration of the associated road closure application.

The organiser has advised that:

- CMC has completed the MSUK permitting process and a permit has been issued for the proposed event;
- insurance cover for the event is provided through MSUK under its closed-road motorsport arrangements;

The MSUK permit confirms that the event has satisfied the governing body's requirements in principle; however, the permit does not itself authorise the closure of public highways.

For the purposes of this report, CMC is considered the 'organiser' although in public and general correspondence the organiser is identified with the event (the 'Hills Ford Stages' – HFS).

### 3.4 Role of the Highway Authority

In addition to the MSUK permit, the proposed event requires the Highway Authority to make the necessary road closure order(s) to temporarily prohibit public access to affected highways for the duration of the event.

The Authority must make an order under Section 12 of the Road Traffic Act 1988 (a 'motor race order') if they have determined that the organiser has satisfied the requirements under this section to hold the event.

The Highway Authority may not make the motor race order unless it is satisfied that:

- (a) adequate arrangements have been made to allow the views of the local community to be taken into account, and
- (b) the person proposing to promote the event has shown that the event is commercially viable, and
- (c) effective arrangements have been made to involve local residents, the police and other emergency services in the planning and implementation of the event.

In deciding whether or not to make an order the Highway Authority must consider:

- (a) the likely impact of the event on the local community,
- (b) the potential local economic and other benefits (in respect of tourism or otherwise), and
- (c) any other local considerations that the Authority thinks relevant.

The Authority may then also make the relevant Temporary Traffic Restriction Orders to close the roads required, under section 16A of the Road Traffic Regulation Act (1984).

The Authority may place conditions on the motor race order which must be satisfied before, during or after the event, in particular conditions designed to ensure the arrangements continue throughout the planning and implementation of the event.

Without the making of the relevant order(s), the event cannot lawfully proceed on the public highway.

The decision whether to make such an order rests with the Highway Authority, which must consider the application having regard to:

- public safety;
- traffic management and operational impacts;
- access arrangements for residents, businesses and emergency services;
- representations received;
- proportionality of disruption;

- mitigation measures proposed by the organiser; and
- the wider public interest.

The Authority therefore retains discretion as to whether the order should be made.

Officers note that the Authority's review of proposed road closures is independent of MSUK's permit process. Issuing a MSUK permit neither requires Highway Authority approval for a motor sport order or road closures nor absolves the Authority of its duty to assess local impacts and statutory obligations before making a decision.

At the time of writing, officers have not identified any specific statutory appeal mechanism to the Secretary of State in circumstances where a highway authority declines to make the necessary road closure or motor race order. The determination therefore remains a discretionary decision of the relevant highway authority exercised within the applicable legislative framework.

Officers further note that representations received from residents, elected members, parish councils, businesses, supporters and objectors have been considered as part of the Authority's assessment process. The Authority's consideration remains an independent assessment of the relevant **legal**, **operational**, **safety** and **community** factors associated with the proposed event.

### 3.5 Consultation Requirements

The regulations require statutory consultation to be undertaken as part of the MSUK permitting process. In addition to this formal consultation, event organisers will commonly undertake informal engagement with affected communities, parish councils, elected members, businesses and residents in advance of the event.

Whilst the statutory consultation process forms part of the Motorsport UK permitting regime, the Highway Authority may also take account of representations received directly in relation to the proposed road closure order and associated local impacts.

### 3.6 Scope of Considerations

In determining whether the proposed Orders should be made, the Authority must consider matters materially relevant to the operation and impact of the event.

These include:

- safety and route suitability;
- resident and business access;
- environmental and noise impacts;
- emergency planning;
- traffic management arrangements;
- local economic and tourism considerations;
- adequacy of consultation and communications;
- proportionality and duration of disruption.

The Authority is not required to determine broader matters relating to national motorsport policy or the principle of closed-road motorsport legislation itself, which are established through the national legislative framework.

## Key Legislative and Guidance References

Road Traffic Act 1988 – Section 12 (Motor Racing on Public Ways)

[Road Traffic Act 1988](#)

Road Traffic Regulation Act 1984 – Section 16A (Power to Restrict or Prohibit Traffic for Special Events)

<https://www.legislation.gov.uk/ukpga/1984/27/section/16A>

Deregulation Act 2015 – Sections 73–75 (Amendments relating to Motor Sport Events on Public Roads)

<https://www.legislation.gov.uk/ukpga/2015/20/section/73>

Deregulation Act 2015 – Explanatory Notes (Motor Racing Provisions)

<https://www.legislation.gov.uk/ukpga/2015/20/notes/division/5/73>

Motor Vehicles (Competitions and Trials) Regulations 1969

<https://www.legislation.gov.uk/uksi/1969/414>

Motorsport UK – Events on the Public Highway Guidance

<https://motorsportuk.org/clubs-organisers/events-on-the-public-highway/>

Motorsport UK – Route Authorisation Guidance

<https://motorsportuk.org/clubs-organisers/faq/faq-route-authorisation/>

## 4. Event Overview

Officers note that operational planning remains iterative in nature, with further refinement of safety, PRow, spectator management and contingency arrangements and consultation with the Safety Advisory Group etc., are expected as event planning progresses.

At the time of writing the following points are of relevance.

### 4.1 Overview of Proposed Event

Cheltenham Motor Club has applied to hold a closed-road stage rally event within Shropshire in September 2026.

The proposed event comprises:

- a ceremonial opening event within Shrewsbury town centre on Saturday 19 September 2026; and
- a competitive closed-road rally event on Sunday 20 September 2026.

The ceremonial opening event is intended as a public-facing display of participating vehicles and teams and would involve limited temporary road closures within the town centre.

The main rally event on Sunday 20 September would comprise five closed-road stages located within southern Shropshire, including sections within nationally protected landscape areas (Shropshire Hills National Landscape). See Appendix.

The event is anticipated to attract approximately 120 competing vehicles together with associated teams, support crews, officials, volunteers and spectators.

The organiser has advised that the principal event headquarters and service area for the rally will be located at Battlefield Livestock Market.

### 4.2 Event Operation and Road Closures

Each rally stage would operate as a fully closed road section during competitive running periods. For the purposes of event planning and consultation, the organiser has generally categorised roads associated with the event as either:

- closed-road stage routes (“red routes”), being roads formally closed to normal public traffic during live competitive stage operation periods; or
- managed access routes (“green routes”), being adjoining or connecting roads where controlled resident, business or operational access may continue subject to stewarding, traffic management arrangements and operational safety requirements.

The current proposal is for each stage to close red routes for approximately two and a half hours during the morning running period and two and a half hours during the afternoon running period.

Competing vehicles would leave at approximately one-minute intervals.

Between competitive runs, arrangements would be in place to permit controlled vehicle movements on red routes for residents, businesses, farms and other authorised users where operationally safe to do so.

In addition to the fully closed stages, adjoining roads and access points would operate under “managed access” arrangements (green routes). These arrangements would permit varying levels of resident and local access under marshal supervision depending upon proximity to the live stage, vehicle movements and safety requirements at the relevant time.

Any access arrangements will vary by location and operational needs. Most green routes may remain ‘open’ at all times, whereas others may be subject to short-duration temporary restrictions associated with vehicle queuing, start-line management or live stage operation.

The organiser has advised that residents and businesses directly affected by closures will receive detailed event information and access guidance in advance of the event, including the issuing of passes, a handbook and other access arrangements where required.

CMC will utilise a dedicated event radio communications system used by key officials and linked directly to Event Headquarters in order to provide clear and rapid operational communication throughout the event.

### 4.3 Traffic Management and Safety Arrangements

The organiser has advised that all formal road closures, traffic management measures and associated access points would be managed by a professional traffic management contractor experienced in delivering motorsport and major event road management operations. Beaumont Traffic Management Ltd have been contracted to provide this service.

In addition to professional traffic management personnel, the event would utilise a substantial volunteer marshal network responsible for:

- spectator management;
- footpath crossing supervision;
- resident liaison;
- access management;
- communication of safety information; and
- operational support during the event.

The organiser has advised that their marshals and officials are experienced in stewarding MSUK permitted events, with some personnel holding MSUK licences appropriate to their operational role, including safety-related functions. Additional marshals and volunteers would receive briefing and training in accordance with MSUK event requirements. Security stewards are employed and SIA registered.

The organiser has further advised that dedicated personnel would be assigned specifically to resident access and welfare matters, including emergency situations requiring immediate access through closure points.

The proposed stage routes are understood to have undergone independent assessment to ensure compliance with MSUK requirements relating to matters such as road width, camber, route geometry and general suitability for closed-road stage rallying.

The organiser has further advised that:

- a designated safety car would inspect and formally close each stage immediately prior to competitive use;

- pre-event route inspections would take place during the week preceding the event to identify hazards, road condition issues or other operational concerns;
- ongoing consultation is taking place through the Shropshire Safety Advisory Group (SAG); and
- Shropshire Council Highways (SCH) would be kept informed regarding route condition and any required remedial works.

The organiser has advised that where highway repairs or reinstatement works are considered necessary as a result of the event, CMC would work with SCH regarding appropriate remedial measures and associated costs.

Farmers and landowners may be requested to provide temporary soft barrier protection, including straw or hay bales, at agreed locations where additional physical protection is considered beneficial. The organiser has advised that compensation arrangements would apply in such circumstances.

#### 4.4 Vehicle Monitoring

Whilst competitive activity takes place only on formally closed-road stages, participating vehicles are required to travel between stages on the ordinary public highway under normal road traffic legislation and MSUK regulations.

The organiser has advised that:

- all competing vehicles are required to remain fully road legal, including MOT compliance and conformity with applicable road vehicle requirements;
- vehicles are allocated prescribed journey times and speed expectations between service areas and competitive stages; and
- all vehicles are remotely tracked and monitored during these liaison sections.

MSUK regulations impose strict requirements regarding compliance with normal road traffic laws outside competitive stage areas, and competitors may face penalties including exclusion from the event for non-compliance.

#### 4.5 Emergency Planning and Public Safety

The event safety arrangements would include dedicated motorsport medical provision operating directly on each stage, including paramedic and ambulance resources positioned within close proximity to live competition sections.

The organiser has advised that dedicated medical crews would be present on each stage throughout competitive operation periods.

The organiser has further advised that emergency response arrangements are designed to provide rapid intervention capability throughout live stage operation periods, including coordination with statutory emergency services where required.

It is understood that, during periods when stages are operational, emergency medical incidents arising within or immediately adjacent to the live stage areas may, where appropriate, initially be managed or attended by the dedicated event medical resources deployed on the stages, operating in liaison with normal emergency service control arrangements.

Emergency access procedures for residents, businesses and farms located within closure areas would form part of the operational event management plan.

Officers note that closed-road rallying in the UK operates within a highly regulated safety environment governed by MSUK requirements relating to route design, vehicle standards, medical provision, marshal deployment, communication systems and operational control. While motorsport activity inherently carries risk, serious incidents within professionally organised UK rally events are comparatively uncommon relative to the scale and frequency of events held nationally each year, reflecting the significant emphasis placed upon safety management and regulatory oversight.

#### 4.6 Footpaths and Public Rights of Way

All the proposed event routes intersect with a number of footpaths and Public Rights of Way (PRoW). The organiser is currently working with Shropshire Council's PRoW team to develop a detailed management plan for crossings, diversions and pedestrian safety arrangements where required.

At the time of writing, a draft PRoW management approach has been discussed between event representatives and the Council's PRoW officers. The draft arrangements include:

- verification of all affected footpaths and PRoW crossings through joint route inspections;
- deployment of MSUK marshals at footpath exit points onto live stages;
- advance warning signage at agreed locations two weeks prior to the event;
- additional event-day signage at footpath exits onto closed roads;
- notification to walking and rambling groups regarding the event and affected routes; and
- advance notification signage at car parks and recognised visitor parking locations.

#### 4.7 Spectator Management

The organiser has advised that spectator activity would be encouraged to use designated viewing and parking areas. The stated intention of this approach is:

- to reduce uncontrolled roadside spectator activity;
- minimise informal parking and pedestrian movement across agricultural land;
- improve safety management; and
- provide opportunities for local community participation and associated economic activity where desired locally.

The organiser has stated that local landowners, farms, or parish councils will be encouraged to independently manage the designated spectator areas and related parking facilities. These parties might also offer toilets or other temporary infrastructure for visitors when needed. CMC will give guidance on how these facilities may operate and provide relevant safety advice.

#### 4.8 Insurance and Event Governance

The organiser has advised that the event operates under MSUK governance arrangements and insurance provisions applicable to permitted closed-road motorsport events.

Officers have been advised that insurance cover for the event is provided through the MSUK master insurance policy upon issue of the relevant permit and includes specific provision relating to closed-road rally activity, including associated road surface cover, subject to compliance with Motorsport UK permit conditions and applicable Motorsport UK regulations.

The policy documentation provided indicates headline indemnity limits including:

- Public Liability: £100m each occurrence;
- Medical Malpractice: £15m; and
- Professional Liability: £10m,

subject in each case to the terms, conditions, exclusions and limitations of the policy.

Officers note that the insurance documentation provided as part of the application process will be subject to review by the Council's Legal and Insurance teams.

Officers further note that operational safety arrangements associated with the event are intended to minimise the likelihood of incidents involving residents, spectators, livestock, domestic animals or other third parties adjacent to the route.

#### 4.9 Wildlife and Environmental issues

The organiser has provided officers with draft environmental and sustainability information relating to the proposed event, including an outline environmental management approach and proposals intended to mitigate or reduce environmental impacts where reasonably practicable.

The organiser has advised that the event would operate within MSUK environmental and sustainability frameworks applicable to permitted motorsport events and has referenced MSUK sustainability arrangements and guidance.

The information provided by the organiser indicates that proposed environmental and sustainability measures may include:

- minimisation of printed documentation where practicable;
- post-event route inspections and remediation arrangements;
- waste management and litter control measures;
- management of spectator activity through designated viewing and parking areas;
- environmental monitoring and reporting arrangements;
- encouraging teams to use alternative or synthetic fuels where available and operationally appropriate;
- liaison or partnering with local environmental or wildlife groups; and
- identification of potential environmental or biodiversity-related partnership opportunities associated with the event.

The organiser has further advised that environmental considerations would continue to form part of ongoing operational planning and that environmental management documentation would be refined as the event develops, and they intend to partner with Shropshire Wildlife and other organisations to develop locally impactful initiatives.

## 5. Consultation and Engagement

### 5.1 Overview

The proposed event has involved both informal pre-application engagement undertaken by Cheltenham Motor Club (CMC) and formal statutory consultation undertaken through the Motorsport UK (MSUK) permitting process.

Informal engagement commenced prior to the formal MSUK consultation and continued over several months whilst proposed routes, access arrangements and operational planning were being developed.

Officers note that the early stages of engagement were principally focused on residents, businesses, farms, landowners and stakeholders directly affected by proposed closed-road stages and managed access routes. Wider community awareness of the proposals subsequently increased through parish council engagement, the statutory consultation process and broader circulation of event information as planning progressed.

Further engagement with communities is expected to happen as the event continues to develop.

### 5.2 Informal Consultation Undertaken by Cheltenham Motor Club

CMC advised that informal engagement commenced during September 2025 following development of draft stage routes and initial discussions with Shropshire Council officers.

The organiser has advised that the principal focus during the early stages of the process was identifying and assessing suitable routes, engaging directly with those most immediately affected by proposed closures, and resolving site-specific operational concerns at the earliest opportunity.

Engagement undertaken by the organiser included:

- door-to-door visits and leaflet distribution to properties located on proposed red and green routes;
- direct engagement with businesses, farms and landowners located on or immediately adjacent to proposed routes;
- contact with parish councils to encourage wider local discussion and awareness;
- attendance at parish council meetings and meetings with residents or stakeholders where requested; and
- ongoing dialogue regarding operational impacts, access requirements and mitigation arrangements.

Officers received a small number of representations during the early stages of the informal consultation process, principally relating to:

- residents stating that they had become aware of the event indirectly;
- the level of information initially provided;
- concerns that some properties had received leaflet information without direct discussion; and

- concerns regarding the level of publicly available detail relating to proposed routes during the early consultation stage.

CMC advised officers that, during the early route development phase, detailed publication of proposed stage routes and operational timings was intentionally limited whilst consultation, route assessment and traffic management arrangements were still being developed.

The organiser advised that this approach was intended to:

- avoid premature publication of incomplete or evolving route information;
- reduce the risk of unmanaged activity or informal route use prior to formal planning and control measures being established;
- allow initial engagement to focus on directly affected properties and stakeholders; and
- ensure that operational safety, traffic management and access arrangements could be appropriately developed prior to wider circulation of detailed event information.

This approach also extended to indicative road closure timings. Early public information generally referred to roads being closed “during the day” or “all day” rather than specifying detailed operational closure periods. The organiser subsequently advised that actual live stage closures are expected to operate for shorter defined periods during the morning and afternoon, with detailed timings continuing to evolve during the operational planning process.

Officers note that, notwithstanding these considerations, some residents and parish councils considered that insufficient route detail was initially available during the informal consultation phase.

Officers note that some residents were unavailable during initial property visits and therefore received leaflet information and organiser contact details without face-to-face discussion at that stage. Officers also note that awareness of the developing proposals in some areas appears to have spread through parish discussion, neighbouring properties and social media prior to further follow-up engagement taking place.

Where concerns were raised directly with officers, CMC responded promptly to requests for clarification or follow-up engagement. Additionally in a number of instances, draft stage routes were amended or alternative route options explored specifically in response to concerns raised by residents or businesses around expected agricultural activity, animal welfare anxiety and business operation.

Officers are aware of several examples where:

- proposed routes were amended to avoid particular properties or locations following concerns raised by residents or farmers; and
- specific mitigation arrangements were discussed in relation to operational business or properties
- specific access requirements, including agricultural and milk tanker access arrangements.

CMC has advised officers that achieving broad agreement from properties directly affected by proposed red routes was considered an important part of the route development process and that significant unresolved objections could lead to reconsideration of proposed route options.

Engagement and operational discussions continued throughout late 2025 and into the formal consultation period, with further liaison continuing as operational planning has evolved and continuing at the present time.

### 5.3 Parish Council and Elected Member Engagement

CMC advised that parish councils affected by proposed routes were contacted during the informal engagement stage.

The organiser advised that responses varied considerably, with some parish councils expressing support or no objection in principle, some expressing concerns, some not responding initially, and further follow-up contact subsequently being undertaken in a number of cases.

The organiser further advised that representatives attended parish council meetings and met directly with elected members and local stakeholders where requested.

Officers note that the timing and frequency of parish council meetings varied considerably and that, in some cases, meeting schedules and existing agendas limited opportunities for early discussion of the proposal during the informal engagement phase or indeed later on when members and Parish Councils started to become more aware of the event scale.

As the proposal became more widely known, particularly at the commencement of the statutory consultation period, some elected members and parish councils expressed concerns regarding:

- the extent and timing of informal consultation;
- whether parish councils and in particular elected members should have been informed earlier in the process; and
- whether sufficient opportunity had existed for wider community discussion prior to the MSUK consultation stage.

Officers continued to receive representations from residents, elected members and parish councils following commencement of the formal MSUK consultation process.

### 5.5 Motorsport UK Statutory Consultation Process

Following development of the proposed routes and completion of the initial engagement stage, CMC proceeded with the formal MSUK permitting process.

The MSUK consultation process involves consultation with relevant statutory and operational stakeholders, including the Highway Authority, Police, emergency services, local authorities and other bodies considered relevant to the proposed event and routes.

The formal MSUK consultation commenced on 28 January 2026 and closed on 12 March 2026.

MSUK confirm that only Church Pulverbatch Parish Council responded to the MSUK consultation (with an objection).

MSUK subsequently issued a permit for the proposed event following completion of its consultation and assessment procedures. It should be noted that the issuing of a MSUK permit does not compel the Highway Authority to make the associated road closure order. Government guidance expressly notes that:

The Authority must therefore separately consider whether it is appropriate to make the required road closure order(s), having regard to the operational, legal, safety and community considerations associated with the proposed event.

## 5.6 Ongoing Engagement and Current Position

Following the MSUK consultation stage, officers began receiving a significantly increased number of objections and representations relating to the proposed event.

The principal themes raised within those representations are summarised in section 6 of this report.

At the time of writing:

- discussions between officers, CMC and affected stakeholders remain ongoing;
- operational mitigation measures continue to be refined;
- Public Rights of Way management arrangements remain under development;
- Safety Advisory Group consultation remains ongoing; and
- officers continue to assess the representations received alongside the operational and legal considerations associated with the proposed event.

The organiser has advised that additional detailed communication and publicity, including resident and business information leaflets are intended to be issued should the event proceed, including route-specific operational information for both closed-road and managed-access locations.

## 6. Summary of Representations Received

### 6.1 Principal Themes Raised in Objection

Following commencement of the formal MSUK consultation process and wider circulation of information regarding the proposed event, officers received a significant number of representations from parish councils, elected members, residents, businesses and other stakeholders.

Representations received include both objections to and expressions of support for the proposed event, although the majority of correspondence received has raised concerns or objections relating to the proposal.

Officers encouraged parish councils, elected members, residents, businesses and other stakeholders to submit representations setting out their views, concerns and observations regarding the proposed event in order that these could be properly considered as part of the Authority's assessment process.

The representations received raise a broad range of issues including:

- consultation and communication;
- resident and business access;
- farming and agricultural operations;
- road suitability and highway condition;
- Public Rights of Way and recreational use of countryside and paths;
- environmental and climate considerations;
- noise and disturbance;
- tourism and economic impacts;
- public safety; and
- the broader suitability of closed-road motorsport activity within the affected rural area.

Officers are currently reviewing a small number of more recent site-specific concerns relating to particular properties, businesses and agricultural operations in order to determine whether additional mitigation or clarification may be required.

Officers further note that many of the objections received to date appear to originate from residents and stakeholders not directly located on the proposed red or green routes themselves, although such representations may nevertheless relate to wider impacts arising from the event, including:

- diversionary traffic;
- increased visitor and spectator activity;
- rural access and agricultural movement;
- noise and environmental concerns; and
- broader concerns regarding the suitability of closed-road motorsport activity within the affected area.

Accordingly, officers consider that both directly affected operational impacts and wider community concerns require consideration as part of the Authority's overall assessment of the proposal.

Whilst certain parish councils have expressed opposition in principle to the event taking place within their parish areas, the organiser maintains that many properties and businesses located directly on proposed red and green route sections have either agreed access arrangements or are not objecting in principle, subject to ongoing operational discussion.

It is important to note that as planning continues the organisers will continue to engage with residents and businesses on the red and green routes, as well as the wider community.

## 6.2 Site-Specific / Directly Affected Concerns

Specific operational concerns identified include:

- The Bottle and Glass Inn, Picklescott;
- Lane Farm, Wilderley;
- Wilderley Hall Farm dairy operations;
- holiday accommodation businesses near to proposed routes;
- the recently repaired ford at Fullway;
- the Frogs Gutter / Knolls Farm area;
- Shropshire Forestry premises at Cound; and
- general agricultural and livestock access requirements.

As the event progresses through further development, additional site-specific concerns that have not yet been identified may emerge.

## 6.3 Supportive Representations

Supportive comments have been received, including:

- potential tourism and visitor economy benefits;
- community participation opportunities;
- support for motorsport as a regulated activity;
- economic benefit to hospitality businesses;
- support from at least one resident directly located on the proposed route;
- recognition that disruption would be temporary and professionally managed.

Supportive representations also include residents and stakeholders who expressed enthusiasm for motorsport activity itself and welcomed the opportunity to host or observe a professionally organised closed-road rally event within the local area.

Additionally, CMC have advised that Shrewsbury Town Council (STC) and Shrewsbury BID have expressed strong support for the ceremonial opening event proposed within Shrewsbury town centre. This would involve participating rally vehicles, teams and associated event activity being presented to the public prior to the competitive stages taking place the following day. STC and BID view this as a positive and high-profile community event capable of attracting visitors and generating significant activity within the town centre.

## 7. Officer Observations and Context

### 7.1 Consultation Observations

Officers acknowledge that concerns have been raised regarding the timing, extent and effectiveness of elements of the informal engagement undertaken prior to the Motorsport UK (MSUK) statutory consultation process.

In particular, some residents, parish councils and elected members considered that:

- earlier direct engagement with elected members would have been beneficial;
- wider community awareness could have been achieved earlier in the process;
- additional follow-up engagement with some parish councils may have been appropriate; and
- greater detail regarding proposed routes, timings and operational impacts could have been made available at an earlier stage.

Officers note, however, that the organiser's early engagement activity was principally focused on properties, businesses, farms and stakeholders considered most directly affected by the proposed closed-road and managed access routes whilst route development, traffic management arrangements and operational planning remained under development.

Officers have reviewed engagement records, correspondence and door-knocking logs provided by the organiser. Officers note that the engagement undertaken included direct property visits, leaflet distribution, meetings with residents and parish councils where requested, discussions regarding agricultural and business access requirements, and ongoing dialogue relating to site-specific operational concerns.

Officers are also aware of several examples where route amendments, operational changes or property-specific mitigation measures were developed in response to concerns raised during the consultation process, including matters relating to agricultural operations, business access and livestock movements.

Officers note that parish councils vary considerably in administrative capacity, communication arrangements and frequency of meetings, which may in some instances have affected the speed or extent of early engagement and wider dissemination of information within local communities.

Whilst officers recognise that some residents and stakeholders remain dissatisfied with elements of the consultation process, officers are satisfied that the organiser undertook a substantial programme of engagement over an extended period prior to and during the formal MSUK consultation stage, and that consultation and mitigation discussions remain ongoing at the time of writing.

Officers note that no specific Shropshire Council policy currently exists establishing a prescribed threshold of resident support or objection for temporary event-related road closures of this nature.

Consultation and mitigation discussions remain ongoing and are not considered concluded at the time of writing. The organiser has advised that further detailed route-specific

communication with residents and businesses and the wider communities would form part of the next stage of event planning should approval proceed.

Officers also note that temporary road closures associated with public events often require balancing the interests of the wider community with the temporary disruption experienced by affected residents, businesses and road users. In such circumstances, the principal consideration is whether impacts are proportionate in the context of the event and capable of being reasonably mitigated through planning, communication and operational management measures.

Comparable considerations routinely arise in relation to a range of events held within Shropshire, including:

- sporting events such as marathons, cycling events and road races;
- town centre festivals, fairs and parades;
- village fêtes and community events;
- the RAF Cosford Air Show; and
- charter fairs and similar events within market towns such as Shifnal and Ludlow.

Such events may involve temporary road closures, restricted access arrangements, noise, increased visitor numbers and operational disruption affecting residents, businesses, places of worship and local traffic movements.

Officers note that experience from these events generally demonstrates that early communication, clear publicity, advance warning, coordinated traffic management and property-specific access arrangements can substantially reduce operational difficulties and allow many affected parties to plan appropriately around temporary restrictions.

However, officers also recognise that certain businesses and rural operations — including agricultural activities and holiday accommodation providers — may experience more significant practical impacts than would typically arise in more urban event settings and that continued engagement and mitigation planning therefore remain particularly important in the context of the proposed event.

The organiser has advised that it wishes to continue working constructively with affected residents, businesses and landowners.

## 7.2 Route Suitability and Safety Context

A number of representations question the suitability of the proposed roads for closed-road motorsport activity due to factors including road width, bends, gradients, visibility, verge condition and the rural character of the surrounding area.

Officers note that the proposed event is a regulated competitive motorsport event operating under MSUK requirements specifically designed for closed-road rallying on rural highways.

The organiser has advised that:

- proposed stages have undergone independent route assessment;
- routes are required to comply with MSUK regulations and safety requirements;
- stage operation is subject to formal safety planning and oversight;

- dedicated safety vehicles inspect stages immediately prior to competitive operation; and
- all stages would operate under formal road closure conditions.

Officers are satisfied in principle that the proposed routes are capable of being assessed and operated within the MSUK regulatory framework applicable to closed-road rally events.

Officers further note that concerns relating solely to roads being narrow, winding or unfamiliar to competitors are not, in themselves, uncommon characteristics of rural roads used for closed-road rally stages, and are matters which the MSUK regulatory framework is intended to assess and manage within the context of the motorsport discipline proposed.

### 7.3 Resident, Business and Agricultural Access

Officers note that concerns regarding access for residents, farms and businesses are among the most significant operational issues raised within representations received.

Officers note that a number of site-specific operational concerns have been raised during the consultation and engagement process, including matters relating to agricultural operations, livestock movements, business access, tourism accommodation, localised highway conditions and property-specific access arrangements.

These have included concerns associated with:

- The Bottle and Glass Inn, Picklescott;
- Lane Farm, Wilderley;
- Wilderley Hall Farm dairy operations;
- holiday accommodation businesses adjacent to proposed routes;
- the recently repaired ford at Fullway;
- the Frogs Gutter / Knolls Farm area;
- Shropshire Forestry premises at Cound; and
- wider agricultural and livestock access requirements.

Officers further note that a number of these concerns have resulted in ongoing direct engagement between the organiser and affected parties, including route amendments, proposed access arrangements, operational mitigation measures and further site-specific discussions.

At the time of writing, officers are satisfied that many of the principal concerns identified to date appear to have either been dealt with, or are capable of mitigation or management through continued event planning and property-specific arrangements, although some matters remain subject to ongoing discussion and final operational agreement.

Officers would expect such engagement and mitigation planning to continue throughout the remaining event development process should approval proceed.

Officers recognise that some green routes may also serve operational functions associated with stage start, finish or vehicle movement areas. Accordingly, whilst routes may technically remain accessible at certain times, practical access conditions may vary depending upon operational activity and traffic volumes associated with the event.

CMC will issue passes to those on red and green routes to allow access for them or visitors when operationally appropriate. Handbooks will be issued which set out access systems, approximate timings and how to obtain assistance as well as real-time information about the event.

Notwithstanding these operational constraints, officers are satisfied that the organiser has engaged constructively regarding mitigation proposals and access arrangements to date and that further refinement of such arrangements would be expected as part of ongoing event development, and also note that examples exist where stage routing has already been amended in response to operational agricultural concerns, including rerouting associated with agricultural activity.

## 7.4 Environmental, Noise and Rural Character Considerations

A significant number of representations raise concerns regarding:

- noise;
- emissions and air pollution;
- wildlife disturbance;
- verge and hedgerow damage;
- impacts on the Shropshire Hills National Landscape;
- conflict with climate and biodiversity objectives; and
- perceived inconsistency with Shropshire Council's wider environmental policies.

Officers note that some degree of temporary disturbance is inherent within the operation of a closed-road motorsport event and that impacts relating to noise, traffic activity and visitor movements cannot be entirely eliminated.

The organiser has advised that:

- participating vehicles remain subject to MSUK technical and noise regulations;
- all competing vehicles are required to remain road legal;
- environmental and operational management plans are being developed; and
- spectator activity would be directed toward managed areas where possible.

Officers further note that:

- the event would take place over a single principal competition day;
- the competitive operation periods are temporary and intermittent in nature;
- the proposed event forms part of a nationally regulated motorsport framework specifically intended to permit such activity under controlled conditions.

## 7.5 Environmental mitigation and sustainability

The organiser has provided officers with draft environmental and sustainability information relating to the proposed event.

The information provided indicates that the organiser is seeking to:

- monitor and reduce the operational environmental impact of the event where practicable;

- encourage the use of synthetic or bio-fuels by officials and competitors where available;
- minimise printed documentation through digital systems;
- undertake post-event inspections and remediation where necessary;
- develop a waste and litter management plan;
- develop environmental monitoring and reporting arrangements; and
- identify opportunities for local environmental or biodiversity-related partnership activity.

The organiser has further advised that the event operates within MSUK sustainability frameworks and has referenced MSUK sustainability accreditation arrangements.

Officers further note that some proposed environmental mitigation measures, including carbon offsetting and environmental counterbalance initiatives, are regarded by some objectors and commentators as insufficient or lacking meaningful long-term impact in the context of motorsport activity.

However, the organiser has advised that comparable events have previously worked with local wildlife, biodiversity and environmental organisations in order to develop locally targeted mitigation or enhancement initiatives intended to provide practical environmental benefit within host areas. Officers understand that discussions regarding similar opportunities within Shropshire remain at an early stage and would require further development should the event proceed.

Notwithstanding this, officers consider it relevant that environmental mitigation and sustainability considerations are being actively incorporated into the organiser's planning process.

## 7.6 Economic and Community Considerations

Officers consider it likely that the event would generate wider economic activity within Shropshire associated with:

- visitor accommodation;
- hospitality;
- fuel sales;
- food and beverage businesses; and
- broader visitor expenditure over the event weekend.

Officers note that the scale of direct economic benefit within the immediate stage-route areas is more difficult to quantify and may vary considerably depending upon local participation and spectator behaviour and availability of local amenities.

The organiser has advised that local landowners, businesses and parish councils are encouraged to establish spectator parking, viewing or hospitality facilities where desired locally and operationally appropriate.

Officers further note that Department for Transport assessments associated with the introduction of closed-road motorsport legislation recognised that such events may generate

localised economic and visitor benefits for host areas, whilst also concluding that wider national economic effects were likely to be relatively modest overall.

Officers are also aware of economic assessment work undertaken in relation to comparable UK closed-road rally events, including the Jim Clark Rally in Scotland, which estimated approximately £1.2m of visitor expenditure associated with the event weekend. Officers note, however, that the scale of economic impact arising from such events is influenced by factors including event maturity, spectator attendance, duration and the availability of local tourism and hospitality infrastructure, and direct comparison with the proposed Shropshire event is therefore necessarily limited.

#### *7.6A Community Benefit and Legacy Considerations*

The organiser has stated that the proposed event is intended not only as a sporting activity but also as a wider visitor and community event capable of generating local economic and community-related benefits.

The organiser has further advised that local landowners, businesses and parish councils are encouraged to participate in the event through:

- provision of spectator parking;
- establishment of managed viewing areas;
- temporary catering or hospitality activity; and
- other visitor-related opportunities associated with spectator attendance.

Officers note that such opportunities may provide some limited localised economic benefit, although the extent to which such benefits would materialise is difficult to quantify and may vary considerably between locations.

CMC has advised that comparable events organised by the club have historically included financial contributions or donations to local community groups and voluntary organisations associated with host areas. The organiser has indicated that, across a number of previous events, such contributions have exceeded £10,000 in aggregate.

However, officers note that a number of representations received question the scale and significance of such contributions when considered across multiple communities and over a number of years, and do not regard these benefits as sufficient to offset the perceived disruption associated with the proposed event.

The organiser has further advised that it has generally sought to avoid placing undue emphasis upon financial contributions or commercial opportunities associated with the event in order to avoid any perception that communities or parish councils are being improperly influenced through offers of funding or revenue-generating activity linked to the event.

The organiser has also advised that the event seeks to encourage longer-term visitor engagement with Shropshire through increased regional visibility and tourism exposure associated with the event should it return to Shropshire in future years.

Officers recognise that views differ considerably regarding the extent to which such wider community or economic benefits offset the temporary impacts and disruption associated with the proposed event.

## 7.7 Spectator Management and Public Access

At the time of writing, detailed spectator management arrangements remain under development. This is unsurprising given that:

- final route approval has not yet been given by Shropshire Council;
- operational planning remains ongoing; and
- spectator management proposals would ordinarily continue to evolve during the months preceding an event.

Draft proposals discussed to date include:

- designated spectator areas;
- managed parking locations;
- advance event signage;
- directional signing;
- PRow management arrangements;
- communication with walking and rambling groups; and
- liaison with local landowners and parish councils.

Where spectator areas are agreed with a parish council or landowner, CMC will advise and assist with MSUK safety rules, the running of that location will be in the hands of the parish or landowner. CMC will advertise on website, social media etc these locations and suitable pre-agreed routes to get to these locations.

Both officers and the organiser have identified unmanaged roadside parking and informal spectator congregation as an operational risk requiring continued development of mitigation measures.

Officers note that local landowners and parish councils may possess valuable local knowledge regarding suitable spectator and parking locations and may therefore play a useful role in the development of managed arrangements.

Additional liaison with policing partners may also be required as planning develops.

## 7.8 Distinction Between Regulated Closed-Road Events and Informal Motorsport Activity

During discussions with officers, some representations have referred to previous “night rally” or informal motorsport activity within rural areas which were considered to be locally acceptable.

Officers consider it important to distinguish between:

- formally permitted and regulated closed-road motorsport events operating under MSUK governance arrangements; and
- informal, uninsured, unauthorised or non-permitted vehicle activity on the public highway.

The proposed Hills Ford Stages Rally would operate under:

- a MSUK permit;
- formal road closure arrangements;
- approved safety planning;
- regulated competition and technical rules;
- insured event arrangements;
- organised traffic management; and
- coordinated emergency planning and marshal provision.

Officers therefore do not consider comparisons with informal or unauthorised motorsport activity on open public roads to be directly equivalent to the current proposal.

## 8. Key Risks

### 8.1 Overview

The proposed event presents a number of operational, reputational and community-related risks which would require ongoing management should the event proceed.

Officers note that many of the identified risks are not unusual for major temporary events involving road closures and significant visitor movement, particularly within rural areas with constrained highway networks and dispersed communities.

The principal identified risks are summarised below.

### 8.2 Resident, Business and Agricultural Access Risk

A significant proportion of representations received relate to concerns regarding access for:

- residents;
- farms and agricultural operations;
- holiday accommodation;
- local businesses; and
- operational vehicle movements.

Particular concerns raised include:

- practical accessibility during live stage operation;
- movement of agricultural machinery and livestock;
- milk tanker and commercial vehicle access;
- emergency or other welfare access for residents;
- veterinary access requirements;
- visitor arrival and departure difficulties;
- cancellation of accommodation due to the presence of the rally event; and
- uncertainty regarding managed access arrangements.

Officers note that the proposed event takes place during a period which may remain operationally sensitive for parts of the agricultural sector, including:

- movement of agricultural machinery;
- livestock management;
- feed and supply deliveries; and
- general seasonal farm operations.

Whilst officers note that some representations suggest the proposed date may fall between particular harvesting or shooting periods, it is recognised that agricultural practices, weather dependency and land use arrangements vary considerably between farms and locations.

Officers further note that rural farming operations are often interconnected, with:

- land rented or sub-let between farms;
- shared agricultural access arrangements;

- contractors operating across multiple holdings; and
- livestock or machinery movements extending beyond immediately adjacent properties.

Accordingly, officers consider that operational impacts may extend beyond properties located directly on the proposed red or green routes themselves.

The organiser has advised that managed access arrangements form a central part of the proposed mitigation strategy and that a number of site-specific access discussions have already taken place, including discussions relating to commercial or agricultural vehicle access, livestock and other property-specific requirements.

The organiser has further advised that emergency access and animal welfare situations would be accommodated wherever required, including veterinary access where necessary.

However, officers further note that:

- some green routes may also perform operational functions associated with rally vehicle movements;
- practical accessibility may vary throughout the day depending upon event activity; and
- final operational details continue to evolve.

Officers therefore consider that continued engagement with agricultural businesses, landowners and rural operators — including some located beyond the immediately affected route frontage — will be necessary as operational planning develops further.

Accordingly, there remains a residual risk of access disruption, misunderstanding or dissatisfaction notwithstanding proposed mitigation arrangements.

Officers further note that representations from a holiday accommodation provider raises concerns regarding the compatibility of the proposed event with the quiet rural environment promoted to visitors within the area. These include potential booking cancellations, requests for compensation, visitor dissatisfaction and perceived reputational impacts associated with noise, traffic restrictions or disruption during the event period.

Officers recognise that such impacts may affect some tourism and hospitality businesses differently depending upon their location, customer expectations and proximity to live stages or managed access routes. However, officers also note that the proposed event duration is limited and that advance publicity and clearer operational information may assist accommodation providers and visitors in planning appropriately prior to the event.

Officers further note that, whilst some businesses may perceive the event as detrimental to their normal trading environment, others may identify potential opportunities associated with increased visitor activity, spectator attendance and event-related demand during the period.

### 8.3 Spectator Management and Highway Network Risk

The proposed event may attract significant spectator activity across rural areas with limited parking infrastructure and constrained road networks.

Potential risks include:

- unmanaged roadside parking;
- obstruction of narrow rural lanes;
- congestion associated with spectator movement;
- unsafe pedestrian activity adjacent to live stages;
- trespass over private land;
- informal viewing locations developing outside managed areas; and
- disruption to non-event highway users.

Officers note that spectator management proposals remain under development and are expected to evolve further should the event proceed.

The organiser has advised that:

- designated spectator and parking areas are intended to be set up where possible;
- local landowners and parish councils may assist in identifying suitable locations;
- event signage and public information arrangements are being developed; and
- liaison with policing partners would continue regarding traffic and operational management.

Notwithstanding these measures, officers consider unmanaged spectator behaviour and associated parking activity to remain a foreseeable operational risk requiring continued mitigation planning. Officers also intend to engage with other local authorities which have hosted comparable closed-road rally events in order to better understand the operational measures, traffic management approaches and community mitigation arrangements adopted elsewhere, and to identify any relevant lessons or good practice which may assist in the ongoing development of the proposed event arrangements within Shropshire.

## 8.4 Protest, Obstruction and Event Disruption Risk

Officers note that a number of representations express strong opposition to the proposed event and that community feeling in certain areas appears significant.

Accordingly, officers consider there to be a potential risk of:

- attempted obstruction of stages or access points;
- disruption associated with protest activity;
- refusal to comply with traffic management arrangements; or
- operational delays arising from disputes or confrontation at closure points.

The organiser has advised that:

- contingency arrangements are being developed;
- stewarding and security provision would form part of operational planning;
- liaison with policing partners is ongoing;
- marshals and stage commanders would operate coordinated communication arrangements; and
- MSUK safety procedures permit stage suspension or cancellation where operational safety is compromised.

Officers further note that any significant obstruction or operational disruption occurring on the day of the event could:

- affect public safety;
- delay emergency access;
- impact resident access arrangements;
- require police intervention; and/or
- result in stage delay, suspension or cancellation.

Continued monitoring of community concerns and operational resilience would therefore be necessary should the event proceed.

## 8.5 Safety and Traffic Management Risk

The proposed event involves temporary conversion of rural highways into regulated competitive motorsport stages. Risks associated with such activity include:

- failure or inadequacy of traffic management arrangements;
- unauthorised public access onto live stages;
- vehicle incidents;
- communication failures;
- marshal deployment issues;
- emergency response delays; and
- interaction between competitive activity and managed access movements.

Officers note that:

- a draft safety plan has been provided and will continue to evolve;
- Safety Advisory Group (SAG) consultation is ongoing;
- dedicated medical provision is proposed for each stage;
- formal route inspections and safety car procedures are proposed;
- Other similar events have and continue to take place across the UK; and
- MSUK regulatory requirements apply throughout the event.

At the time of writing, officers have no indication that an acceptable final Traffic Management Plan could not be developed. However, detailed operational review and multi-agency coordination remain ongoing.

Officers note that, should the event proceed, its safe operation would necessarily require cooperation between organisers, marshals, residents, businesses, landowners and other affected parties in complying with road closure and safety arrangements.

The organiser has advised that stewarding, marshal deployment and communication arrangements would be in place throughout the event in order to identify and respond to operational or safety issues arising on or adjacent to the live stages.

Officers further note that affected residents, landowners and agricultural operators would be expected to take reasonable precautions in relation to the management of vehicles,

livestock, working animals and other activities occurring in close proximity to live stage routes during operational closure periods.

The organiser has advised that emergency access and welfare-related situations would continue to be managed operationally.

## 8.6 Environmental and Reputational Risk

The event has generated objections relating to:

- environmental impact;
- climate considerations;
- noise;
- verge and road condition damage; and
- impacts on wildlife and tranquillity;

Officers note that even where operational mitigation is implemented successfully, some temporary environmental and amenity impacts are likely unavoidable during the operation of a closed-road motorsport event.

There therefore remains a reputational risk to the Authority associated with:

- perceived inconsistency between the event and wider environmental policy objectives;
- dissatisfaction amongst affected communities;
- criticism relating to consultation and communication; and
- public/media scrutiny associated with the event.

Officers further note that refusal of the event may also attract criticism from:

- supporters of motorsport activity;
- businesses anticipating visitor-related economic benefit; and
- stakeholders supportive of major visitor events within the county.

## 8.7 Highway Condition and Infrastructure Risk

A number of representations express concern regarding:

- existing highway condition;
- potholes;
- verge damage;
- edge deterioration; and
- the suitability of rural lanes for competitive vehicle activity.

The organiser has advised that:

- routes are assessed for suitability under MSUK requirements;
- pre-event inspections would take place;
- pre- and post-event highway issues would be reviewed in liaison with SCH; and
- arrangements regarding remedial works would be agreed where appropriate.

There remains a residual risk of additional localised carriageway or verge damage associated with the event and associated spectator activity.

CMC is committed to collaborating closely with SCH both before and after the event to minimise any potential impact on road conditions and to carry out full remediation where required. The organisers further note that previous events have led to improvements in road conditions, as localised repairs are frequently conducted immediately prior to the stages.

## 8.8 Programme and Delivery Risk

The organiser has advised that timely determination of the proposed road closure arrangements is important in order to:

- progress detailed operational planning;
- finalise traffic management arrangements;
- continue resident engagement;
- establish spectator management arrangements;
- secure contractor and volunteer commitments;
- commence event publicity and competitor entry processes;
- ensure hospitality arrangements can be made in good time by the competitors and supporters; and
- support wider logistical planning.

Officers note that prolonged uncertainty may itself create operational and communication difficulties for:

- residents;
- businesses;
- event organisers;
- partner agencies; and
- the Authority.

Officers further note that associated activities linked to the wider event programme are already in development, including planned engagement activity with Shrewsbury Colleges Group, Harper Adams University and the University of Gloucestershire relating to motorsport, engineering, media and associated technical disciplines.

The organiser has also advised that significant time, financial resource and organisational effort has already been invested in consultation, route development and operational planning over an extended period.

However, officers further note that approval of the event prior to satisfactory resolution of key operational matters may increase delivery, operational and reputational risk to the Authority.

Accordingly, continued detailed review and refinement of operational, safety and mitigation arrangements would remain necessary should the event proceed.

## 9. Options Available to the Authority

The organiser has advised that a decision is required within a relatively short timeframe in order to support event planning and viability. This includes:

- publication and promotion of the event;
- opening of competitor entries;
- accommodation and logistics arrangements;
- procurement of suppliers and contractors;
- marshal recruitment and training;
- finalisation of safety and traffic management planning, including development of traffic management, parking and spectator locations.

Prolonged uncertainty may affect the organiser's ability to deliver the event as proposed, irrespective of the eventual determination regarding the road closure order.

### Option 1 – Approve Subject to Conditions

Potential conditions:

- traffic management plan approval;
- resident access arrangements;
- emergency planning requirements;
- environmental mitigation;
- marshal/stewarding arrangements;
- reinstatement/inspection requirements;
- communications plan.

These are all elements expected to be developed and finalised as part of the ongoing event planning.

### Option 2 – Request Further Information / Defer

Potential requirements around:

- further consultation;
- revised mitigation proposals;
- additional operational detail;
- specific business/farm access arrangements.

Officers note that additional consultation may not materially alter existing views and that representations relating to major public events are often more strongly expressed by those opposed to the proposals. Officers further note that many of the remaining mitigation and access matters relate primarily to properties or businesses directly affected by the proposed routes and would, in any event, be expected to continue evolving as part of the detailed operational planning process should the event proceed.

Officers presently consider that sufficient operational information has been provided at this stage to enable determination in principle, recognising that further refinement and

development of detailed arrangements would ordinarily continue throughout the event planning period.

### Option 3 – Decline to Make the Order

Potential considerations may include:

- unresolved operational concerns;
- inability to mitigate impacts adequately;
- unacceptable disruption or access implications for affected residents, businesses or agricultural operations;
- environmental or community impacts considered disproportionate to the nature and duration of the event; and
- wider public interest considerations.

Officers note that refusal of the proposed road closure order(s) would prevent the closed-road stages of the event from proceeding within Shropshire irrespective of the Motorsport UK permit already issued.

Officers further note that refusal may be considered appropriate where the Authority concludes that the operational, safety, environmental or community impacts associated with the event cannot be reasonably mitigated or managed to an acceptable level.

However, officers also note that many of the concerns raised through consultation relate to matters capable, at least in principle, of mitigation through ongoing operational planning, communication and property-specific management arrangements. Officers further recognise that temporary inconvenience, disruption or objection associated with public events does not necessarily, in itself, preclude the making of temporary road closure orders where impacts are considered proportionate and appropriately managed.

## 10. Officer Recommendation

### 10.1 Role of the Authority

Shropshire Council does not formally “approve” events in their entirety. The Authority’s role is instead to consider specific statutory and operational matters associated with the proposal, including whether it is appropriate to make the Temporary Traffic Regulation Orders (TTROs) and associated traffic management arrangements required to facilitate the event on the public highway.

Officers further note that the Shropshire Safety Advisory Group (SAG) is an advisory and multi-agency coordination body comprising representatives from relevant Council services, emergency services and other partner agencies. SAG does not itself formally approve events but provides a mechanism through which operational, safety, traffic management and emergency planning matters may be reviewed and coordinated.

Accordingly, whilst no single SAG “approval” exists, progression of an event would ordinarily be dependent upon relevant agencies and responsible bodies being satisfied, within their respective areas of responsibility, that appropriate operational and safety arrangements are in place.

### 10.2 Officer Assessment of the Proposed Road Closures

Officers note that the proposed event would be temporary and time-limited in nature, with competitive stage operation occurring over a single principal event day and individual stage closures operating intermittently throughout that day.

In considering the representations received, officers consider it necessary to assess not only the nature of the impacts identified, but also their likely scale, duration, geographic extent and the extent to which such impacts are capable of mitigation through operational planning, communication and management measures.

Having reviewed the information presently available, officers are satisfied, from a technical and operational perspective that the proposed event is capable in principle of proceeding within the applicable legislative and regulatory framework governing closed-road motorsport events.

CMC have fulfilled the statutory requirements under the Road Traffic Regulations Act 1984 and the Road Traffic Act 1988 to allow the Authority to make a motor race order and temporary traffic restriction order.

In reaching this view, officers note in particular that:

- Motorsport UK has issued a permit for the proposed event following completion of the required consultation and assessment processes;
- the organiser has undertaken both informal and formal consultation processes;
- ongoing engagement and mitigation discussions continue with affected stakeholders;
- draft safety, traffic management and emergency planning arrangements have been provided;
- Safety Advisory Group consultation is ongoing;

- the proposed routes have been assessed within the MSUK regulatory framework for closed-road rally events;
- managed access and operational mitigation proposals continue to be developed; and
- no fundamental technical or operational issue has presently been identified which officers consider incapable of mitigation through appropriate planning, management or conditional control, or communication and engagement.

Officers further note that:

- the proposed event remains subject to continuing refinement of operational arrangements;
- certain site-specific access and mitigation matters remain under discussion;
- spectator management arrangements continue to evolve;
- ongoing liaison with partner agencies, residents, businesses and parish councils remains necessary;
- Shropshire Council may set conditions against the Orders issued to help define expectations before, during and after the event; and
- detailed operational approval processes would continue should the event proceed.

Accordingly, officers are satisfied that CMC have met on statutory, technical and operational grounds the requirements to allow the Authority to make of the necessary motor race and road closure order(s) associated with the proposed event.

However, officers also recognise that the proposal has generated significant public interest and opposition within certain affected communities and that a number of issues raised extend beyond purely technical or operational considerations into broader matters of community impact, environmental perception and public policy.

Approval of the present application would not create any automatic entitlement to future events or road closure applications, each of which would require separate consideration on its own merits. Officers further note that some Members have suggested the proposed event may, in effect, provide an opportunity to assess how such an event operates in practice within Shropshire, including its management, impacts and potential benefits.

Officers therefore consider that the determination of whether the Authority should proceed with the making of the necessary road closure order(s) may appropriately require consideration at senior management and/or Cabinet level.

Officers further note that timely determination is vital in order to:

- provide certainty to affected residents and businesses;
- allow continued operational planning and mitigation development;
- support ongoing engagement activity;
- enable completion of detailed safety and traffic management arrangements; and
- allow the organiser to progress the wider logistical and operational requirements associated with delivery of the event.

Officers therefore recommend that the matter be considered further at senior management and/or Cabinet level at the earliest reasonably practicable opportunity.



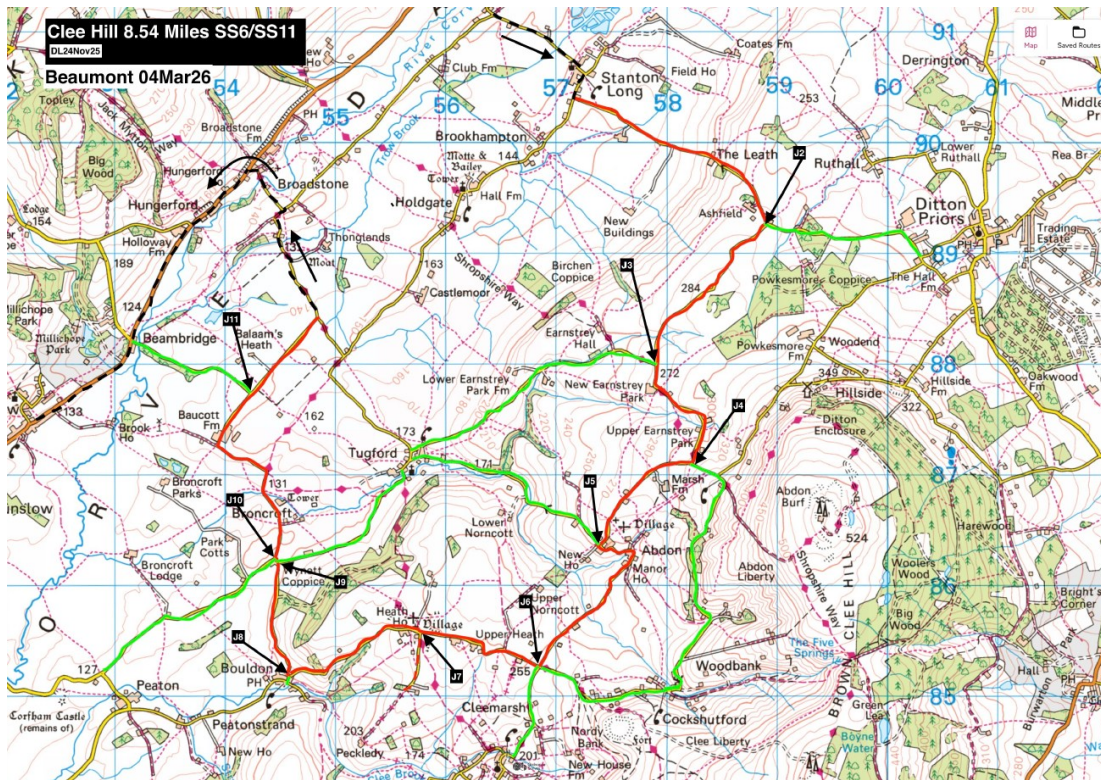
## 12. Appendices

Available separately if required

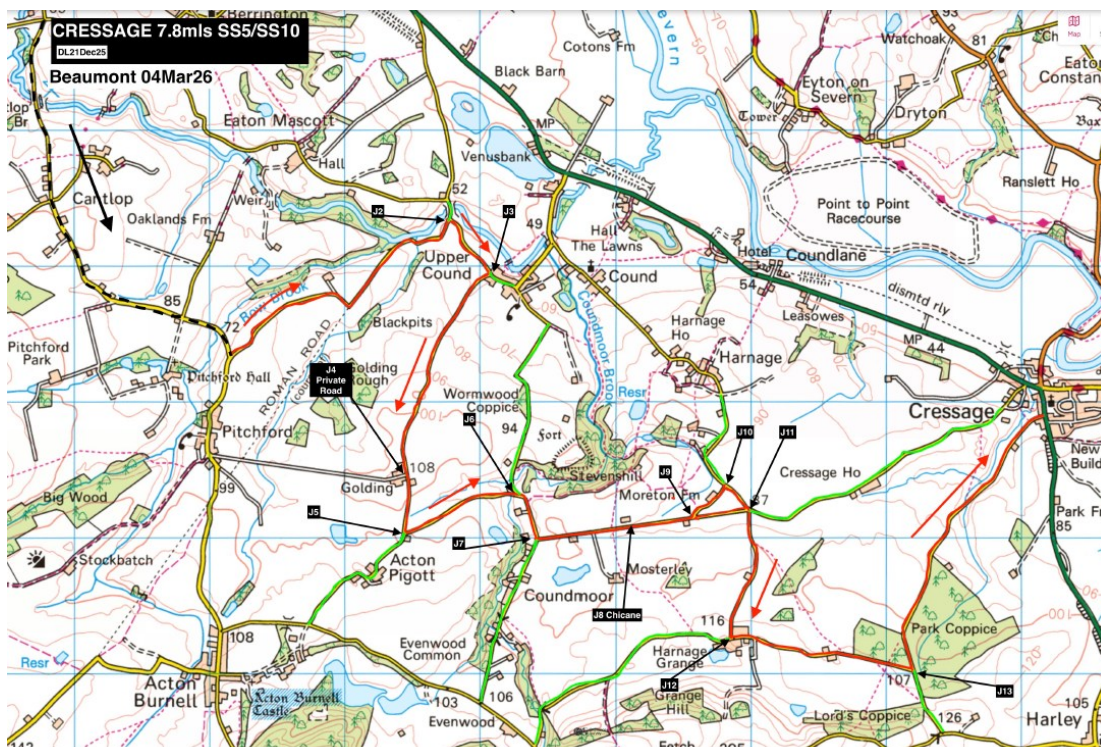
- route maps and stage diagrams (See next page for overviews);
- summary spreadsheet of representations;
- Motorsport UK permit;
- insurance documents;
- draft traffic management overview;
- environmental information;
- draft Public Rights of Way plan;
- organiser correspondence and responses.

# Route maps

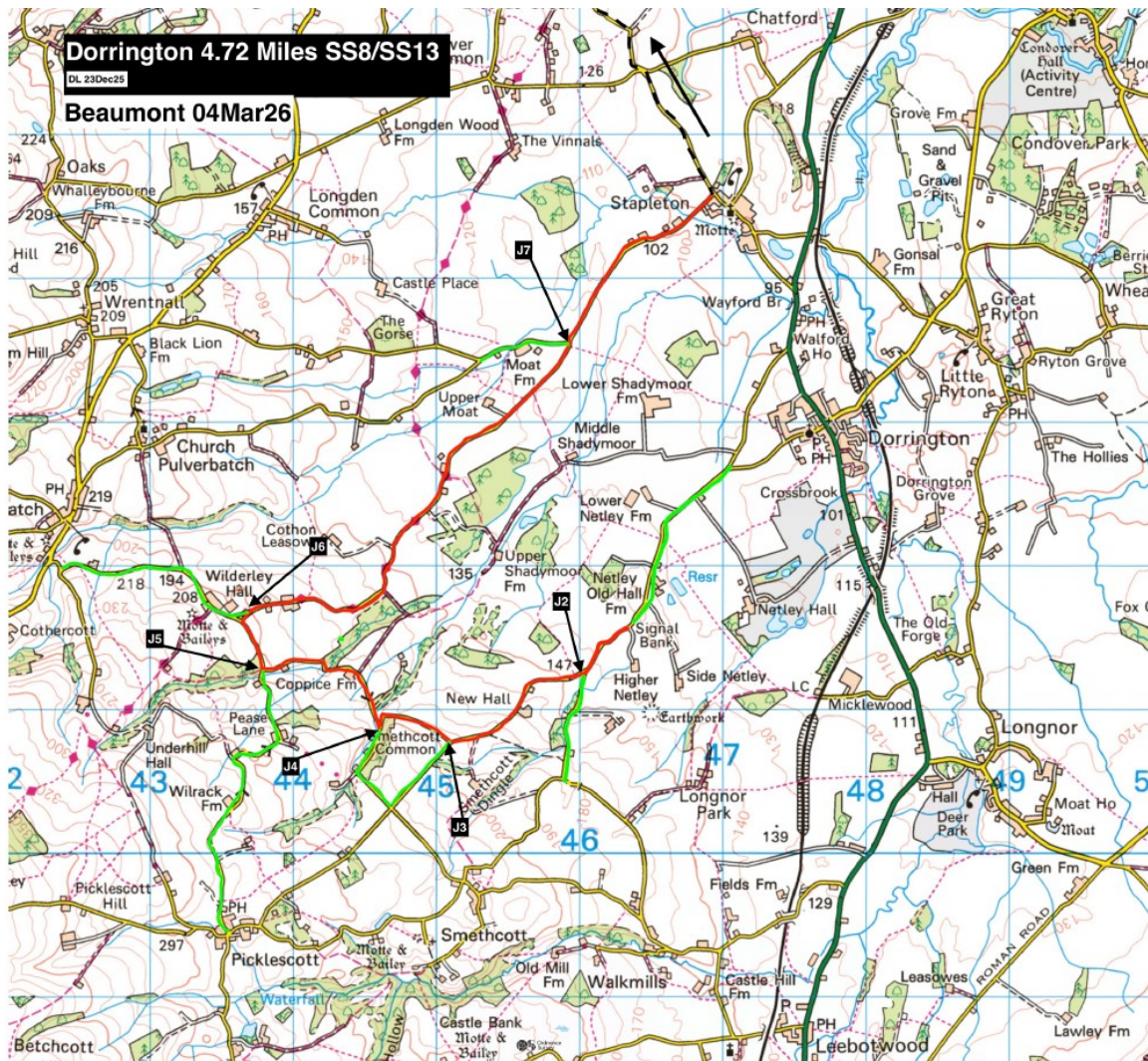
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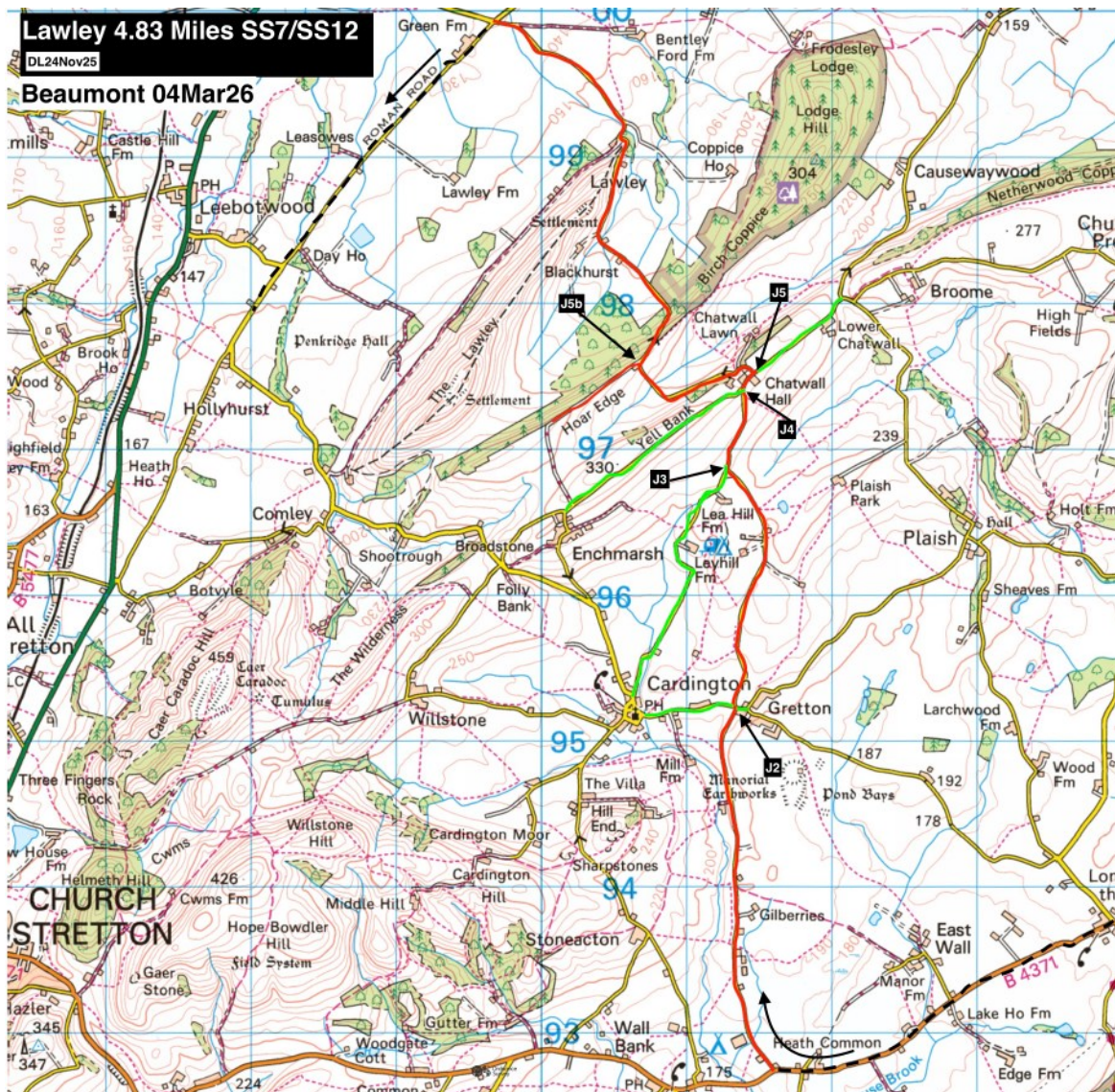
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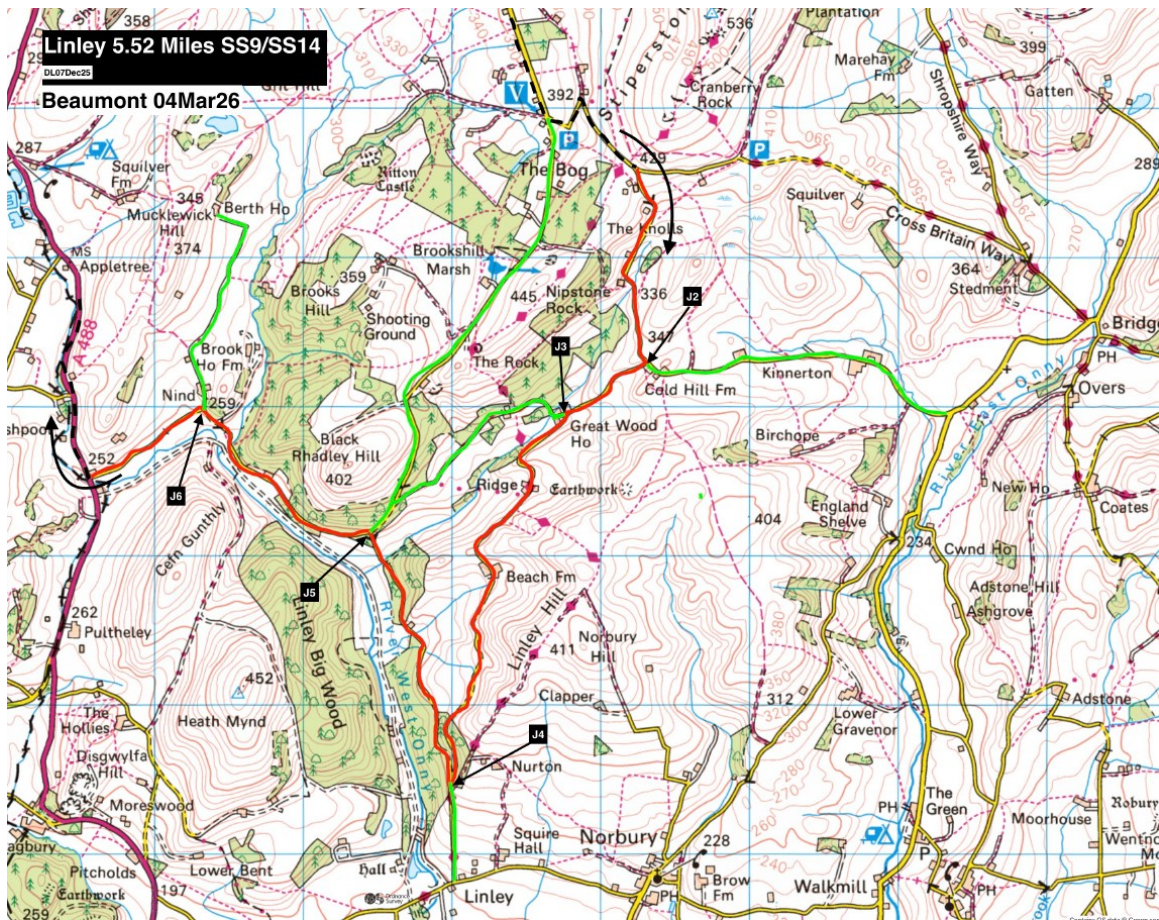
# Dorrington:



Lawley:



Linley:



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## Hills Ford Rally - National Landscape Team Response - Appendix

**From:** Nigel McDonald <[Nigel.McDonald@shropshire.gov.uk](mailto:Nigel.McDonald@shropshire.gov.uk)>

**Sent:** 26 February 2026 09:54

**To:** Matthew Farmer <[matthew.farmer@shropshire.gov.uk](mailto:matthew.farmer@shropshire.gov.uk)>

**Cc:** Phil Holden <[phil.holden@shropshire.gov.uk](mailto:phil.holden@shropshire.gov.uk)>

**Subject:** Rally Consultation

**Importance:** High

Dear Matthew, in principle the National Landscape Team cannot support this event because of its impact on the peace and tranquillity of the Area of Outstanding Natural Beauty which are important aspects of the area's Special Qualities we are all charged to conserve and enhance. We are also concerned on the impact on climate change and the precedent activities like this set in a protected landscape, especially in a county that has signed up to recognise the Climate Emergency. It undermines the work of many of our colleagues in the council and working partners. There should be no exceptions to this commitment.

In addition to this I'd like to raise the following concerns:

- The Linley section will interrupt the council funded Long Mynd & Stiperstones Shuttle Bus that runs from May to the end of September
- What will the Rally do to mitigate the impact on the rural road network in terms of congestion, damage to verges, and damage to road surfaces?
- The Lawley section will close access to the popular Lawley Hill car park
- Linley section will block access to Stiperstones Knolls car park – have Natural England been consulted?
- Some of the areas chosen are popular with road cyclists at weekends – e.g. Cressage, Pulverbatch, Cardington, Linley
- The Bog Visitor Centre (and other local businesses) will need to be warned of the potential increase in visitors and congestion as a result of the rally
- We are concerned on the impact to local farm vehicle movement at an important time in the farming calendar. Has the movement of farm animals between pasture and for milking been considered?
- Movement of vehicles between race locations will also be disruptive generally to communities that rely on the rural road network in their daily lives

Should the race go ahead we would like to see commensurate & compensatory measures by the rally organisers that repair the damage and invest in the areas wildlife recovery that this event will disrupt.

Best wishes

?



**Shropshire  
Hills  
National  
Landscape**

***Nigel McDonald***

**Regenerative Tourism Officer**

Shropshire Hills National Landscape - *new name for this designated Area of Outstanding Natural Beauty.*

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# The Hills Ford Stages Closed Road Rally Local Community Impact



## Introduction

- The Environmental Impact
- The Spirit of Motorsport

## How is the Hills Ford Stages Affecting the Environment

- Identifying the various Environmental Impacts
- Monitor and Mitigate
- Learning and Improving

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- Organisational and Management Impact
- External Impacts

## Methods to Monitor and Mitigate

- Mitigation and Management of Internal Impacts
- Carbon Calculators
- Alternative Fuels

## Research

- How is Motorsport leading the Environmental Impact of transportation
- The Hills Ford Stage becoming a National Environmental Ambassador





## **The Environmental Impact**

The global environmental crisis is very evident and causing mounting concern. Motorsport is all about innovation, precision and pushing boundaries and leads the way in developing transport solutions and infrastructure to lessen environmental impact whilst allowing motorsport to flourish and be enjoyed by all.

The Hills Ford Stages organisers are taking a threefold view of how the rally can mitigate its environmental impact and continue to become a sustainable motorsport event.

### **1 - Research**

By continuously staying connected with all emerging data on lessening environmental impacts within a closed road activity.

This includes

The development of bio and synthetic fuels.

The develop of use of hybrid and electric engines on the rally.

Identifying ways to counterbalance any effect on the environment.

These include

- reforestation projects
- other biodiversity projects with a high short-term return
- Partnering with projects and projects with sustainable pedigrees and confirmed successes.
- Finding local community environmental projects that we can align with that have sustainable pedigrees and confirmed successes.
- Reversing the carbon impact of the event to become a positive counterbalance event to the local environment.

### **2 - Surveys and Analysis**

Designing effective methods of surveying the impact of the rally on our local areas.

Asking the right questions with short surveys.

Ensuring surveys are clear and not onerous to complete to maximise the number of responses.

Analysing the results.

Responding to the results with positive actions.

### **3 - Action and Partnerships**

Acknowledging any impacts on the communities and actioning any responses/mitigations.

Identifying practical projects being developed in the region and link with them.

Introducing cleaner solutions and best practices across the rally.

Partnering with Motorsport UK to introduce schemes and incentives encouraging bio-fuel/synthetic fuel usage.

## THE SPIRIT OF MOTORSPORT.

Closed road rallying is one of the ways in which motorsports is brought closer to communities and individuals. All closed road rally organisers in the UK, as well as globally, look closely at the impact and influence their event has on local communities - both positively and negatively, particularly within the area of the Environment. The organisers of the Hills Ford Stages are also acutely aware they have a duty of care due to holding the event within areas of AONB and stunning local countryside.

The perceived negative impacts are often easy to identify, being based around disruption, safety concerns, and damaging of the local area and closed road stages. The key is to identify the difference between perception and reality and to work on methods, solutions and ways to reduce these effects.

Many of the procedures for monitoring and managing environmental impacts are evolving from the world of motorsport and so, the organisers of the Hills Ford Stages are able to find solutions, and mitigating measures, with the support and guidance of the governing bodies of both Motorsport UK and, on a global platform, the FIA (Federation Internationale de Automobile).

In 2025, having been awarded the Motorsport UK's Sustainability Accreditation the Hills Ford Stages is now working to become a national motorsport event ambassador for sustainable motorsport; and to showcase the positive environmental measures being implemented by the sport to the communities of Shropshire.



## The Internal Impacts Caused during the Organising of the Hills Ford Stages

- In the year preceding the rally weekend itself the organisers, who are all volunteers, spend thousands of hours in preparation, spending most of these months working on the impact to the local communities and the environment, looking at the best ways to alleviate these concerns.
- Due to the depth of knowledge required to run a closed road rally the location of the organisers is spread widely across the country. To mitigate the carbon footprint the major part of this work is done online to minimise the event's environmental effect.
- In addition, there is a considerable amount of documentation needed to ensure all members of the team, officials and wider volunteers over the rally weekend understand the safety and management requirements of the event.

Traditionally, these would be printed and handed out pre-event, only to be deemed useless once the weekend was concluded. Now there are dedicated portals than can be used for the vast majority of this documentation to be accessed online and downloadable on to portable devices for use over the event.

Only minimal printed copies are available via HQ for those who break or lose their device, and for those who specifically need to printed copy to absorb the information correctly.

- Wherever possible the main centres for running the Hills Ford Stages, such as the service park and HQ are based at sites that run on renewable energy sources. For 2026, the event will be based within the grounds of the Halls Auction and Livestock Market, in Shrewsbury and the main holdings building for Halls has solar panels and uses renewable energy for its electricity.
- Over the weekend of the rally, we advise all our officials to run their management vehicles using either renewable energy such as electricity or synthetic / bio-fuels, which is available via the events' fuel provider Vital Equipment.
- We also encourage our competitors to compete using the Vital Equipment synthetic / bio-fuels as their fuel of choice.





## **Identifying External Environmental Impacts**

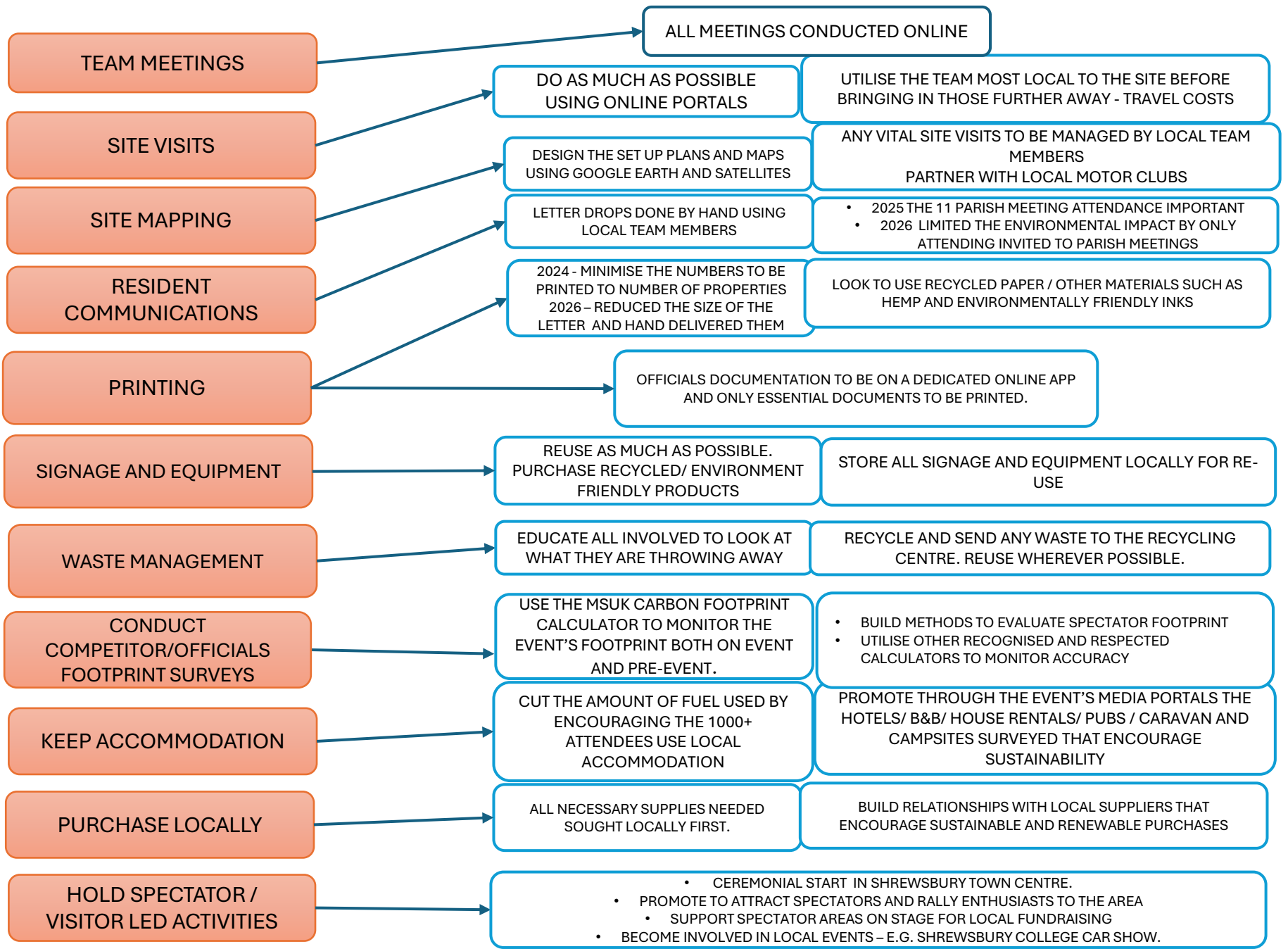
We are developing our rally in areas that have not encountered a closed road rally before and the stages are often based in areas of stunning countryside.

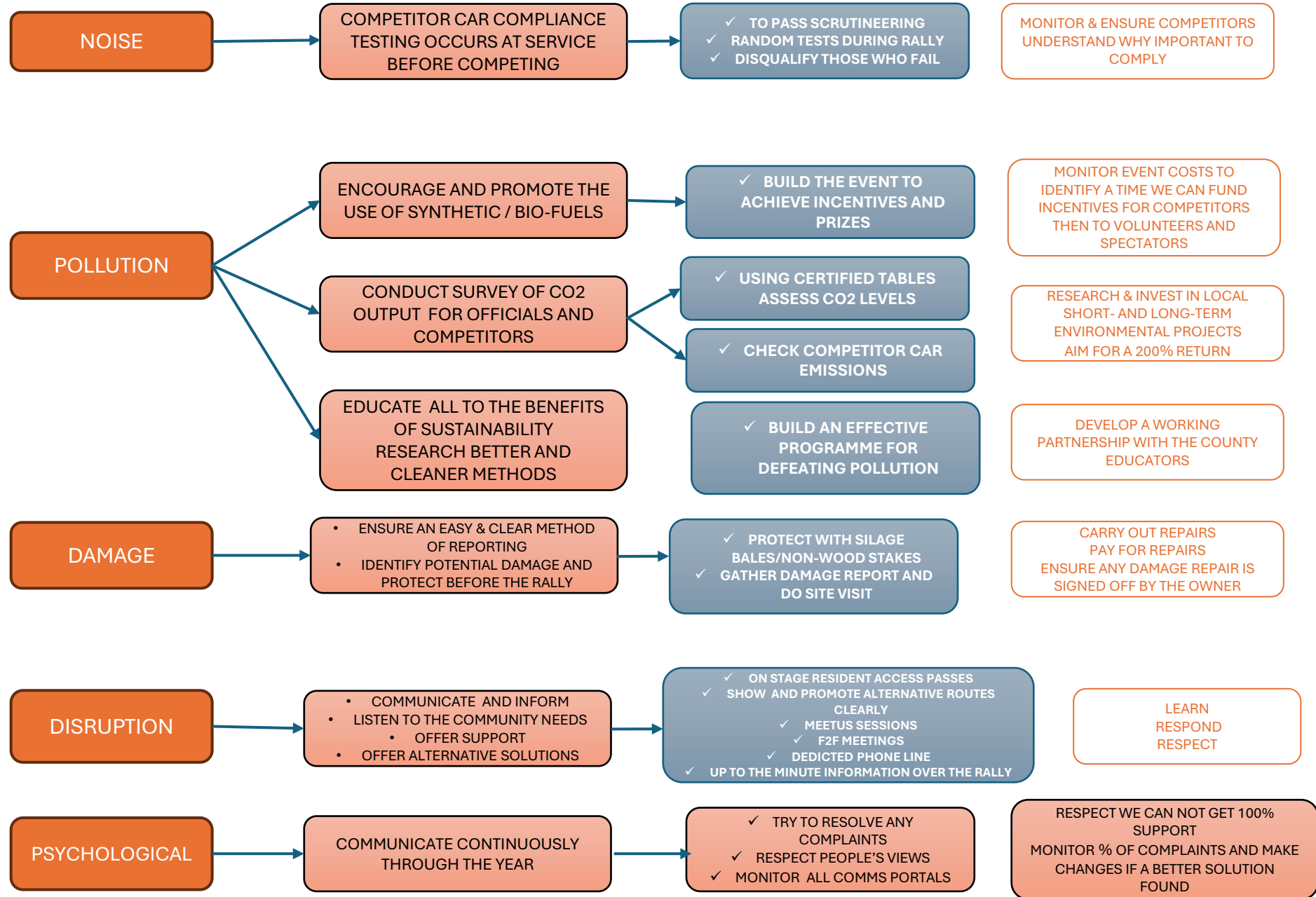
Identification of areas along the potential routes includes a survey of any protected areas, reserves, ancient woodland and historic buildings and structures. Having been identified, measures are instigated to protect these positions from the rally's influence.

- Stage walk throughs and on-site safety assessment visits are combined to the times of delivering consultations to the residents, the resident letter drops and the specific parish meeting requests. When a site visit is mandatory wherever feasible a team member who is the most local conducts the survey and their carbon footprint noted.
- By working with the local community, the organisers offer donations to projects that work to protect local land or historic buildings.
- In addition, the team support the development of fundraising activities, such as spectator zones, by the parishes and residents to raise resources for their own projects.
- By acknowledging any impacts on the communities and actioning any responses/mitigations.
- Identifying practical projects being developed in the region and link with them.
- Monitoring and measuring the competitor carbon footprint



INTERNAL ENVIRONMENTAL IMPACT MANAGEMENT  
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ADDRESSING THE MAIN ENVIRONMENTAL ANTAGONISTS

POLLUTION

Monitor and record the carbon footprint of the rally throughout the year. Instigate local counter-balance projects.

Provide the competitors with alternative, environment friendly fuel options through the rally fuel supplier.

Invest in short- and long-term projects that produce a high return on carbon footprinting.

As part of the competitor vehicle scrutineering conduct noise testing.

NOISE

Check compliance with random testing around the stages

All reconnaissance to be conducted in a road car and monitored with trackers and officials on stage.

Do site surveys prior to the rally and work with the landowner to provide environmentally sensitive solutions (Malvern Hills Trust)

All competitors to declare any damage they incurred to the environment

Have dedicated reporting structure for residents and landowners to let us know of damage. Video all stages before and after the event.

The day after the rally do a thorough site check, and identify any damage caused by the rally and instigate a repair schedule with the agreement of the landowner.

Carry out repair and get sign off from the landowner

DAMAGE TO PROPERTY / LAND / WILDLIFE

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## Environmental Impact – The Carbon Footprint of the Last Hills Ford Stages

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Event Role	Cars	Avg Miles per Car	Total Miles	Total km	Impact in kg CO2	Recovery cost £ per mile	Total Cost £	kg CO2 per km	kg CO2 per mile	Notes
Pre event organising	15	200	3,000	4,828	1,445	0.00313	9.3925	0.299	0.479	
Officials	35	100	3,500	5,633	1,686	0.00313	10.959	0.299	0.479	
Marshals	90	70	6,300	10,139	3,034	0.00313	19.721	0.299	0.479	
Radio Crews	35	80	2,800	4,506	1,348	0.00313	8.762	0.299	0.479	
Rescue Recovery	13	150	1,950	3,138	1,526	0.00509	9.919	0.486	0.778	
Competitor Towing to/from event	120	130	15,600	25,106	12,216	0.00509	79.404	0.487	0.779	
Competitor 2nd car to/from event	70	130	9,100	14,645	4,385	0.00313	28.5025	0.299	0.479	
Competitor on Event 2024	120	140	16,800	27,037	18,902	0.00731	122.863	0.699	1.119	
Predicting Competitor Usage	140	300	42,000	67,592	47,255	0.00731	307.020	0.699	1.125	

Using the Motorsport Uk Carbon Calculator

**THE HILLS FORD STAGES MAIN AREAS OF FOCUS  
FOR MANAGING THE ENVIRONMENTAL IMPACT OF THE EVENT**

**Carbon management**

**Noise**

**Energy use**

**Air quality**

**Materials and design**

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**Waste managements**

**Biodiversity and heritage**

**Transport**

**Water use**

**Potential damage to hedges, grassland, woodland and property**

**IDENTIFY THE RISK**

**LISTEN & WORK WITH THE COMMUNITY**

**IMPLEMENT MITIGATING MEASURES & SOLUTIONS**

**BUILD A SAFETY STRAYEGY TO PROTECT AGAINST THESE  
AREAS OF CONCERN**

**MONITOR THE SUCCESS OF THESE MEASURES**

**CONTINUOUSLY RESEARCH BEST PRACTISE SOLUTIONS**



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Fixing an oil spill from a competitor car after the 2024 Hills Ford Stages



## THE HILLS FORD STAGES ENVIRONMENTAL POLICY STATEMENT

The Organisers are fully aware of the environmental concerns that affect all sport and have made a commitment to make the Hills Ford Stages a year on year more sustainable and environmentally responsible event within the Shropshire calendar.

This commitment is reflected in the team's comprehensive approach to sustainability, which encompasses several key areas:

**Waste Management** - The organisers work diligently to ensure that all materials used during events are reused whenever possible and are committed to recycling waste materials and prioritising the use of eco-friendly materials.

This not only reduces waste but also promotes a culture of sustainability within the team.

**Conserving energy** - By carefully monitoring fuel usage and implementing measures, such as online meetings, to reduce fuel consumption and pollution.

### Carbon Footprint monitoring and reduction

- ✓ To build further on the 2024 carbon calculations that monitored the competitors' carbon footprint to now encompass the footprint of officials, volunteers and spectators.
- ✓ Build alternative solutions to non-vital fuel usage in the planning of the rally.

**Community engagement** - The organisers are actively building strong communications with local businesses and educational institutions. From these a genuine understanding of the rally's environmental impact on the local community can be understood and solutions built on.

**Sustainability** - The Hills Ford Stages aims to support local schemes and encourages the use of advanced synthetic or biofuels at the rally by all participants. as leaders in environmentally healthy activities and set an example for other motorsport and wider sports to follow.

**Research** - The Hills Ford Stages aims to stay at the forefront of environmental advances by studying the work of leading companies and collaborating with local universities and national research programmes. to identify the best approaches to environmental conservation and integrate the best practise findings into the rally organisation.

The Hills Ford Stages is committed to making a positive impact on the environment through a combination of sustainable practices, community engagement, and continuous improvement. Having achieved a net zero carbon footprint by the officials during the last event, the aim is for the event to give a 200% return within the next three years. By building on the sustainability award from Motorsport UK the organisers are working to become effective National Environmental Ambassadors of Motorsport



## EDUCATION - Looking to the Future

### **THE FUTURE**

Just as seatbelts and rear-view mirrors originated within motorsport and are now a world-wide norm, other famous innovations originating from motorsport are today used in all motor manufacturing including disc brakes, hybrid energy storage systems, carbon fibre light weight manufacturing materials, aerodynamics and suspension advancements: all leading to a more efficient automobile engine. Studies carried out at UK motorsport events inform the usage of synthetic fuels, fuel cells and ultra fast charging EV's, all of which benefits the wider public.

Motorsport development has also positively impacted sectors such as healthcare, zero emission fridges in supermarkets, and insulation and residential energy storage solutions. In fact, motorsport has been a hotbed of rapid progress, with the UK at the heart of these developments. And yet the perception of some is that motorsport is a fossil fuel burning and dangerous activity, conducted by boy-racers.

Part of our role is to lead the way in educating communities about safe and well run motorsport events. We make sure that we operate to the highest level of safety at all times. We pass people's front doors and gardens, and we have a great opportunity to reshape perception and build an understanding of the value to the community.

### **We aim to Inspire.**

With our collaboration with local universities, colleges and schools we hope to inspire the regions' future engineers, technicians, competitors and supporters. Primary school children are able to see the relevance of their classroom subjects to transport and other motorsport activity that they see during the week of the rally. College and University students get involved with the rally in various capacities, helping them expand their career opportunities.

### **We aim to Develop.**

We are already building a working network between colleges and universities by introducing new opportunities for these establishments within the world of rallying.

We aim to roll out a similar engagement aimed at KS1 and KS2 pupils at Primary and Middle schools.

We are looking to build up our bank of stages so that there are 10+ stages which can be used.

We are continuing to build a relationship with each parish and community along our rally routes.

We are continuing to meet and resolve any challenges involved in planning and running the rally throughout the year by engaging in discussions and continuing to offer support for activities and fund-raising opportunities as well as listen to any concerns or negative views. The key focus is to respect the individual thoughts and views of each person and be aware that the Hills Ford Stages will not appeal to everyone and we will not persuade everyone that we are an environmentally friendly event.

### **We aim to Enhance.**

We continue to do all we can to help local communities gain an understanding of motorsport within the environment.

We continue to develop ways that the Hills Ford Stages can and does bring positive benefits to our local communities.

We continue to listen to the needs of our community and stakeholders to improve and develop everyone's experience of our rally.





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