

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 Dorrington 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.