



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

Impact

- 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 that 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

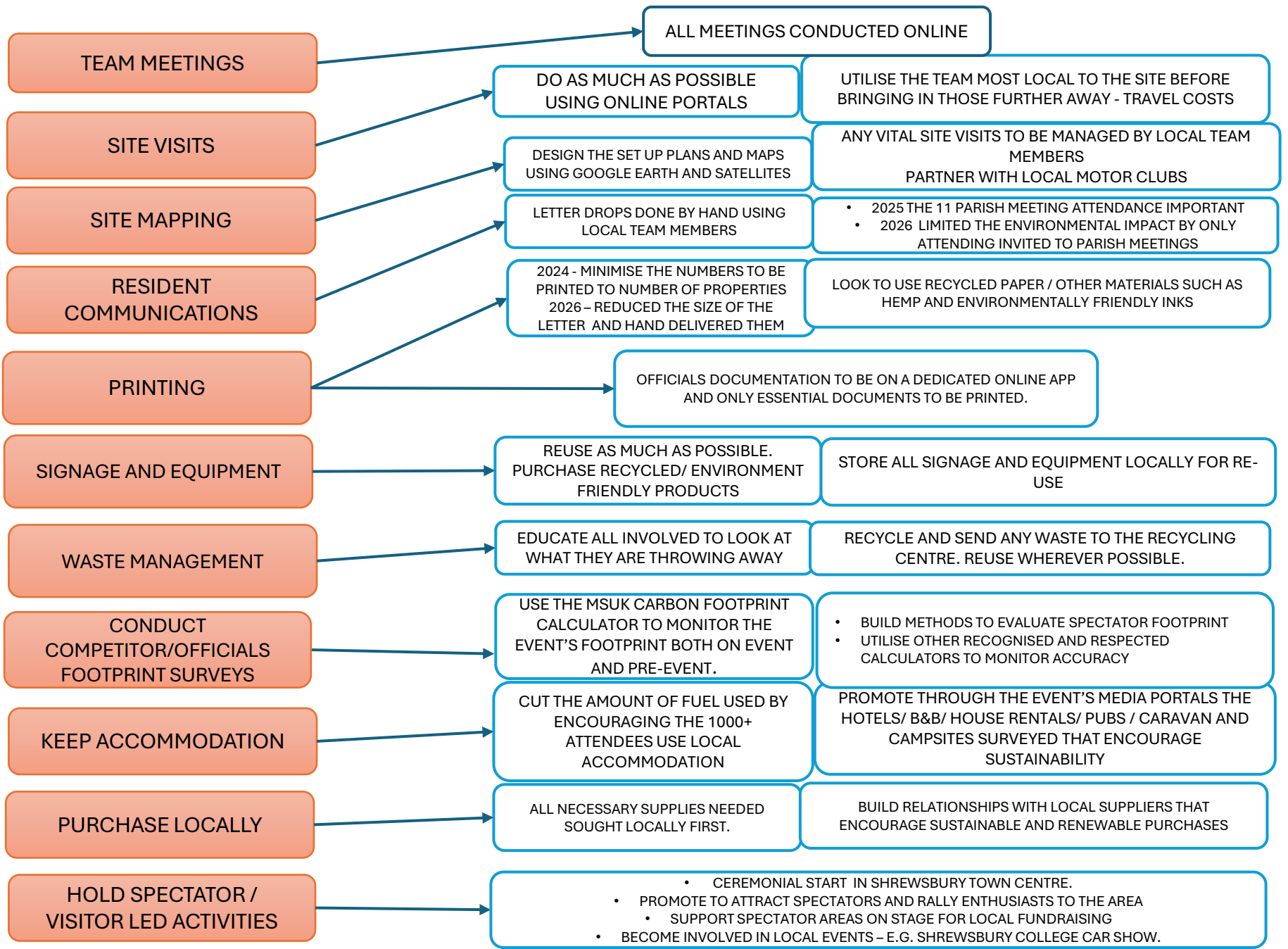
We are developing our rally in areas that have not encountered a closed road rally before and the stages are often based in areas of stunning countryside.

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

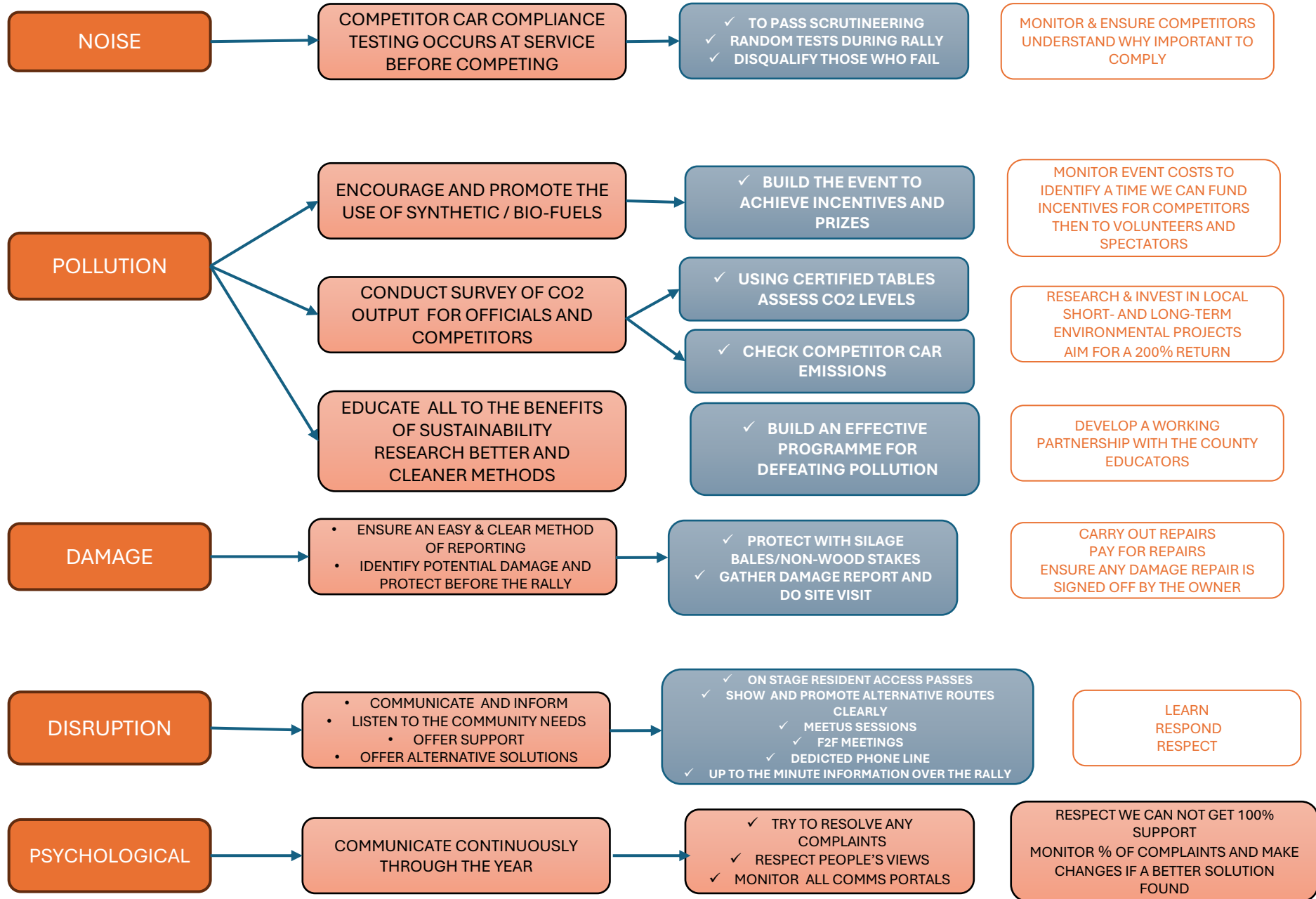


INTERNAL ENVIRONMENTAL IMPACT MANAGEMENT





EXTERNAL ENVIRONMENTAL IMPACT MANAGEMENT



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





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

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

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



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.

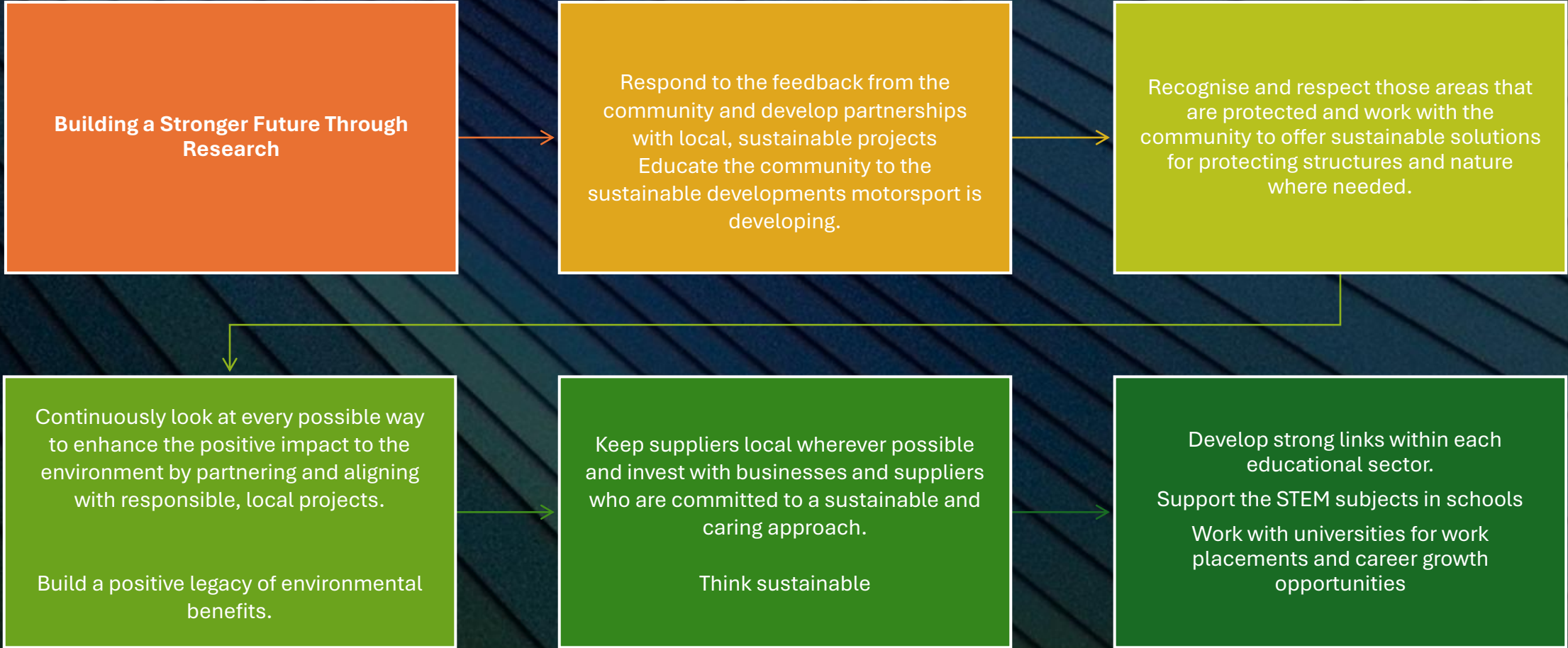
We are continuing to meet and resolve any challenges involved in planning and running the rally throughout the year by engaging in discussions and continuing to offer support for activities and fund-raising opportunities as well as listen to any concerns or negative views. The key focus is to respect 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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