

## Cross Border Speed Championship – End of Season Survey Report

31<sup>st</sup> December 2015

We hope that you have enjoyed the 2015 Season, and are already looking forward to competing in 2016. This is the first season where the XBC has been run by Ronnie MacGregor and Dave Exton, and we set out to bring about improvement, resolve historical problems, and to bring the Championship back in touch with our friendly bunch of competitors. We hope that we have succeeded, but in order to be sure, we ran another on-line survey, the results of which we are using to map out 2016.

You might think that most answers would be predictable, but sometimes this type of information gathering exercise pops up a surprise result, which is really useful when planning. All of this information is of great interest to us as organisers, but is probably of interest to competitors too in letting everyone see how their views align with the majority, so here are the results of our end of season 2015 survey.

### **Participation**

86% of active competitors took part in the survey.

Note that not all respondents completed every question.

**Conclusion:** Enough to be considered valid and representative.

### **Q1 - I have enjoyed the 2015 Championship.**

Positive 93.75%

Neutral 6.25%

Negative 0%

**Conclusion:** We need to aim for 100% Positive !!

### **Q2 - I feel that there has been greater "Community Spirit" this year.**

Positive 80.00%

Neutral 20.00%

Negative 0%

**Conclusion:** We need to make sure that everyone feels that they are part of the XBC.

### **Q3 - I feel more involved this year.**

Positive 70.00%

Neutral 30.00%

Negative 0%

**Conclusion:** Surprising number of Neutrals. Room for improvement ?

### **Q4 - I think that, in general, the Championship has shown improvement this year.**

Positive 90.33%

Neutral 9.68%

Negative 0%

**Conclusion:** We had hoped that this figure would have been nearer 100% but at least there are no negatives, and with this survey we might find out why we have neutrals.

**Q5 - I think that the new Web Site is a worthwhile improvement.**

Positive 100%  
Neutral 0%  
Negative 0%

Conclusion: Interesting that this is the first question with a unanimous response. Certainly makes the countless hours of development work worthwhile.

**Q6 - I think that the new Online Entry System is a worthwhile improvement.**

Positive 93.34%  
Neutral 6.67%  
Negative 0%

Conclusion: A high level of support for what proved to be a very contentious issue with WMC.

**Q7 - Rank in order of priority which of the following areas are most important to you, where "1" is the most important.**

- 1 Accuracy of Events Dates menu
- 2 Regular scoring updates through the season
- 3 Accuracy of Championship Scoring
- 4 Reliable email communication and notification
- 5 Clarity and accuracy of Championship Regulations
- 6 Provision of Championship Results
- 7 Resolution of Championship Queries
- 8 Entries process for October Kames
- 9 Provision of entry list at start of season
- 10 Clarity and scope of Entry Form

Conclusion: Interesting to see that historical event date errors and lack of regular updates now rank higher than the much discussed historical scoring errors.

**Q8 - I am happy with the work of the new organisers.**

Positive 96.78%  
Neutral 3.32%  
Negative 0%

Conclusion: We know that WMC were not happy with many of the changes we made, so it is perhaps a relief that we do not have negatives here.

**Q9 - The number of events is just about right.**

Positive 87.50%  
Neutral 12.50%  
Negative 0%

Conclusion: We increased the events menu significantly, and there seems to be support for this.

**Q10 - The event venues are a good spread and mix.**

Positive 87.50%  
Neutral 12.50%  
Negative 0%

Conclusion: Amazingly, the same response as in Q9 !

**Q11 - York Motor Club have organised a Sprint at Blyton to replace Teesside. We should include this "Far South" event in our XBC Calendar.**

Positive 70.97%

Neutral 25.81%

Negative 3.23%

Conclusion: The first negative response, a fair number of neutrals, but enough positive support to indicate that we should include this event in 2016, and see how it goes.

**Q12 - If we were to add a "Far North" event, rank in order of priority, which venue you would most like to be included, where "1" is the most important to you.**

1 Golspie

2 Boyndie

3 Alford

Conclusion: Interesting to see the order of priority, but a lukewarm response level to this question suggests further consideration is required, and that we should **not include** any of these venues for 2016.

**Q13 - I would like the following event/venue to be considered for inclusion.**

**In no particular order :**

*Prescott*

*Aintree x 3*

*Oulton Park*

*Croft x 3*

*Golspie*

*Fintray*

*Anglesey Spring Sprint*

*Oliver's Mount August event*

Conclusion: Interesting food for thought . . . . .

**Q14 - Rank in order of priority, which events you would endeavour to support if they were on the Calendar, where "1" is the most important to you.**

1 Harewood

2 Barbon

3 Kames

4 Anglesey

5 Oliver's Mount

6 Doune

7 Forrestburn

8 Three Sisters

9 Blyton Park

10 Scammonden

11 Golspie

12 Boyndie

13 Alford

Conclusion: This might be one of the most important set of responses, in terms of turnout and popularity. Might be interesting to compare this list to the actual 2015 turnout.

**Q15 - I am more likely to attend "Double Headers".**

Positive 62.50%

Neutral 25.00%

Negative 12.51%

Conclusion: Looks like a preference for double headers, but that people will still attend one day events. The wording of this question needs to be changed in order to gain clearer insight.

**Q16 - I think the "Overall Championship" should switch to a handicapped method of scoring, so that a car from any class could potentially be the overall winner.**

Positive 43.75%  
Neutral 37.50%  
Negative 18.76%

Conclusion: The greatest spread of opinion so far, on what might prove to be a contentious issue. With merits on both sides of the argument further discussion is clearly required, as it is clear that this should **not change** in 2016.

**Q17 - I would like to see improvement or change as follows :**

**In no particular order :**

*Pre-season hillclimb & sprint training sessions.*

*Pre-season track time.*

*Publicity of the championship and a drive to get new members,*

*Working a handicap system could be controversial and time consuming to administer.*

*No real changes unless we get away from the MSA. And that ain't going to happen, but we can dream!*

*Continue the scholarship program to encourage new/younger competitors.*

*Forum added to the xbc website. To discuss camping, travelling anything involving sprints or the events.*

*More info for new starters.*

*More advertising stickers and flyers to push the cross border to new members.*

Conclusion: There is certainly scope to implement much of this, and some topics have already been discussed.

**Q18 - The Cross Border Championship is important to me.**

Positive 80.64%  
Neutral 16.13%  
Negative 3.23%

Conclusion: Does this mean that nearly 20% of respondents would not be too upset if the XBC ceased to exist ? Or just that there are plenty of other things in life that are more important than a motorsport championship ? Perhaps we need better wording next time around to gain better insight.

**Q19 - I would be keen to see the Championship continue.**

Positive 100%  
Neutral 0%  
Negative 0%

Conclusion: Reassuring to see that we have unanimous support for our efforts in this regard.

**Q20 - I have a strong allegiance to the Cross Border Championship.**

Positive 86.67%  
Neutral 13.33%  
Negative 0%

Conclusion: Another indication of strong support.

**Q21 - I have a strong allegiance to my fellow Competitors.**

Positive 80.00%  
Neutral 20.00%  
Negative 0%

Conclusion: This response is a perfect match to the “Community Spirit” question.

**Q22 - I will continue to support the Championship run under the umbrella of East Ayrshire Car Club.**

Positive	90.32%
Neutral	9.68%
Negative	0%

Conclusion: Thankfully, a strong level of support, without which we could not have continued.

**Q23 I would prefer to collect my 2015 XBC Award and/or celebrate the season :**

At the WMC awards dinner (from WMC personnel)	7.41%
At our own XBC awards dinner (from the XBC organisers)	81.48%
Simply collect at the first event I attend in 2016 (from the XBC organisers)	11.11%

Conclusion: There is a clear preference for our own gathering

**Q24 - If we were to have our own event, I would attend an XBC Awards Dinner if arranged near the English/Scottish Border (M74/M6).**

Positive	77.42%
Neutral	22.58%
Negative	0%

Conclusion: With this level of support we will plan an evening after the WMC event, and before the start of the 2016 season.

**Conclusions**

We are encouraged to have a level of support from our competitors that makes all of the work for the 2015 season worthwhile, and that there is strong support that we should continue.

One of the most useful things here is to be able to see peoples ranked preferences for particular venues. This is really helpful when putting together the season’s calendar, and if this is closely matched to competitors’ wishes then we would hope to see a good turnout.

The most contentious question relates to handicapping the overall championship, and while there is marginal majority support for this, it is clear that much discussion is required before this question surfaces again. For now, this topic is on the back burner.

It is clear that there is scope for further development and improvement, and the responses that we have gathered here are a big help in identifying priorities.

We stepped into the breach for the 2015 season not knowing how much competitor support there would be, and have been pleasantly surprised and encouraged. For the 2016 season, we have had no choice but to seek a new host club, which is another major change. The results of this survey indicate that we do have strong competitor support to move forward. Now we need your help to make this a reality . . . . . with your car . . . . . on the track !!!