



AN INTRODUCTION TO DIAMOND RACES FOR RESIDENTS AND BUSINESSES

Background

This document introduces Diamond Races to the residents of the Isle of Wight and answers all of the early questions which have been raised on the island about our event.

As organisers, we intend to have an open and transparent relationship with everyone and every business on the island and look forward to maintaining an ongoing dialogue from now to the event.

With the tourism and hospitality sectors, the lifeblood of the island's economy, hard hit by the effects of the global pandemic and the longer-term change in population dynamics, there is a need to look to new avenues that will enhance and strengthen the island's economy.

Diamond Races is one such high-profile event which can deliver a much-needed financial return and economic investment at a critical time for the Isle of Wight, while respecting its renowned beauty and tranquillity.

The Diamond Races management team comprises local residents and industry executives with the experience of delivering comparable events including the world-famous Isle of Man TT Races.

The absolute priorities of the management team are:

1. The safety of the public and competitors.
2. The minimum inconvenience to residents and businesses.
3. The maximum benefit to the economy of the Isle of Wight.

Safety

We intend to deliver a safe event for residents, businesses, the competitors and spectators. **Safety is our principal priority.** The event is to be run in accordance with established rules and regulations for Road Racing and will be supervised by suitably experienced officials. The event is subject to all applicable Health & Safety regulations and to the oversight of the local authorities. The race is not open to amateur riders and we anticipate competitors numbering around 35 from the world's top tier.

Care of Residents and Businesses

For those with businesses and/or properties fronting the proposed course or with specific concerns or needs, we will work to develop a personal safety and impact mitigation plan. This collaboration will start early in 2021, so that mitigation measures are in place for the event. We will publish a Resident's Information Pack to include the race procedures, emergency contact numbers and general advice around safe living and working when the roads are closed.

Community Benefits

The areas closest to the Circuit and Race Village have some of the lowest population densities on the Island. However, while low population density helps to make the area a great place to live in, to work and to enjoy the open countryside, the lack of visitors has an economic impact on local facilities and amenities, with pubs and shops struggling to survive financially. This situation is all the more acute as we face possible ongoing pandemic restrictions.

Through attracting new visitors to the island, Diamond Races will generate:

- Support for renewed and innovative road safety campaigns to improve motor-cycle riding standards and to reduce speeding on and around the proposed course. This is achieved through our support to the Leader of the Isle of Wight Council's 3E's approach – **Engage | Educate | Enforce.**
- Boost for the trading volume of pubs, cafes, shops and other retail businesses (Isle of Man businesses can take 40% of their annual turnover during the TT) and we believe that businesses will benefit.
- Boost to transport providers who will see a significant uptake in demand for their services – taxis, buses and other.
- Increased demand for accommodation in and around the area – guest houses, self-catering and other accommodation providers have reported considerable interest even before the event dates have been confirmed.
- Opportunity for residents to rent out their spare rooms, entire houses and/or their drives/or fields for parking. We will support you to do this, if you are interested.
- Opportunity for properties with good view points to host paying guests, or friends and family to watch the racing from your premises. Subject to safety constraints, we can help facilitate this.
- Opportunity, through the Parish Councils, to help financially to deliver projects that would be beneficial to communities and Parishes in the Circuit and Race Village area.

We are aiming to set up a series of local representative committees to better understand the issues and concerns that you may have. If you would like to be involved, please do get in touch through the contacts listed below. We envisage around two residents per Parish, to give us feedback on a regular basis.



Island-wide Benefits

Our focus is on the impact and benefit for immediate local communities, but we have wider island ambitions, including:

- Cash injection to the local economy from catering, hospitality, taxis, shops and pubs, extending to all parts of the Island's economy.
- A new group of visitors: For example, visitors to the Isle of Man TT, spend in excess of £30M annually. For many hotels, shops and businesses this amounts to between 10% and 45% of annual turnover and the event has directly created many hundreds of jobs and supports many more in the wider supply chain.
- Higher spending visitor demographic: For example, visitors to the Isle of Man TT typically spend around £900 per head, which is somewhere between 1.5 and 2 times the average spend per person at other times there.
- Long-term investment: Diamond Races has already been approached by three electrical vehicle manufacturers who are considering the relocation of their production facilities to the Island. They are attracted by the skills available, the expertise in composites manufacturing and the proximity to a global export hub in Southampton, as well as access to London and the South East of England.
- Extend the tourist season into October, which is when it normally slows down.
- Creation of hundreds of jobs directly and of thousands indirectly. These will include extended seasonal hospitality and accommodation service roles.
- Global coverage with the Isle of Wight receiving international brand awareness for events, building on the current but limited awareness of the Island's natural beauty.
- Direct spend in the Island's economy of between £4 to £5 million in build-up and take-down of the event with this benefiting local contractors, transport, construction, fencing, traffic management and all associated trades and skills required for an event on this scale
- The total net contribution to the economy from the Diamond Races is expected to be around £12.5 million.

The Concept

The initial vision of the Diamond Races has its roots in the Isle of Wight. James Kaye, Matt Neal and Paul Sandford are passionate about the Island, two of the three have lived here for many years and know the Island to be a great place to grow up, to work, to live and to visit.

James has a thoroughbred background in motor sport and is a member of the elite British Racing Drivers' Club at Silverstone. He is a multiple champion across several disciplines, competes globally and works with global leaders in motor manufacturing and motor sport.

Paul is a former soldier and digital pioneer with a record in working with international household brands including Barclays, Polo Ralph Lauren, Tesco, Sainsbury's and the Bank of England. He has created hundreds of jobs on the Island by conceiving and delivering the Ascensos operation in Cowes (Ascensos is the customer service face for Wickes, B&Q, Aldi and others).

Matt is a three-time British Touring Car Champion, a long-standing brand ambassador for Honda and a member of the elite British Racing Drivers' Club so now spends his time on his racing and his business.

The Organisers

Race Team: James, Matt and Paul, together with their professional team, have set out a compelling vision to give a significant boost to the Island and its economy through the Diamond Races.

The team includes:

- **Steve Plater** (two-time Isle of Man TT winner, three-times British Champion, eight-times North West 200 winner and World Endurance Champion)
- **Neil Tuxworth** (former Honda Racing Manager under whom Honda won 68 Isle of Man TT titles, and who as a rider is winner of the Ulster and Manx Grand Prix, and has five TT podium finishes)
- **Gary Thompson MBE BEM** (Clerk of the Course for the Isle of Man TT Races and the Classic TT / Manx Grand Prix for the recent ten years).

Delivery Team: James and Paul have created an equally world-class delivery team, including:

- **Dave Seaton** (former FTSE 250 Chairman, CEO and CFO, and currently owner of a major Facilities Management business and advisor to Morphos Capital Partners)
- **William Parry** (former Head of Sponsorship for HSBC, and Head of Marketing to Sir Jackie Stewart's Formula One team)
- **Jeremy Kent** (digital marketing and sponsorship expert whose track record includes Formula 1, World Rally Championships and a number of Olympic Federations).
- **Victoria Low** (a full career locally based media and PR executive with deep knowledge of sport and community engagement)

Diamond Races

We are based on the Island, with a clear objective to establish and deliver a safe and successful annual time-trial format motorcycle road race on the Isle of Wight; where riders start singly at ten-second intervals and race against the clock. It is proposed that the inaugural event will be held in October 2021. The aim is to provide an event that is safe and professionally organised and safe; but is also one that is challenging for the riders, exhilarating and enjoyable for the spectators and economically beneficial for the whole Island.

Diamond Races has the support of the following organisations:



Auto Cycle Union Ltd

**founded
1903**

The Governing Body for motorcycle sport, authorised under the Road Traffic Act 1988 (Motor Racing) (England) Regulations 2017 to grant a race order to organisers who can show that safety criteria are identified and risks addressed.

www.acu.org.uk



ACU Events Ltd

**founded
2006**

The Race Managers, with experience, expertise and a reputation for delivering safe international motorcycle races.

www.acu.org.uk/acu-events



Diamond Races Ltd

**founded 2020 by James Kaye
and Paul Sandford**

The Race Organisers, established to deliver the vision to the benefit of the Isle of Wight.

www.diamondraces.com



diamondraces.com/community



Diamond Races organising team

Race Regulation

Diamond Races will be run under the race regulations stipulated by the sport's governing body, ACU Ltd, by which all public road motorcycle sport in Great Britain (less Northern Ireland) is controlled.

Road Closures

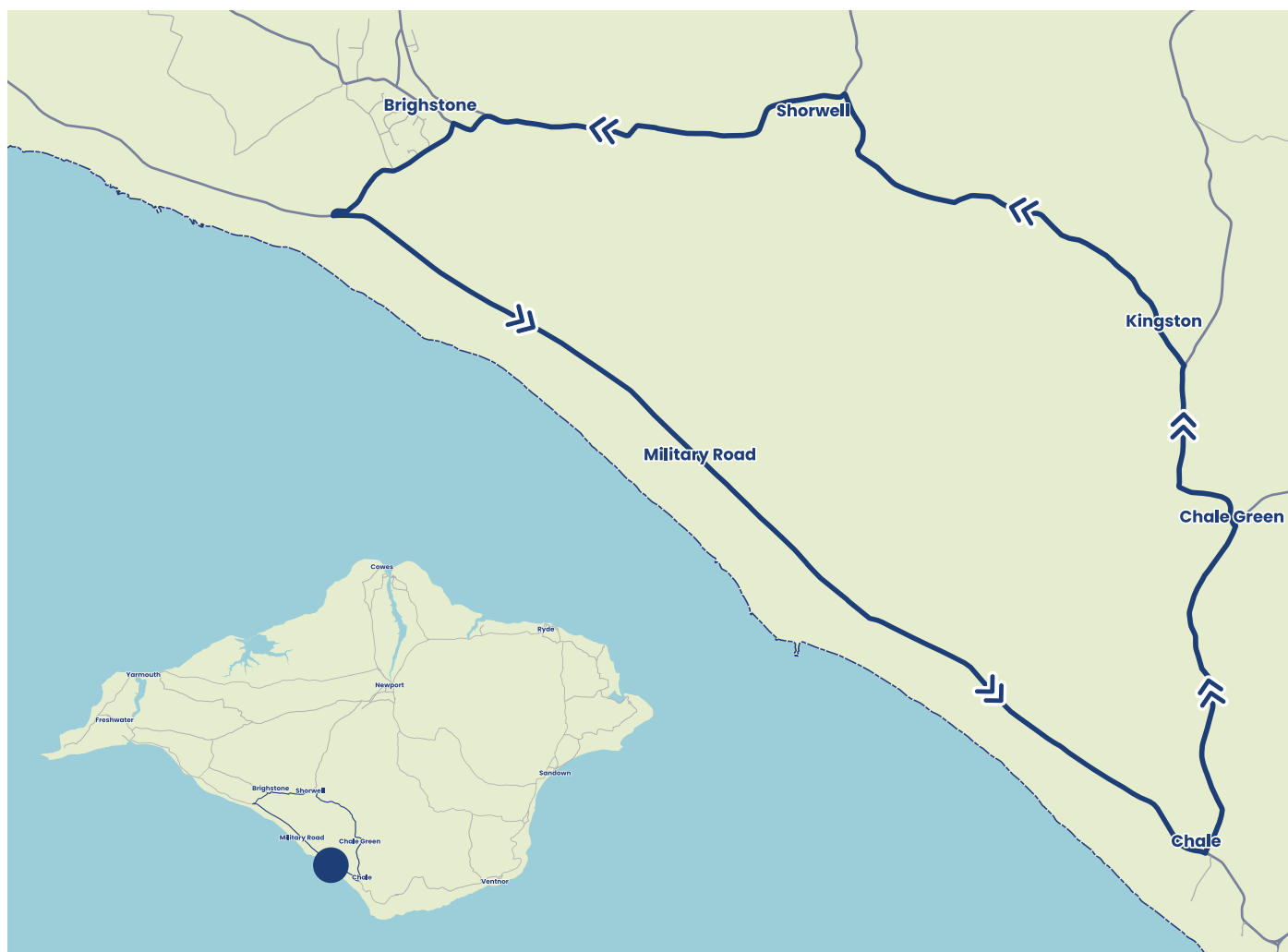
In accordance with UK legislation, ACU Ltd will issue a motor racing permit to Diamond Races. The route for the race can then be designated a race course for the duration of the event and for that purpose it is not a public highway. During the period of closure, the course is controlled by the Clerk of the Course.

Event Funding

The event is to be financed by Diamond Races Ltd. Initially self-financed, Diamond Races is presently raising funds through private investment, sponsors and event revenue. Diamond Races will be commercially self-sufficient, with no funding required or sought from the Isle of Wight Council or Island Roads.

Insurance

ACU Ltd mandates the provision of Public Liability cover to a limit of £40M public liability for each and every loss arising from a racing incident. This cover will be supplemented with event insurance to cover all other eventualities.



Map of the race circuit

Safety of Homes and Properties

Residents will be safe inside their properties during the event and there will be no requirement for you to leave your properties on safety grounds. ACU Events Ltd will ensure that the appropriate race safety equipment is placed around properties before racing commences. This will be undertaken in full consultation with property owners.

Classes of Racing

- **Superbike (with Superstock regulations)** – motorcycles generally derived from standard production models with 1000cc engines.
- **Supersport** – motorcycles that are lighter and less powerful than the Superbike and with a mix of 600cc four-cylinder and 675cc three-cylinder sports-based motorcycles.
- **Lightweight** – twin cylinder 650cc machines derived from middleweight road-going motorcycles adapted for racing.
- **Sidecars (Demonstration event in Year 1)** – machines with purpose-built chassis for open-wheel car racing.
- **Electric Motorcycles (Demonstration event in Year 1)** – these will be run as a demonstration event with the intention of moving to a full race category over time and across all categories as the technology develops.

Electric Motorcycles

We are in dialogue with the Electric Road Race Association (ERRA) which was founded in April 2020. ERRA is keen to support Diamond Races and will hold a demonstration event during the inaugural Diamond Races. We envisage that as the Electric Road Racing scene becomes more established, both the Diamond Races and the ERRA can grow together and the Diamond Races can become the standard-bearer for Electric Road Racing in the UK and Internationally. Further, the Ministry of the Environment is helping to drive the research and development of electric motorcycles for commercial use including racing. We intend to fully incorporate electric motorcycles into our racing schedule in future years.

Competitors

Competitors (numbering around 35) are top tier with considerable skill, talent and experience of racing on closed public roads. They will be invited by the Organisers to compete in the Diamond Races and they will be in possession of the highest level of national competition licence. To ensure we keep safety at the heart of our race, the race will not be open to amateur riders, nor will they be allowed to ride the course without expert supervision.

Road Works

We will need to prepare the highway for road racing and this work will be paid for by Diamond Races. Island Roads will conduct this work under contract from Diamond Races. The works programme will be spread to minimise disruption to residents. Foreseeable works include:

- White road markings – overpaint with non-slip paint.
- Raised kerbstone – paint alternatively black and white to warn riders.
- Manhole covers – replace with non-slip variety/treated with non-slip paint.
- Existing road sign posts – replacement with a ‘click in’ and ‘click out’ types to enable easy removal and replacement.
- Telegraph poles – relocation of one telegraph pole.
- Steel posts along the Military Road – removal.
- Cat’s eyes around the course – removal for the event and their subsequent replacement.

Discussions are underway with the Isle of Wight Council Rights of Way team to look at the footpaths and other rights of way that may need to be temporarily closed during the event.

Island Roads will be conducting this work, much of which will be low impact, and will aim to adopt the shortest window around the race event for removal and replacement.



Image courtesy of Visit Isle of Wight

Highways Users

Local roads are enjoyed by walkers, cyclists and horse riders in addition to motorists. We are in discussion with the Isle of Wight Rights of Way team and local landowners; the aim being to minimise inconvenience and find alternative routes during the event where possible.

Isle of Wight Road-Safety

Diamond Races is briefed on the current issues of excessive speed and noise by motorcycles and some other vehicle types and users, in particular on the Military Road. While these issues pre-date Diamond Races, we have identified an opportunity to work with the Isle of Wight Council and its key partners to implement an innovative roads safety strategy. Our professional riders will help to engage and educate bikers, through Biker Chats and other events to slow down on the roads, to not remove baffle pipes from their exhausts and to ride with courtesy.

One legacy of the Diamond Races will be a new partnership led by the Local Authority, the Police and others to promote better riding and driving standards across the Island and specifically around the Military Road. Initial discussions have commenced and updates will be provided in due course.

Animal Welfare

We want to ensure the safety of domestic pets, horses, alpacas and livestock. There are a number of fields and paddocks around the proposed course and we will engage with landowners to ensure that appropriate arrangements are made for animal welfare. We intend to establish an Animal Welfare Liaison Group, which will work with owners to provide all necessary assistance.



Image courtesy of Visit Isle of Wight



diamondraces.com/community

EVENT MANAGEMENT AND RACE INFORMATION

Race Safety Equipment and Preparations

Race safety equipment will be professionally installed along the proposed race course immediately prior to the motorcycle road race. Roads will remain open whilst the course is being prepared and contractors will be expected to wear appropriate Personal Protective Equipment and have signage displayed and cones set out to give warning to approaching vehicles. The specification and layout of this equipment is mandated by ACU Ltd. The permit to race can be issued only on completion of a course inspection by the official ACU Events Ltd Course Inspector. Diamond Races will pay for the installation and removal/make good costs associated with safety preparation.

Race Control, Paddock and Race Staff

The main race paddock will be located off the Military Road and ACU Events Ltd will provide a fully trained team to run Race Control HQ (where the emergency services will be located). The team will be led by our Clerk of the Course (Gary Thompson) and supported by the Event Safety Officer, a technical team, a medical team, and a marshalling team. The entire course will have 80 marshal posts, to enable line-of-sight marshalling, equipped with the necessary radios and flags to control the race. All necessary safety barriers and equipment will be installed to facilitate a safe race.

Spectator Numbers

Diamond Races is working to a planning figure of between 40,000 and 50,000 tickets for this event. We will produce a Traffic Management Plan to support this event and will comply with the Isle of Wight Act and will limit spectator numbers accordingly. A team of event marshals will be deployed to support the Diamond Races, to ensure the provision of advice and guidance to spectators. We will submit our 'Event Safety and Operational Plan' to the Isle of Wight's Safety Advisory Group for scrutiny, before the Isle of Wight's Cabinet is invited to endorse the event. We will maintain compliance with the Island's requirements around pandemic restrictions in the lead-up to and throughout the event.

Race Format

Competitors will be set off at regular intervals; in pairs during practice and qualifying and singly during each race. Competitors will be required to complete three, four or five laps of the course, depending on the class of motorcycle.

Bad Weather Contingency

It may on occasion, for reasons of inclement weather and unsatisfactory road-surface conditions, be necessary for a delay to be imposed on the day's scheduled activity. Any such delay will be directed by the Clerk of the Course to allow for conditions to improve. Once a decision has been made to delay racing activity, the Clerk of the Course will keep the roads open for as long as possible. The reasons for this are to:

- Minimise the risk of any disruption to the public.
- Minimise the risk of Marshals being positioned unnecessarily on the course in inclement conditions when no racing is taking place;
- Minimise the risk of competitors waiting around the Start Line area for a decision to be made for racing to commence;

The decision to delay the closure of the roads for racing is made as early as possible and will be disseminated via the local radio station and all social media outlets.

Procedure for Closing Roads

Regular announcements will be made on the local radio station to remind the public of road closure timings and regular messages will be disseminated via available social media outlets.

45 mins before the scheduled road closure	<ul style="list-style-type: none"> Marshals will move to their 'first' positions on open roads.
30 mins before	<ul style="list-style-type: none"> All medical assets will take their positions in readiness for roads closing. Course Inspection Car will leave the Paddock and inspect the Course, reporting any areas of concern back to Race Control.
15 mins before	<ul style="list-style-type: none"> Race Control will make an 'All Course' announcement which will notify Marshals that Roads will be closing in 15 minutes. A further announcement is made at 10 minutes, another at 5 minutes and a final one at 2 minutes. At the appointed hour, an All-Course announcement will be made, announcing that the Chale Course is now closed, and no vehicle is allowed access to the Chale Course without the prior consent of Race Control/Clerk of the Course. Any vehicle travelling on the Course just before road closure will be reminded of the road closure time and then at the appointed hour will be waved off the Course by the Marshals at the next available egress point.
Road Closure Active	<p>Once Roads are Closed, Marshals will then carry out the following:</p> <ul style="list-style-type: none"> Remove traffic signs as appropriate. Place barriers and appropriate signage across roads with access to the Course. Check the road surface for oil / other lubricants (causing lack of adhesion) and or other debris. <p>On instruction from Race Control, Marshals will be asked to move around one position to adopt their positions for the practice/qualifying/race schedule and at the same time to conduct the checks listed above within their sector and in doing so report back to Race Control that their sector is ready for practice/qualifying/racing to commence.</p> <p>Once the relevant Chief Sector Marshal is content that his Sector is ready for practice/qualifying/racing to commence, he will also inform Race Control that his sector is ready for practice/qualifying/racing to commence.</p>

The Emergency Services

In the event of a medical emergency, racing will be stopped immediately, and the emergency response prioritised. The motorcycle road race will be conducted under the umbrella of a fully integrated Race Safety Plan developed with the local council, police and other emergency services, which will include two air ambulances and significant additional dedicated medical support (ambulances etc.) positioned around the course.

This activity will be coordinated through the Race Control and there is a specified protocol to facilitate a 999-emergency response to St Mary's Hospital during the periods of road closure, allowing for any emergencies to be dealt with quickly and effectively. The dedicated race medical assets will also respond to any local emergencies during the Diamond Races.



Temporary Facilities

Temporary facilities will be established to support the event (Race Villages), including marquees, grandstands, campsites, washrooms and ablutions, food and beverage vendors etc., which will all be removed immediately after the event. These facilities will be sited at positions to be agreed with landholders and other key stakeholders such as Parish Councils and the authorities responsible for Areas of Outstanding Natural Beauty (AONB) and will have the appropriate levels of security and event Marshals. Our aim will be to minimise local inconvenience.

Bus Services

Bus routes will be affected. We are developing a detailed Traffic Management Plan in consultation with the local bus company and we intend provide additional buses (shuttle buses for people between Yarmouth, Fishbourne, East Cowes and West Cowes and Ryde to the course) to facilitate the smooth movement of people around the Island and to and from the race. The Traffic Management Plan will be submitted to Isle of Wight Council for approval.

Doctors Surgery

We are working with South Wight Medical Practice, to understand the requirements of staff and patients at Brighstone Surgery and more widely across the community to ensure that essential services are maintained through the race programme.

Environmental Considerations

Significant economic investment to the Isle of Wight includes recognition of and promotion of the Island's environmental credentials. The Island is (like the Isle of Man) a UNESCO Biosphere Reserve and we are liaising with the authorities responsible for the AONB to ensure that Diamond Races comes to be a partnership between people and nature in order to preserve the enjoyment of these special areas and to promote sustainable living.

Public Involvement

We wish this to be a whole-Island event and as our event planning develops, a range of voluntary roles will be identified directly supporting the event, some of which will require previous experience and training, and others not. There will also be a smaller number of paid roles in the weeks and months leading up to and during the Diamond Races, which will be skills and experience-dependent.

Sponsorship

We will be supporting the Hampshire and Isle of Wight Air Ambulance and DocBike, which are working to eradicate motorcycle deaths through engagement, injury prevention, education and roadside critical care.

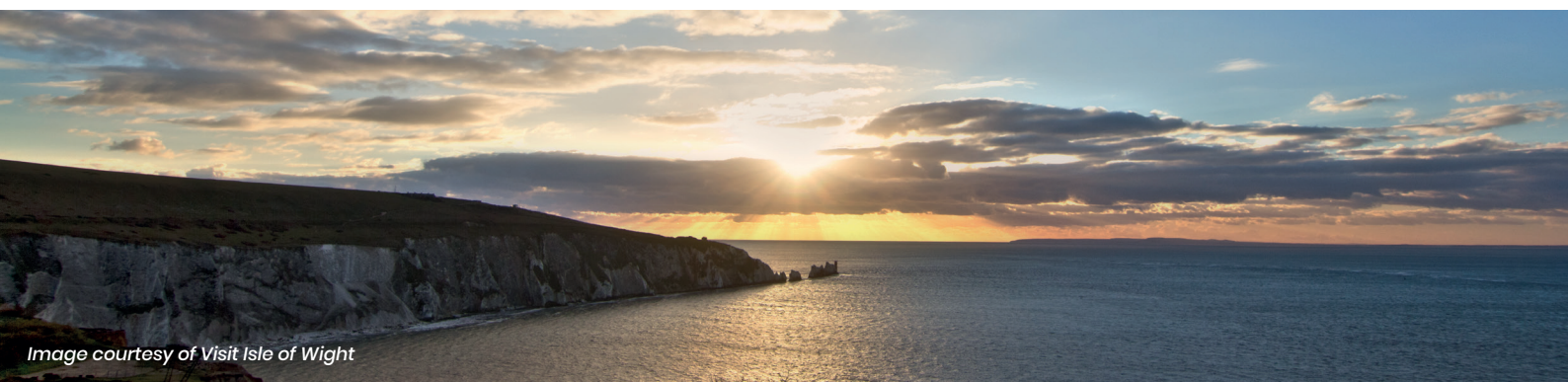


Image courtesy of Visit Isle of Wight

Ongoing Consultation

Parish Councils and Special Interest Groups. Public consultation is essential and we will continue our engagement with Parish Councils, residents, businesses and special interest groups over the coming months. We have endeavoured to address in this document a number of issues that you have already shared with us, and we welcome your continued feedback.

Please come along to meet us at the Parish road show events and do continue to offer your thoughts directly to us at paul@diamondraces.com or james@diamondraces.com

We are creating a dedicated 'Community' page on our website at www.DiamondRaces.com to keep you informed. This will in due course publish a Question & Answer list and fact sheet.

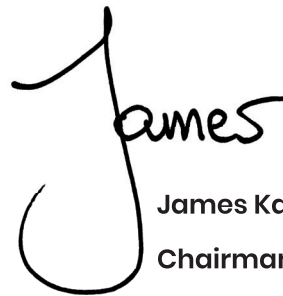
We would appreciate hearing from you by 19th October 2020 and while we intend holding public meetings, these will be contingent on any Health and Safety restrictions in force at the time.

With your cooperation and engagement, we are confident of building a new and tremendously exciting annual event for the Isle of Wight.

Thank you.



Paul Sandford
Chief Executive Officer



James Kaye
Chairman



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diamondraces.com/community