Matrix Planning for 2022

The Context

We still observe a strain on occasions to deliver meetings as published. We all accept that delays will occur, and the care of our riders is the most important consideration. Delays though don't happen every raceday everywhere.

Our class make-up has settled into consistent numbers over the last 2 years this helps us consider the amount of content and the revenue we can predict per meeting.

We also looked at meetings at each circuit and their outcomes over the last 5 years what went well, what hold-overs to Sunday occurred, were there lap-chops - all vs the number of classes we have been fielding at each of those meetings.

Can we reduce content per meeting, ease that strain and still remain viable?

We have to try to predict the level of entry we might expect per meeting per class, without that we can't create a financial plan on which to base the season. Rider numbers can still fluctuate by 5 - 10% meeting by meeting. The Club's turnover is derived each season just from entry and test day fees and this has to cover all the costs of running meetings and our general overheads. The Board (and CEO) is charged with delivering a value for money package for its members but without making any significant losses. Any surplus made is invested back into the Club to benefit riders - things like radios the Dyno, Medical Equipment, vehicles etc.

In recent years our costs have increased, circuit hire charges rise by around 2 to 3% each season. We've added to our medical resources, and we enhanced the support for our Marshalls offering expenses where they camp or caravan providing a support vehicle and equipment.

Any extra money we see from class sponsors we route straight back to riders as prizes it doesn't go to the Club's bottom line.

So if rider numbers can fluctuate as widely as 5 - 10% isn't planning difficult? In a word yes - and this is the same for all operators like us in the sector with the pandemic adding to the potential risk with meetings being cancelled.

We thought rider numbers would suffer when racing resumed – but rider numbers in 2021 surpassed expectations and have put the Club in a good position since we got back to racing in May.

So that's the context - here are the key strands for planning 2022....

Reducing classes per meeting will help ease the burden on all our volunteers and give more of a buffer to cope with delays.

The market has improved, and rider numbers have developed but that must continue for us to be able to reduce the number of classes we take to meetings but still end up with a viable plan.

But grids need to be full-ish if we are dropping content at meetings, with riders who are paying the full entry fee. Grids full of riders running as an extra class can't work with such a plan as the revenues generated are not enough to avoid meetings running at a loss. Hence the changes to grid make-up in the last 2 years with classes running side by side in some cases

Planning principles

The key for 2022 - reduce by one class at all meetings compared to 2021.

Try to increase full paying riders per grid where possible.

Maintain the classes that will run together for the season as 2021

Control the availability of those grid slots through the Online system to ensure numbers are capped and loyal customers get the option to book before others as we have done in the past

Minimal reliance on external guest classes for revenue.

Create a plan that is mindful of the effort of our Marshals and Officials to deliver the plan without the need for adjustment over the weekend.

The details by class....

To run at all 8 Bemsee events:

MRO Powerbikes, MRO 600, Ninja 300 & Seniors, MZ/GPF

To run at 8 rounds inc the Cadwell Sidecar Revival

YPM & Blue Haze

To run at 7 events to inc the Cadwell Sidecar Revival

F1 & F2 Club Sidecars

To run at 7 of 8 Bemsee events: Rookie Minitwins, MRO Minitwins, Thunderbike Sport, Extreme, Ultra, 250 MZ, F400s, Rookie 600, Rookie 1000

2022 Classes by round	Brands Indy 12-13 March	Silverstone National 2-3 April	Snetterton 300 7-8 May	Oulton Park 2-4 June	Cadwell Park 25-26 June	Brands GP 16-17 July	Cadwell Sidecar Revival 6-7 August	Donington National 3-4 September	Brands Indy 1-2 October
Reactive Parts MRO Powerbikes inc Clubman 1000									
MRO 600 inc Clubman 600									
L&W Contractors BMCRC Rookie 600 & R1000									
TEAM GREEN JUNIOR CUP/Senior Ninja Series									
MRO MINITWINS									
DFDS Yamaha Past Masters							YPM		
BMCRC Thunderbike Sport & Rookie Minitwins									
BMCRC Thunderbike Extreme & Ultra									
Illuminate Design BMZRC 250 MZ & Blue Haze GPF							GPF		
BMCRC Formula 400 & Blue Haze GP							GP		
RKB/BMCRC F1 & F2 Sidecars									