



## RACRMC Newsletter June 2023

### Welcome to the Early June Newsletter

The Roger Albert Clark Rally Motor Club are very proud to announce a new Rally for 2024 today.

Below is the published press release:

### All-new stage rally planned for 2024

The UK will have an all-new forest rally in November 2024 after plans were confirmed for the Anglo Caledonian Rally.

Organised by the team behind the Roger Albert Clark Rally, the two-day rally will run in the forests of South West Scotland and the Scottish borders and will be open to all classes of car.

The outline plan for the rally is to cover between 120 and 140 stage miles on Saturday/Sunday 16/17 November after scrutineering and documentation on Friday 15 November.

The new event will use forest stages in Galloway, Dumfries, the Tweed Valley and the Kielder region. It is planned that the Anglo Caledonian Rally will be organised every other year, running in the years when the Roger Albert Clark Rally is not running.

Rally manager Colin Heppenstall said: "I'm pleased to confirm early details for a new event from the Roger Albert Clark Rally Motor Club, which will run on alternate years. It will be for all classes of car and use some of the fabulous forest stages in the region."

New forest rallies are rare in the UK and the Anglo Caledonian Rally is probably the first new multi-day forest rally to join the calendar since the first Roger Albert Clark Rally in 2004.





## Other News

### Roger Albert Clark Rally

The second instalment of £1,500 towards the Entry Fee is due for payment by the end of June, for crews to keep their entry in the event.

We have been able to promote our first two reserves on to the entry list, and the event currently still has a full entry of 180 crews with 10 reserves on the list and we are still getting enquiries weekly for an entry.

80 crews fully paid their entry fee at close of the reduced rate, the draw for 50% of the fee will be made over this coming weekend on Facebook Live.

**Other Press Releases issued:** Press release: Friday 2 June 2023

### Extended media coverage planned for Roger Albert Clark Rally

This year's Roger Albert Clark Rally will feature its biggest media campaign so far in the rally's 15-year history with live streaming of on-stage action and end-of-stage insight and interviews.

The marathon rally will run from 23 to 27 November and covers the forests of England, Scotland and Wales. The 2023 event will be the biggest yet and represents the longest and toughest special stage rally in the UK for more than 30 years. More than 1200 volunteer officials and around 25,000 spectators are expected on the event while the on-line audience is set to run into millions.

There will be several strands to the coverage in November, using the best and most knowledgeable teams in UK rallying. Live and edited TV coverage will be produced by the Special Stage team, using up to three live in-stage cameras and a drone. There will be live coverage each day using multiple camera angles and running for up to two hours each morning and again in the afternoon. Magazine type features and highlight edits will be added across the event.





In 2021, the corresponding programmes reached over 100,000 people and was watched more than 50,000 times. Special Stage now has 283,000 Facebook followers and it's recent highlights programme from the Manx Rally was watched over 415,000 times.

Giving up to the minute insight and expert commentary at the end of stages and service halts will be Matt Cotton, with several live Facebook feeds each day as well as pre-event build up coverage. In 2021, the live feed was watched by over 200,000 people with nearly 15 hours of live coverage across five days. A total of 23 live broadcasts were done, with a total reach of 430,000.

The Roger Albert Clark Rally now has over 25,000 Facebook followers and during the week of the 2021 event the Facebook page had engagements of 442,800 with 75,300 page views. In 2023, the Facebook page will be regularly updated with high-quality images direct from the special stages by the event photographers.

Although the entry list has been full at 180 cars for some time, there is still some space on the reserve list for hopeful competitors. Spectator information and ticketing arrangements will be published towards the end of the summer.

Rally manager Colin Heppenstall said: "As the event continues to grow, we are stepping up our media campaign to a new level. We will have thousands of people out on the rally and hundreds of thousands watching on-line. We want to give them the best coverage we possibly can."

