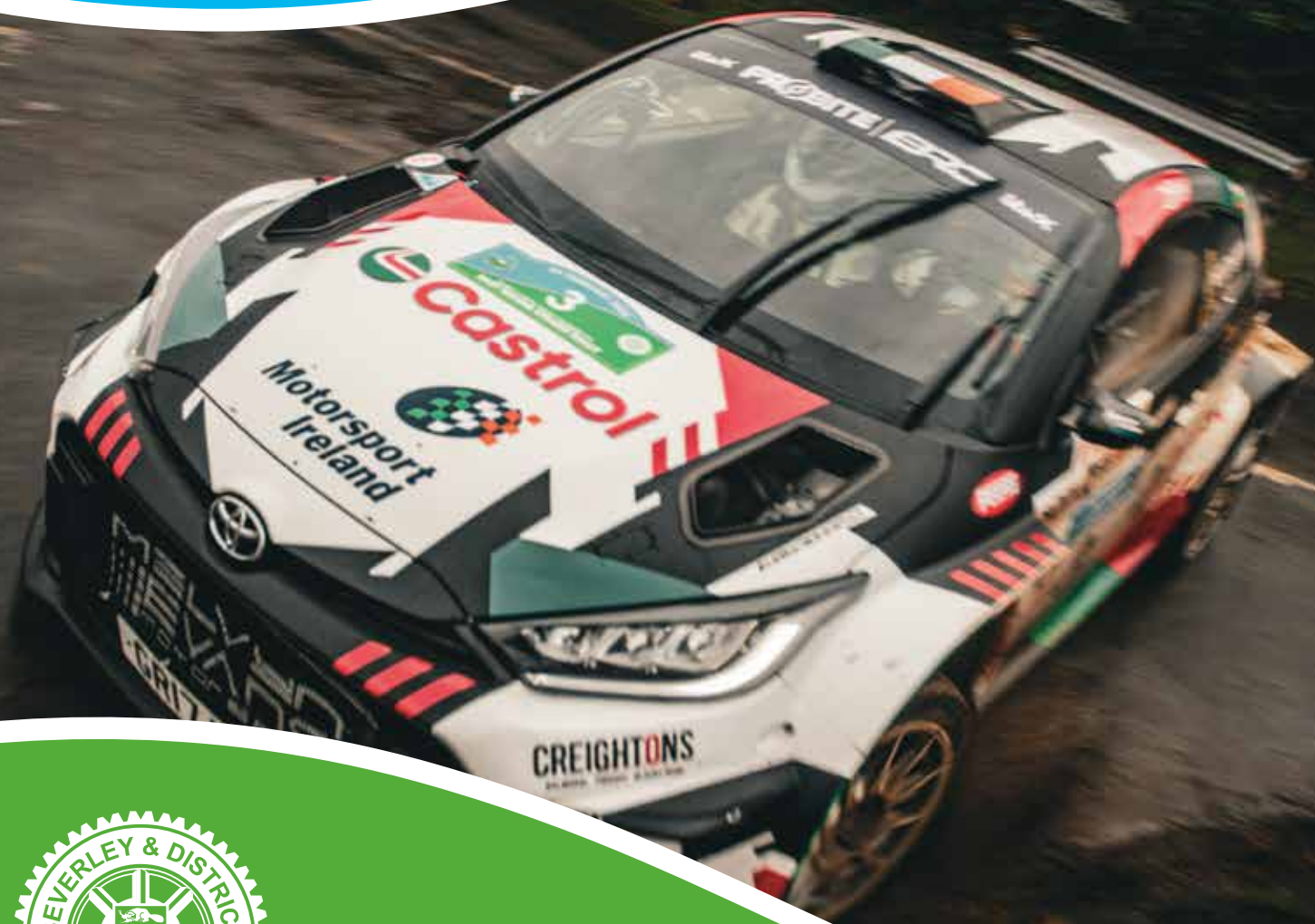


EAST RIDING STAGES RALLY 2026



Rally Guide 1



*Beverley & District
Motor Club Limited*

WWW.BDMC.ORG.UK/EAST-RIDING-STAGES



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EAST RIDING STAGES RALLY



1. Introduction

1.1 Welcome

Welcome to the 2026 East Riding Stages Rally.

Since its debut in 2022, the rally has earned a reputation for fast, challenging stages and the warm welcome provided by Beverley & District Motor Club and the East Riding community. Building on the lessons of previous years, for 2026 the focus is on innovation and sustainability, ensuring the event continues to grow while retaining its friendly, community atmosphere.

This year's rally brings a completely new route to test crews and thrill spectators. The weekend begins on Saturday evening, when competitors are flagged away from the ceremonial start at Beverley's historic North Bar Within. The opening leg features three demanding tests: a new version of the iconic Westwood stage, run twice, alongside the all-new Little Wold and Great Wold stages. With the sun setting at 5:30pm this means, for the first time, we will have stages running in the dark; expect glowing brake discs, fiery exhausts, and lots of headlights. This varied opening sets the tone for a weekend of fresh challenges and top-class competition.

On Sunday morning, the action restarts in the heart of Beverley, with the Saturday Market FanZone providing a lively backdrop as crews head out once more. The route includes four revised stages – Seaton, Rise, Ellerby and Swine – followed by a return to the new-look Westwood, run twice, before those same four new stages are repeated to complete the loop. In total, competitors will face 14 special stages across the weekend. The rally then returns to the FanZone for a ceremonial finish and trophy presentation, ensuring the final celebrations are shared with the fans who have supported the event throughout.

In recent years, the rally has proudly hosted the Prodrive British Rally Championship, the Protyre Motorsport UK Asphalt Rally Championship, and the AS Performance North of England Tarmacadam Rally Championship. This has attracted some of the best drivers in the country, raising the competitive bar while also giving local crews the chance to shine on a national stage.

We are grateful to East Riding of Yorkshire Council, our commercial partners, and the many volunteers whose commitment makes this event possible. Their dedication ensures that the East Riding Stages Rally continues to thrive, bringing top-class rallying to Beverley and the wider region. Above all, we thank the East Riding community, whose support each year helps deliver not only a sporting spectacle but also a celebration of everything that makes this region special.

We look forward to welcoming you to Beverley and the Yorkshire Wolds for a weekend of new stages, fresh challenges, and unforgettable action. The 2026 East Riding Stages Rally promises to be our most exciting edition yet.





1.2 Previous Winners

The East Riding Stages Rally has already attracted some of the best drivers in the UK, whose names now form part of the rally's roll of honour. This reflects the calibre of competition the event delivers.

For competitors, it sets the benchmark of what it takes to win here. For fans, it offers the chance to see national-level champions competing on local roads.

2025	William Creighton / Liam Regan (Ford Fiesta Rally2)
2024	Mark Kelly / Will Atkins (Škoda Fabia R5)
2023	David Henderson / Chris Lees (Ford Fiesta Rally2)
2022	David Henderson / Chris Lees (Ford Fiesta Rally2)

1.3 Sustainability

**We are committed to running motorsport events responsibly.
Sustainability is central to protecting the future of our sport.**

Beverley & District Motor Club is committed to safeguarding the future of the sport by running the East Riding Stages Rally in a way that respects both the environment and the communities that host it. Sustainability underpins every stage of planning and delivery, from reducing waste and encouraging recycling to promoting sustainable travel choices and minimising the impact of our operations.

For competitors, this means compliance with measures such as spill kits, recycling points, and tyre limits. For spectators, it means using bins, reducing single-use plastics, and considering sustainable travel. For residents, it represents a clear commitment to minimise disruption and safeguard local landscapes. For partners and sponsors, it provides assurance that your support is aligned with responsible motorsport.

Since 2022 the rally has worked in partnership with Carbon Positive Motorsport to measure and mitigate its environmental impact. This collaboration ensures that all competitor, organiser, and spectator emissions are balanced through accredited UK-based rewilding projects, delivering real benefits for biodiversity and climate resilience. In 2023, the rally achieved the largest carbon mitigation of any UK rally at the time, balancing over 51 tonnes of CO₂e. Each year the event builds on this foundation, setting new standards for sustainability in British rallying while ensuring the sport can thrive responsibly for future generations.





1.4 Residents

We recognise that hosting a rally has an impact on local people, and our intent is to minimise disruption, safeguard access, and leave a positive impression of motorsport in the region.

For residents, this means advance information delivered directly to homes along the route, a downloadable Residents' Guide, and handbooks for those living on closed sections of road. A dedicated page at www.bdmc.org.uk/residents will provide easy access to key details, including road closure times, contact information, and updates across the weekend.

Resident Liaison Officers will be available throughout the rally to answer questions and assist with access needs. Emergency access is safeguarded at all times, with contingency plans agreed in advance with local services. Road closures will be clearly signposted, and updates will also be shared via the rally website and Facebook page, so residents can get the latest information quickly.

We greatly value the patience and cooperation of local people, and we aim in return to show that the rally is run responsibly, with full consideration for the community.

1.5 Spectators

Our goal is to make the rally safe, enjoyable, and welcoming, while also protecting the communities and countryside that host it.

For spectators, this means following the guidelines we set out here. Respect for local residents is essential, as we rely on the goodwill of the community to make the rally possible. By acting responsibly and driving considerately, you can help ensure the event remains welcome in the East Riding of Yorkshire.

The event has been planned so that everyone can experience the action in a safe and responsible way. Marshals will be on hand at all times to guide you, answer questions, and ensure access is managed smoothly. Spectator maps and guidance will be published in advance, and up-to-date information will be available throughout the event on the rally website www.bdmc.org.uk and on our Facebook page facebook.com/EastRidingStages

We encourage spectators to support our environmental commitments by car-sharing or using public transport where possible, and by walking into stages where safe and practical. Please make use of recycling bins provided at viewing areas, avoid single-use plastics, and take all litter home if bins are full. When travelling to stages, please park only in the areas provided, and avoid blocking gateways or driveways. Small steps like these make a big difference in protecting the countryside that hosts our rally.





1.6 Competitors

Our goal is to deliver a rally that is challenging, fair, and rewarding, while also upholding the highest standards of safety, professionalism, and respect for the communities that make the event possible.

For competitors, this means varied and demanding stages, supported by clear regulations, a well-managed Service Park, and practical tools to help you prepare for the event. All official information, including regulations, bulletins, and updates, will be shared in advance through the Sportity app.

Sustainability underpins every aspect of the rally. Crews play their part by meeting environmental requirements in the Service Park, by driving responsibly on public roads, respecting speed limits, minimising noise, and treating residents and marshals with courtesy.

By driving with professionalism and respect, competitors not only set the standard for closed-road rallying but also strengthen the relationship between the sport and the community that makes it possible. We are proud to provide a stage where your talent can shine and where rallying is welcomed in the East Riding.

1.7 Marshals and Volunteers

The rally could not take place without the dedication of marshals and volunteers, whose efforts ensure the event runs safely, smoothly, and in line with the highest standards of motorsport.

Our intent is to provide clear guidance, proper support, and recognition for the vital role they play.

For marshals and volunteers, this means being fully briefed and supported, with access to handbooks, training where required, and a dedicated signing-on process. Practical information about duties, locations, and timings is provided in advance, with updates available through the Sportity app and Stage Commanders.

Roles range from managing spectator areas and time controls, or helping in the FanZone, to providing safety cover on the stages and helping residents with access. Anyone wishing to volunteer can find information at www.bdmc.org.uk/marshals or register to marshal at www.rallystageteam.co.uk

We ask all volunteers to uphold the rally's values of safety, respect, and environmental responsibility, whether that is guiding spectators to recycling points, monitoring parking, or helping keep stages safe and clear. In return, the rally aims to provide a rewarding experience, practical support during duties, and the appreciation of the entire rally community.





1.8 Sponsors and Partners

Our ambition is to build partnerships that add value not just to the rally, but also to the wider community and region.

Sponsors and partners are vital in helping us raise standards and invest in the event, while also demonstrating how motorsport can align with sustainability and community values.

For sponsors and partners, this means high-profile visibility alongside an event with a strong reputation for safety, professionalism, and environmental leadership. It also means opportunities to connect with spectators, residents, and competitors in meaningful ways, from supporting community initiatives to showcasing local produce and services through hospitality. By joining us, you are helping to ensure that the East Riding Stages Rally continues to grow as a positive example of responsible motorsport.

To find out how you can get involved, please contact our Sponsorship Manager, Richard Vincent via ersr@bdmc.org.uk





2. Organisation Contact Details

The East Riding Stages Rally is organised and run by Beverley & District Motor Club Limited, a volunteer-led organisation that has proudly promoted motorsport in the region for more than 75 years.

Whether you are a competitor, a local resident, a visiting spectator, or part of the rally team, the following contacts will help you find the information you need.

2.1 Permanent Contact Details

www.bdmc.org.uk

ersr@bdmc.org.uk

facebook.com/EastRidingStages

Rally Officials:

Clerk of the Course
Secretary of the Meeting
Entries Secretary
Chief Marshal
Sponsorship Manager

Matthew Atkinson
Nick Middleton
Andrea Atkinson
Jon Binns
Richard Vincent

2.2. Rally HQ Contact Details

Rally HQ will be based at Beverley Racecourse and opens at 17:00 on Friday 20 February 2026. This will be the central hub for the rally throughout the weekend.

Rally HQ
Beverley Racecourse
York Rd, Beverley HU17 8QZ
///rider.tonal.mountains

Competitors will find official notices and documents on the [Sportity app](#) which provides quick access to rally updates.





2.3 Media Contact Details

The rally welcomes media representatives to help share the excitement of the event.

Accreditation is required for safety reasons and to manage access to the stages.

Media Accreditation forms will be available at www.bdmc.org.uk/media from 1st December 2025. Please complete the form and return it to the Media Officer, Peter Scherer.

Event Publicity Officer
Media Officer

Cat Lund
Peter Scherer





3. Programme and Critical Deadlines

The rally takes many months of planning. Below is a timeline that shows the key dates for competitors, media, and local stakeholders.

This schedule also helps residents and visitors understand when roads may be busier and when road closures will be in place. The ceremonial start, FanZone activities, and finish ceremony are open to the public, and timings are included here so everyone can plan ahead.

3.1 Schedule Before the Rally

October 2025		
Publication of Rally Guide 1		www.bdmc.org.uk
1 December 2025		
Media Accreditation opens		www.bdmc.org.uk/media
25 December 2025		
Publication of Regulations		www.bdmc.org.uk
Digital noticeboard available		Sportity
21 January 2026		
Entries open	09:00	www.rallies.info
25 January 2026		
Early closing date for entries	15:00	
6 February 2026		
Publication of entry list		www.rallies.info
All service area requests must reach the organiser		
13 February 2026		
Publication of Final Instructions and Service Park layout	18:00	Sportity





3.2 Schedule during the rally

Friday 20 February 2026		
Rally HQ Opens, collection of road books and tracker app	17:00	Beverley Racecourse ///rider.tonal.mountains
Reconnaissance of SS1-SS4 only	17:00-20:00	
Saturday 21 February 2026		
Service Park Opens	08:00	Bishop Burton College
Reconnaissance	09:00-17:00	
Roads Close	15:00	
Ceremonial Start	18:00	North Bar Within, Beverley
Leg 1 SS1-SS4	From 18:00	
End of Day 1	From 19:45	
Sunday 22 February 2026		
Roads Close	06:00	
Day 2 - Ceremonial Restart	08:00	Beverley Saturday Market FanZone
Service	From 11:30	Bishop Burton College
Finish of Rally Podium and Prize giving	From 15:00	Beverley Saturday Market FanZone





3.3 Provisional Rally Itinerary

Saturday 21 February 2026						
Control	Location	Stage Distance	Road Distance	Target Time	First Car	Last Car
MTC0	School Lane				17:45	20:25
TC0A	North Bar		0.60	00:15	18:00	20:40
SSA1			0.50	00:10	18:10	20:50
SSS1	Westwood				18:15	20:55
SSF1		1.47		00:03	18:16	20:56
SSA2			4.15	00:13	18:29	21:05
SSS2	Westwood				18:35	21:11
SSF2		1.47		00:03	18:36	21:12
SSA3			10.85	00:24	19:00	21:33
SSS3	Little Wold				19:03	21:36
SSF3		3.35		00:07	19:05	21:38
SSA4			2.80	00:09	19:14	21:44
SSS4	Great Wold				19:20	21:50
SSF4		11.47		00:23	19:29	21:59
Loop Total		17.76	18.90			



Beverley & District Motor Club

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Sunday 22 February 2026						
Control	Location	Stage Distance	Road Distance	Target Time	First Car	Last Car
MTC4	School Lane				08:10	10:40
TC4A	FanZone		0.50	00:30	08:40	11:20
SSA5			15.53	00:37	09:17	11:47
SSS5	Seaton				09:20	11:50
SSF5		7.00		00:14	09:25	11:55
SSA6			1.34	00:10	09:35	12:02
SSS6	Rise				09:43	12:10
SSF6		3.37		00:07	09:45	12:12
SSA7			7.14	00:18	10:03	12:27
SSS7	Ellerby				10:08	12:32
SSF7		7.54		00:15	10:14	12:38
SSA8			3.84	00:15	10:29	12:50
SSS8	Swine				10:36	12:57
SSF8		7.95		00:16	10:42	13:03
TC8A	Kings Head		4.90	00:16	10:58	13:19
TC8B	FanZone		0.10	00:08	11:06	13:27
SSA9			0.31	00:07	11:13	13:31
SSS9	Westwood			00:03	11:20	13:38
SSF9		1.47		00:03	11:21	13:39
SSA10			4.15	00:13	11:34	13:50
SSS10	Westwood			00:06	11:40	13:56
SSF10		1.47		00:03	11:41	13:57
MTC10	Service In		1.85	00:10	11:51	14:12
Loop Total		28.80	39.66			
TC10A	Service Out		0.50	00:45	12:36	14:54
SSA11			19.90	00:48	13:24	15:37
SSS11	Seaton			00:03	13:29	15:42
SSF11		7.00		00:14	13:34	15:47
SSA12			1.34	00:10	13:44	15:54
SSS12	Rise			00:03	13:52	16:02
SSF12		3.37		00:07	13:54	16:04
SSA13			7.14	00:18	14:12	16:20
SSS13	Ellerby			00:03	14:17	16:25
SSF13		7.54		00:15	14:23	16:31
SSA14			3.84	00:15	14:38	16:43
SSS14	Swine			00:03	14:45	16:50
SSF14		7.95		00:16	14:51	16:56
TC14A	Market Cross		4.10	00:16	15:07	17:12
MTC14	Ladygate		0.10	00:30	15:37	17:42
Loop Total		25.86	36.92			
Grand Totals		72.42	95.48			





4. Entry details

The 2026 East Riding Stages Rally is proud to count towards these championships, meaning the event attracts a strong and varied entry. For spectators, this means you will see some of the best drivers in the country competing alongside local and regional crews, creating a mix of talent that ensures close competition.

4.1 Championships for which the Rally Counts

Protyre Motorsport UK Asphalt Rally Championship

The leading national tarmac rally series.

AS Performance North of England Tarmacadam Rally Championship

A key regional series drawing entries from across the north.

4.2 Criteria for Acceptance of Entries

Entries are welcomed from national and overseas competitors.

To compete, crews must be members of Beverley & District Motor Club or of a club affiliated with one of the following regional associations:

Association of Northern Car Clubs (ANCC)

Association of North East and Cumbria Car Clubs (ANECCC)

Association of North-Western Car Clubs (ANWCC)

East Midlands Association of Motor Clubs (EMAMC)

Overseas crews may obtain membership of Beverley & District Motor Club, available online at www.bdmc.org.uk/join-us

The entry process is managed fairly and transparently. Registration of interest can be made online, and full details will be published in the event regulations on Thursday 25 December 2025 at www.bdmc.org.uk/east-riding-stages

For residents and spectators, the publication of the entry list is the first chance to see which drivers and cars will be competing, often sparking local interest and anticipation ahead of rally weekend.





5. Service Park

The Service Park – the central base where rally crews maintain their cars between stages – will once again be hosted by Bishop Burton College.

For local residents, please be aware that the area around Bishop Burton College will be busier than usual, with additional traffic management in place to keep disruption to a minimum.

5.1 Location

The Service Park will be at Bishop Burton College.

Bishop Burton College,
York Rd, Bishop Burton,
Beverley HU17 8QG

There will be designated areas reserved for Competitors according to their Championship. We urge all competitors who wish to make arrangements for joint servicing to contact our Service Park management as early as possible.

5.2 Service Park Access

Access to the service park will be from 17:00 on Friday 20 February.

The final Service Park layout will be published in the Final Instructions via the digital notice board on Sportity.

5.3 Environmental Standards in the Service Park

Environmental standards are a key part of how the Service Park is managed.

Recycling points for plastics, cans, paper, tyres, and oils will be clearly marked, and all teams are required to use ground sheets and spill trays when working on their cars. Waste fluids, filters, and other materials must be disposed of at the designated collection points. Catering partners are encouraged to use recyclable or biodegradable packaging, and food waste bins will also be provided. Compliance with these measures will be checked throughout the event, helping us maintain a clean, professional Service Park that reflects both the high standards of the rally and our commitment to protecting the local environment.





6. Two Way Radio

Some residents may notice temporary radio masts during the weekend.

These are installed with permission from the landowner and are licensed and used only for safety purposes.

Spectators and residents should note that the radio safety channels used by the rally are restricted to accredited officials. Attempting to access or interfere with these channels is both unsafe and illegal. For those wishing to follow the rally, live updates will be available through the official event website and social media.

Competitors and media crews should note that in the UK, most professional two-way radios require an Ofcom licence, although low-powered consumer radios may be used without one if they meet technical standards.

Full details and guidance can be found [here](#).
Devices that do not require a licence are listed [here](#).

7. Fuel and Tyres

Rally cars require specialist fuel and tyres, and strict procedures are in place to manage both safely and responsibly.

These measures are designed not only to protect competitors but also to reassure residents and visitors that the rally operates to the highest environmental and safety standards.

7.1 Tyres

Tyres must be road legal during the event. The maximum number of tyres for the event will be 12 prior to Sunday lunchtime service, with a further 2 tyres being available for the afternoon loop as the event will have completed over 45 miles by this service. See NCR 13.16.7.11. Tyre suppliers will be present in the Service Park.





7.2 Refuelling

All refuelling for competition vehicles will take place in a dedicated refuelling zone within the Service Park. There will be trained personnel and equipment on hand to prevent spills and protect the environment. By confining fuel handling to controlled locations, we minimise risk and protect the local environment.

Competitors may use their own fuel in the self-refuelling area. There will also be time incorporated into road sections to permit access to pump fuel en route. For further information please refer to the Final Instructions via the digital notice board on Sportivity.

8. Import of Vehicles and Spare Parts

Overseas competitors bringing cars or equipment to the UK should refer to www.gov.uk for more information.

9. Helicopters

Any crews or guests intending to operate helicopters must contact the Secretary of the Meeting in advance.

Helicopter activity during the rally will be carefully managed, and all operations must be authorised in advance. This ensures the safety of crews and spectators while also keeping disruption to local residents to an absolute minimum.





10. Hospitality Arrangements

Hospitality at the East Riding Stages Rally is about being part of the event and sharing in the atmosphere of one of the region's biggest sporting weekend

s. It provides a chance for sponsors, partners, and guests to experience the rally up close while enjoying the best of local food, drink, and hospitality.

Our approach is rooted in working with local businesses and suppliers, ensuring that the rally not only delivers memorable experiences for those attending but also generates real economic benefits for the community. Visitors to the rally spend on accommodation, dining, and local attractions, helping to support jobs and showcase the East Riding as a welcoming destination.

Hospitality opportunities may include access to exclusive viewing areas, reserved spaces in the FanZone, and informal opportunities to meet competitors. These experiences create a stronger connection with the rally and demonstrate the value of supporting an event that brings both sporting prestige and positive impact to the region.

Where possible, we prioritise working with sustainable partners and suppliers who share our values, so that hospitality reflects the same responsibility and care for the environment as the rally itself.

Full details will be confirmed closer to the event and shared on the rally website. Local businesses interested in contributing through catering or supply, and potential sponsors who would like to explore ways of getting involved, are warmly encouraged to contact our Sponsorship Manager, Richard Vincent via ersr@bdmc.org.uk





11. Accommodation & Travel

You are strongly encouraged to book accommodation early, as demand in Beverley and nearby towns is high during rally weekend.

Options include hotels, guesthouses, and many excellent camping and caravan sites across the East Riding, which remain a popular choice for motorsport fans.

For those travelling into Beverley, train and bus links provide convenient options, and once in the town centre most key rally locations, including the Westwood Super Special Stage, are within easy walking distance. Parking information and recommended locations will be shared in the official Spectator Guide, helping visitors plan their journeys in advance. Lift-sharing is also encouraged to help reduce congestion. Clear parking guidance also helps protect residential areas, easing pressure on local streets during the rally weekend.

Residents should be aware that main routes into Beverley are likely to be busier than usual, particularly on Saturday afternoon and Sunday morning, so allowing extra time for travel is advised. We thank the community for their patience and cooperation.

To support our sustainability commitments, we encourage all visitors to consider low-impact travel options where possible, including public transport, cycling, or walking into Beverley and the FanZone.

11.1 Accommodation

A list of accommodation providers is available via www.bdmc.org.uk/east-riding-stages and at [Visit East Yorkshire](#) [Visit Hull and East Yorkshire](#)

11.2 Airports

There are two regional airports that serve the rally.

Humberside – 25 miles - [Humberside Airport](#)

Leeds Bradford – 65 miles - [Leeds Bradford Airport](#)

11.3 Ferries

P&O Ferries operate [Ferries from Rotterdam to Hull](#)





12. Reconnaissance

Reconnaissance is the opportunity for crews to drive through each rally stage at low speed before the competition begins.

It allows drivers and co-drivers to make pace notes, which describe the corners, gradients, and surface conditions they will face at speed during the rally itself.

Reconnaissance is not a competitive part of the rally. Crews are limited to low speeds and will not be driving at full pace. This means you will not see the action and spectacle of rallying during recce, but it is a vital safety exercise that helps ensure the competition runs smoothly once the rally begins.

Reconnaissance must be carried out with full regard to our environmental standards. Competitors are expected to drive considerately at all times, keeping speeds low and avoiding damage to verges, farmland, and property. Respecting the rural communities and landscapes that host our stages is essential to the long-term future of the rally.

12.1 Competitor Information

Crews will be given the opportunity to reconnoitre the route as follows:

Friday 20 February 2026

Reconnaissance for the Saturday evening stages is permitted on Friday from 17:00 to 20:00.

Saturday 21 February 2026

Reconnaissance for all stages is permitted on Saturday from 09:00 to 17:00.

Crews may not exceed 40mph on stage routes, and must obey lower speed limits where displayed. Speed limits will be strictly enforced via the mandatory Sportstrax tracking app.

12.2 Reconnaissance Monitoring

Residents may notice increased traffic from competitors driving along the stage routes.

Speeds during reconnaissance are strictly limited to a maximum of 40mph on the stages and are monitored via tracking devices. We thank the local community for their understanding and cooperation and we remind all crews that considerate driving is essential to maintaining this privilege.





13. Scrutineering, Sealing and Marking

Scrutineering will take place at Bishop Burton College, and ensures that all vehicles meet safety and technical standards before the rally begins.

While Scrutineering is not open to the public, residents around Bishop Burton College may notice competition cars travelling to and from the venue during the allocated period.

We will advise crews of their scrutineering time before the event; the crews themselves do not need to be present.

14. Shakedown

There will be no pre-event shakedown stage.





15. Start of the Rally

Spectators are welcomed to the Ceremonial Start of the rally, which will take place at North Bar Within in Beverley from 18:00 on Saturday 21 February 2026.

The Ceremonial Start is designed to be a celebration of both the rally and the town of Beverley. Those attending are encouraged to arrive early to enjoy the build-up and soak in the atmosphere around Beverley's landmark gateway. The surrounding streets will be closed to traffic for the duration of the ceremony, with diversions clearly signposted to help residents and visitors plan their journeys.

Once the crews have been flagged away, the action begins immediately with two Spectator Superspecial Stages on Beverley Westwood – offering fans a first chance to see the cars at speed in a safe, accessible setting.

The rally continues on Sunday morning, with the rally restart for Day 2 taking place in the FanZone in Beverley Saturday Market on Sunday 22 February 2026 from 08:30.

16. Finish Procedure

The Ceremonial Finish of the East Riding Stages Rally will take place at the Saturday Market FanZone in Beverley on Sunday 22 February from 15:00.

Spectators and residents can enjoy live commentary and music as the cars return, creating a welcoming atmosphere for fans and families and bringing the weekend to a close in the heart of the community.

As results are confirmed, the rally concludes with the awards presentation ceremony, where competitors will drive over the finish line into the FanZone parc exposé area, giving spectators the chance to celebrate with the crews. Our intention is to ensure that every competitor who has completed the rally receives the appreciation they deserve.

As the trophies are presented and the final applause rings out across Saturday Market, the rally becomes a shared celebration for everyone. Whether you're a long-time fan or experiencing the sport for the first time, we invite you to join us to celebrate the achievements of the crews and to enjoy the atmosphere that makes this event truly special.





17. PR Activities

Community engagement is at the heart of the East Riding Stages Rally.

On rally weekend, the ceremonial start at North Bar Within and the FanZone are where the rally and the community come together.

Beyond the event weekend, our PR programme extends into schools, community organisations, and volunteering opportunities, helping to ensure the rally leaves a positive and lasting impact.

17.1 The Ceremonial Start and Spectator SuperSpecial Stage

The ceremonial start at Beverley's historic North Bar Within is one of the highlights of the rally weekend.

Crews are introduced to the crowd before setting off for the opening stages, with Beverley town centre providing a uniquely atmospheric backdrop. It is a moment of pride for residents to see their town at the heart of a major sporting occasion, while visitors enjoy a truly distinctive start to their rally experience.

Immediately afterwards, the Spectator SuperSpecial Stage on Beverley Westwood delivers fast-paced action just a short walk from the town centre. Every car taking part in the rally passes through, giving fans the chance to see the full entry list up close in a safe and accessible environment.

Together, the pageantry in the town and the competition on the Westwood make Saturday evening an unmissable feature of the rally. For local businesses and community groups, there is the opportunity to be part of the occasion through displays or performances, so to get involved, please contact the Event Publicity Officer.





17.2 The FanZone and Finish Ceremony

Set in Beverley's picturesque Saturday Market, the FanZone is the beating heart of the rally.

It is designed to make the event accessible and welcoming for everyone, giving residents, visitors, and competitors a shared space to come together, get close to the cars and crews, and enjoy the buzz of the weekend.

With live commentary and results relayed throughout the rally, and the action from the stages shown on a big screen, it is easy for fans to follow every twist and turn, before the rally weekend concludes, with the finish ceremony and trophy presentations bringing the whole rally community together to applaud the achievements of every crew.

The FanZone provides a platform for local groups to showcase their work, from schools and community organisations to charities. For 2026 we want to expand these opportunities further, inviting more groups to take part and be part of the celebration. Any organisation interested in taking part is warmly encouraged to contact the Event Publicity Officer – we'd be delighted to hear from you.

17.3 Community Fund

We want the rally to leave a lasting positive legacy in the East Riding.

The East Riding Stages Rally Community Fund is supported by donations from sponsors, competitors, and fundraising activities during the rally weekend. In 2025, the fund helped projects across the region thanks to the generosity of the rally community.

This included donations of £1,000 to Yorkshire Air Ambulance and Dove House Hospice, and funding the installation of a public defibrillator in Beverley. Support was also given to restore the Swine village church clock, and to replace windows at the village hall for Seaton and Sigglesthorne.

Applications to the Community Fund are welcomed from groups along the rally route. Details and forms are available at www.bdmc.org.uk/east-riding-stages or by contacting ersr@bdmc.org.uk





17.4 Schools and Education

We believe motorsport can inspire the next generation.

That is why the rally is developing an outreach programme with local schools, introducing young people to rallying in a positive way – explaining how the event works, highlighting the importance of safety and sustainability, and showing the wide range of skills involved in running it.

Through classroom resources, school visits, and opportunities to meet competitors and volunteers, pupils can discover the teamwork, preparation, and community effort that make the rally possible. These activities connect lessons in science, technology, engineering, and maths with real-world applications, helping to bring learning to life.

Young people aged 11 and above also have the opportunity to take their interest further by becoming directly involved in motorsport. From junior marshalling to volunteering with Beverley & District Motor Club, there are clear pathways for those who want to gain experience and develop skills in a safe, structured environment. Schools that would like to be involved are encouraged to contact the rally team – together we can give pupils a memorable experience and a chance to see how they can play a part in the sport's future.

17.5 Volunteering and Joining the Club

The East Riding Stages Rally depends on volunteers, and we want to make it easy for people of all ages and backgrounds to get involved.

Whatever your skills or experience, there is a place for you. From marshalling on the stages to helping in the FanZone, supporting residents with access, or assisting with administration, every role makes a difference.

Marshalling is one of the most rewarding ways to start. Motorsport UK allows young people to begin from the age of 11 (with adult supervision) and independently from 16, so it's a fantastic way to learn new skills early. First-timers are always paired with experienced colleagues, and training and guidance are provided to help newcomers feel confident in their role.

For those who want to stay involved beyond rally weekend, joining Beverley & District Motor Club is the best way to become part of the team that delivers events all year round. To find out more, visit www.bdmc.org.uk





18. Media

The East Riding Stages Rally welcomes media representatives and recognises the important role they play in sharing the excitement of the event with wider audiences.

Our aim is to make accreditation, access, and information clear and straightforward, while ensuring safety for everyone involved.

For media, this means a transparent accreditation process, a dedicated Media Centre, and practical support throughout the weekend. For spectators and residents, it means being aware that accredited photographers, film crews, and journalists may be present in viewing areas and around Beverley, helping to showcase both the rally and the region.

18.1 Accreditation for all Media

Accreditation opens on 1 December 2025 via the Beverley & District Motor Club website
www.bdmc.org.uk/media

Applications should be completed online and returned to the Media Officer, Peter Scherer.

Once approved, accredited media will gain access to a password-protected area of the Club website with planning resources, stage information, and updates.

18.2 Signing On and Pass Collection

All accredited media must sign on in person to receive passes, information packs, and to confirm planned stage locations for safety teams.

Media Centres will operate from Rally HQ on Saturday and from FanZone HQ on Sunday. Passes, paper entry lists, and briefing packs will be available as follows:

Friday 20 February 2026		
17:00 -20:00	Rally HQ Beverley Racecourse	///rider.tonal.mountains
Saturday 21 February 2026		
09:00-14:00	Rally HQ Beverley Racecourse	Beverley Racecourse
Sunday 22 February 2026		
06:00 onwards	FanZone HQ Beverley Saturday Market	///prepped.axed.intelligible





18.3 TV, Film and Outside Broadcast Crews

Arrangements will be made for the contracted outside broadcaster to operate from Rally HQ.

All other Film and OB crews should contact the Event Publicity Officer in the first instance.

By following the accreditation and safety processes, media representatives help us to keep the rally safe, professional, and well-promoted, ensuring that the story of the East Riding Stages reaches far beyond the rally weekend.

19. Medical and Safety Services

The East Riding Stages Rally operates under strict Motorsport UK safety standards, with fully qualified doctors, paramedics, and rescue crews on hand at all times.

Our priority is to safeguard competitors, spectators, volunteers, and the local community throughout the weekend.

For competitors, this means knowing that medical and rescue support is always close at hand on the stages and in the Service Park. For spectators, it means that safety planning underpins every aspect of where you can watch the action. For residents, it means that emergency access is never compromised and services continue to operate normally across the region.

The emergency phone number for Police, Ambulance and Fire Brigade in the UK is: 999

Medical advice and assistance is also available from the National Health Service by calling 111 or visiting www.111.nhs.uk

19.1 Hospitals and Medical Treatment Centres

Castle Hill Hospital

Castle Hill Hospital - Northern Lincolnshire and Goole NHS Foundation Trust

24 hour switchboard 01482 875875

Castle Road, Cottingham HU16 5JQ

Beverley Urgent Treatment Centre

City Health Care Partnership

01482 470008 (7am – 8pm)

Swinemoor Lane, Beverley HU17 0FA





19.2 Pharmacies

Lloyds

01482 868317
1 Samman Road, Beverley HU17 0BS

Hengate

01482 868208
Manor Road Health Centre, Beverley HU17 7BZ

Boots

01482 881583
43-45 Toll Gavel, Beverley HU17 9AA

19.3 Dental treatment

High Gate Dental

01482 881174
17 Wednesday Market, Beverley HU17 0DJ

Swaby's Dental Practice

01482 335205
10-11 Swabys Yard, Walkergate, Beverley HU17 9BZ





20. List of Useful Facts and Services

This section is designed to help competitors, residents, and visiting fans, especially those from overseas, with practical information.

For residents, it also highlights the services and facilities that may be busiest during rally weekend, so that you can plan ahead with confidence.

20.1 Driving in the UK

The UK drives on the left-hand side of the road. Speed limits are clearly marked by roadside signs.

- **Built-up areas: 30mph (20mph in some residential zones).**
- **Motorways and dual carriageways: 70mph, unless otherwise signed.**

Seatbelts are compulsory for all passengers. The legal alcohol limit is 80 milligrams per 100 millilitres of blood, or 35 micrograms per 100 millilitres of breath. Driving under the influence of drugs or alcohol is strictly illegal, and offenders face arrest, fines, or bans.

Speed cameras are widely used, and fines or penalties are rigorously enforced. Please take care to drive responsibly at all times.

20.2 Driving in East Yorkshire

We appreciate the community's patience and cooperation during the rally.

Road closures will be clearly marked, and Marshals and Resident Liaison Officers will be on hand throughout the weekend to assist residents and visitors with local access.

All competitors, officials, and visitors are reminded that the rally takes place with the support of the local community, and it is essential that driving standards reflect this at all times. Speed limits and traffic regulations must be observed on public roads, and crews are expected to drive considerately when travelling to and from stages. Keeping speeds down, reducing noise, and parking responsibly all contribute to minimising disruption.

Respect for residents and the countryside is not only a matter of courtesy but also part of our sustainability commitment. By driving carefully and responsibly, we can maintain goodwill, protect the environment, and ensure that the East Riding Stages Rally remains a welcome part of the regional calendar for years to come.





20.3 Currency, Banking and ATMs

The UK uses pound sterling (£). Most shops, hotels, and restaurants in Beverley and the surrounding area accept debit and credit cards, including contactless payments.

ATMs are widely available in the town centre and at supermarkets, though rural areas may have fewer facilities.

Visitors from overseas should check with their bank about foreign card charges, and it is advisable to carry a small amount of cash for use in smaller shops, pubs, or when travelling into villages along the rally route.

20.4 Petrol Stations

There are many petrol stations in and around Beverley. These include larger outlets on the A1079, A1174, and A164, alongside smaller filling stations in surrounding villages. Morrisons supermarket on the A164 also has a filling station. Most major outlets are open late or 24 hours, though smaller sites may close earlier.

Residents may wish to plan ahead, as fuel stations close to the rally route and town centre can be busier than usual when visitors arrive for the event.

20.5 Supermarkets

Beverley offers a wide choice of supermarkets, including Morrisons, Tesco, Aldi, and Asda, as well as smaller independent stores. The town centre also features a range of shops, cafés, and restaurants, reflecting Beverley's reputation as one of Yorkshire's most attractive market towns.

Residents may wish to shop earlier or later in the day, as supermarkets in Beverley are often busier across rally weekend due to the increased number of visitors.





20.6 Weather and Clothing

February in Yorkshire is typically cold, with average daytime temperatures between 3°C and 8°C, and the possibility of rain, wind, or frost. Conditions can change quickly, especially in exposed rural areas such as the Yorkshire Wolds.

Spectators and visitors are strongly advised to bring warm, waterproof clothing and sturdy footwear suitable for standing outdoors.

Planning ahead for the weather will help ensure you stay comfortable and enjoy the rally, whatever the conditions.

20.7 About Beverley and the East Riding

Beverley is a historic market town with a rich cultural and architectural heritage.

At its heart stands the magnificent Beverley Minster, a gothic masterpiece that has drawn visitors for centuries. The town is also known for its medieval streets, elegant Georgian houses, and the bustling Saturday Market, which provides a fitting location for our FanZone.

The wider East Riding of Yorkshire offers something for everyone. The rolling hills of the Yorkshire Wolds are perfect for walking and cycling, while the nearby coast features dramatic cliffs at Flamborough Head and wide sandy beaches further south. Picturesque villages, traditional pubs, farm shops, and local food producers give the area its welcoming character and make it a rewarding place to explore.

By hosting the rally here, we aim not only to provide thrilling motorsport but also to showcase the beauty, hospitality, and heritage of the East Riding to visitors from across the UK and beyond.





20.8 Tourist Information and Attractions

Visitors looking to make the most of their stay will find plenty to explore.

In addition to Beverley Minster, highlights include St Mary's Church, Beverley Guildhall, and the town's historic Guildhall quarter. The Saturday Market and Wednesday Market offer lively hubs of activity, with independent shops, cafés, and traditional pubs.

Further afield, Hull offers museums, galleries, and the award-winning aquarium, The Deep. For those drawn to the outdoors, the Yorkshire Wolds provide excellent walking and cycling routes, while the coast offers everything from puffins at Bempton Cliffs to seaside charm at Bridlington.

For more details, visit the official tourism site [Visit East Yorkshire](#) or Beverley Tourist Information Centre, located at the library.

