



Driver Development Programme



The Swift Rallycross Driver Development Programme represents a groundbreaking approach to encouraging and developing motorsport athletes. Going beyond traditional race results, this innovative points system evaluates drivers across multiple dimensions that are crucial for professional success in modern motorsport.

Our comprehensive scoring framework rewards excellence both on and off the track, recognising that today's successful racing driver must be as skilled in professional conduct and media engagement as they are behind the wheel. From race day performance to social media presence, from technical preparation to ambassador duties, every aspect of a professional driver's role is measured and encouraged.

This program serves as a clear pathway for ambitious drivers to demonstrate their full potential to sponsors, teams, and organisations such as Motorsport UK. By participating in the Swift Rallycross Championships, drivers don't just prove their racing prowess – they develop and showcase the complete skill set required at the highest levels of motorsport.

For talent scouts and sponsors, this system provides transparent, quantifiable evidence of a driver's commitment, professionalism, and readiness for advancement. Each point earned represents a step toward becoming the kind of well-rounded athlete that modern motorsport demands.

Whether you're a young talent aiming for Motorsport UK's academy or an ambitious driver looking to attract sponsor attention, the Swift Driver Development Programme offers the perfect platform to prove your worth as a complete motorsport professional.

Race Day Preparation	Activity / Project	Points
Event Entry	Enter the event and complete registration two weeks ahead of race day. On system midnight Friday, 2 weeks before	+ 10 Points
Hospitality	Book your hospitality for the event by midnight Sunday before the event	+ 10 Points
Scrutineering/Presentation	Activity / Project	Points
Cleanliness & Compliance	Car through scrutineering clean and compliant	+ 5 points
	Defect or Dirty car	- 2 points PER issue
	Non-compliance/exclusion from heat/ excluded from meeting	- 20 points - 50 points
Championship Branding	9 am Race Day all Cars are checked for compliance for ALL necessary Championship branding	+ 5 Points
Presentation	Car to be presented in Swift line up, reversed under Championship yellow eze-up with nameboard in place	+ 5 points
Race/Conduct/Results	Activity / Project	Points
Driver Briefing	If you are late/miss drivers briefing	- 10 points
Final Race Result	Points for your Final race finish	10 drivers = 1st - 10 points, 2nd - 9 points, final finisher - 1 point
Clerks Office Visit	If you make contact with another car and are called to the Clerks office	- 5 points - additional 5 points
	If the outcome results in a time penalty/ place change	- additional 10 points per point
	If points are added to race licence	
Prize Giving	Attend Prize giving and wait till end for Championship photos in Race suit and Championship Sponsors cap	+ 15 points
Driver/Team Conduct	Any valid complaints raised or actions witnessed regarding attitude/misconduct of driver OR Team	- 10 points - 50 points

	member to a fellow driver, marshal, official, organiser or member of the public	
Race with Respect/Safeguarding	If a report is filed against you OR a member of your team that is actioned – 50 points deducted	- 50 points
Media & Marketing	Activity / Project	Points
Pre Event Post	Minimum 3 sentences - up to 7 days before event	+ 10 points
End of Day one round up (double header)	Minimum 3 sentences	+ 20 Points
Post Event Post	Minimum 3 sentences - up to 7 days after event	+ 10 points
Social media posts	Quality content, minimum 2 sentences - Max 1 a day	+ 1 point
Social Shares	Championship posts - Like, comment on post and share to timeline	+ 1 point
Vlog post	Create an informative video	+ 25 points
Additional Activities	Activity / Project	Points
Media Training / Q & A's / Driver Development Activities	Engaging in activities provided by Championship, asking questions, feedback getting involved.	+ 5 points
	Attending no interaction/	+ 2 points
	Unprepared /uninterested	0 points
	Non Attendance	- 5 points
Introduce new drivers	Help to grow the Swift Family and be an ambassador for the sport, encouraging others to start competing	
	A new competitor joins the grid	+ 30 points
	Attends an Rallycross Course	+ 10 Points
Driver initiative	Additional activities a driver initiates to promote themselves as a Swift Championship driver or the Championship itself, on display at local shows etc	+ 1 - 50 points
	Acts of kindness, such as helping and encouraging a new driver.	

YOUR SUCCESS, YOUR JOURNEY

As a Swift Championship driver, you hold the keys to your own development. This comprehensive points system isn't just about race day results – it's your opportunity to demonstrate that you're a complete motorsport professional ready for the next level.

Every point you earn is a step toward proving your worth to sponsors, teams, and the wider motorsport community. From media engagement to professional conduct, from technical preparation to ambassador duties – the opportunities are endless, and the choice is yours.

Throughout the season, additional point-scoring opportunities may arise, giving you even more chances to showcase your commitment and professionalism.

PRESENTATION GUIDELINES:

It is you/ your teams responsibility for ensuring correct car and paddock presentation at all events

Equipment Issues

- Eze-up or nameboard problems must be reported to Championship organizers at least 2 weeks before the event
- Replacement stickers must be requested from Championship organizers at least 2 week before the event

MEDIA SUBMISSION GUIDELINES:

To submit content request to join the Swift Media WhatsApp group to submit your content

- Include links to your posts for point consideration
- All submissions must reference Swift Championships with appropriate links/tags
- You are encouraged to support your fellow drivers by engaging with their content

ADDITIONAL POINTS:

If you have helped, introduced, encouraged, or seen someone else in need of recognition for their efforts, please let us know. We cannot see everything that goes on during race days or on social so please ensure you let us know to make sure you/others get the recognition they deserve.

Remember: The only limit to your development is your own commitment. Every aspect of this programme has been designed to help you become the complete package that modern motorsport demands.

Make every point count. Your future in motorsport starts here!

We are here to help and support you all the way. If you need any help or advice please reach out

info@swiftrallycross.com

This programme is offered solely as a guidance tool for driver development. The points allocation and scoring system are provided at the discretion of The Swift Rallycross Championships and its appointed officials/guests. All decisions regarding point allocation are final and cannot be contested through Motorsport UK or any other governing body.

© All rights reserved. This Driver Development Programme, including its points system, evaluation criteria, and scoring methodology, is the intellectual property of The Swift Rallycross Championships. No part of this programme may be reproduced.