

MOTORING ORGANISATIONS'
LARA
(The motoring organisations' Land Access & Recreation Association)

Business Plan
2024/25 to 2028/29

Tasks & projects for 2024/25

LARA will major on:

- Taking a key role in the Defra initiated project to improve green roads.
- Using the Defra project as a means to improve green roads for all users and to encourage authorities to manage roads as alternative to closing them to vehicles.
- Encouraging Government to treat motor vehicle users equitably as with other user groups.
- Seeking Defra adoption and endorsement of LARA's guidance on Managing Motor Vehicle Use in the Countryside.
- Working with the National Motorcyclists' Council NMC on influencing Government thinking.
- Reviewing LARA's structure and funding arrangements, including categories of membership and use of the LARA 'Fighting Fund'.
- Developing and keeping updated the LARA Business Plan.
- Effecting the election of key LARA post-holders.

In progressing these tasks and projects LARA will aim to:

- Initiate a campaign to protect the heritage aspect of green roads and make it an inclusive resource for everyone to enjoy.
- Run a demonstration trial of suitability mapping (based on previous LARA experience).
- Optimise promotion of LARA guidance & good practice publications.
- Develop a series of themed infographics, targeted at specific sectors.
- Review LARA's website with a view to an update, refresh and/or rebuild.
- Maintain dialogue with prospective member organisations.
- Attend member organisation AGMs & strategy meetings.
- Review and report regularly on progressing tasks and objectives.
- Develop succession planning within LARA.

LARA is: an umbrella organisation and forum that brings together the leading national associations in motor sport and recreation.

LARA's Purpose: is to protect, promote and facilitate access to land and rights of way for motor vehicle recreation and sport.

LARA's aims are to protect, promote and facilitate: the safeguarding of all minor highways, both sealed and unsealed; the interests of motorised sport, particularly in respect of access to the countryside; and the recording, use, and maintenance of vehicular rights of way for recreational purposes.

LARA's Strategic Objectives for 2024/25 to 2028/29 are to:

1. Retain use of public vehicular highways for recreational use.
2. Protect and promote mechanisms for access to other highways and land for motorised sport events.
3. Support members in facilitating the creation & retention of dedicated 'off-road' motorised sport sites.
4. Help protect & preserve ancient highways as heritage features & wildlife corridors.
5. Support members' efforts to improve the network of unsurfaced roads for all users.
6. Horizon scan & gather intelligence on threats and opportunities.
7. Support members' efforts to safeguard motorised sport & recreation into the future by reducing impact of vehicle use.
8. Engage with government & its agencies at national & local level (incl. parish & community councils), communicating both directly or via member organisations.
9. Engage with other countryside access user groups and access interests, including Local Access Forums.
10. Educate and enlighten government at all levels.
11. Encourage membership organisations to collaborate with other like minded organisations at all levels.
12. Disseminate information and advice internally.
13. Educate & influence behaviour of motor vehicle users (aligned & non-aligned).
14. Keep LARA's purpose & structure under review.
15. Remain aware of the needs of LARA member organisations.
16. Determine a clear strategic direction for LARA.
17. Ensure LARA is suitably staffed & resourced.