

Tree planting commitment with touring car racing star renewed

3 years ago



The Grounds Care Group and Toyota Gazoo Racing UK British Touring Car Championship star Rory Butcher have renewed their commitment to the Clean Racing campaign.

Launched in 2021, the campaign was the brainchild of Grounds Care managing director Adam Brindle, with the intention of creating a partnership that would offset Rory's carbon footprint by planting trees at race circuits all around the country, as well as at Toyota Motor Manufacturing (UK) in Burnaston, Derbyshire.

In addition to targeting the biggest prize in British motorsport, Mr Butcher is also eager to play his part in protecting the environment and has pledged to neutralise the carbon footprint generated by travelling to circuits and back from his home in Kirkcaldy.

Based upon his mileage and average fuel consumption, Messrs Butcher and Brindle calculated that 72 established trees will need to be planted to instantly offset those annual emissions. Moreover, Mr Butcher has vowed to plant additional trees for every podium he achieves this season behind the wheel of his British-built Toyota Corolla – three for every victory, two per runner-up result and one for each third-place finish.

Mr Butcher said: "Adam approached me back in 2021 and was interested in sponsoring a BTCC driver because of his passion for biodiversity through his business and helping the environment also he is a keen motorsport fan so it seemed ideal to try and merge the two together. He came up with a really interesting and exciting idea to offset part of my carbon footprint and has been really supportive.

"We decided to call the project Racing Clean and we made a plan to try and get venues to plant these trees; what better place than the venues we are actually racing at? We've planted at Silverstone,

Knockhill, Toyota Motor Manufacturing (UK) Ltd and at Toyota HQ just to name a few.

“The trees not only help to reduce my carbon footprint but also help increase the biodiversity within the area.”

Mr Brindle said: “I wanted to partner with someone who would understand the project and be a long-term contender in the BTCC and with Rory’s pedigree and history it seemed like the most obvious choice to me.

“A lot of companies talk about carbon offsetting, biodiversity, and sustainability but when you approach organisations they are not usually interested, so you can quickly see who is actually serious about the end goal and that’s why it is so amazing to have both TMUK and Toyota HQ showing their wholehearted support for this project.

“We aim to plant 80 trees per year, so by the end of 2023 we will have planted in excess of over 200. These trees are a couple of years old when we plant them and they are all native to the UK, which is important for the biodiversity as they are not competing with the trees already in the area.

“It’s been a fantastic success so far and we look forward to continuing the collaboration throughout this season and beyond.”

TGB president and CEO Agustín Martín said: “We are delighted to be supporting Rory and Adam with the Racing Clean Project. It’s a fantastic initiative which is very close to us here at Toyota Eco-HQ and Toyota’s Global Environmental Challenge 2050, where one of our main aims is to establish a future society in harmony with nature.

“At Eco-HQ, we pride ourselves on encouraging and enhancing onsite biodiversity, whilst creating an engaging space for staff and visitors and providing a legacy through the education of staff and the local community. We all have a responsibility to the environment and the Racing Clean Project is a brilliant example of how this can be achieved.”