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>= MORE THAN EQUAL APPOINTS TOM STANTON AS DRIVER DEVELOPMENT PROGRAMME HEAD

Stanton joins from British Cycling, to develop a world class programme for young female driving talent

10th Aug 2023, London: More than Equal is delighted to confirm the appointment of Tom Stanton to leads its new Driver Development Programme.

Stanton joins from British Cycling where he has been Head of Performance Pathways for the past five years, a role where he was integral in developing elite talent, including introducing the BMX racing and freestyle park pathways.

Previously a senior coach at British Cycling where he supported athletes on the world-class programme in development and performance squads, Stanton has held other roles in high performance sport including Lead Talent Scientist at the English Institute of Sport (now UK Sports Institute), and Head of Performance Support at GB Boxing.

He will join More than Equal later this year and work closely with the organisation's performance partners HINTSA, to continue the work in designing and developing a programme that will nurture and support young female driving talent.

More than Equal's overall goal is to find and support a future female Formula 1 world champion.

Developing a world leading driver development programme is a critical part of this work and the initiative will ensure it identifies female talent early in their careers and invest in their development so that they are given the best possible opportunity to succeed. Significant work has already been undertaken to design the structure of the programme, which will offer tailored support for a cohort of young female drivers.

Aimed at reducing the blockers to retention and development in the sport, which More than Equal has been identifying through significant investment in research, support provided for drivers will include access to training and racing, technical and tactical coaching, physical and cognitive preparation, commercial opportunity and personal brand development.

With the vast majority of motorsport's elite athlete training focused on male drivers, this programme is unique, being entirely focused on the development of women and girls, with both age and gender appropriate training and support. Stanton will build a team to deliver this programme, which is now focusing on choosing the first group of young drivers.

On being appointed to the role, Stanton said: *"I am excited to be joining More than Equal and lead on our mission to identify the next generation of female drivers and support them in their journey towards the pinnacle of the sport that is Formula 1. Sport is evolving to a place where greater equality is being demanded and I am looking forward to helping make this a reality in motorsport"*



More than Equal CEO Ali Donnelly added: *“Tom will be a fantastic addition to our team, bringing with him a wealth of experience working with and supporting high potential and elite athletes. Our aim is to ultimately help put extraordinarily talented women onto the top of the F1 podium and a world-first female driver development programme is pivotal to this goal. We can’t wait for Tom to get going.”*

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About More than Equal

More than Equal is a global, independent, not-for-profit initiative aiming to find and develop F1’s first female world champion. Thirteen-time Grand Prix winner David Coulthard and entrepreneur-philanthropist Karel Komarek founded the organisation, bringing on board Karen Webb Moss as Chair, Ali Donnelly as CEO and Kate Beavan as a strategic advisor.

It is seeking to deliver on its goal through four core areas of work.

- Commissioning and publishing research and data in areas which have not been explored in depth before, so we and the sport have an evidence base for taking decisions.
- Scouting globally for top female racing talent with a data-led approach
- Developing a world-class female driver development programme to help talented drivers receive the same support young male talent receive, but in a way that is tailored towards maximising female athletic performance.
- Connecting that top talent with backers and teams that can help them succeed.

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