



Episode 7 – Team Building

[Intro: Rich Reich, Keeping Up With The Race]

Chris: This is Sidepodcast, Episode 7 – Team Building. In the interval between Christmas and the beginning of the season, the only thing to really keep your eye on is testing. It doesn't really grab my attention like it should, and I'm starting to get impatient. So while we're waiting for the new season to kick off, I thought I would dream up my very own Formula 1 team. We're called Sidepodcast Racing.

Me: You're called what?

Chris: Sidepodcast Racing.

Me: Right, you know it's not that easy to start a Formula 1 team, don't you?

Chris: It could happen, if I had tons of money, it could happen.

Me: Okay. Do you not think you need a bit more than money?

Chris: Well, that's what I thought we could talk about today. See if it could be more than a pipe dream.

[Sweeper]

Chris: So, like I said, the first thing you need is money. You need the capital behind you to get you off the ground. It helps if you've just robbed a bank or got lucky on the horses, but there are other ways of scraping together some cash. The most noticeable is sponsorship. Your main sponsor is going to give you a shedload of cash but they're also going to want to get their name in the title. You know, like Vodafone McLaren Mercedes, or ING Renault. Of course, those two are actually major car manufacturers anyway, and have a head start in the world of motors. Sidepodcast Racing is going to be an independent team like Williams. Basically, that means we're not going to do very well. But we do need a main sponsor. It has to sound good with the name, and someone huge. Hey, how about McDonalds? McDonalds Sidepodcast Racing.

Me: Right. Do you want a Sidepodcast of fries with that?

Chris: I like that, that's good. And we would be red and yellow colours, it wouldn't be too bad.

Me: Really? See if we were sponsored by McDonalds, I think I would want to be the colours of, what's his arch enemy called, is it Hamburglar? The white and the black stripes like a zebra coloured Formula 1 car, that's what I'd like. Something that'll stand out.

Chris: Once you've got your main sponsor sorted out, be it a car manufacturer or an outside party, it's time to bring in the smaller ads. There's plenty of space on an F1 car for advertisers to place their logos, and so plenty of opportunity for revenue. I don't understand the tiny adverts that are placed in ridiculous places. Like those small strips on the helmet, I think it's Kenwood or something like that. Who's ever going to see them?

Me: You did, surely, otherwise you wouldn't know it was Kenwood.



Chris: Yea, right, well, it's good they're around anyway, because their money probably pays for the helmet itself.

[Sweeper]

Chris: Assuming we have all the money we need to get started, it's time to think about building our car, and for that we need a factory. I want one like the McLaren factory.

Me: You would.

Chris: It's beautiful.

Me: It's only the best factory in Formula 1. Why'd do you want something like that Formula 1 factory?

Chris: Because there's water, and it's quite pretty.

Me: Isn't that like the cooling system as well, that water?

Chris: I think so, it's quite clever.

Me: They're recycling it. I like the way it just comes up to the baseline of the building like a perfect alignment with the kerb, it's lovely.

Chris: Doesn't it move?

Me: I think it might rotate with the sun, something like that.

Chris: It's very clever.

Me: It's ingenious, it really is. Quite a testament to McLaren and Formula 1 in general.

Chris: I want a factory like that but I suppose I'm aiming a bit high really.

Me: Start small, I would.

Chris: All I really need is a place to build a car and a wind tunnel for testing aerodynamics. In my factory I'm going to employ some top people, of course, I'm the team principal.

Me: You would be. If you're employing some top people, can I be something technical like the Aerodynamicists or something?

Chris: Technical director?

Me: That'll do me. I'll take that.

Chris: Is that because you're a bit of a geek?

Me: What's the pay like? Any holidays? Do I get a uniform?



Chris: You can have whatever you want.

Me: Okay, ace, I like you, I'm gonna work with you then.

Chris: Who else can I hire?

Me: Who do you want?

Chris: I could employ Adrian Newey but he seems to design cars that are exactly like McLarens and I want to be different. I thought I liked Mike Gascoyne because he worked in Germany, commuting from England which is dedication. But I've just read today that all the teams he worked for seemed to do better once he's left which is not good.

Me: That's a bit harsh, I'm not sure where you read that, but I guess they kind of have a point in that every time he leaves the team does seem to get a bit better. So he left Jordan, and they kind of got a bit better. He left Renault and they definitely got better. I wouldn't say Toyota have really improved since he left, have they? Maybe it'll be interesting to see what Spyker does. You could have him but I'll tell you who you should have is the guy who used to be at Honda. Geoff Willis. Geoffrey Willis. He's obviously got nothing to do at the moment, he's great with fuel tanks, he'd be perfect for your team.

Chris: Okay. I'm not actually sure now, maybe we won't have a designer. Maybe I'll be a bit controversial and buy my chassis.

Me: Ooh, political. Treading a thin line there. How about if you bought a chassis off of Williams?

Chris: That would shut him up.

Me: You could be a Williams customer team.

Chris: I bet he wouldn't mind so much, if he was on the receiving end of the cash. I also need an aerodynamicist and some general minions.

Me: What about an engine? The cars got to go somewhere, right?

Chris: Oh, yea, that would help. Who runs a good engine? Cosworth.

Me: Cosworth are free, they've got nothing to do at the moment.

Chris: They're pretty good.

Me: They might be up for it.

Chris: I'd prefer that to running some other teams engine, as well, cos otherwise you end up selling out and being a B team.

Me: Yea, Cosworth it is, then. Something I was going to mention, a friend of mine used to work at Cosworth, and he said the coolest thing they ever did, was when they build an F1 engine, they have to test it to destruction. At some point, they have to know when it breaks and what's the first thing to break. Apparently they have this special room, which is like a panic room, with really thick walls and completely soundproof. On the day when they're gonna break



the engine, all the employees get to come down to this panic room and watch through this ridiculously thick glass window, as they rev the engine and rev the engine and rev the engine, until basically this thing is just blowing up. Literally, when it explodes, the camshaft and all the bits of the engine come flying out and bounce off every single wall, just for 2 or 3 minutes, they'll just be bouncing around. There'll be craters in the wall where it exploded with such force it's disappeared and embedded itself in a cavity. So you definitely want to do the engine design in house so we can test it to destruction.

Chris: Yea, that would be fun to watch.

Me: That would be great, wouldn't it? Let's do it.

[Jingle: "You're listening to Sidepodcast. Email your comments to chris [at] sidepodcast.com."]

Chris: How many test drivers do I need?

Me: Well, according to Spyker, four. But they don't do any testing, or very little testing.

Chris: Yea, and it's only possibly four, they're having an argument at the moment. That one guy that no one's ever heard of, he signed a contract with both Spyker and Super Aguri, and now they're arguing over him. How can you sign two contracts, that can't have been an accident, surely? Did he think Super Aguri just wouldn't notice that he turned up on Spykers launch day? It's stupid.

Me: Well, if you're talking about drivers with contractual problems, I can name one who's made a career out of it.

Chris: If you're going to mean about Jenson, don't do it.

Me: We'll move on.

Chris: Talking of actual drivers, who can I poach? I don't want anyone too expensive, so Ralf is off the cars. God knows why he gets paid so much anyway.

Me: Something about his name?

Chris: Apparently Kimi is worth over \$50 million this year.

Me: How much?

Chris: \$50 million.

Me: That's more than Schumacher, surely? That's too much money for that man.

Chris: Massa is worth \$8 million, Fisichella 7, Mark Webber is worth \$5 million. I'm stealing these figures from this months' F1 Racing magazine by the way.

Me: Are they making any difference to your decision on drivers or are you just quoting figures at me?

Chris: Not really. I want someone good, but I don't want to pay too much.

Me: Okay, that sounds like the problem with most things in life, doesn't it?



Chris: What about those drivers that actually pay you to let them drive?

Me: Yea, they're not so good drivers usually.

Chris: I think I would like British people, seeing as we are a British podcast, and a British racing team. That leaves me with a choice between Jenson, Coulthard, Hamilton and Davidson. But I could look outside the actual grid to Gary Paffett or my British Touring Car Championship favourite Jason Plato. I don't think he could drive an F1 car though.

Me: If you're going to have an entirely British team, you know, you're going to be like Super Aguri, who are an all Japanese team, but they have Davidson, who's obviously not Japanese. Technically, you should have Ide.

Chris: Mr Idiot.

Me: He could be the English/Japanese bloke in our English team.

Chris: As if. I couldn't afford the insurance. How about retired drivers who I could talk into coming back? Allan McNish? All he does at the moment is turn up at Autosport. Or Damon Hill, he was good on Top Gear, did a fast lap. I think I want Damon Hill. Or Jackie Stewart!

Me: You don't want Jackie Stewart. Didn't we watch him at Goodwood and his only task was to drive a Formula 1 car to the top of the hill and he couldn't even do that without stalling.

Chris: Yes, that's true, we do have photographic evidence of him stalling at the top of the hill climb.

Me: It's basically a straight line.

Chris: He had to be pushed into position. But maybe it was just an off day. I think that's my drivers: Damon Hill and Jackie Stewart, with Mr Idiot testing.

[Sweeper]

Me: Anyhow, you're already way ahead of Prodrive if you've already started this early in the season.

Chris: Except they have an entry into the 2008 championships and I don't. How do I go about that?

Me: Well, you could either buy a team, as Spyker did, that seems to work out quite well.

Chris: Yea, but I've just made one.

Me: The only other option is to sweet talk Max or Bernie into letting you into their gang.

Chris: There must be an official way round it. The entry list is limited to 12 teams and you need \$40 million dollars as a deposit.

Me: They give it back if you leave though.

Chris: Why do you need it?



Me: To stop any Tom, Dick or Sidepodcast joining in, I think. It's really to prove that you've got some money or clout.

Chris: But I don't have the money.

Me: Well, if you can wait another 12 months, I think they're going to abolish that next year. If you could just be a little more patient. But don't worry, Prodrive, they're not going anywhere fast, so if you keep your eye on them, you might be able to nick their spot.

Chris: Or sabotage them.

[Sweeper]

Chris: So in conclusion, I have a brilliant factory, that looks like the McLaren factory, I've got a team that is black and white striped to look like the Hamburglar.

Me: But that happens to look like a zebra.

Chris: Sponsored by McDonalds.

Me: And you're sponsored by some random people that nobody can see but you will remember.

Chris: Damon Hill, Jackie Stewart, and Mr Idiot.

Me: Brilliant. Great lineup.

Chris: And we haven't actually got an entry into the championship yet. I think we're gonna go far.

Me: Got a Cosworth engine, though. And Bridgestone tyres, cos everyone has to have Bridgestone tyres.

Chris: I really do, I think we're gonna go far.

Me: Absolutely, looking forward to it. Watch this space people.

[Sweeper]

Chris: So what wonderful goodies have you got for us this week?

Me: We've been working on, well, we've been working hard this week, haven't we? We've got a new store. Taking a leaf out of Formula 1's book.

Chris: Does it have a mousemat for like \$1,000?

Me: Made of carbon fibre? No, this is affordable merchandise for the average F1 fan. And not the people who can afford the expensive boxes up high in the grandstands. This is for people who work for a living.

Chris: If you haven't got a mousemat, what have you got on there?

Me: I think there's some key fobs, a couple of other things, a mug, with our branding on it.



Chris: T-shirts.

Me: There's a great t-shirt but it's going to get me into a lot of trouble this year. I've already bought several. We've got them in men's, women's, long sleeve, short sleeve, that kind of thing. I'm gonna be out and about wearing it at various motorsport events this year, and see if I get killed. Get on there and check it out.

Chris: If people do want to have a look, how can they find it?

Me: They can find it from the homepage Sidepodcast.com, there's a link in the sidebar. If they're looking at the enhanced podcast, they can click the link now, in the corner. Or you can go directly to it at Cafepress.com/sidepodcast.

Chris: Oh, how predictable. Everything is /sidepodcast, including our newest one myspace.com/sidepodcast.

Me: We're on Myspace. So if you've got a Myspace account, you're already one of the... is there a verb? Like, a Myspacer?

Chris: If you're a Myspacer, please come and be our friend.

Me: I feel really old. Is that the term? I don't know. Anyway, we've got a little place on Myspace, which is some videos and some kind of image thingy on there, and we've got lots of friends.

Chris: But we want more. You can never have too many friends.

Me: A good way to keep in touch. We've done a couple of bulletins, couple of blog entries on there. So if you're on Myspace, what's the URL?

Chris: Myspace.com/sidepodcast.

Me: Genius.

Chris: The other thing our Myspace page has is our Promo. Our new Promo.

Me: You're in that. Starring you.

Chris: How surprising. It's about 30 seconds long, and we're gonna feature it at the end of the show.

Me: If you're on Myspace and you want to put one of those audio soundbyte things that start up when you first visit your page, check out our promo, drag it onto your Myspace page, however that works, not entirely sure, believe it's possible, and play our promo for us.

Chris: That's it for this week. Next week we've got a surprise. A surprise show.

Me: What's going on?

Chris: I won't tell you anything, but we might be heading outside.

Me: And outside broadcast?



Chris: Sort of.

Me: From Sidepodcast?

Chris: Possibly.

Me: Wow. Can I come?

[*Out: Rich Reich, Keeping Up With The Race*]

PROMO

[*Throughout: Rich Reich, Keeping Up With The Race*]

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[*End.*]

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