

# Motofest

*Richard Higginson interviews James Noble*

***MotoFest** (<https://coventrymotofest.com>) is a free motorsport festival that takes place across the city of Coventry, including a 1.5 mile motorsport circuit, live music, heritage displays and of course food. In 2016 Coventry welcomed 125,000 people and over 1000 motors to the event. It was started on the back of an idea from James Noble, a leader at Jubilee Church in Coventry. We interview him here.*

## **James, why your particular interest in the motor industry?**

My mum taught me the names of cars when I was very small and I became a keen amateur engineer, building bicycles as a teenager and progressing to car restoration as soon as I was old enough. I think I perplexed my father who is a keen sailor!

After studying three-dimensional design and brief excursion in interior

and furniture design, I found myself managing a small East London garage and engineering business. In 2000 my wife Sarah, our three children and I moved to Coventry so I could complete an MA in automotive design. We joined Jubilee Church, then a three-year-old church plant. After completing my master's degree I joined Volkswagen Group where I held a number of positions,

finally working as a business development coach working with independent Volkswagen-approved businesses.

## **And then you left to work full-time for a church?**

Yes, I left my career in the motor industry to join the staff team at Jubilee over five years ago. I knew I had been involved in demonstrating



Motofest press launch showing representatives from the British Automobile Racing Club, Coventry Council and the Motofest organisers