



**Committee Meeting ~ 11 August 2018, 10:00
BMM, Gaydon, CV35 0BJ**

Agenda

Apologies

- 1 Previous Minutes ~ Adoption & Matters Arising**
 - a. Committee Mtg: 2-Jun-18

- 2 Committee Matters**
 - a. PR Role (RD/RS)
 - b. "Marketing Thoughts" (NB)

- 3 Financial & Membership Update**
 - a. Current position (PB)
 - b. 2018~19 Budget (PB)
 - c. Members' events Club support (PB)

- 4 2018 Event Reports**
 - e. C&SC/Flywheel, Bicester Heritage: 23~24-Jun-18
 - f. TVRCC S Club Heaven: 1-Jul-18
 - g. FTT Le Mans Classic: 6~8-Jul-18
 - h. TVRCC S.Yorks IoM Tour: 6~10-Jul-18
 - i. Sherborne Castle Supercar Show: 15-Jul-18
 - j. TVRCC Silverstone Classic: 20~22-Jul-18
 - k. TVRCC Hants Beaulieu Supercar Weekend: 4~5-Aug-18

- 5 2018 Event Updates**
 - l. TVRCC Blenheim Palace: 26~27-Aug-18
 - m. TVRCC Pre'80s: 1-Sep-18
 - n. TVRCC Yorks Sculpture Park: 22~23-Sep-18
 - o. TVRCC Wiltshire/Neil Garner Open Day: 29-Sep-18
 - p. Others?

- 6 2019 Events**
 - a. National Event (SG/ZM)
 - b. TVR Tuscan 30th Festival (GW)

- 7 Car Shows**
 - a. Manchester Classic Car Show: 15~16-Sep-18
 - b. NEC Classic Car Show: 9~11-Nov-18 (RD)

- 8 Regions**
 - a. Regions & RO update (FH)
 - b. RO's Communication on Regional Forums (RHH)

- 9 Sprint**
 - a. Future Content (MO/RHH)
 - b. Advertising (AH)

- 10 Track Days**
 - a. Information & Advice issued to Participants (FH)
 - b. Blyton Park: 3-Aug-18 (S.Yorks)
 - c. Rockingham: 24-Aug-18 (RS)
 - d.

- 11 TVR Motorsport**
 - a. 2018 Reports for Sprint (GW/SG)

- 12 Members' Benefits, Merchandise, Sponsorship & Marketing**
 - a. Update on recent sales (PB)
 - b. Merchandise (AH)
 - c. Dealers' Incentive Membership Update (RHH)
 - d. TVRCC Travel Club Update (SG)

- 13 Points from Posted Reports & AOB**
 - a. Advertising / Members homemade/remanufactured obsolete/replacement parts (RHH)

- 14 Dates for Future Meetings**
 - See Availability Chart
 - 20-Oct-18: BMM, Gaydon
 - 19-Jan-19: BMM, Gaydon
 - 30-Mar-19: AGM, Kestrel Suite, BMM, Gaydon

Mervyn Lerner
Club Secretary

- b. 2018~19 Budget (PB)**
 PB has not had any feedback as yet to help him to plan the budget. PB clarified the forecasting on the current statements. Highlighted areas 1~6 needs input from Committee.
 Events and Show Costs – decisions need to be made. **PB/ALL**
 Staffing roles and skill sets within the office were discussed. Agreed that some new skills needed. Committee to share thoughts about what is needed eg. social media and engagement. What is a volunteer role and paid role? Lines are blurred at the moment. Policy needed to clarify situation.
 PB took an action to clarify advertising rates. **PB/ALL
PB/AH**
- 4 2018 Events Reports**
- e. C&SC/Flywheel, Bicester Heritage: 23~24-Jun-18**
 Bicester was a very good event and Zoe would like to do again. **ZM**
- f. TVRCC S Club Heaven: 1-Jul-18**
 NB has concerns about viability of future S Club events.
- g. FTT Le Mans Classic: 6~8-Jul-18**
 £900 income generated to Club.
- h. TVRCC S.Yorks IoM Tour: 6~10-Jul-18**
 Unfortunately not a high level of engagement.
- i. Sherborne Castle Supercar Show: 15-Jul-18**
 Club Vehicle attended. Looked professional, but need to consider if this event is large enough to warrant the cost of the vehicle.
 Discussion about spread of events and being able to take the vehicle. Need equal spread of use of van. FH suggested we need strategic use of van. Club members can drive the van, no need for office staff to attend every van event. RS making point of going to Regional Events.
- j. TVRCC Silverstone Classic: 20~22-Jul-18**
 SG is doing a report for Sprint
- k. TVRCC Hants Beaulieu Supercar Weekend: 4~5-Aug-18**
 A really well organised event with very good attendance of members and TVR Automotive with new Griffith LE. Club Vehicle attended with good regalia sales. Report for Sprint being prepared.
- 5 2018 Event Updates**
- l. TVRCC Blenheim Palace: 26~27-Aug-18**
 Ali still has some tickets available and is taking the Club Vehicle. **AB**
- m. TVRCC Pre'80s: 1-Sep-18**
 Club Vehicle expected, but it has not been formally requested and needs a volunteer to collect/deliver/man/return.
 RD suggested that there is a form as part of event planning if a volunteer is taking the van? General agreement that there should be an event form.
 JW asked about public liability insurance. There needs to be a risk assessment that covers usual stuff not if cars are mobile. That is down to the driver. FH reminded that clear information in regional handbook.
 PB to get Ali to amend the RO event form. **PB/AB**
- n. TVRCC Yorks Sculpture Park: 22~23-Sep-18**
 Mervyn has obtained MSA Permit for Saturday Tour.
- o. TVRCC Wiltshire/Neil Garner Open Day: 29-Sep-18**
 Theme is 3 Eras of the Griffith and ROs are working hard on their plans.
- p. Others?**
 No information was available in the absence of the Events Manager, no report had been provided.

- 5 2019 Events**
- a. National Event(s)**
- PB aware that SG has information from Scenic about possible options. More discussions about going to France – Laon. Need to consider target audience. Consideration to be given to bank holidays for long weekend. SG?
 - GW has suggested a TVR Tuscan Racer 30th Festival. Venue preferably Donnington, variety of cars, reunion of challenge cars and drivers. Probably early in season. Evening entertainment. Full racing event? Date needed. Costings quite expensive £40,000. Need cars to pay grid costs. Several categories could be set up, possibly a Pre '80s grid. GW still exploring options. Possible piggyback another club in to support the financial costings and make better weekend. GW/RS
 - Need another national event in the year. Chelmsford Race Course – large space to fill with just TVRs. Facilities are good, but just a static car show. Try it out as regional event and ask other clubs. Need another reason to make it special – Try Bicester and Open Sheds? ZM
 - RD suggested major rally or run. FD suggested Spa to Spa. Start at choice of 3/4 spa towns (Harrogate, Bath, Cheltenham, Brighton?) and finish at central location Leamington Spa. Test Hill routes. ZM
- 6 Car Shows**
- a. Manchester Classic Car Show: 15~16-Sep-18**
RD has heard nothing from Manchester show organisers for several months – assumption is that everything is in hand and that they were planning to be just under budget. Discounts for membership and regalia at shows positive. Need a wide range of sizes available. Sparkly T shirts – need better range of sizes.
RD to confirm whether we were offering refreshments. RD
- b. NEC Classic Car Show: 9~11-Nov-18**
RD reported that contract with NEC CMS Nov had been signed. Smaller stand with space for van + 9 cars. Will work with Nigel so he can learn the ropes. RD/NB
5 cars already provisionally lined up. Suggestion to set up display around KERMIT and add his pop up tent for impact, plus TV with his slides. Discussions about suitable cars ensued. RD suggested that ROs should be on the stand to greet their members ~ generally thought to be a good idea. Pedal car? Proposed budget for both NEC shows looks to be fine, but RD emphasised that we have yet to find sponsors for the November show and will discuss with Andrew.
PB noted 2017 NEC show had higher levels of sponsorship. We need to account for 20% VAT if using an insurance company to sponsor.
- c. London Classic Car Show: Feb-19**
RD had heard nothing from the London Classic Car Show organisers. Assumption is that we will not be exhibiting in 2019.
- d. NEC Restoration Show: Mar-19**
Nigel to lead on PCRS show in March with RD in support. NB/RD/AH

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Regions

a. Regions & RO update

- North Staffs region going well. New RO for Lancashire trying to get things set up. New RO for Surrey, filling a significant gap, things being organised. Has had a contact in Glasgow who wants to set up a meeting and a West of Scotland Region. Can be advertised in Sprint. In process of looking at new RO for Three Counties region. East Midlands still active despite having no RO. It would be helpful to have a central point of contact. Both Ireland ROs have dropped out, FH to look into this. Growing and getting the regions going. Having difficulties in getting Sprint copies in a timely manner. New Dorset DRO as Ray stepping down to concentrate on Sprint.
- FH reported that there is an issue with regional flags, there were bits breaking, parts not available for the old ones. Decision was that we should gather the old bits to make whole flags. FH to co-ordinate with

FH/AB

c. RO's Communication on Regional Forums

Ray is concerned that facebook taking over from Forums, some regions not posting events and activities, post up on the regional forum facebook link. Pin information about contacts onto Forum. Not all ROs have user names or have never been on Forum. RS emphasised that events must be posted on Forum for it to be covered by TVR insurance. To add facebook links on to regional pages. FH/RHH to devise a note regarding to regional forums, facebook links etc. on regional forum, calendar or magazine.

RHH/FH/RS

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Sprint

a. Future Content

Core team working 4-6 weeks in advance, no last minute rush. Needs to have a discussion regarding advertising vs pages and mailing, without compromising quality of magazine.

Need to keep encouraging contributions. Events List updating difficult with effectively no Events Manager. No information forthcoming and adding own information. Needs co-ordination as part of the events role just needs a monthly list. Kudos to Jon Lowey regarding article – Far Flung TVRs really positive. Next item TVR lonely heart – where is my car? who has it now? Premise needs to be clearer. RD said Classic Car would like to find a car story tracking back owners and history.

ALL

Ralph offered to refresh the story of the Malaysian Factory, originally published in Sprint in 1999.

RD

FH said that RSPB use a compostable bag. Worth looking into to improve our environmental credentials?

RS/PB

b. Advertising (AH)

We need to look at things differently. Need to look at our future readership who will be looking after the marque and cars.

Would like to produce a press pack to go out all our potential advertisers.

Has created a flyer with regards to actively engaging with the club.

Building up the pipeline. Had 10 positive responses from 25 letters.

Things that are specific to all marques and attractive to our demographic.

Eg. vintage tyres up to 1990s, wiring looms etc; variety of advertising to meet all requirements. Gentle drip feed and encourage use of facebook and media pages.

AH

Advertorials could be beneficial, not currently done in Sprint. "in conversation with", but not an advert. They will pay for the privilege and will open up the market, generating income and interest. Appeal to different segments of the Club, month by month. Gives maximum exposure for advertisers with minimum nausea. AH very happy to go out to new people. Has contacted Motul (used by TVR) – have not responded to emails. Cost associated with advertorials?

AH

- 9 Track Days**
- a. Information & Advice issued to Participants (FH)**
 In an accident where one TVR hit another, they cannot avoid negligence as perpetrator responsible for damage to the victim. Needs to have supporting sound documentation. Disclaimer not good. Notes need to be upgraded regarding responsibility for cars, track etc. to ensure that the Club is covered. FH has done draft (copies circulated) and would like swift responses from Committee. Basic message is “entirely at own risk, track day insurance recommended”. Considerable discussion about the incident concerned and liability. **FH/ALL**
- b. Blyton Park: 3-Aug-18 (S.Yorks)**
 No report.
- c. Rockingham: 24-Aug-18**
 Any profit from the day to be invested back into the day? To be discussed between PB/RS. Safety of skid pan discussed and potential damage to the cars. Would prefer to pay money to instructors to improve skills. Quality of instructors if circuit own staff needs to be clarified. Effort put into Rockingham has proved to be a greater success than expected. **RS/PB**
 Cadwell 2019 was also discussed.
- 10 TVR Motorsport**
- a. 2018 Sporting Calendar**
 No report.
- 11 Merchandise, Members’ Benefits, Sponsorship & Marketing**
- a. Update on recent sales**
 See Item 3a above.
 Comments on our demographic: “TVR owners can be considered to be frugal with money”.
 Regalia to be renamed Merchandise from hence forth.
 Andrew has reviewed our merchandise – not very good at the moment.
 NB highlighted that we need to define what we stand for, what is our visual identity. Does colour palate need to be changed? We need to define who we are.
 Teddy Edwards range has been looked into, good quality, very expensive, high mark up. Confusion between us and Teddy Edwards, but there could be a possibility of building a sub-line. Good for us build a better product, keeping us close to TVR Racing (TVR). Need to build more value around our marque. AH proposing that there could be more of a dialogue with Teddy Edwards for better design, imagination, quality and variety. Buy into their minimum order quantity. There was considerable discussion about price versus quality. This was agreed by the Committee. RD asked for something to be available for November NEC. AH thought to be possible. **AH**
- Option 1 – quality product without Teddy Edwards logo with TVR logo.
 - Option 2 – quality product with both Teddy Edwards and TVR logo.
- Get Teddy Edwards merchandise onto our website that can be test bed.
 RS has spoken to Les at TVR who is supportive of integration.
 Regions need to be asked about what they do and sell
- b. Dealers’ Membership Incentive Update** **FH**
 PB reported that we have £800 of spent stock waiting to be distributed to dealers. RHH not able to move anything forward at present until IT is in place. Mike needs time to get it done. Need a classifieds section on the website. PC can add classifieds to the website, but potentially not in the way that we envisage. Need to be able to log onto website and post your advert. MH was tasked to liaise with PC to explore what support he could give to get something up and running. Agreed that we may need to pay to develop something integrated. **MH/PC**
 Needs face to face interaction to improve uptake. Is dealer’s stamp on back of pamphlet? Where will the information generated from dealers be stored? **RHH/AB**
- c. TVRCC Travel Club**
 No Report.

- 12 Points from Posted Reports & AOB**
- a. Ray queried advertising by members of homemade, remanufactured, obsolete or replacement parts on Forum and in Sprint. Intellectual property concerns? Manufacturing rights and safety issues. Our Forum is a place for conversation not for sales, one particular member causing significant problems and TVR are aware of the issues. Sales guidance needed. Can members make obsolete parts and sell them to members. Need written of proof of permission. We should encourage group buys to support limited production of parts on a case by case basis. If members claim non-trader status we need full visibility of costs and price. To be reviewed on a case by case basis. **RHH/RS**
Traders can give press release into Sprint re products.
 - b. JW raised the question of the Membership Benefits Section. All agreed that it needs to be more visible as an encouragement for people to join. **AH/RD/PC**
 - d. AH has received email from Roger Shackleton regarding his next book and asked if we could help promote his Griffith Story to fund the production of HIS next book. All agreed this was acceptable through the club shop. **AH**
 - e. Lifeline products – can we support his product. Agreed, if providing some benefit (discount?) to members. RD/RHH to progress. **RD/RHH**
 - f. A query had been raised in Suggestion to the Committee about an official Club Charity. All agreed that this is difficult to do and that regional charity support is probably easier but RD & FH tasked to investigate with ROs & wider membership. **RD/FH**
 - g. JW asked if it were possible to set up a forgotten password option. Paul Calland (PC) to be approached, but suspicion is that technically it may not be possible in the current forum software, otherwise we would have done it years ago. Cannot retrieve password, but it can be reset involving office. Could a Members Area form to be developed requesting password change? Could use “contact the office” link to initiate a reset. **PC**
- 13 Dates of Future Meetings**
- 20-Oct-18: Committee, BMM, Gaydon **ALL**
 - 19-Jan-19: Committee, BMM, Gaydon **ALL**
 - 30-Mar-19: AGM, Kestrel Suite, BMM, Gaydon **ALL**

Ralph Dodds
Public Relations

Mervyn Lerner
Club secretary

Always three steps



Diagnosis

33.3%

+



Strategy

33.3%

+



Comms

Dist

Product

Pricing

33.3%

By Prof Mark Ritson

Diagnosis Stage :-

- We don't know too much
 - Size of market?
 - Growth or decline ?
 - Competitive activity?
 - Retention rates
 - Perceptions of the brand +/-
 - Where will TVR end up ?
- Need to understand more

Diagnosis Stage:-

- That said, relatively positive position
 - Strong Membership numbers
 - Growing interest in the brand
 - Growing following on Facebook
 - Most members join at Shows (NEC)
- Need to understand more...

Diagnosis : - Proposed actions

1. Membership Research

- Make it fun/publish results in Sprint
- Who owns what/age ages/events/etc
- Ave length of ownership etc

2. Competitor Analysis

- Price, offers, marcomms activity

3. Benefits Review

- Compare rational benefits/gap analysis
- i.e. Heritage Certificates

Always three steps



Diagnosis

33.3%

+



Strategy

33.3%

+



Comms

Dist

Product

Pricing

33.3%

By Prof Mark Ritson

Key strategic questions:

- 1** Where are you now?
- 2** Where do you want to get to?
- 3** How do you get there?

Social Media : Facebook

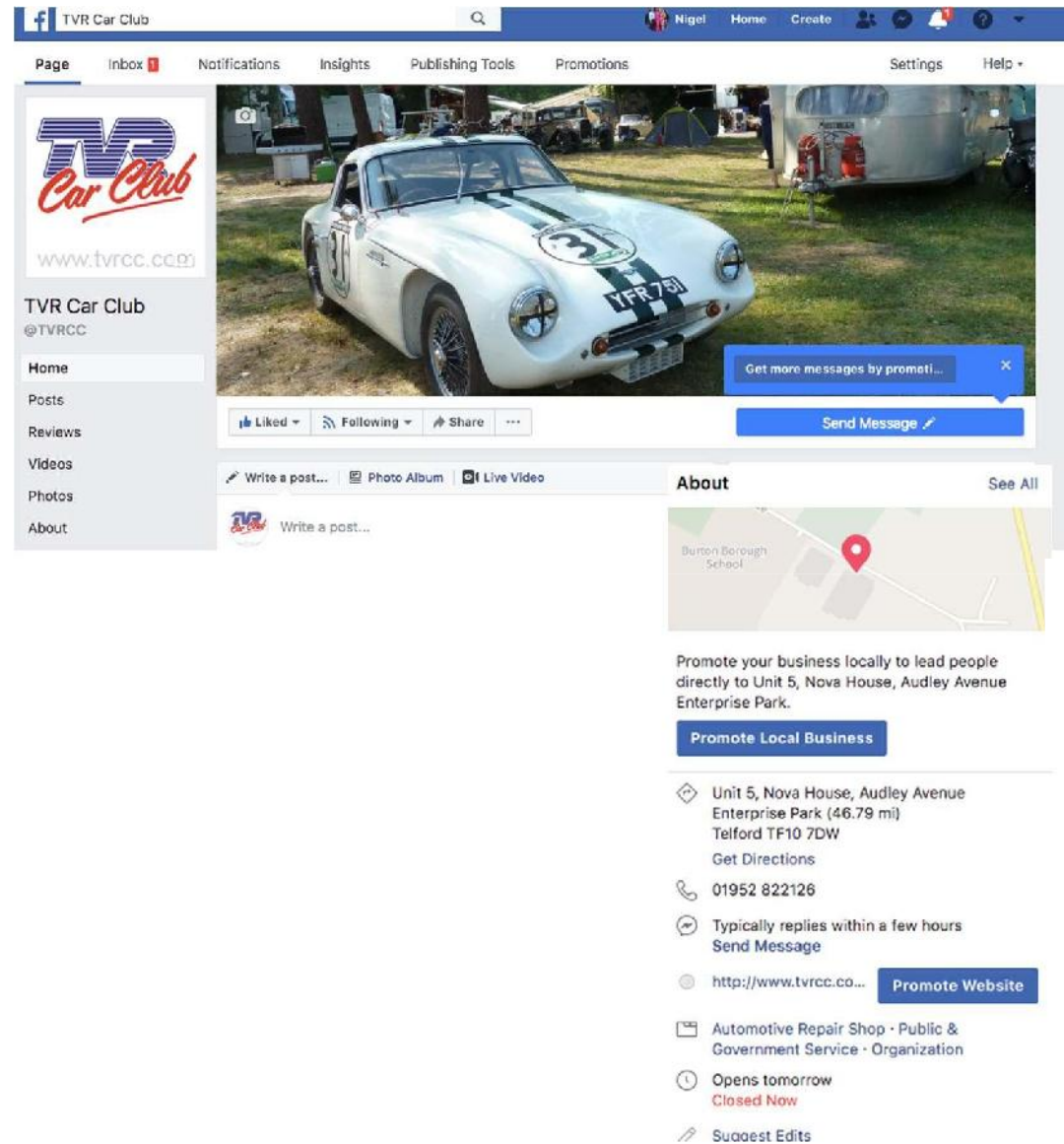
Overall, a pretty good start

- Lots of followers
- Growing numbers
- Relatively low engagement
- Shared content worst performing
- Need a consistent content plan

Social Media : Facebook

Housekeeping

- Profile Picture
 - Update profile picture to be simpler and not include website
- Cover Image
 - This should be in the same style as the profile picture
- Info Section
 - Update info section so it is not centred around a geographical location
 - Change the purpose of the page from Automotive Repair Shop to Social Club
- Pinned Post
 - Create pinner post that explains exactly what the page is and why social users should follow the page
- Consistent Theme
 - Create a consistent theme that sits across as much of the content as possible
 - Play on the TVR style of imagery that has been created with the Profile Picture and Cover Image



The screenshot shows the Facebook page for 'TVR Car Club'. The page header includes the name 'TVR Car Club' and navigation options like 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Promotions', 'Settings', and 'Help'. The profile picture is a logo with 'TVR' in blue and 'Car Club' in red script. The cover image is a white TVR sports car with black racing stripes and the number '3' on the front. The 'About' section includes a map showing the location of 'Burton Borough School' and a 'Promote Local Business' button. Below the map, there is a 'Promote Website' button and a list of business details: 'Unit 5, Nova House, Audley Avenue Enterprise Park (46.79 mi) Telford TF10 7DW', 'Get Directions', '01952 822126', 'Typically replies within a few hours', and 'Send Message'. The page also shows a 'Write a post...' input field and a 'Send Message' button.

Social Media : Facebook

Content

- Need a content plan/how to resource?
- Looked at what has had the most engagement
- Trial Post to gauge engagement levels

Tone of Voice

The page should also focus on a key tone of voice.

This should be conversational and colloquial

The page should serve as a platform for users to talk about their passion, share images get advice from other like minded individuals.

The focus needs to be switched from sharing TVR posts to creating shareable content – the aim should be to lead the conversation rather than follow someone else.



4,032 people reached

Boost Post

Graham Dady, Heidi Buchegger and 104 others 38 Comments 3 Shares

Like

Comment

Share



Social Media : Facebook

Focus on four key content pillars and themes:-

PRIDE
COMMUNITY
EXPERTISE
SHOWING OFF

Each piece of content should tick off one of these content pillars

Utilise video content more

Both natively created and created by the community

Social Media : Facebook

Garage Shots

This is the heart and soul of the passion they have for the cars. This space is an extension of the car and the work they put into it. A simple technique to maximise this would be to ask the community a direct question at a key time of the week when users might be in the garage, this could be;

Other than your car, what is the most prized possession in your garage? Ours is...

Weekend Challenge! Share the best picture possible of the inside of your garage, with no car in there!

Do you have any old signage in the garage?

We love this old TVR sign from the 1950's.

Why become a member

A series of content explained why becoming a member is so important. This would probably take the form of some graphics initially showcasing the insurance benefits etc

Why become a member

but I would say that 90% of members are a part of the car club for more than just that. The best way to sell memberships is to find out what these reasons are and so a series of videos of members talking about why they became a part of the club would work really well

User Generated Content

The page should be a platform for users to share content that they are particularly proud of and so allowing that to happen is a key role of the page admin. This can be done by direct questions that encourage users to share what they are doing;

What does your to do list look like this weekend?

We are doing XXXXX at the moment, what are you up to?

We want to see a glamorous shot of your TVR alongside a shot showing the hard work and graft it takes to get it to that point!