



**Committee Meeting ~ 20 October 2018, 10:00
BMM, Gaydon, CV35 0BJ**

Agenda

Apologies

1 Previous Minutes ~ Adoption & Matters Arising

- a. Committee Mtg: 11-Aug-18

2 Committee Matters

- a. PR Role (RD/RS)
- b. Club Office (PB)
- c. Junior Membership (RS)
- d. Club Promotional Vehicle (SG)

3 Financial & Membership Update

- a. Current position (PB)
- b. 2018~19 Budget (PB)
- c. Members' events Club support (PB)

4 2018 Event Reports

- k. TVRCC Silverstone Classic: 20~22-Jul-18
- l. TVRCC Hants Beaulieu Supercar Weekend: 4~5-Aug-18
- m. TVRCC Blenheim Palace: 26~27-Aug-18
- n. TVRCC Pre'80s: 1-Sep-18
- o. TVRCC Yorks Sculpture Park: 22~23-Sep-18
- p. TVRCC Wiltshire/Neil Garner Open Day: 29-Sep-18
- q. DTEC Brands Hatch: 8~9-Sep-18

5 2019 Events

- a. Spa to Spa (ZM)
- b. TVR Racing Festival (GW)
- c. 2019 Scenic Tours/Travel Club (SG)
- d. 2019 Spa Classic (SG)

6 Car Shows

- a. Manchester Classic Car Show: 15~16-Sep-18
- b. NEC Classic Car Show: 9~11-Nov-18 (RD/NB)
- c. NEC Restoration Show: 22~24-Mar-19 (RD/NB)

7 Regions

- a. Regions & RO update (FH)

8 Sprint

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

9 Track Days

- a. Information & Advice issued to Participants (FH)
- b. Blyton Park: 3-Aug-18 (S.Yorks)
- c. Rockingham: 24-Aug-18 (RS)
- d. 2019 Cadwell Park (RS)

- 10 TVR Motorsport**
 - a. 2019 Reports for Sprint & Support Proposals (GW/SG)

- 11 Members' Benefits, Merchandise, Sponsorship & Marketing**
 - a. Update on recent sales (PB)
 - b. Merchandise (AH)
 - c. Marketing (NB)
 - d. Dealers' Incentive Membership Update (RHH)

- 12 Points from Posted Reports & AOB**
 - a. 2019 Le Mans (SG)
 - b. TBA

- 13 Dates for Future Meetings**

See Availability Chart
19-Jan-19: BMM, Gaydon
30-Mar-19: AGM, Kestrel Suite, BMM, Gaydon

**Mervyn Larner
Club Secretary**

DRAFT

Minutes

Present: Mervyn Larnar (ML), Paul Blackwell (PB), Ralph Dodds (RD), Mike Hardy (MH), Zoe Mortimer (ZM), Ray Harris-Hawkins (RHH), Andrew Henry (AH), Steve Guest (SG), Graham Walden (GW)
Apologies: Richard Sails (RS), Fred Heddell (FH), Mandy O'Neale (MO)
Attending: John Waters (JW)

In Richard Sails' absence Ralph Dodds chaired the meeting.

		Action(s)
1	Previous Minutes ~ Adoption & Matters Arising	
	a. Committee Mtg: 11-August-18 The minutes were agreed & OK to be posted on website. Matters Arising are included on the Agenda.	ML/PC
2	Committee Matters	
	a. PR Role (RD/RS) Mervyn will invite the volunteering member to the next meeting.	ML
	b. Club Office (PB) With Ann Ray's forthcoming retirement Paul has produced revised job descriptions for comment. He will also draft an advertisement for Sprint and regional newspapers/media. Paul, Nigel & Ali to carry out interviews.	PB PB/NB
	c. Junior Membership (RS) Richard would like this to be in place for this Christmas. After discussion about what the offer should be, it was agreed that Zoe & Andrew would put forward a suggestion for cost (£30?) and benefits (badge, T shirt, cap?) for launch in December's Sprint.	ZM/AH
	d. Club Promotional Vehicle (SG) Steve explained the maintenance he'd done on the vehicle's wheels etc. Paul has produced a vehicle request/booking form along. A copy has been uploaded to the website and he'll send one to Fred for inclusion in the RO Handbook.	PB/FH
3	Financial Update	
	a. Current position Paul presented his report. The 2017~18 accounts have been sent to the auditors. There is currently projected surplus.	
	b. 2018~19 Budget (PB) Paul presented a draft 2018~19 budget which was agreed with a few minor adjustments to events. It was agreed that Paul would propose a membership fee increase at the AGM and harmonise the DD discounts.	PB
	c. Members' events Club support (PB) Paul has produced an event support form. A copy has been uploaded to the website and to Fred for inclusion in the RO Handbook.	PB/FH
4	2018 Event Reports	
	k. TVRCC Silverstone Classic: 20~22-Jul-18 A really good event, a report is in October's Sprint. We should book for 2019 and Steve will talk to organisers for a better campsite and Fred for hotel suggestions.	SG
	l. TVRCC Hants Beaulieu Supercar Weekend: 4~5-Aug-18 A really good event, supported by TVR Automotive. Griffith LE ran in supercar blast with Les Edgar/Paul Thompson driving. Will run in 2019. Richard has thanked Hants team for all their hard work.	
	m. TVRCC Blenheim Palace: 26~27-Aug-18 It rained again! A fairly popular event, but see 5b below for 2019.	
	n. TVRCC Pre'80s: 1-Sep-18 A very good event. Richard has thanked Andrew Gray and the team for all their hard work. Andrew is looking for increased support for 2019.	

	<p>o. TVRCC Yorks Sculpture Park: 22~23-Sep-18 Again a well-run "end of season" event. Mervyn to contact and thank Tony. Enquire about a report and 2019.</p>	ML
	<p>p. TVRCC Wiltshire/Neil Garner Open Day: 29-Sep-18 Again superbly organised and well supported. £2825.60 donation to Wilts Air Ambulance on 25-Oct-18. No regalia had been requested for the Club Vehicle. Richard has thanked Wilts team for all their hard work.</p>	RS
	<p>q. DTEC Brands Hatch: 8~9-Sep-18 Steve attended this popular event. There is scope for inclusion in 2019.</p>	SG
5	2019 Events	
	<p>a. Spa 2 Spa (ZM) Date is late May Bank Holiday weekend. Centred around Leamington Spa where Zoe has reserved 50 hotel rooms. Include a visit to Warwick Castle? Planning to be continued. Date to be flagged in November's Sprint. Paul to double event contingency in draft budget.</p>	ZM ZM/RHH PB
	<p>b. TVR Racing Festival (GW) Graham has had wide-ranging discussions with circuits, race organisers and TVR racers. The best option seems to be at Castle Combe on August Bank Holiday to include 2 or 3 dedicated TVR races. Planning to be continued. Possible track day included in weekend. Date to be flagged in November's Sprint. Steve to contact SCCT to suggest hotels & a Cotswold area tour. Paul to include a £15k contingency in draft budget.</p>	GW SG/RHH SG PB
	<p>c. 2019 Scenic Tours/Travel Club (SG) See 5b above.</p>	
	<p>d. 2019 Spa Classic (SG) Agreed to partner FastTrack Tours for this event.</p>	
6	Car Shows	
	<p>a. Manchester Classic Car Show: 15~16-Sep-18 Nothing reported from Manchester organisers. Ralph to contact RO.</p>	RD
	<p>b. NEC Classic Car Show: 9~11-Nov-18 Cars are agreed. Andrew has obtained sponsorship from Motul Oil. Some shirts are required to add to new helpers/exhibitors.</p>	RD
	<p>c. London Classic Car Show: Feb-19 RD has informed organisers that we will not be exhibiting in 2019.</p>	
	<p>d. NEC Restoration Show: 22~24-Mar-19 Nigel to lead on PCRS show in March with RD in support. Ralph has booked space for 5 cars & Club van. We are looking for cars: "barn find", mid restoration and finished restoration.</p>	NB/RD
7	Regions	
	<p>a. Regions & RO update Fred to check on ROs standing down for possible honorary membership.</p>	FH/AB
8	Sprint	
	<p>a. Future Content Core team working 4-6 weeks in advance, but items are always needed. There is a need to coordinate news in Sprint and facebook, using facebook to flag up news in Sprint and our website. Paul has sourced a recyclable/degradable wrapper, currently prohibitive.</p>	ALL NB/RHH
	<p>b. Advertising (AH) Andrew is to carry out a review of our pricing, introducing more differentials. Andrew has signed up Best Insurance and has several other "warm" leads. We could coordinate our advertisers with those racing TVRs. ClassicLine had wanted to sponsor NEC Show. Andrew will now offer them NEC Restoration Show, Spa 2 Spa or TVR Racing Festival. Andrew would like a pdf copy of Sprint for advertising leads. He'll contact Jon and Paul C.</p>	AH AH/GW AH AH/JL/PC

- 9 Track Days**
- a. Information & Advice issued to Participants (FH)**
Guidance was provided at Rockingham. More details at next meeting FH/RS
 - b. Blyton Park: 3-Aug-18 (S.Yorks)**
No report. Mervyn to contact Tony. ML
 - c. Rockingham: 24-Aug-18**
A successful event, unfortunately circuit is closing later this year.
 - d. 2019 Cadwell Park (RS)**
Included in Paul's draft budget RS/PB
- 10 TVR Motorsport**
- a. 2019 Reports for Sprint & Support Proposals (GW/SG)**
John Reid is seeking help with DTEC Series. Andy Race has offered him support and Graham is discussing arrangements. eg. Half sponsorship at start of season, half at end for trophies etc. if reports have been provided. £2k agreed and included in Paul's draft budget. GW/PB
- 11 Merchandise, Members' Benefits, Sponsorship & Marketing**
- a. Update on recent sales**
See Paul's report. 2007~18 sales were down, but so were stock costs.
 - b. Merchandise (AH)**
Andrew showed some possible samples that we could offer. He will continue searching/negotiating. AH
Negotiations with Teddy Edwards have stalled because of their hold-up with TVR Automotive.
He will aim to get some clothing for sale at NEC Show. AH
 - c. Marketing (NB)**
See Nigel's report on progress with facebook engagement. NB
He is finalising the membership questionnaire for inclusion with December Sprint. Need to check postage costs. NB/RHH/JL
 - d. Dealers' Membership Incentive Update**
Mike is still working on the sales section, he'll post a link to the draft. MH
- 12 Points from Posted Reports & AOB**
- a. Le Mans 2019 (SG)**
Agreed to liaise with First Tickets for any interested members. SG
 - b. Digital Sprint**
The funds to complete the scanning of past editions are included in the draft budget, spread over 2 years. Progress can now restart. RD/JL/PC
- 13 Dates of Future Meetings**
19-Jan-19: Committee, BMM, Gaydon
30-Mar-19: AGM, Kestrel Suite, BMM, Gaydon

Mervyn Lerner
Club secretary

Always three steps



Diagnosis

33.3%

+



Strategy

33.3%

+



Comms

Dist

Product

Pricing

33.3%

By Prof Mark Ritson

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
- ie. Heritage Certificates

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

<p>08/03/2018 6:00 PM</p>	 <p>Owning at TVR is not always glamorous locations. This weekend</p>			<p>4.1K</p>		<p>472 187</p>	
<p>08/03/2018 12:25 PM</p>	 <p>TVR Car Club shared a post.</p>			<p>428</p>		<p>39 36</p>	
<p>07/31/2018 2:42 PM</p>	 <p>Now the playing field has been levelled can TVR make it to the top</p>			<p>687</p>		<p>139 54</p>	
<p>07/26/2018 6:43 PM</p>	 <p>A sentiment shared by every TVR enthusiast.</p>			<p>689</p>		<p>187 43</p>	

Social Media: Facebook



Reach

Previous 2.5/3k

Now 5/6k



TVR Car Club



Published by Nigel Bromley [?] · October 11 at 9:15 PM · 🌐

Mike from Montreal wants to know which movies have featured a TVR in them? Can anyone help enlighten Mike ?



Get More Likes, Comments and Shares

Boost this post for £15 to reach up to 21,000 people.

4,203

People Reached

214

Engagements

1,402

Clicks

[Boost Post](#)



TVR Car Club

Published by Nigel Bromley [?] · October 5 at 1:38 PM · 🌐



Today is Global James Bond day.

As one British Icon to another, we salute you sir.

To celebrate, tell us which incarnation of James Bond should drive which fabulous TVR in which movie ?



Get More Likes, Comments and Shares

Boost this post for £15 to reach up to 21,000 people.

4,496

People Reached

180

Engagements

642

Clicks

[Boost Post](#)



Stephen Wiggins, Mitsuaki Inukai and 101 others · 36 Comments · 10 Shares



TVR Car Club

Published by Nigel Bromley [?] · September 13 · 🌐

"If you are accustomed only to 'modern' sports cars, I think it's impossible not to be blown away by the Griffith.

Several nice mentions for TVR in today's copy of AutoCar, including this nice quote.



Get More Likes, Comments and Shares

Boost this post for £15 to reach up to 21,000 people.

4,211

People Reached

182

Engagements

722

Clicks

[Boost Post](#)

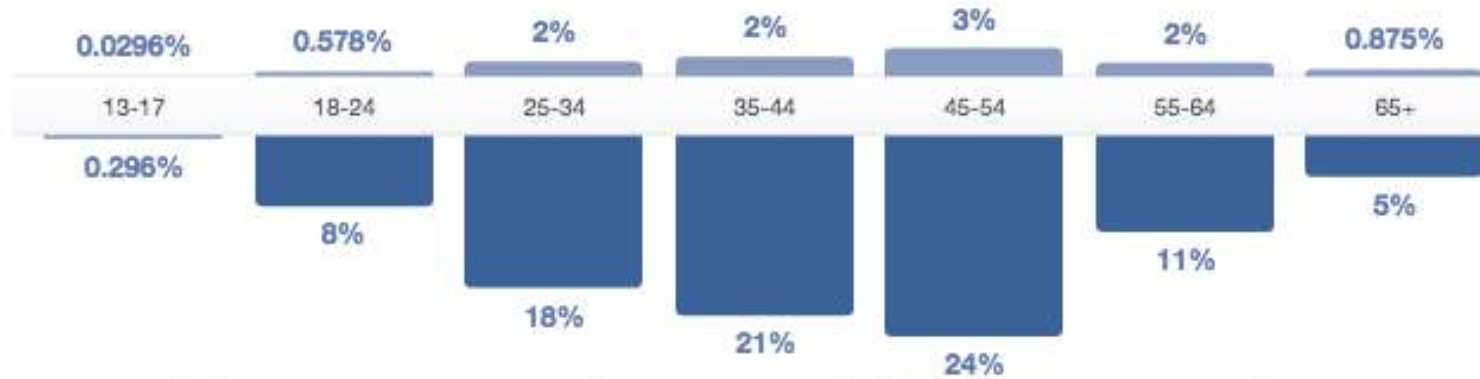
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

■ 11%
Your Fans

Men

■ 88%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United Kingdom	4,110	London, England, United Kingdom	317	English (UK)	3,227
United States of America	331	Manchester, England, United Kingdom	83	English (US)	1,928
France	283	Blackpool, England, United Kingdom	61	French (France)	333
Germany	184	Kent, England, United Kingdom	59	German	200
Italy	129	Bristol, England, United Kingdom	57	Dutch	127

Followers July 6,720
Followers to date 6,916

Social Media: Facebook

Next actions to investigate:

- Need more images – who takes club images at events?
- Need video – Plan to capture
- News? Sprint/Facebook? More integrated approach
- Promoting the NEC Show & any offers
- Promoting Sponsors/Advertisers
- Email addresses to seek followers
- Pixel targeting from our .co.uk web pages