



Committee Meeting ~ 26 November 2011 HMC, Gaydon

Agenda

- A** Apologies
B Adoption of previous minutes (16-Jul-11)
C Urgent exceptions from posted reports
D Setting the scene – membership numbers and trend. Financial outlook and trend. Impact of both.
E Split in three groups and discuss the following areas:
1. Attraction and retention of new members with the Club in its current form
2. Marketing to members to increase revenues. Focus on the big ones, insurance, new products and services.
3. What could the Club turn into? What could we branch out into? Who could we absorb?
We have an award winning infrastructure ~ let's capitalise on it.
F Return and run the Committee through the ideas (30mins each)
G Summary of what will work, conclusions and direction
H Next steps
I Actions
AOB Runners and riders for next year
Date of next meeting(s)

Minutes

- Present:** Jeremy Blandford(JB), Ralph Dodds(RD), Alison Brown(AB), Matthew Maneely(MM), Sharon Blanchard(SB), Tony Cottrell(TC), Mike Hardy(MH), Pietro Abate(PA), Mal Gwynne(MG), Richard Sails(RS), Mervyn Larnar(ML), Sean Lacey(SL), David Hothersall(DH)
Apologies: Mandy O'Neale(MO)
Guests: Dave Blanchard

- | Item | | Actioner |
|----------|---|------------------|
| B | Adoption of previous minutes <ul style="list-style-type: none">Item 7: Richard (not JB) had agreed to talk to John Mleczek.Minutes approved.Ralph/Alison attempting to "collate" other minutes and circulate them. | RS
RD/AB |
| C | Urgent exceptions to posted reports <ul style="list-style-type: none">Jeremy welcomed Mervyn to the meeting who is willing to be co-opted as Club Secretary. Proposed by Pietro and Richard. Agreed unanimously.Jeremy asked Sean to pass on the Committee's thanks to AnnMarie and wish her well.Mal said the RO area needs to be updated (eg. some RO pages need unsticking) which may involve costs from Cypher. Mal to check any costs with Matthew. Ralph could do updates to the forum/RO's Area.Tony asked if any Committee members wanted to attend the January PistonHeads Show. He has enough cover for each day. | SL
MG
All? |
| D | Setting the scene – membership numbers and trend. Financial outlook and trend. Impact of both. <ul style="list-style-type: none">Alison reported 5750 current members. Of expired members, analysis of a sample showed 80/120 didn't renew after 1 year. Probably they hadn't bought a car or had sold it. Direct Debit improves retention.Matthew showed profit profiles for last few years. We were profitable only because of a strict control on costs. Our current reserves would only cover ±4yrs. Membership break-even was ±5500, but he will rework the numbers. Fixed overheads are approx.. £11000. Car related and economic are the main reasons for general decline in membership.Tony had sent an analysis of numbers of TVRs & membership to Jeremy | |

(Appendix TC). There is a good correlation between cars & members. Club members appear to own $\pm 86\%$ of road licenced TVRs.

- We should ask members what they wanted from the Club and do a demographic survey
- We need to remember we are also a social club and ROs & regional mtgs are a core activity.

E Discussion Groups

E1 – Alison, Richard, David & Mike

E2 – Ralph, Mal, Mervyn & Dave Blanchard

E3 – Sharon, Matthew, Pietro & Sean

Jeremy & Tony circulated between groups.

F1 Alison & Richard summarised the discussion: “Follow the Car”

- Attraction:
 - New owners pack – for dealers & individuals who are selling.
 - Allow dealers to advertise for free in our classified if they agree to add a Club sticker to the car and a new owner’s pack to the glove-box. This was immediately agreed. Alison circulated a draft pack.
 - Raise awareness of marque & events through wider advertising
 - Non-members can see discounts but not the codes
- Retention:
 - Benefits must be of real value
 - Social events – Regions are the key
 - Best advert is an existing member – at shows etc.

AB/TC/MH

F2 Ralph summarised the discussion:

- Our goal should be - “Necessity to be a TVRCC member”.
- Strategic partnerships especially for parts.
- More public info and easier to find on our website:
 - Buyer’s Guides
 - Upcoming regional events
 - Past events
- Events:
 - Better relationships with specialists
 - Diversified events – some cheaper as well as premium one(s)
- Insurance – should we have more recommended providers?
 - More diverse choice for the range of models/owners
 - Better service?
 - Fewer write-offs – salvage always offered to member
 - Breakdown service
- Dealers:
 - Better links to gain new members
- Links with charities give good publicity. Should we adopt a charity? H4H?
- Should some regalia items be “loss-leaders” as marketing items eg. brollies. Could we gain sponsorship for some clothing. There is a concern that some regions are not using the Club office to source their regional items. Alison will include an item in January Sprint. Jeremy, Mal & Sharon will write to ROs about this in the newsletter they are planning
- Should there be a TVRCC app – or our site be more smartphone friendly?

**AB
JB/MG/SB**

F3 Matthew summarized their discussion as “Evolution not Revolution”:

- Social Events – Annual Event. Ball? also for family & friends
- Shorter events?
- Introduce levels of membership? “Value”, “Classic”, “Premium” with extra services/discounts/privileges.
- Partnerships with other clubs:
 - Single events
 - Regular meetings
- Offer services to other clubs for admin/regalia sales/event organisation:
 - UK – Trident Club?
 - Overseas - TVRCCNA or Griffith Club?
- Spares Supplier:
 - Part locator service
 - Part listings
 - Manufacture/Holder – market Multipart items as ours.
 - Group Buys for “obsolete” items eg. S Series indicators
- Issues with Regions:

Too many?
Are they effective?
What do we do about moribund ones?

G	Summary of what will work, conclusions and direction Held over to next meeting.	JB/ML
H	Next Steps Held over to next meeting.	JB/ML
I	Actions	
AOB	<ul style="list-style-type: none">• See F1 & F2 above for immediate actions• Jeremy asked who was intending to stand for office next year?• Ralph would like to involve Planet Rock with the 2012 NEC stand – agreed. Theme will be 50Yrs of TVR Motorsport.• Mal wants this RO year to be 14 months to ease his work schedule – agreed• Anyone want to attend the HMC Club's Forum – inform Alison• Dave outlined current planning/offer for 2012 Le Mans Classic. Still waiting for camping costs from ACO. Info will be in January Sprint. Parking for 200 TVRs, ½Hr Friday track session (£135) with no financial exposure for us. Mail info to Continental Clubs & ROs.• Next Meetings: 28 January 2012 17 March 2012 21 April AGM ~ Provisional• Mike will arrange with Paul Calland for Mervyn to have Committee Forum access & email.	ALL RD MG AI? DH ALL ALL ALL MH

Meeting closed at 16:15

Mervyn Larnar
[Club Secretary](#)