

AGM Co-ordinator and Club Promotions Report 2014

Richard Atherton.

132 members and guests attended the 2013 AGM dinner with 116 paying £31.00 for the privilege. (Those not paying include the guest speaker and his wife, the club's accountants and 11 foreign visitors.)

Once again Rose Hoar organised a 'raffle' which did very well to make up the shortfall in payment of the entertainment. That 'entertainment' did not go down well with most members voting with their feet and retiring upstairs to chat in the hotel bar. The few that stayed, however, had a memorable and enjoyable time. More care and consideration will be taken into account when booking the future entertainment.

The 2014 AGM weekend is all set to have a record breaking turnout. 186 for the Gala dinner with the price maintained once again at £31.00 per head. There are 16 tickets allocated to overseas visitors and 2 reserved for our guest speaker. The popularity is without a doubt due to the kind offer from The Morgan Motor Company to provide free tours of the factory and to make use of their facilities for our AGM on the afternoon of Saturday 18th October. There are currently 201 members taking up their kind offer to have tours. Time will only tell what the members thought of the experience. Sadly, some traders objected to the change of date (mid October instead of the end of September) and have elected not to attend. I feel that it will be their loss.

The role of 'Club Promotions' is a new position which I cannot take the full nor sole credit for. Both Ian Parkinson and myself were very aware that more needed to be done to 'promote' the club and reach out to potential new members. This is very much a role that Ian, with his experience, led from the outset.

Our first public foray was at MMC's 'Thrill On The Hill' at Shelsley Walsh on the 12th July and the next day at MMC's 100th Anniversary of the Pickersleigh Road Factory celebrations where the club stand attracted a lot of attention with 16 potential new members being 'signed up' for a three month trial of The Bulletin. A full report on the outcome (whether they joined permanently or not) will follow as soon as the three months is complete.

Maria Parkinson (with a little help from myself, Ian and Penny Atherton) managed to sell over £600 worth of regalia proving that there is a demand for it. Many members signed our visitor's book.

MMC's Managing Director, Steve Morris, acknowledged the great turn out of our cars at Pickersleigh Road and I'm sure that that effort contributed greatly to the amount of support we are now getting from them.

It was hugely disappointing that the club committee voted not to support a club stand at the Classic Motor Show 'based upon the costs as given' when those costs were approximately £350 to £1000. For the club not to be seen at the UK's biggest classic car show (approx. 58,000 visitors last year) I believe to be a mistake. It was doubly disappointing bearing in mind that everything had already been organised, location of stand sorted, cars arranged, etc.

Next year is the club's 70th Anniversary and I believe it is a must for us to be present at that and similar events.

Conclusion:

The right 'attraction' will draw a large number of members.

Ties with the factory (MMC) are worth it.

Actively promoting the club does produce benefits and every opportunity to do so should be grasped.