



July Section Bulletin Club News

Stopping a failing business and building a well-run club in its place

In June's Journal, we reported that the Club had made a small surplus in May, that membership decline was levelling off, and the forecast budget deficit had been cut by half.

July highlights:

The club continued to make a small cash surplus in June. In addition, for the first time in a long while, the number of incoming members balanced the outgoing memberships.

The library doubled its income in the past two months through activity and is now halfway to generating enough income to cover its costs, with a clear forward plan to generate the remainder from non-members at higher, non-member pricing.

The Journal has a forward plan to cover its costs through additional advertising. This will be done without reducing editorial content: the number of pages for members to enjoy will simply increase eventually by some 20 pages. The first new customers have been found at the new rates with the loyalty of existing advertisers being fully recognised where viable and desirable.

Tough discussions are being held with large corporate advertisers who have "over negotiated" with the VMCC in the past resulting in the Club accepting page rates at below production cost.

A Quarterly Review of Club finances and operations was completed with a positive future outlook reducing overheads and increasing membership services and value. More detail is available on the web at vmcc.net/consultation and will also be published in next month's Journal.

A Club events and riding forward plan, written with the same passion and fervour as our membership & marketing plans, sets out our aim to increase rides and events to new heights next year. Following consultation with the Club's Section Officers, this will be circulated as part of our Three Year plan to members delivered at a General Meeting planned for later this year.

Buoyed by success, three new Directors Steve Allen (son of the Founder Titch Allen), Bob Minto & Martin Marmoy have joined, taking the leadership team to seven active volunteers - possibly the highest number ever and raising governance to a new high.

Jonathan Dingle QC, Head of Normanton Chambers, Temple, London volunteered to assist the VMCC as Honorary General Counsel and attended his first VMCC Club leadership meeting. His contribution will focus on Constitution, Insurance and protecting Club assets.

Stuart Metcalfe, Former CEO and now advisor on creating high performing teams, has volunteered to train and mentor the Club's Leadership including new candidates. Stuart will be running the club's first formal training session on duties & responsibilities in early August.

A little more detail

Membership

In June we found that we were in equilibrium with the rate of members joining increasing by 50% from 70 to around 100/mth whilst the rate of members leaving fell sharply again by 50% from around 200 to 100/mth. With the new insurance, 75th branding and our events plan it is expected we will see further rises in incoming members in the future.

Library

The library is now up to date on work. New enquiries are being dealt with immediately on receipt of the enquiry, not backlogged. Due to operational efficiencies and closer working between the library staff and volunteers, contributions were up 50% of normal in May and a further 50% in June. The library is now halfway to its target of breaking even. Marketing will start to work with the team to increase visibility and demand from non-VMCC members at a new non-member tariff, whilst continuing to improve on member service. Rates for members will remain the same despite the new improved service. As a result of the improved performance, Claire Springhall has been taken on as a full-time employee.

Pat Robotham has been busy leading his team of regular volunteers including Brian & Steve. A full update will be made next month in line with the Club's quarterly review.

Open Raffle

To capture increased revenue from shows and engage non-members, we are looking to raffle a Royal Enfield Interceptor at the Summer shows. We will be arranging to launch the open raffle to members in September to accommodate printing and magazine distribution timelines, reduce costs and optimise return rates before a Christmas draw.

Members Raffle

Members will benefit from a special raffle this year with no tickets to purchase, no costs to the club on printing & distribution and no overhead to the Club in the raffle organisation. The prize will be paid for by the savings made last year by members who responded to calls in the Journal via the Club's website. The bike, a brand new Fantic Caballero 500 was displayed with much interest in the arena at Founders Day, and arrangements are being made to have this wonderful traditionally styled modern bike on loan to interested members and sections. More details to follow in the forthcoming months, on the "[Club bikes](#)" page.

Membership Marketing & Insurance Scheme

Membership & Marketing have been incredibly busy organising our presence at show events starting with Stafford, where we have focussed on attracting new members and moving onto the Club's outdoor stand at Founder's Day. The Insurance scheme partner was confirmed as Peter James Insurance (PJI) at Stafford and will be looking to take our first members under the new scheme in September, meanwhile please contact them for a quote if you need to renew.

Volunteers are needed at our events to talk to prospective members and promote Membership, Insurance, Merchandise & Raffle

Forum

The leadership team met with the Forum admin and moderator team to discuss improving the member experience, particularly for new members. Many thanks to Gordon Mowat, Glasgow VMCC Officer for leading this difficult challenge.

Challenges

The Club has been required to make a £25k provision to cover the possible outcome of minority issues raised outside of the responses received from the wide base of members through the Consultation and largely unrelated to operational or membership activities. The Club is working hard to resolve the issues with the individuals involved and hope to avoid this unforeseen expense.

To accommodate the wishes of a small minority of members the Club has been asked to refrain from progressing with the new logo until the members can vote later in the year. This has led to a cost of around £3k per month in lost sales of items with the exceptionally popular 75th logo and the disengagement of the volunteer marketing team until the situation is resolved later in the year.

Unforeseen technical challenges to operating the raffle may delay its wider launch, and the team are working to find a solution. One of the main issues has been the availability of bikes with the boom in machine sales and we thank last year's winner Dave Skellon for helping us out by displaying his bike at shows.

Finally, the unavailability of the Club van means that we have incurred unforeseen hire costs for shows. If there are volunteers with vans who can help with the transport of bikes and show stock especially from Allen House to major VMCC events, it would be appreciated.

Riding forward plan consultation

vmcc.net/section-officers

(VMCC member login required)

A Club events and riding forward plan, written with the same passion and fervour as our membership & marketing plans, sets out our aims to increase rides and events to new heights next year.

The draft plan is available for Consultation by [clicking here](#) (also on vmcc.net/section-officer) for comments from Section Officers to be sent to Bulletin@vmcc.net

Following the consultation with the Club's Section Officers, this will be circulated as part of our Three Year plan to members delivered at a General Meeting planned for later this year.

Volunteer Wednesdays at Allen House

Members who are newly interested in volunteering are welcome to come to Allen House on the first Wednesday of each month by prior arrangement.

You will be welcomed by breakfast prepared personally by the VMCC Chair and set to work by Operations on a pre-allocated task in Membership & Marketing, Library, Shop or Garage before stopping over lunch with current Chair Mario in the library as well as regular volunteers Brian & Steve, and the library team Claire, Annice & Pete.

Our regular volunteers can, of course, come on other days, and to encourage and thank our volunteers Terry, who runs the shop, has been given authority to give volunteers collecting in person extra special prices on spares items on the days that they work for the club. These will be limited to personal use and around £200/yr in total retail value of items.

Volunteer Enquiries

A new facility to help members easily register their interest in volunteering will be made available at vmcc.net/volunteer

The draft enquiry form is available for Consultation or by [clicking here](#) (also on vmcc.net/section-officer) for comments from Section Officers to be sent to Bulletin@vmcc.net

Following consultation with the Club's Section Officers, this will be launched in September at a new volunteer web page vmcc.net/volunteer

Section Membership Marketing Collateral Survey

vmcc.net/section-officers

(VMCC member login required)

The new, comprehensive membership brochure is available to download from the link on vmcc.net/section-officers or by [clicking here](#)

Printed copies are available on <https://shop.vmcc.net/> - free to order.

Based on requests we are looking to design & produce more printed items at the request of Sections

Join the VMCC postcard - a compact rider sized summary

Join the VMCC poster - with space to add a local Section monthly meet

VMCC Rider Number Card for Events - blank to reduce wastage for events lower than the previous 100 pre-printed issues.

Please let us know your Sections interests & quantities required by clicking here so we can work out economical ways of doing this.

Depending on your feedback, we will keep you updated on the next steps in August including lead times.

[Section Communications Survey](#)

vmcc.net/section-officers

(VMCC member login required)

Last month we sent a link to the outcome of the Section Survey 2020 and 2021 Club Communications objectives.

[VMCC Section Communications 2021](#)

We have launched two surveys on the important and much-neglected area of communications.

. [Section Officers Survey](#) also available on vmcc.net/section-officers

. A separate [Members Communications Survey](#) is also available on vmcc.net/consultation

You can find a link to the survey on vmcc.net/consultation, alternatively for those who prefer to write in, simply write to Communications at Allen House sharing your thoughts and suggestions.

[Supporting Members by Post](#)

To support our members better who prefer to communicate on paper, we will be providing a Freepost address for letters to Allen House Membership.

The modest costs of the licence are less than two-thirds of the running costs of the water cooler that the staff chose to cancel to economise on fixed costs and prioritise spending on member services.

The Freepost address will appear in the Journal when cleared by Royal Mail.

[Thank you again for your support for the Club](#)

As part of a drive to reduce our dependence on employees as we grow, to return to a Club-like focus, and based on requests from members to formally register interest as volunteers, we will be launching a [volunteer registration link](#) at vmcc.net/Volunteer next month.

Please take a few minutes to thank the volunteers and staff behind the scenes that are working hard for the benefit of all members and drive our overheads down.

Any nominations for formal recognition should be sent to the President, Mike Wills at President@vmcc.net

At your service.



Mario Costa-Sa

On behalf of the Club's wider VMCC volunteer team

[Useful member links for Club information](#)

vmcc.net/section-officers

vmcc.net/consultation

vmcc.net/bulletin

vmcc.net/Board-Meetings

(members login required)