

# RECOMMENDATIONS FOR THE FUTURE OF THE VMCC

**A –INTRODUCTION** The Membership Survey carried out in late 2017- early 2018 provides a useful starting point for looking at our future options. The results indicated an appetite for a change of direction in the development of the VMCC and that was confirmed at the AGM. The Survey results have been translated into a series of guiding principles, member benefits and recommendations as to how the Club might be taken forward. They represent the Management Committee’s interpretation of what you said you wanted from the Club and now is your opportunity to tell us if we have got it right. It is recommended that the results of the Survey, as reported in the March 2018 Journal, should be read prior to considering this consultation paper.

## **B – GUIDING PRINCIPLES COMING OUT OF THE SURVEY**

1. The membership wants the Club to remain true to its roots as an enthusiasts’ Club offering services to support members enjoying their interest in old motorcycles.
2. The Club should endeavour to create an open, positive and friendly environment where the enthusiasm and talent of the members can flourish.
3. There should be a material shift in the focus of activities from Allen House to the Areas, the Sections and to support the benefits enjoyed by individual members.

## **C – MEMBERSHIP BENEFITS**

The following is a summary of the key benefits of membership as expressed in the Survey:

1. The camaraderie of the Club, being part of Section life and organised runs, good entertainment and other activities all underline the importance of the social side of motorcycling to members.
2. The expertise within the membership and especially in practical and technical skills is important.
3. The monthly Journal is a powerful source of information and support on what is happening throughout the Club.
4. The VMCC has a strong role in influencing future legislation affecting the use of older vehicles.
5. The Library is acknowledged as an outstanding resource. Help with machine dating and from the Marque Specialists and the Calendar of Events Booklet are all valued by members.
6. The members enjoy coming together to support and take part in both Section led events (eg. Stanford Hall and the West Kent International) and Allen House led events ( eg. The Banbury and the Festival of 1000 Bikes).
7. The Club’s insurance scheme is important to some but not to the majority.
8. The Club’s retail operation is seen by some as a benefit but the level of interest is not high and there is much controversy about what retail currently offers and its future prospects in general.

## **D - RECOMMENDATIONS FOR DEVELOPING THE CLUB**

The Management Committee has endeavoured to present the following recommendations, coming out of the Survey, for consultation with the members in order to establish your priorities and preferences in shaping the Club’s future.

- 1. Greater Influence on Transport Regulations** - The membership want the Club to step up its efforts in influencing legislation affecting the use of older vehicles.
- 2. Retaining and Recruiting Members** – Satisfying existing members and recruiting new members are top priorities.

**3. Changing the Focus From Headquarters Activities to the Areas and the Sections** Members want to shift the focus of Club activities on to doing more to help the Areas and Sections and the benefits enjoyed by individual members.

**4. Actively Promoting the VMCC** – The members would like the Club to have a clear message of the membership benefits and to promote it in a structured and creative manner.

**5. Integrating Our Information Services** – Members want to build on the Club's unrivalled resource, the Library, the expertise of the Marque Specialists and the machine dating service.

**6. Keeping All The Age Classes Active** – There is strong interest across all of the classes and the members want to support efforts to keep them all active.

**7. Capturing Skills and Providing Technical Support**– The loss of technical skills of the existing membership requires to be addressed as well as meeting the demand for more technical support by the membership.

**8. Helping Riders to Get Started in the Club** – The challenges faced by motorcyclists with the cost of gaining a licence, the affordability of machines and motorcycle insurance and how the Club can help should be considered.

**9. Specific Member Benefits** – The insurance scheme run by Footman James should be examined to explore opportunities for improvement.

On the retail service benefit there appears to be support for selling regalia and hard to obtain items. However, the selling of everyday items readily available from the trade does not. Please give this subject extra consideration and make your views known so that good informed decisions can be made on retail's future.

The survey identified interest in a machine valuation service and some interest in being involved in selling members' motorcycles. The latter has proved to be highly controversial and is seen as problematic and too risky for the VMCC to engage in.

The new A4 Journal has been very well received and has considerable potential for development. The Survey findings on suggested content for future issues of the Journal should be considered by the Management Committee and the Editor. .

**10. Developing Our International Links with Affiliated Clubs** – The VMCC should do more to develop its international links with partner Clubs.

**11. Continuing with Allen House as our Headquarters** – The Survey findings failed to make the case for a move from Allen House. However, there may be a case to be made to reconfigure Allen House at some future stage.

**12. Encouraging Donations, Gifts and Legacies** – It is recommended that this fundraising activity should become an integral part of the Club's future plans.

## **E – CONSULTATION PROCESS – HOW CAN YOU MAKE YOUR VIEWS KNOWN?**

The Consultation Paper is being sent to every member to offer you the opportunity to express your comments and views. In order to maximise the feedback it seems helpful to have some structure on how you input your opinions and comments. Our preference is for you to channel your feedback through your Section Secretary who in turn will liaise with their Area Rep. to collate responses. The results of the feedback from the members will be used to inform a new development plan for the Club. Thank you for your assistance.

VMCC Management Committee.

4 May 2018