



THE AUSTIN SEVEN CLUBS' ASSOCIATION



President: Bob Wyatt
Past Presidents: Donald Doughty, Stanley Edge, Bert Hadley and Freddie Henry

GENERAL COMMITTEE MEETING

Atwell-Wilson Motor Museum
Stockley Lane, Calne, Wiltshire SN11 0NF
11am Sunday 13TH October 2019

Present

Chris Garner	Chairman; PWA7C
Nick Turley	Vice Chairman, PWA7C
Paul Lawrence	Secretary, CA7VCC
Mike Costigan	Editor
Howard Annette	Magazine Distribution / A7OC Charlie Plain Jones
Charlie Plain-Jones	Jack French Garage / 750MC
Ian Dunford	Scottish and Bristol Austin Sevens Clubs
David Charles	A7 Special Register
Janet Edroff	750 MC
Andy Lowe	Midlands Austin 7 Club
Chris Blower	Bongtree Austin 7 Club
Keith Wilson	Bongtree Austin 7 Club
Gill Davis	750 MC / Cambridge A7&VCC
Alan Billingham	On-Line A7 Club
Steve Clarke	On-Line A7 Club
Roger Price	On-line A7 Club
Stewart Robinson	PWA7C
Steve Hodgson	Worthing Austin Seven Club
Harry Hales	South Wales Austin Seven Club
Peter Hales	South Wales Austin Seven Club
Stuart Phillips	South Wales Austin Seven Club
Nigel Brookes	Devon Austin 7 Club
David Charles	A7 Special Register / Norfolk Austin 7 Club
	Cornwall Austin 7 Club
Jeff Morgan	Solent Austin Seven Club

1. Apologies for Absence

Ruairidh Dunford	Advertising A7CA
Adrian Payne	Webmaster
Chris Heeley	Treasurer / PWA7C
Phil Baildon	Historian

Chairman: Chris Garner
1 Westminster Close
Melton Mowbray
Leicestershire LE13 0PF
01664 852172
chairman@a7ca.org

Secretary: Paul Lawrence
3, Housman Ave
Royston
Herts SG8 5DN
01763 249210
secretary@a7ca.org

Treasurer: Chris Heeley
75 Desford Road
Newbold Verdon
Leicester LE9 9LG
07909 531341
treasurer@a7ca.org

David Rock Evans
Roy Goodrum
Chris Charles
Roger Brown
Richard Bohannan
Robin Taylor
Hugh Barnes
Bob Garrett
David Cochrane
Nick Beck
Paul Maulden

VAR
Essex Austin 7 Club
Web
Registrar
Essex Austin 7 Club
Austin Big 7 Register
Archive Project / Cambridge Austin 7 & VCC
Hereford A7 Club
Pram Hood Register
Bristol A7 Club / Scottish A7 Club
Norfolk Austin 7 Club

2. Introductions

Everybody introduced themselves to the meeting

3. Minutes of Last Meeting

David Charles and Chris Charles had offered thrt appologis but these had not been recorded in the Minutes. Otherwise accurate.

Proposed by Jill Davis and seconded by Janet Edroff

4. Matters Arsing

No Matters were arising

5. Officer Reports

Chairman – Chris Garner

This year seems to have flown by and here we are at our last meeting of 2019 and about to read the 2019D Magazine. Next year 2020 means that we have just two years to organize our big Centenary celebration – not long for such a big event. I believe we have taken a big initial step forward in identifying a potentially excellent venue in the Fire Service College at Moreton in Marsh and I will enlarge on this later.

I'm pleased that we have decided to hold this meeting at the Wilson – Atwell Museum which gives us an opportunity to view the Jack French Garage. This is a wonderful undertaking and our thanks must go to the Museum people and to Charlie Plain-Jones and his team.

Our Archivist, Hugh Barnes, will be giving a full report on the Archive Open Day, but I would like to take this opportunity to particularly thank Hugh for the much time and energy he devoted to the day.

Our Secretary, Paul Lawrence's determination in encouraging younger people to get involved is to be applauded and I look forward to hearing more later.

I seem to have been incredibly busy this year, a symptom of age I believe, but have to admit I have somewhat neglected the re-write of the Motor for the Million. My apologies but I have however re-rallied the team and we will be pressing on from next month.

Comments – No Comments

Secretary – Paul Lawrence

The museum is open after the meeting and I would like to encourage as many of you as possible to pay the reduced £6 entry fee after the meeting and support the Atwell-Wilson Motor Museum who are hosting the Jack French garage.

I would like to draw your attention to 'Reinstatement Cover' which is now being offered by Richard Hoskins Insurance to member clubs of the Austin Seven Clubs' Association. There is a full explanation of what this cover entails in the Association Matters section of the 2019D Magazine (page 31) but briefly it is for people who have spent 'significantly' more on the restoration of their Austin 7 than its actual market value. Two values are agreed with the insurance company, these being the value to replace the car (Market Value) and the amount spent on the restoration (evidenced by receipts). In the event of the vehicle being involved in an accident the higher value is paid out. If you think you may qualify and would like to know more about 'Reinstatement Cover' then please contact Emma Airey by e-mail at emma.airey@hiscox.com.

The work to get young people involved with Austin Sevens has had a fantastic boost recently when it was discovered that Liane Kate, who recently bought an Austin Seven Ruby, is doing a postgraduate dissertation looking at this very topic, so we are working closely with Liane. Liane has written an article which has been published in the 2019D Magazine (Page 32) titled 'My Journey with the Austin 7' which explains more about her work and how you can get involved and support her work.

Another exciting prospect is the possibility of an Austin Seven (or close relation) based 'Driver's Parade' at the 2022 British Grand Prix. We are working with Silverstone and have

submitted our initial proposal and reasoning why the Austin Seven would be an appropriate car for the parade in its centenary year of 2022 and they appear to be very interested.

Comments - A discussion took place about the cars that could be involved. Mike Costigan has put together a list which will be distributed with the Minutes so we can start to identify owners and cars that could be used in the parade. If anybody has any idea of a potential owner who would be happy for their car to be involved please could they contact Mike Costigan. This list of cars can be seen at Appendix 1.

It was suggested that it would be good if the parade could be led by a Chummy and maybe Graham Hill's Chummy could be sought out for the purpose.

Treasurer – Chris Heeley

Firstly, my apologies for not attending. The last meeting clashed with our summer holiday, this one clashes with the kids half term and we are away again!

Period July to September 2019

The invoicing was all completed this quarter and a significant number of those were paid immediately – which is great and many thanks to those clubs.

The new system of invoicing has been accepted without any issues. This has made it easier for the Treasurer to do the invoicing, and has brought a little more in compared to previous years, which is providing a healthier performance so far.

Debtors amount to £6,786.00 at the end of September. A fair amount has come in in early October though.

Significant payments this quarter:

None this quarter, but the Archive storage for Lubenham will be paid in early October. It is unchanged at £3360 incl VAT.

Cash in Current Account (Lloyds) at 30th September 2019 is £26,239.15.

Accounts can be seen at Appendix 2.

Advertising Manager – Ruairidh Dunford

By the time this report is read out at the meeting I shall be preparing letters inviting our current advertisers to continue with us for another year. Rates will now include the 3% annual increase that was proposed and passed at the AGM in April.

We are currently full, with regards to trade advertising – any new applications will only be offered a space if any current advertisers do not respond by the given date in their invitation to renew. It is now also a stipulation of taking space that all ‘new’ adverts will be designed by our team to fit in with the house style.

Private ads. have gradually increased in number which I consider a sign of healthy readership – following a request from our layout team the word count for these has been limited to 40 words.

Several current advertisers have asked to take up the re-design service that we are now able to offer and soon it is hoped that all adverts will be in a similar style to the Magazine itself.

Kind regards to all

Comments – No Comments

Archivist – Hugh Barnes

There are a number of things to report at this meeting.

We had a successful Open Day on Sunday September 29th. Although I think the poor weather on the day perhaps kept a few away, we had some 25 to 30 people attend who enjoyed the displays we had put out – A selection of the ‘Russell Curtis’ collection of Brochures Russell had so kindly donated. The silverware we hold made a welcome return for the day and Geoff Roe was on hand to talk to visitors about the Bert Hadley collection – even down to wearing Bert’s racing overalls. We had purchased a second hand shop window mannequin to display the other set of overalls Geoff has donated to the Archive.

Several talks were given – notably Stuart Ulph’s talk on some of the oddities that have come to light whilst researching the photos in the Gladys de Havilland photo album. I certainly propose to have another Open Day in 2020, date to be determined. I think it important that we make the Archive accessible to all. Individual visits are possible by appointment by contacting me.

We took the opportunity on the day to have a series of duplicate and unwanted items for sale and raised £75 to add to Archive funds.

My thanks go to everyone who gave their time to the day, speakers, helpers and visitors.

We’ve had an ongoing steady stream of donations and purchases – a few more brochures and handbooks/Parts list have been added to the collection. I have drafted an ‘Acquisition record’ form so in future, we will track items coming into the collection, giving their origins etc. An important part of our record keeping. At future meetings, those records will be made available for review.

With the generous contribution of funds from our friends in New Zealand and the Midshires group, I propose to spend some of that money on improving the storage at Lubenham and the next expenditure will be some £200 on Archive quality storage (wallets and binders) for the Show brochures.

After a rather busy summer personally, I have managed to get back to scanning outstanding items and the next few weeks should see additional materials made available on the web site. One specific subject area of note will be the addition of a number of new films. A collection of 16mm film and some older Sony U-matic video cassette materials were reviewed. Sadly the 16mm film had deteriorated beyond saving, but the good news is that by careful examination of scraps of film frame with a magnifying glass assured us that all that material was safely on the u-matic cassettes. U-matic is an obsolete standard and we had to rent a machine to read them. We have 10 news films to publish and a replacement copy of ‘Cornwall Calling’ with a much improved audio track. We also have come across an ‘amateur’ film of a journey from Colombo, Ceylon to London in what appears to be a 1937 Austin 12 van. This film may have a wider appeal from an historical perspective and I may look to share this with interested/relevant bodies. Nick has also carried out 2 more interviews for our ‘Oral Histories’ and has a further one in the diary for next month. My thanks particularly go to Nick Turley for all his efforts here.

We now have all our digital material stored in a number of locations for added security. Chris Charles, our previous web master, is still very much involved in the Archive web site and has recently overhauled the way we back up the digital files we are building up. I am happy with all that security we now have in place.

Comments – The next recorded interview will be with Stuart Rolt a renowned engine builder.

Editor – Mike Costigan

The last magazine is out and to be collected today by clubs. I am currently working on 2020A which is the magazine which has club contact details printed inside. To ensure this is printed

accurately please can clubs check the details In the A7CA Website as the details that are printed are taken straight from the website. Please can any amendments be notified to the webmaster by the middle of November by using the link to the Webmaster on the Club Members webpage.

Comments – No Comments

Registrar– Roger Brown

A7CA Registrar’s Report - 2019 April - September

Sadly Fenella was unable to take up the Registrarship due to health problems. Chris Garner ambushed me at Beaulieu in July asking if would help again, and of course I agreed - for at least until the next AGM or two. I like the job, but don’t want to do it for ever and another candidate must be found in good time.

Submissions 2019 Apr – September (2018 whole year)	
eform	email
139 (231)	119 (84)

So I have had a couple of busy months catching up. Some good news, far from the slowdown I feared had occurred, the stream of information from members, clubs and model registers has kept coming well done and thank you. If you have a car not yet on the Register I would be pleased to hear, and add the car, amend or correct existing entries.

Inspired by the 750MC Beaulieu rally in July, before my crankshaft broke, I looked back at my collection of programmes for the five years I have attended. The 2015 programme included chassis numbers, so chassis, registration, model and year, is sufficient information to make a new entry and I was able to add 16 cars. There are also few regular visitors, whose cars are not yet on the Register. If you could be one of them, why not use the easy on-line form available on the Association web site and add your car to the Register?

A7CA all marques Register 2019 (2018)			
	all	new	change
Apr	10 (16)	5 (08)	5 (08)
May	(12)	(05)	(07)
Jun	(11)	(06)	(05)
Jul	86 (27)	32 (12)	54 (15)
Aug	71 (20)	16 (08)	55 (12)
Sep	26 (24)	21 (09)	5 (15)
Oct	(10)	(08)	(02)
Nov	(17)	(11)	(07)
Dec	(11)	(04)	(08)
Jan	(24)	(13)	(11)
Feb	(31)	(09)	(22)
Mar	(29)	(12)	(17)
year	193 (232)	74 (105)	119 (127)

For security reasons, the Register does not hold contact or location details. Club and model registers are recorded if the details are offered, and this is the only way owners might be contacted. Some owners do not want their cars included, so I don’t personally check every Austin 7 that I come across.

I try to respond to submissions within a week, but not all result in a change to the Register. It is *your* data which I accept at face value unless there is an obvious problem, for example with the format of chassis or engine numbers. Also, your submission may suggest that a vehicle no longer exists, and it is a register of *surviving* cars. Sometimes I am right, sometimes wrong. Accuracy is my aim and no offence is intended when I seek clarification.

Register entries, especially new entries, often omit club or model register details. If the A7CA record of your car has no club or model register information, it would be helpful to add it. I also ask club and model registrars to check their records against the Association Register, appropriately sorted spreadsheets are available to download. Please let me know what needs to be added or changed. I believe the information held by club and model registrars is the best record since they should be in regular contact with their members. Maybe **Club Chairmen** can from time to time check that their end is working as intended? The on-line submission form makes it easy to submit a few records, but if there are a large number of please get in touch to agree a better way. And whilst on the subject of clubs, I've seen a few clubs' websites which contain reference to the number of surviving cars. Most are now wrong (even ours) and ought to be revised – **Webmasters** please note.

The list of associate clubs and clubs recognised by the Association has not changed during my term in office. I am occasionally aware of other clubs to which owners belong. When they appear operate as a club - ie. formal membership, meetings, events, publications etc. I want to add them to the Club Record Number list so they can be referenced like clubs already on the list. Maybe they could also be approached and sold the benefits of joining the Association. More members should be good for everyone.

Comments – No Comments

Webmaster- Adrian Payne

Since the last meeting I have loaded a new page on the website under Chassis Register, titled "Tracking down my old car". When you have had a chance to read it through, I would welcome your comments for improvement.

As noted in the last minutes, I have received not one event for inclusion in the events section.

Maybe something will come out of the tabled discussion about the on-going work to involve young people.

Facebook has 893 likes up 63 since the last meeting. Other than that, nothing to report.

Comments – No Comments

6. Getting Young People Involved in Austin Sevens

Paul explained how the Association had been looking at ways to get younger people involved in Austin Sevens and he had undertaken to have a look at what might be done. Then, by a huge stroke of good fortune Liane Kate (who has recently bought an Austin Seven Ruby) made it known that she was doing a postgraduate dissertation on “The People and the Austin7 – Encouraging the next generation of classic car owners”.

Paul Explained that Liane had hoped to come to the meeting but had been unable to make it due to work commitments. She had however provided an update on her work (Appendix 3) which Paul read out.

Paul explained that it was his intention pull out Liane’s key findings so far and use them to provide clubs with a ‘tool kit’ of things they can do at their local ‘club level’ to help encourage young people. A similar toolkit will be implemented by the Association at a national level.

Comments – The Federation of British Historic Vehicle Clubs (FBHVC) had their AGM recently which was attended by Howard Annett on the Associations behalf. There were some speakers which talked about involving young people (Lloyd Grosman – Chairman of the Heritage Alliance - Charlie Crawshore & Kate from America) and it would be useful to get the minutes of their meeting.

People were particularly interested in the concept of targeting people in their thirties and forties and had not really considered this in the past.

The question was raised whether the Association was a member of the FBHVC. Paul is to make enquiries to see if the Association can become a member of the FBHVC. *After the meeting it was established that the Association are members of the FBHVC. Paul will become the point of contact form them.*

7. Proposal that the Association looks into changing DVLA regulations that allow for a vehicle registration to be marked non-transferable

A proposal had been put forward by the Cambridge Austin 7 & Vintage Car Club and supported by the Scottish Austin 7 Club that the Association looks into changing DVLA regulations that allow for a vehicle registration to be marked non-transferable.

Chris Garner read out the Proposal that can be seen at appendix 4.

An open discussion took place in which the below comments were aired.

- The wording of any such proposal would need to be carefully worded. A car wrecked by fire won't be given back as salvage.
- The number can only be transferred if the vehicle has a current MOT
- This could be fraught with unintended consequences. For example, a car number had been put on retention as the owner was worried about it going abroad and was eventually put back on the original car. This wouldn't be allowed under the terms of the proposal. This could end up being a case of 'be careful what you wish for'
- There are some occasions when it is the sensible thing to do, we could be 'hoist by our own petard'.
- Could we just have the option of putting 'non-transferable' on our own logbooks without being tied down to an overarching rule?
- This is as relevant for the whole historic vehicle movement. Is this Association business?
- It is believed that the Federation have not tackled this issue before
- This could become a minefield.

It was decided to canvass the clubs further through the Minutes of the meeting before any decision is finally made. If anyone would like to add to this debate they can send their observations / suggestions to Paul.

8. Centenary Rally

Details of the Fire Service College had been circulated with the Agenda prior to the meeting.

Chris Garner said that he, Nick Turley, David Cochrane & Paul Lawrence had visited the Fire Service College at Morton in Marsha few weeks ago to be shown around by staff their and have a proper look. At the time the college was hosting an international BSA Rally and they spoke to the organiser of that rally who gave very positive feedback about the venue. Alan Billington and Steve Clarke from the On-line Austin Seven Club had also been at the venue at the same time and were equally impressed with what was on offer. Both groups of visitors concluded that the venue provides all that is necessary for a very successful rally.

Chris said that the plan was to have activities going on for a week-long period and people could do as much or as little of it as they wished. The original dates would be changed to now be 18th-24th July 2022 so it encompasses the school holidays and makes it more viable for families to attend.

A discussion took place about the runway and it was established that it would be available to us and some sort of completion element / display could be done there.

It also has good facilities for a wet weather programme if required.

If we are to secure the venue a deposit of £1,500 is required so a decision really has to be made.

Alan Billington proposed the venue which was seconded by David Charles. This was carried by unanimous vote.

People and clubs are coming forward to volunteer their services to help with the Rally organisation. These include:

David Cochrane (Pram Hood Register) – Fire Service College Liasion / Trade Stands

David Lucas (PWA7C) – Rally Treasurer

Hereford Austin 7 Club – Clearing up after event

Scottish Austin Seven Club, Ceilidh and Camping (Dependant of dates and location)

Barry Davis (VAR & ATDC) – Trade Stands / Field Layout / Management

Pete Rowlands (PWA7C)

David Charles (Special Register)

Club committee are encouraged to keep this on the Agenda at their local committee meetings and find ways to offer support to the organisation of the Rally.

9. AOB

- The question was asked if there would be an end-to-end run organised in 2020 the centenary year (JOGLE or LEJOG). This has been previously organised by the 750 Motor Club who are currently reviewing this, but no decisions have been made yet.
- The question was asked about the plans for commemorative stamps for 2020. Paul Lawrence has been making attempts to liaise with Royal Mail but they have not been very responsive to date. Paul will continue to pursue this with them.
- The question was asked if Chris Blakey has successfully got to Japan in his Austin Seven in time for the start of the Rugby World Cup and it was confirmed that he had done.
- Charlie Plain-Jones thanked those who had supported the Jack French Garage opening event. Jack French's relatives had travelled themselves from as far afield as Texas and France and were overwhelmed by all that had been done.
- The question was asked if there would be a meeting in July as often that meeting was not well attended. However, it was checked and discovered that there were 18 people at the last meeting in July which was similar in numbers to today's attendance.

10. Date of Next Meeting(s)

All at the WI Hall, Southam Road, Dunchurch, Rugby, CV22 6NW at 11am

Sunday 19th January 2020 (Note this is 3rd Sunday as venue not available on 2nd Sunday)

Sunday 19th April 2020 (Note this is 3rd Sunday to avoid Easter)

Sunday 12th July 2020

Sunday 11th October 2020

Appendix1

List of potential cars for Drivers Parade at British Grand Prix 2022

- 1 Standard 50mph Sports**
- 2 Super Sports**
- 3 TT Ulster**
- 4 EA Ulster**
- 5 65/Nippy**
- 6 Speedy**
- 7 Grasshopper**
- 8 GE Brooklands Super Sports**
- 9 GE Cup Model**
- 10 Swallow Sports**
- 11 Mulliner Sports**
- 12 Boyd Carpenter**
- 13 Arrow Competition 2-seater**

- 14 **Almack Special**
- 15 **Lotus 1 Replica**
- 16 **Lotus 3**
- 17 **Cooper Special**
- 18 **McLaren Ulster**
- 19 **Willment Special Replica**
- 20 **Simplicity (Built by Jack French)**
- 21 **PA Boat-tail**
- 22 **PD 2-seater**
- 23 **APE Opal**
- 24 **B/C Chummy**
- 25 **AD Chummy**
- 26 **AG/AH tourer**
- 27 **AAL Tourer**
- 28 **BMW DA3 Sports;**
- 29 **Rosengart Sports**
- 30 **Burghley Sports**
- 31 **Taylor Sports**
- 32 **AEW**

Appendix 2

Austin 7 Clubs' Association		
Financial Report 1 January to 30 September 2019		£
		£
Balance 1 January 2019		17,485.71
<u>Receipts January-September 2019</u>		
Magazine Sales	21,458.50	
Sale of back numbers	23.00	

Subscriptions for 2018/9	125.00	
Magazine Distribution Recharged to Clubs	515.77	
Receipts Identifying Austins Booklet	0.00	
Receipts Warwick DVD	46.67	
Advertising	75.00	
Interest Received	0.00	
Receipts for Jack French Garage Project	0.00	
Sale of Binders	0.00	
Insurance Payouts	0.00	
Archive Sales	193.00	
Digital Archive Receipts	0.00	
Other Misc Income (Australia Donation)	3,015.26	
Production Changes Book	37.50	
Index Booklet Receipts	0.00	
Hiscox Adverts Receipts	0.00	
<u>Total receipts</u>	<u>25,489.70</u>	
<u>Payments January-September 2019</u>		
Magazine Print and Layout Costs	9,157.66	
Magazine Distribution (postage)	1,179.99	
Identifying Austins Booklet Costs	0.00	
Jack French Garage Project Costs	780.80	
Subscriptions (ie FBHVC)	30.00	
Room Hire for Meetings	196.00	
Binders Costs	0.00	
Insurance	2,365.59	
Archive Costs	1,531.43	
Archive Purchases	115.35	
Digitisation of Archives Project	0.00	
Website Cost	59.99	
Officers Expenses	983.45	
Production Changes Book	0.00	
Index Booklet Costs	0.00	
A7CA contribution to Jack French Garage project	0.00	
Hiscox Rebated Payments	711.00	
<u>Total payments</u>	<u>17,111.26</u>	
Balance Sep 2019		25,864.15
<u>Analysis of Account balances at the end of September 2019</u>		
Lloyds: A7CA Funds	24,813.85	
Lloyds: Jack French Garage project fund	425.30	
2022 Accrual Fund	<u>1,000.00</u>	
	<u>26,239.15</u>	
<u>Payments July-Sept</u>		
Magazine Layout Brainstorm 2019C	570.00	
Postage Howard Annett	277.00	
Howard Annett Expenses	70.00	
Dropbox Chris Charles	138.99	
Donation re Bob Wyatt Salv Army	50.00	

Donation re Bob Wyatt Link Scheme	50.00	
Chairman Expenses Garner	90.00	
Room Hire - Reimburse D Cochrane	50.00	
Howard Annett Expenses	70.00	
Postage Howard Annett	258.89	

Appendix 3

How to Engage With Younger Participants to Become Guardians of the Austin 7 Classic Car in the Future.

Thank you for allowing me to participate in and support the future plans for growing the Austin 7 ownership group to engage with a younger generation.

I have been a proud owner of an Austin 7 for the last 12 months. Along with attending events and meeting regional group members, along with researching statistics and trends in ownership; I believed there to be a lack of presents of younger people in the community and indeed ownership of the A7 and felt that this issue was one to be investigated further, as well as supported by the consideration of a marketing strategy moving forward.

Key Findings to Date:

- Targeted age demographic, as in segmented market (see link below) needs to be clearly defined. Success and engagement with new markets needs to identify and establish an existing relationship with the product. The generation in their 40s/50s will have a direct link to family members two generations above them having owned these classic cars. This should be the targeted market to focus on. People in their 20s, for example, are less likely to engage with the Austin 7, as it is too far removed and they have no memory of it. This generation will tend to gravitate towards cars built in the 1960s and 1970s.
- Having a defined objective is critical to success. Using SMART targeting (see link below) helps direct maximum effect and success. Set a timeframe for our campaign, use specific targeting strategies and have clear intentions and be able to track how successful each method is.
- Where to market and what to say is important: Once you have decided on your market, you need to understand in a digital world, how to reach audiences in a convenient, timely and accurate way. Research is key, but market platform leaders today are mainly online and critically: Facebook, Instagram and Twitter. (see video below)
- What to say and your budget: You do not have to spend a lot of money to reach markets today. Social media is an excellent tool in reaching out and sharing tips and creating a campaign that shares the benefits of owning a classic car. Statistics, facts, existing community support are a good starting point. Audiences are not willing to watch billboards (so to speak) preaching facts, but they will engage in a 'conversation' (like on the many

successful A7 forums). Show the pleasure of owning a classic car, give facts on cost, maintenance, parts, accessibility to the centre of London, Tax free, low insurance, support groups (including information, also hands on support). Share where to find information. How 'on trend' and good for the environment it really is to own an existing car, rather than the carbon footprint that is created by building a brand new one. In short a 'Myth Buster' campaign. Looking at how to give something to the potential market, as well as enlightening the new market in what they will gain from this experience (not only the cars, the rich history, the culture, the community etc).

- Angle - Think about the British ideology of preserving history. The Millions we spend each year on restoring historical buildings. They too are just a memory stored in bricks and mortar. Surely classic cars are more achievable to maintain and on our roads, they are here for everybody to enjoy. Try to gain celebrity endorsement. Not Jeremy Clarkson (as his reputation is waning) But a national figure, lent them a car, get them to talk about it with their peers and the nation.
- The brilliant articles and stories that go out in the A7 magazines, share them with editors of the local papers where the events and builds are happening. The time has already been spent on the article, what is a few minutes sending it onto a news editor. People like human stories, peoples journeys, common interest stories. Share them with the people you are trying to engage with and hope that they also come on board and wish to achieve their own restoration project and preserve a vehicle worth preserving.
- Ultimately: The Austin 7 makes people smile, it brings strangers together. It creates conversation. I know this, as I can not drive down the road without someone in the opposite direction waving and beeping their horns in appreciation. The petrol station filling choir is less of a choir, as people ALWAYS come over and talk to me about the car. They talk of how they too have a link to an A7 or they know nothing about it at all, but want to find out. The Austin 7 is a community product. So a strap line should be considered (See link). A short sentence that encapsulates the physical, social and emotional relevance of this vehicle.
- Last, but not least. There is no better way of sharing a passion for the A7 than looking towards the people sat around this table to drive a marketing campaign forward. People who have given their time and love for this car and lead on the country-wide associations and members in continuing to invest in this classic car. It is the stories and grounding of the people around this table that will be the success in making sure the next generation continue the guardianship of the Austin 7.

I am willing to support the marketing campaign moving forward. My articles and radio programme will be broadcast in the next 6 months and I have set up a Twitter campaign for my car Burt_Car and that is already reaching new markets. Using people in their 40s, such as me to talk to my peers is an excellent way of cross pollinating the message, so this is something you may also want to roll out once you begin to engage with younger generations. Tell them to tell their friends! I have added a marketing strategy at the bottom of this page, but there is so much free support and help on the internet to get your started. Good luck and I hope to attend the next meeting to talk progress and look at opportunities (for example inviting your targeted markets to gathering and shows around the country for free).

Many thanks
Liane

Appendix 4

Proposal that the Association looks into changing DVLA regulations that allow for a vehicle registration to marked non-transferable.

Proposed by Cambridge Austin 7 Club, seconded by Scottish Austin 7 Club.

As an individual, I have had an exchange of email with the DVLA about the options for making the registration numbers of my cars 'non-transferable' to prevent the registrations being removed from the cars by an unscrupulous owner/dealer in the future. Like many owners, I am passionate about original registrations remaining with their vehicles as part of that vehicle's history.

After several exchanges with differing DVLA staff (who actually may be contractors and not truly understand the regs), I was finally told that there is no option for making a registration number non-transferable.

I would like the Association, perhaps in conjunction (or indeed, through the auspices of the FBHVC) to approach the DVLA to seek a change in the regulations to allow a vehicle registration number to be marked non-transferable

I have specifically not gone into any further detail at this time – the eligibility of vehicle may be one marked 'Historic', it may be date related and be only for vehicles registered on or before 31st December 1939 or some other date. Similarly, questions could be raised over what would happen to registration numbers in the event of a car being written off. This is the sort of detail that should be worked on in conjunction with the FBHVC who may have a better idea of who to approach at the DVLA, other bodies and individuals likely to support the approach, the appropriate wording of such a proposal and the likelihood of success.

Hugh Barnes, CA7&VCC