

Membership Secretary's Report for AGM 2024

[Membership figures compiled on 20th August 2024]

Type	UK	Europe	World	Honorary/Complimentary
Full	842 [859]	93[91]	55[65]	13/7 [7/7]
Full + 1 Assoc	142 [149]	6[7]	3[4]	4/0 [4/0]
Full + 2 Assoc	19 [17]	0 [0]	0 [0]	0/0 [0/0]
Totals	1003 [1025]	99 [98]	58 [69]	24 [18]
	1184 [1210]			

[Previous year's (2023) figures in brackets]

The table shows the breakdown and total number of unique current member records (1184) on the database. However, if you add the individuals represented by Full and all Associates across the 4 categories (including Honorary only) in the table, the total number of members is 1370 (1389 in 2023). This is a slight drop, but is better when compared to other classic car clubs in recent years. It should be noted that during this year the old computer-based database has been migrated to an online system called Crossmember (see below). The slight drop in figures compared to last year maybe due some data migration configurations that were necessary in order to set up more rigid automated renewals compared to the more personal flexible processes of the old database. Since the last report we have also introduced a Digital membership for our overseas members – now totalling 26 – these are not shown separately but are included in the above figures.

[Note: An Honorary Member is a Life Membership awarded by the Committee in recognition of services or support of the Imp or to the Club. Fixed duration Complimentary members awarded by the Committee for services to the Club or support of the imp are now included in normal membership figures. Complimentary Membership is a membership of association, e.g. Club Library, classic car press editor or other imp related car clubs or organisations).

New Membership Management System – Crossmember:

This new system and new processes went 'live' in June 2024 and whilst everything all is going well there is still some learning to do – please bear with us. It will take a few more months to settle in completely, but so far things are looking good. New methods of payment have been introduced – Stripe as an alternative to PayPal and can be used for card payments and GoCardless enabling direct debits to be set up. All Other methods continue to be available and can be managed within the system – just contact The Membership Secretary if in doubt or have any questions.

Access to the records is available to individual members (their own record), Committee Officials and Area Organisers. Thus, enabling better access and more current information can be shared. Whilst posted reminders will still be catered for most is now done by automatic emailing of renewal notices. Easy access from a number of different types of electronic devices (PC, phones and tablets) and more directly from emails and via the website it makes it much easier for members. A significant reduction in the amount of paperwork being generated and significantly less postage costs.

All in all, a significant improvement over the old processes with opportunities for future improvements. One of the next stages is to make members car data accessible for further checking and recording of useful information. In addition, a decision has been made to stop issuing membership cards routinely – please see Impromptu and Impressions for more details.

During the next 12 months the Club needs to consider an approach to attract new members to join the Club and encourage past members to return to the fold. With the general reduction in available vehicles, we should consider trying to welcome in not just owners but general enthusiasts too. Not the easiest of tasks but there is clearly a following for the car and many people have joined the Club before finding their desired car. We should learn from this and try harder to attract more members utilising all available platforms, channels and physical visibility at events. [cont...]

Additional Responsibilities with Membership Secretary Role

Report for AGM 2024

Vice Chairman:

This role has until now been a shared one and much is carried out in conjunction with the Membership Secretary tasks with no distinct separation. With the efficient running of many of the tasks that the Chairman has been undertaking in the last year then much of the spare time of the VC has been dedicated to those of the Membership Secretary's routine tasks and the major migration to the new online system for member management. That said in this role I have been attending routine Committee meetings and other unscheduled discussions, supporting both the Directors and the rest of the committee with input and feedback on many issues as required and will be very happy to continue doing this. With less time being done put to membership tasks then more can be spent on duties required to support the Directors and follow through with Committee projects and plans.

Data Protection Officer:

Although this hasn't been a formal role until this time around, it has been part of the Membership Secretary's duties as I was doing those alongside these. However, I have been making sure the migration to the new membership system has incorporated the necessary functions for members to be aware of the Clubs data protection responsibilities. Also offering members the chance to further restrict the sharing of details from within Crossmember. No data protection issues have arisen in the last 12 months, but a review of the Privacy Policy will be required following any rule changes and amended and updated accordingly.

Back Issues:

This is now a very little used service, and it should be discussed as being wound down - apart from holding 12 months of issues for occasional member requests. The storage of physical media that is no longer required should be ceased. It has been suggested that, with the continued digitisation of recent Impressions, the archiving of digital versions of issues from 2000 onwards, that all editions are digitised (scanned in) and easy access to them is offered via a member's area on the website. This will require collaboration between the Website Editor, IT and Librarian before the Back Issues service is cancelled.