

MSCC LIMITED

REPORT: FINANCE, EMPLOYMENT AND GENERAL PURPOSES

SUB-COMMITTEE MEETING

Thursday 9th June 2022 – Zoom meeting

Members: Chairman, Martin Rickerd (MR); Jann Robinson (JR); Colin Thornton (CT); Peter Grange (PG); Roger Coverley (RC); Gill Bevan (GB); Brian Lee (BL); Ivan Wheatley (IW); Andy Reeves (AR); Iain Leviston (IL); Charles Neal (CN); Frank Whitefoot (FW); Tony Baker (TB).

NB. DAL and pre-meeting reports – it is assumed attendees have read the previous DAL with updated status and comments, together with all reports circulated.

Apologies: Tony Baker, Charles Neal, Peter Grange.

Chair – Martin Rickerd

The Chairman briefly reviewed the DAL, which had already been updated for action status and comments.

An online NCM on 13 May elected Jann Robinson to the Vice Chair position and she and the former Vice Chair have completed the handover.

Ian Cummings and Richard Murrison have been appointed as, respectively, Awards Secretary and Regalia & Club Merchandising Officer, so we now have a full complement of Club Officers for the first time since the middle of last year.

Continuing the practice of regular contacts with senior figures at Pickersleigh Road arrangements have been made for MR and JR to meet Massimo Fumarola, the new CEO, and Steve Morris, now Executive Chairman, on 15 June. It is expected that the recent announcement by MMC advising owners of the CX platform models not to drive their vehicles because of a potential safety issue will be included in the discussions.

Treasurer – Roger Coverley

The accounts analysis for the six months to 31 March shows a small pre-tax surplus, which is in line with our policy target.

Members of FEGP have been requested to submit budget information for next year to RC by the end of June.

Company Secretary – Peter Grange

The annual accounts to 30 September 2021 have been lodged at Companies House.

Employee performance reviews have taken place with the Club's employees.

Club Manager – Gill Bevan

The 6 months free offer for both new and pre-owned Morgan purchases continues to have a positive effect on Club membership numbers with many renewing after the free offer ends.

Some umbrellas to sell at events have been sourced and these will be available to purchase at Mogfest together with the usual small items and some sample clothing stock to highlight the range that is now available.

GB will be present at Mogfest, the Autosolo and Silverstone Classic.

Motorsport – Iain Leviston

Simon Baines has now been appointed the Race Series Technical Committee Chairman and oversees the development of the technical regulations and compliance with these at race meetings.

The Sprint Taster Day went well on Sunday 27 March and nobody or cars were harmed. The event is scheduled to be held again on the same day next year.

There are a couple of new competitors in the Speed Championship no doubt encouraged to do so having experienced the Sprint Taster Day.

Volunteers have now come forward to run the Club AutoSolo and this will take place on Saturday 23rd July at the British Motor Museum at Gaydon. Richard Thorne Classic Cars have confirmed they will sponsor the event.

With Brooklands announced as the venue for MogFest 2023 the AutoSolo should be able to join that event again.

The Concours competition is due to be held on the Saturday of MogFest at Beamish.

There are no safeguarding matters to report.

As noted above Ian Cummings has taken on the role of Awards Secretary after a period without an active officer in post. Ian proposes that we do not issue any awards in 2022 but have a re-launch of the Club Championship in the December 2022 Miscellany to then run in 2023. Ian is also keen to collect in the trophies that are currently out with award winners from several years ago now and give them some TLC. Some trophies may go into the reserve collection while we use the better

trophies as the regular ones to award. Ian is also keen to develop a history file for each award, to document the history of each trophy and the person it is named after if relevant.

Communications – Ivan Wheatley

Communications - The Media Strategy Group, henceforth to be known as the Media Coordination Group to better reflect its purpose, has now met three times and has made significant progress. Items being progressed include development of a monthly media calendar to plan future media themes to cover all channels and a better understanding of current membership via a survey, as noted below.

Publishing - The new book by Charles Neal, called “Morgan: The March of Progress”, is now complete and has been sent to the printers. The book comprises 288 pages in a 270 x 240 mm hardback format and will be launched at Mogfest on Saturday 25th June.

Miscellany magazine - The new format for Miscellany was adopted for the May issue with additional refinements continuing through the June and July issues. The feedback received to date has been positive.

Website - Responsibility for maintaining and developing our web presence has now fully transferred over to our new Digital Editor, Ambrose Langley-Poole. Ambrose is now responsible for all website material including the publication of news and events and any future developments of the content and structure.

Bulletin Board – This is now live with the first pilot forum established for FEGP. The pilot forum will be used to validate the configuration of the system before a progressive roll out through the various user groups. The pilot will also be used to refine our system management procedures before opening up to a large user base.

The eventual aim is to replace the email system for all internal group communications including Centres, users groups such as Centre Secretaries and the National Committee, special interest groups and eventually an all member forum.

Public Relations - The objectives of our communications activities has been agreed as increasing the perceived value of club membership to existing club members thereby increasing the level of active participation and to recruit new members from the existing Morgan owning, non-member community. The route to inactive members

has been identified as through the Centres and plans are being developed to increase the contact level with Centres to identify how the club can develop its activities to this end. The best route to addressing non-member Morgan owners has been identified as through the Morgan dealerships and plans are progressing to develop our relationship with the dealers, to understand their perceptions of the club and to develop our image as a natural complement to Morgan ownership.

Social Media - The development of our social media strategy continues albeit slowly. We are continuing to support our Facebook account as a feeder to our primary communication channels of Miscellany and website and to publicise upcoming events with two nominated contributors. We are continuing with our YouTube channel for the present but need to find a mechanism to increase the level of activity if we are to justify its continuation. We have made the decision to suspend our Twitter activities as being inconsistent with our overall strategy and are currently reviewing the benefits of an alternative account as a replacement.

Club documentation - Following a review of all the club's documentation it has been agreed that a group will be established to consider the opportunities for improving our presentation and developing an appropriate 'house' style for all communications both internal and external.

Technical support - Ongoing technical support to members continues with no outstanding issues.

Archives - Nothing to report.

FBHVC - Nothing to report.

Calendar Sub-Committee - Following completion later in the summer of the two-year appointment term of the existing Calendar Sub-Committee, an advertisement has been prepared inviting members to apply to be part of the new committee for the next two year.

Commercial – Andy Reeves

Regalia - As noted above Richard Murrison has taken on the role of Regalia Officer and AR has had a face to face meeting with him and initiated a handover of the role.

We have purchased a new stock of metal car badges and car stickers via Logo that Polo.

Membership Benefits - We have reached agreement for a new partnership with Silverstone Interactive Museum, to be launched ahead of the Silverstone Classic. One area of focus over the next quarter will be identifying a group of Partners who could offer a range of tyre solutions, including wheels, for our members to meet the specific demands of competition, touring and heritage. Julian Measey has already approached a number of high profile providers but if anyone can suggest other providers who are considered best of breed in terms of specialist and/or national coverage please contact him.

MSCC Events and Mogfest – Frank Whitefoot

Mogfest 22 - Planning and implementation is in the final stages with a good response from members. Event tickets are being distributed by Scenic Car Tours in the week commencing 13 June.

As entry requires a car pass to be obtained in advance it will not be possible to just turn up on the day. The Website shows late availability arrangements.

Mogfest 23 - Arrangements are in progress for the event to be held at Brooklands Museum. Hotel inspections have been carried out and other event options are being researched. Several favourable comments have been received in respect of the location as well as interest from the dealer network.

Travel Club – Tony Baker and Roger Coverley

2022 Program:

Montlhery – 22 people attended

This was a very successful event with the added bonus that the chosen hotel was also used by some of the “competitors”, including the owners of the “Beast of Turin” so a tour of the car park was a must. The Beast is powered by a Fiat aircraft engine, circa WW1.

Events due to take place:

Welsh 500 - 12 people booked

Scottish NE 500 – 10 people booked

Italy – 4 people booked

2023 Program:

Route 66: 4 people booked to date

A meeting to finalise 2023 program will be held on Tony's return from holiday.

More and more Centres are recognising the benefit of asking Scenic Car Tours to help with their tours and events – less admin, no financial risk, potential for better pricing etc.

Review Sub-Committee – Brian Lee

Following completion later in the summer of the two-year appointment term of the existing Sub-Committee, an advertisement has been prepared inviting members to apply to be part of the new committee for the next two year. Following the cessation of the Centre Liaison Officer role, Dave Bright has indicated he will not seek reelection to RSC. All other members have said they will re-apply although the current Chairman, Brian Lee, has indicated this will be his last term. He believes it is important to maintain continuity within the team and giving notice of his intentions enables a phased replacement of team members.

Vice Chair – Jann Robinson

JR has agreed to lead a team from the Media Group that will investigate the mechanics of setting up a survey of Club members. This will include a comparison of costs and logistics of doing this ourselves or using a third party. The last survey was undertaken in 2013.

Governance calendar – Iain Leviston

Dates for future meetings, all held by Zoom:

FEGP: 4th August 2022; 1

st December 2022, 9

th March 2023; 8th June 2023; 3rd

August 2023

NCM: 11

th September 2022, 29th January 2023; 10th September 2023

AGM: 15 April 2023 (TBC)

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