



# THE FIVA 2020/21 HISTORIC VEHICLE CLUB SURVEY 2020/21

## FACT FILE: CLUBS HISTORIC VEHICLE CLUBS

What are the future challenges faced by historic vehicle clubs, and what services and activities do they offer to members?



## EUROPE

CLUB CONCERNS

CLUB SERVICES

CLUB ACTIVITIES



# CLUB FACT FILE: EUROPE



## THE FIVA 2020/21 HISTORIC VEHICLE CLUB SURVEY HAS MUCH TO REVEAL...

This FIVA Fact File contains results from 1,735 completed surveys from the FIVA 2020/21 Historic Vehicle Club survey. It is based on European countries including France (428), UK (250), Germany (239), Belgium (224), Spain (106), Sweden (94), Denmark (74), Italy (54), Norway (44), the Czech Republic (34) and others. These surveys were completed by enthusiasts involved in managing their historic vehicle clubs and the results therefore provide an up-to-date read on the concerns and activities of clubs operating in the movement today.

## WHAT CONCERNS HISTORIC VEHICLE CLUBS TODAY?

**Historic vehicle clubs tell us** that their most pressing concern is the ability of their club members to use their vehicles on roads without stringent regulation (78%), and without negative public perception due to environmental concerns (51%).

**We also know** that many clubs struggle to find volunteers to help support the running of their club (42%), and that there is now an emerging concern about the availability of fuel (23%) from a significant number. Across Europe the relative importance of these issues varies, but they are all of concern.



**78%**

Regulation affecting vehicle use



**51%**

Changing public perception, environmental considerations etc



**42%**

Finding new board members / volunteers



**23%**

Availability of fuel (fuel problems)

## THE NEXT 5 YEARS

Many clubs (40%) tell us they expect their membership to **grow** over the next 5 years, or at least expect current levels to remain stable (38%). However, around 1 in 4 expect their numbers to shrink (23%).

Q. How do you envisage the number of members of the club in 5 years from now?

**40%**

Our club will be Larger

**38%**

Our club will be Unchanged

**23%**

Our club will be Smaller

All clubs (n= 1 508)

## MEMBERS ARE GETTING OLDER

Many clubs (43%) also tell us that the average age of their members is getting older, with only 12% expecting member age to be younger overall in 5 years time. **The average age of a club member in 2020 is 55 years.**

**43%**

Older average age

**45%**

Similar average age

**12%**

Younger

All clubs (n=1 497)

## CLUBS COME IN ALL SHAPES AND SIZES

The average club has 400 members, although a third (32%) can be defined as small (50 or fewer members), 54% as medium (51-499 members) and 14% as large (500+ members). Around 3 in 10 clubs (31%) describe themselves as having a local focus, 24% regional and 30% national. Around 1 in 8 (12%) are international and 3% describe themselves as being a branch of a larger club.

The most common vehicle types catered for include passenger cars (86%), motorcycles (42%), vans (26%), mopeds (25%), ex-military vehicles (21%) and tractors (19%). More than half of clubs (51%) cater for vehicles of many makes, types and age, compared to 23% that cater for one-make only. The majority of club members own at least one historic vehicle (75%) with around 3 in 10 owning at least one youngtimer vehicle (29%).



**32%**

1 in 3 clubs have 50 or fewer members



**75%**

of members own an historic vehicle



**55%**

of clubs have a local or regional focus



**36 €**

Average annual cost of a club membership

Note: Clubs were recruited to participate in the survey using a variety of methods. FIVA ANFs were able to promote and raise awareness to the survey using their known channels and contacts. All participating clubs did so on a self-selecting basis. Results presented in this Fact File are based only on completed surveys. Front page picture credit: John Retter, Brooklands Motor Museum, UK

# CLUB ACTIVITIES: EUROPE

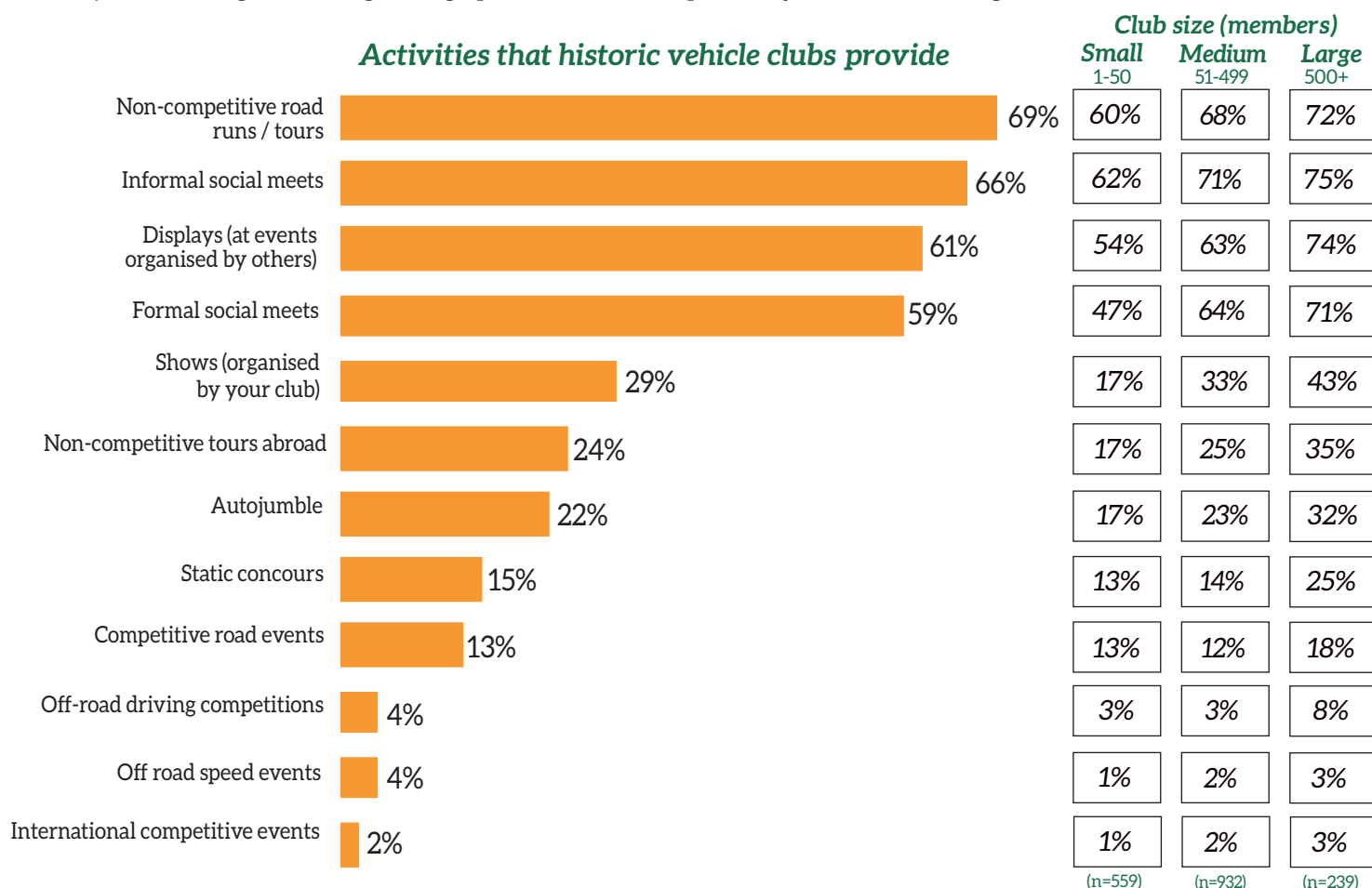


## OFFERING AN AFFORDABLE CLUB ENVIRONMENT TO ALL

It is very affordable to become a member of a historic vehicle club with an average annual subscription of just €36, or just 28 € per annum for smaller clubs (those with fewer than 50 members), compared to 48 € per annum for larger clubs (those with 500+ members). What seems clear is that membership brings considerable value to the enthusiast and access to a wealth of related activities.

## A WEALTH OF CLUB ACTIVITIES ON OFFER

Club members have access to a wealth of club and vehicle-related activities. On average, a club will organise 15 events each year with larger clubs organising up to 46 events, compared to just 7 events amongst small clubs.



## WHAT DOES BEING A CLUB MEMBER ACTUALLY MEAN?

Being a member of an historic vehicle club means access to a wide range of activities that support an interest in historic vehicles. These include:

### Getting out and about...

**Non-competitive road runs (69%), Displays (61%) and Shows (29%)** enable enthusiasts to get together with other members and their vehicles to enjoy and promote the value of historic vehicles around the world.

### Getting social...

Many clubs create the opportunity for get-togethers with **formal social events (59%)** and **informal social meetings (66%)** - including AGMs, or simple get-togethers. These types of event are the building blocks of the historic vehicle club scene around the world and are clearly demonstrated here in the survey results.

### Getting competitive...

Whilst many provide non-competitive road runs and leisure runs, some clubs also show the competitive side of historic vehicle ownership with **13%** providing **competitive road events**, **4%** providing **off-road driving competitions** and **4% off-road speed events**. That is quite a mix for the more competitive minded.

### Buying and selling

Around 1 in 5 clubs (22%) organise **Autojumble events** which give another chance for historic vehicle enthusiasts to get-together to talk about their vehicles and to buy spare parts to help keep their vehicles on the road.



# A HUGE RANGE OF SERVICES AVAILABLE

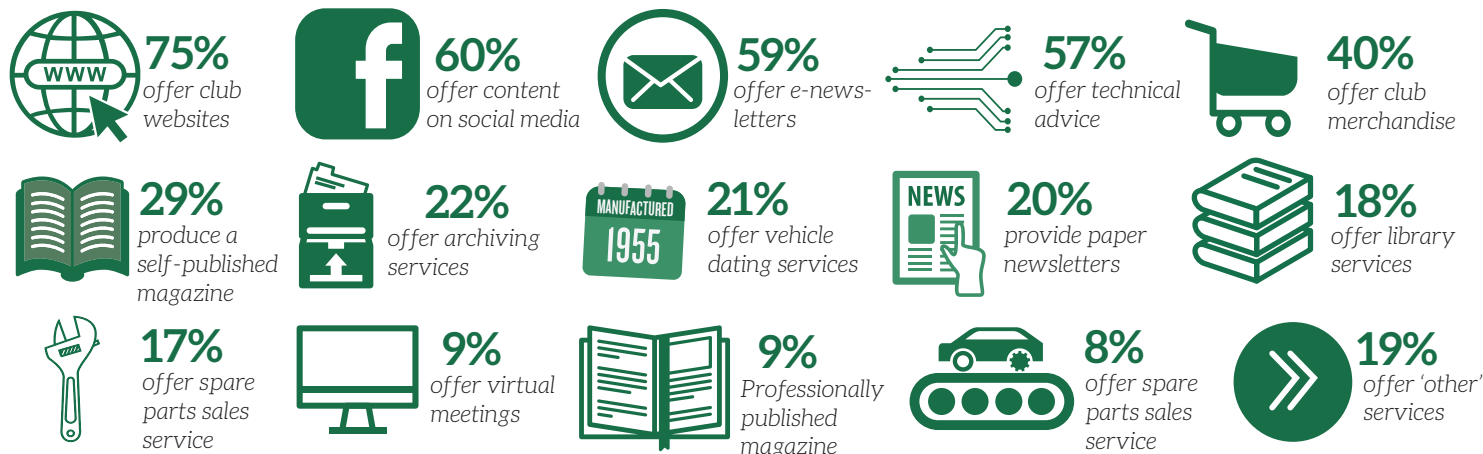


## CLUBS PROVIDE A WIDE RANGE OF SERVICES TOO!

In addition to the range of club activities, historic vehicle clubs also provide many valuable services to their members that add value to their membership offer. Many of these are provided by volunteers in their own time and often at no charge.

These services range from creating relevant digital content that can be shared through website or social channels, through to the provision of spare parts for vehicles either through sales/resale or original manufacture. These are invaluable to the enthusiast who is aiming to keep their historic vehicles on the road.

## A SNAPSHOT OF SERVICES PROVIDED BY CLUBS



## SO HOW DO CLUBS DIFFER?

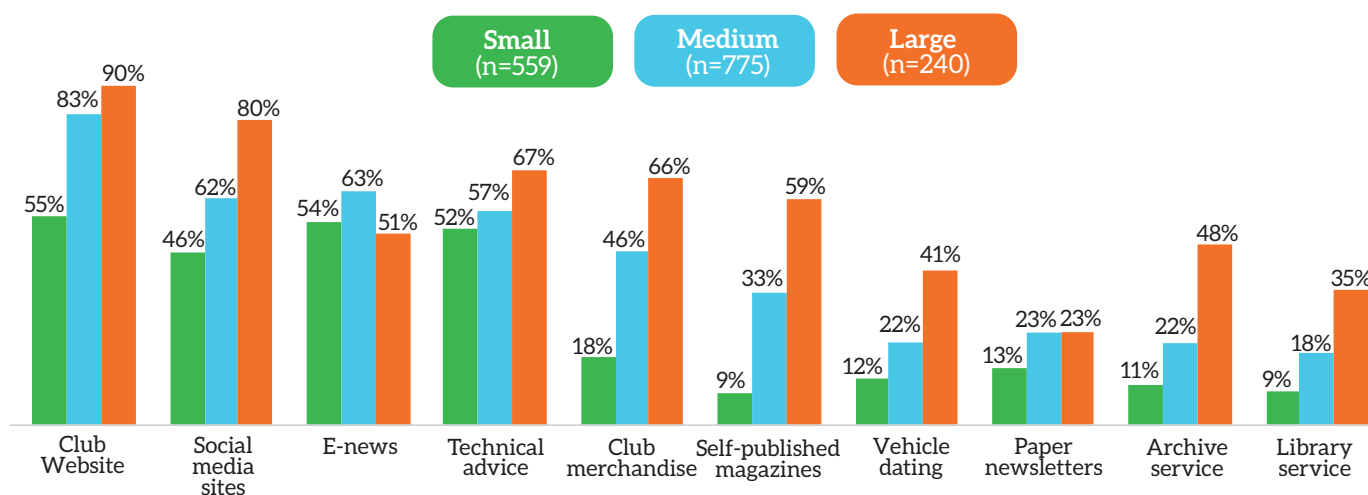
However, there are clear differences in what clubs of different sizes are able to offer their members. Large clubs (500+ members) who are more likely to be national (50%) or international (24%) in focus can provide digital content via websites and social media (80% manage social sites). These support their club-based activities and allow them to reach their membership base with speed and efficiency.

By comparison, small clubs (50 or fewer members) are far less likely to offer members social media content (just 46% do so), and are more local (47%) or regional (27%) in focus. They generally offer fewer services which is best illustrated by the proportion that operate a club website - just 55% compared to 90% of large clubs. The issue of limited resources - be it financing or volunteer time - is also visible when looking at the wider range of services offered. For example, far fewer small clubs are able to provide vehicle dating, archiving or library services to members. These types of service are primarily offered by larger clubs.

## LARGE CLUBS ARE ABLE TO OFFER MORE TO MEMBERS

Q. Please tell us which of the following your club offers members?

### Club size and services offered



# YOUNG MEMBERS & SOCIAL MEDIA



## APPEALING TO YOUNGER MEMBERS?

Survey results also reveal that 2 in 10 clubs actively provide special arrangements for younger members (21%), compared to the 8 in 10 that don't (79%).

The larger the club, the more likely they are to cater for young members (e.g. 28% of large clubs do so).



21%

79%

Around 2 in 10 clubs have special arrangements for younger members

## THE EMERGING ROLE & IMPORTANCE OF SOCIAL MEDIA

Many clubs in Europe have built a digital strategy for communicating with members. As many as 6 in 10 (60%) now operate a social media service - most commonly Facebook (96%), but also Whatapp (26%), Instagram (18%) and YouTube (12%).

Many clubs have dedicated people managing their social media with more than 8 in 10 (83%) appointing a social media 'person' who is responsible for content, and 4 in 10 are able to offer member-only content on social media channels. It also appears that future optimism and social media use go hand-in-hand with 68% of clubs that expect to grow also using using social media sites, compared to far lower use (54%) amongst clubs that expect to shrink in the next 5 years.



83%

of clubs have someone responsible for social media



37%

offer restricted member-only content

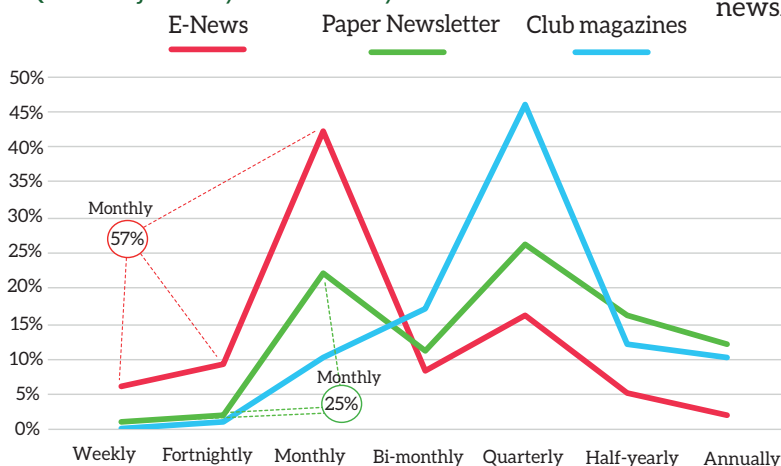


46%

see social media as an extremely or very important way to communicate with members

## COMMUNICATING WITH MEMBERS

Q. How often do you send ... to your members?



Engaging members is a major challenge for clubs. It seems many more clubs now use a digital approach to club communications (59% e-news), than more tradition paper newsletters (20%).

## HOW IS DIGITAL IMPACTING?

Nearly three times as many clubs (59%) now use e-news compared to paper-based newsletters (20%) to keep in touch with their members. Most of these clubs make email collection compulsory when joining (68%).

The benefit of using digital communication is lower cost and more frequent engagement with members - factors that could be key to both members and clubs.

Survey results tell us that nearly 6 in 10 clubs (57%) that use e-newsletters do so on at least a monthly basis, compared to 25% of clubs that use paper-based newsletters.

## HOW DO CLUBS GENERATE INCOME?

The average annual income of a historic vehicle club in Europe is approximately 31K €, although more than half (53%) operate on an income of >7.5 K€ per annum.

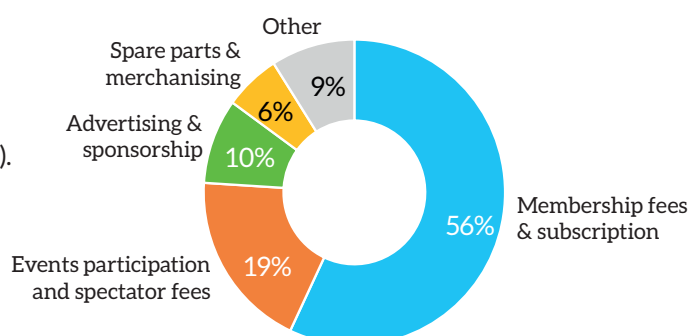
Membership fees account for the majority (56%) of club income and is even more important for large clubs (66%). Small clubs are more reliant of event fundraising (22%) than large clubs (11%).

## SUPPORTING CHARITY

The average amount clubs raise for charity each year is 585 €.

585€

Q. Please estimate the proportion of your turnover derived from the following?



# WORLDWIDE CLUB HEADLINES



This Club Fact File contains **results and themes from 1 735** surveys from those responsible for operating historic vehicle clubs in Europe. We are able to provide an overview of clubs, what concerns them the most, what services and activities they provide and how they generate their income to continue to help keep yesterday's vehicles on today's roads.



## REGULATIONS

**78%**

The proportion of historic clubs that are concerned about regulations affecting historic vehicle use



## PUBLIC PERCEPTION

**51%**

The proportion of historic clubs are concerned about public perception towards environmental concerns

## MEMBERSHIP COST



**36 € pa**

The average annual subscription to a historic vehicle club. This provides access to a wealth of activities and services



**55yrs**

The average age of a member.

43% of historic vehicle clubs say the average age of members is increasing

## BEING SOCIAL

## GETTING OUT AND ABOUT



**66%**

The proportion of clubs that organise informal social meets for members

**69%**

The proportion of clubs that organise road runs



## SOCIAL MEDIA

The proportion of historic vehicle clubs that operate on social media (most commonly Facebook 96%)



**31K €**  
PER ANNUM

The average annual club turnover per annum.

53% operate on <7.5 K€ turnover per annum

## CLUB INCOME



**56%**

## MEMBERSHIP SUBS

The average historic vehicle club relies on club subscription for 56% of its annual income.



FIVA Global Partners



FIVA Office: Villa Rey  
Strada Val San Martino Superiore 27B  
10131 Torino - Italy  
Mobile: +39 391 725 9962  
Email: [secretary@fiva.org](mailto:secretary@fiva.org)  
[www.fiva.org](http://www.fiva.org)