



THE FIVA SOCIO-ECONOMIC HISTORIC VEHICLE 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?



AROUND THE WORLD

CLUB CONCERNS

CLUB SERVICES

CLUB ACTIVITIES



THE WORLDWIDE CLUB SCENE



The 2020/21 FIVA Survey provides a great deal of focus on the global historic vehicle movement. This report looks at historic vehicle clubs around the World today.. read on:

This Club Fact File contains summary **results and themes from 1 972** surveys with enthusiasts responsible for running historic vehicle clubs around the world today. It is based on a sample from a wide range of countries including France (428), UK (250), Germany (239), Belgium (224), Spain (224), Australia (160), Spain (106), Sweden (94), Denmark (74), Italy (54), Norway (44), Brazil (43), the Czech Republic (34), Luxembourg (25), Argentina (13) and others. We provide an overview of clubs, what problems they foresee, what services and activities they provide and how they generate their income to continue to help keep yesterday's vehicles on today's roads.

WHAT ARE THE POTENTIAL PROBLEMS CLUBS FACE?

Perhaps unsurprisingly, clubs tell us that the most concerning problems they foresee are the ability of club members to use their vehicles on roads without stringent regulation (76%), and also without negative public perception as a result of changing attitudes towards the environment (49%).

We also know that more than 4 in 10 clubs (43%) are struggling to find new board members to help support the continued running of their club. A further 1 in 4 (24%) are concerned about future fuel supply.

What clubs say they are concerned about the most...



THE NEXT 5 YEARS

Many clubs around the world (42%) are expecting their membership to **grow** over the next 5 years, or at least think that current numbers will remain unchanged (36%). However, around 1 in 5 expect their numbers to shrink (22%).

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



All clubs (n=1 728)

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 56 years.**

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



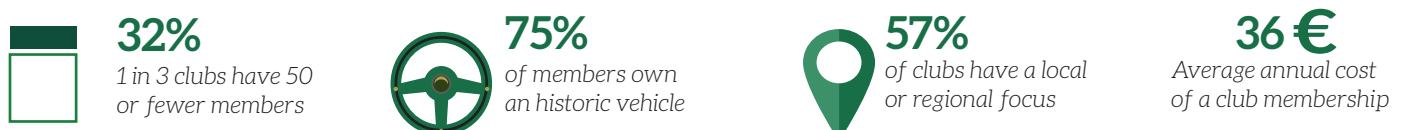
All clubs (n=1 717)

CLUBS COME IN ALL SHAPES & SIZES

The average club has 380 members, although 1 in 3 (32%) can be defined as small (50 or fewer members), 55% as medium sized (51-499 members) and 13% as large (500 or more members). Around 3 in 10 clubs describe themselves as having a local focus (31%), 1 in 4 as regional (26%) and 28% a national focus. Around 1 in 10 clubs (11%) are international and 3% tell us they are a branch of a larger club.

The most common vehicle types catered for include passenger cars (86%), motorcycles (43%), vans (27%), mopeds (24%), ex-military vehicles (22%) and tractors (19%). More than half of clubs (51%) cater for vehicles of many makes, type and ages, compared to 24% that only cater for one-make and 12% that only cater for one-model.

The majority of club members own at least one historic vehicle (75%), 3 in 10 own at least one youngtimer vehicle (29%).



Note: The survey was conducted online with FIVA member Federations being responsible for promoting the survey to all clubs in their own country. Please note that club participation was not compulsory and the sample may therefore not reflect the accurate structure of clubs. Base sizes for different questions may vary due to non-response. Front pic credit: John Retter, Brooklands Motor Museum, UK.

WHAT DO HISTORIC VEHICLE CLUBS OFFER?

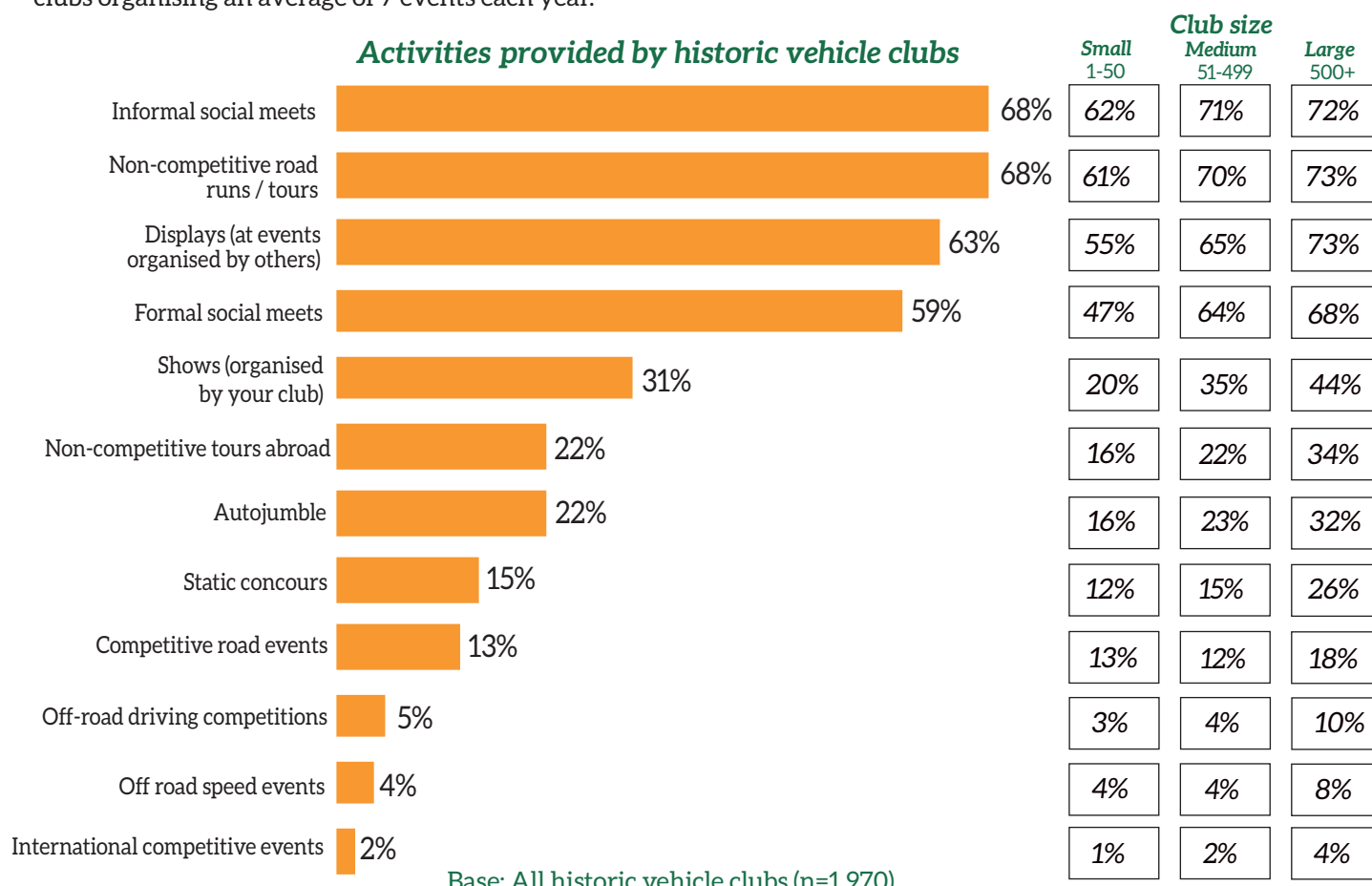


AN AFFORDABLE HOBBY

It is **very affordable** to become a member of a historic vehicle club with an average annual subscription of just 36 € per annum, or just 29 € for smaller clubs (those with fewer than 50 members), 38 € for medium sized clubs and 47 € for larger clubs (500+ members). Being a member of a historic vehicle club brings considerable value to the enthusiast and access to a wide range of vehicle-related activities.

A CLUB ENVIRONMENT TO ENJOY BEING PART OF!

As a club member you will 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, medium sized clubs 13 events, and small clubs organising an average of 7 events each year.



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 (68%), Displays (63%) and Shows (31%) 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 (68%)** - 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**, **5%** 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.

ACCESS TO CLUB SERVICES

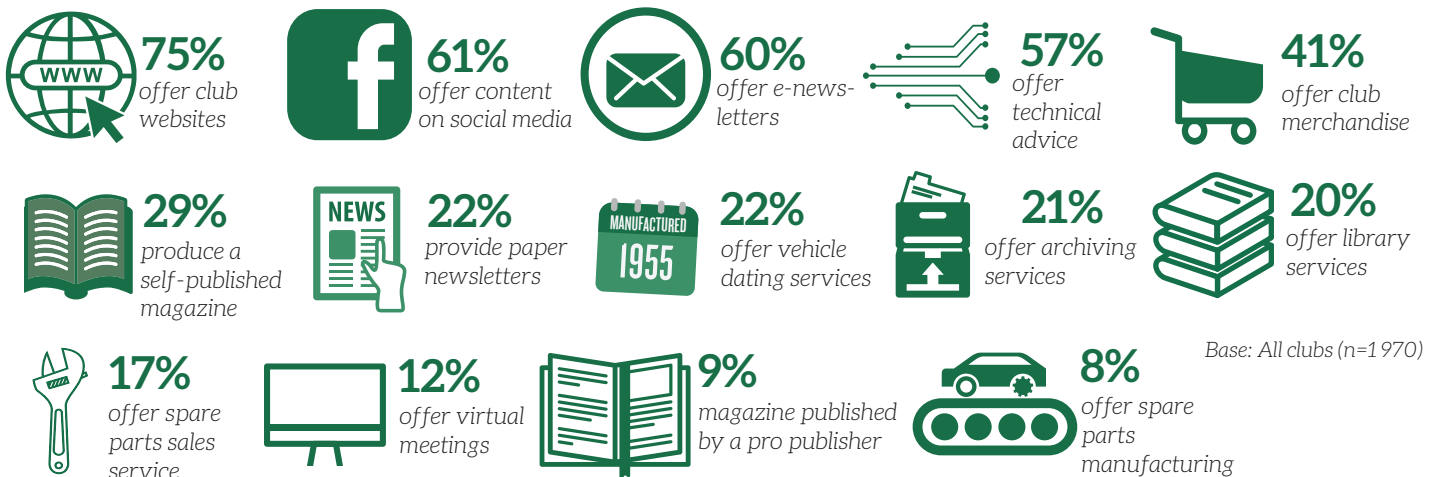


CLUBS PROVIDE VALUABLE SERVICES TO MEMBERS

In addition to the range of club activities, historic vehicle clubs also provide many valuable services to their members. 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 trying to keep historic vehicles on the road.

A SNAPSHOT OF SERVICES PROVIDED BY CLUBS IN GERMANY



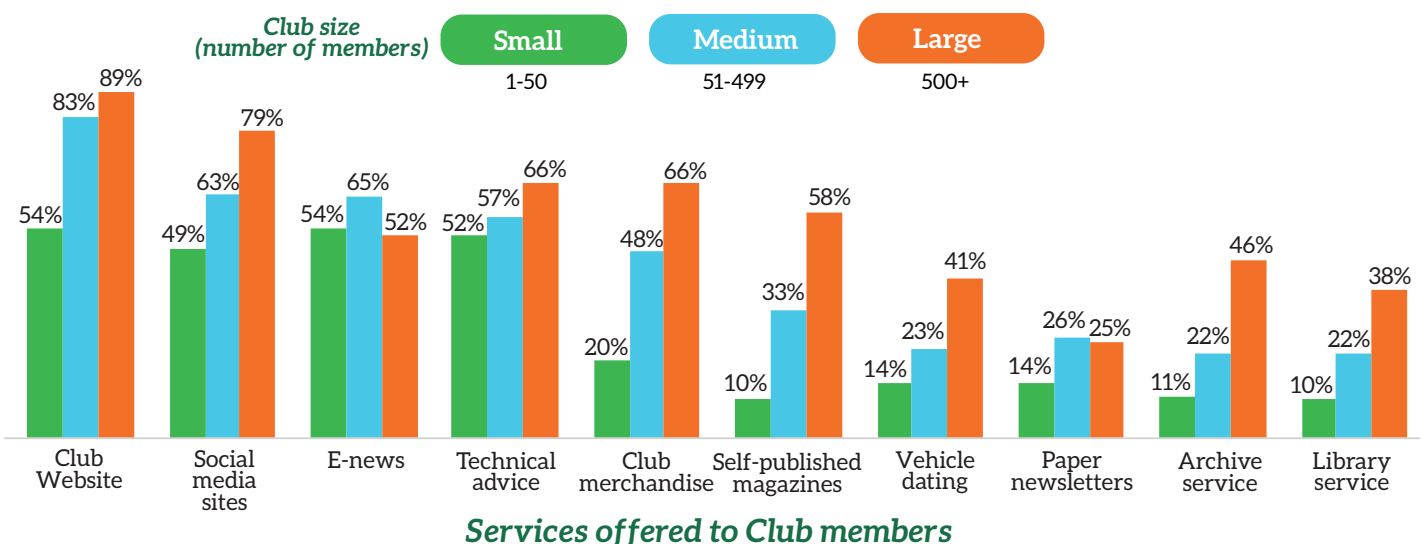
SO HOW DO CLUBS DIFFER?

There are clear differences in what clubs of different sizes offer their members. Large clubs, who are more likely to be national (48%) or international (22%) in focus and comprise clubs of many makes and types (38%) and also just one-make (34%). These clubs are far more likely to provide digital services like websites (89%) and social media (79%) than medium or small clubs. These services support their club-based activities and allow them to reach their membership base with speed and cost efficiency.

By comparison, small clubs (<50 members) are predominantly local (47%) or regional (28%) in focus, and who primarily cater for many different makes, types and age of vehicle (58%) are less likely to offer a website or an active social media presence.

LARGE CLUBS ARE ABLE TO OFFER MORE TO MEMBERS

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



Base: small clubs (n=624) | medium (n=1082) | large (n=261)

ATTRACTING YOUNGER MEMBERS



APPEALING TO A NEW GENERATION

Survey results reveal that around 1 in 5 clubs actively provide special arrangements for younger members (21%), compared to the 4 in 5 that don't (79%).

Large clubs appear most active with 28% saying they have a youth group or make special arrangements for young people.



21%

79%

Around 1 in 4 clubs have special arrangements for younger members
Base: All clubs (n=1 970)

THE IMPORTANCE OF SOCIAL MEDIA

Many clubs around the world have been quick to build a digital strategy for communicating with members. Survey results indicate that more than 6 in 10 (61%) offer some form of social media content - most commonly Facebook (96%), Whatsapp (27%), Instagram (19%), YouTube (12%), and Twitter (9%).

Many clubs are further utilising social media with more than 8 in 10 appointing a social media 'person' to manage their social media, and nearly 4 in 10 offering member-only content via their social channels.



84%

of clubs have an appointed Social Media manager responsible for social content



38%

of clubs provide social media offer restricted member-only content

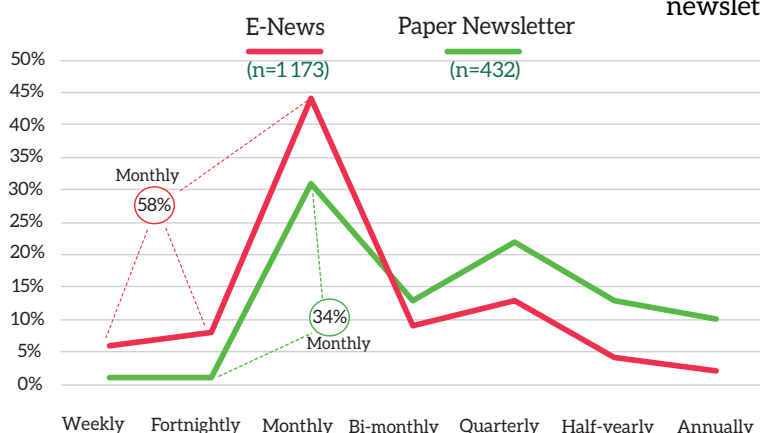


48%

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?



Frequency of sending news

Engaging members can be a major challenge for clubs. It seems many now use a digital approach with nearly three times as many clubs (60%) using e-news compared to paper-based newsletters (22%) to keep in touch with members.

HOW IS DIGITAL IMPACTING?

The benefit of using digital e-news compared to paper newsletters includes cost and frequency - essentially speaking to members more often at lower cost.

This is clear in the survey findings where 58% of clubs using e-news send out monthly newsletters compared to 34% of clubs using paper-based newsletters.

HOW DO CLUBS GENERATE INCOME?

The average annual income of a historic vehicle club is approximately 31K € per annum. More than 1 in 2 clubs (54%) operate on an income of < 7.5 K€ per annum.

Membership fees account for more than half (57%) of club income with event participation (19%) and advertising/sponsorship (9%) also significantly contributing to turnover.

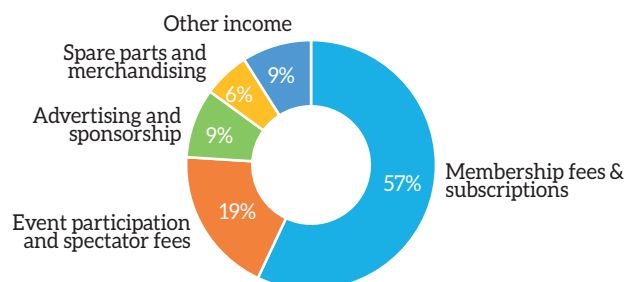
SUPPORTING CHARITY

The average amount raised for charity each year by clubs is 630 €.

630 €

Annual charity donation

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



Base: All historic vehicle clubs (n=1 923)

WORLDWIDE CLUB HEADLINES



This Club Fact File contains **results and themes from 1 972** surveys from those responsible for operating historic vehicle clubs around the world. 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.



76%
REGULATIONS

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



49%
PUBLIC PERCEPTION

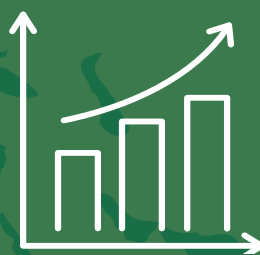
The proportion of historic clubs are concerned about public perception towards environmental concerns



36 €

The average annual subscription to a historic vehicle club.

This provides access to a wealth of activities and services



56yrs

The average age of a club member.

43% of historic vehicle clubs say the average age of members is increasing compared to 12% that say it is getting younger

68%



The proportion of clubs that organise informal social meets for members

68%



The proportion of clubs that organise road runs



61%

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

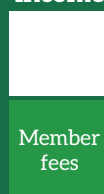


31K €

The average annual club turnover per annum.

54% operate on <7.5 K€ turnover per annum

Annual Club income



57%

The average historic vehicle club relies on club subscription for 57% of its annual income.