



# 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?



# BELGIUM

**CLUB CONCERNS**

**CLUB SERVICES**

**CLUB ACTIVITIES**



# THE FIVA SURVEY: CLUB FACT FILE



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

This short fact file contains summary **results and themes** from 224 club surveys from enthusiasts responsible for running historic vehicle clubs in Belgium. 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, historic vehicle 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 (81%), and using their vehicles without negative public perception connected to environmental considerations (56%).

We also know that nearly 4 in 10 clubs (37%) are struggling to find new board members to help support the continued running of their club.

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



81%

Regulation affecting vehicle usage



56%

Changing public perception, environment considerations etc



37%

Finding new board members / volunteers



31%

Fuel problems

## THE NEXT 5 YEARS

Many clubs (28%) expect their membership to **grow** over the next 5 years, or at least think that current numbers will remain unchanged (46%). Around 3 in 10 expect their numbers to shrink (27%).

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

28% LARGER

46% UNCHANGED

27% SMALLER

All clubs (n=181)

## CLUB MEMBERS ARE GETTING OLDER

More than 1 in 2 historic vehicle clubs (51%) also recognise that the average age of their members is getting older, with 9% expecting their age profile to look younger in 5 years time. **The average age of a club member in 2020 is 54 years.**

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

51% OLDER

40% SIMILAR AVERAGE AGE

9% YOUNGER

All clubs (n=181)

## CLUBS COME IN ALL SHAPES & SIZES

The average historic vehicle club has 139 members, although 4 in 10 (41%) clubs can be defined as small with 50 or fewer members, 53% medium sized (51-499 members) and just 5% as large (500+ members). The majority of clubs describe themselves as either National (35%) or Regional (31%) in focus, with around 3 in 10 (27%) being local, and 1 in 12 being international (4%) or a branch of a larger club (4%).

The most common vehicle types catered for include passenger cars (74%), motorcycles (38%), mopeds (25%), military vehicles (23%) and tractors (16%). The majority of club members own at least one historic vehicle (72%), and 1 in 4 members own at least one youngtimer vehicle (24%).



41%

4 in 10 clubs have 50 or fewer members (19% <20 members)



72%

of members own an historic vehicle



58%

of clubs have a local or regional focus



32.00 €

Average annual cost of a club membership

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: tbc

# WHAT DO HISTORIC VEHICLE CLUBS OFFER?

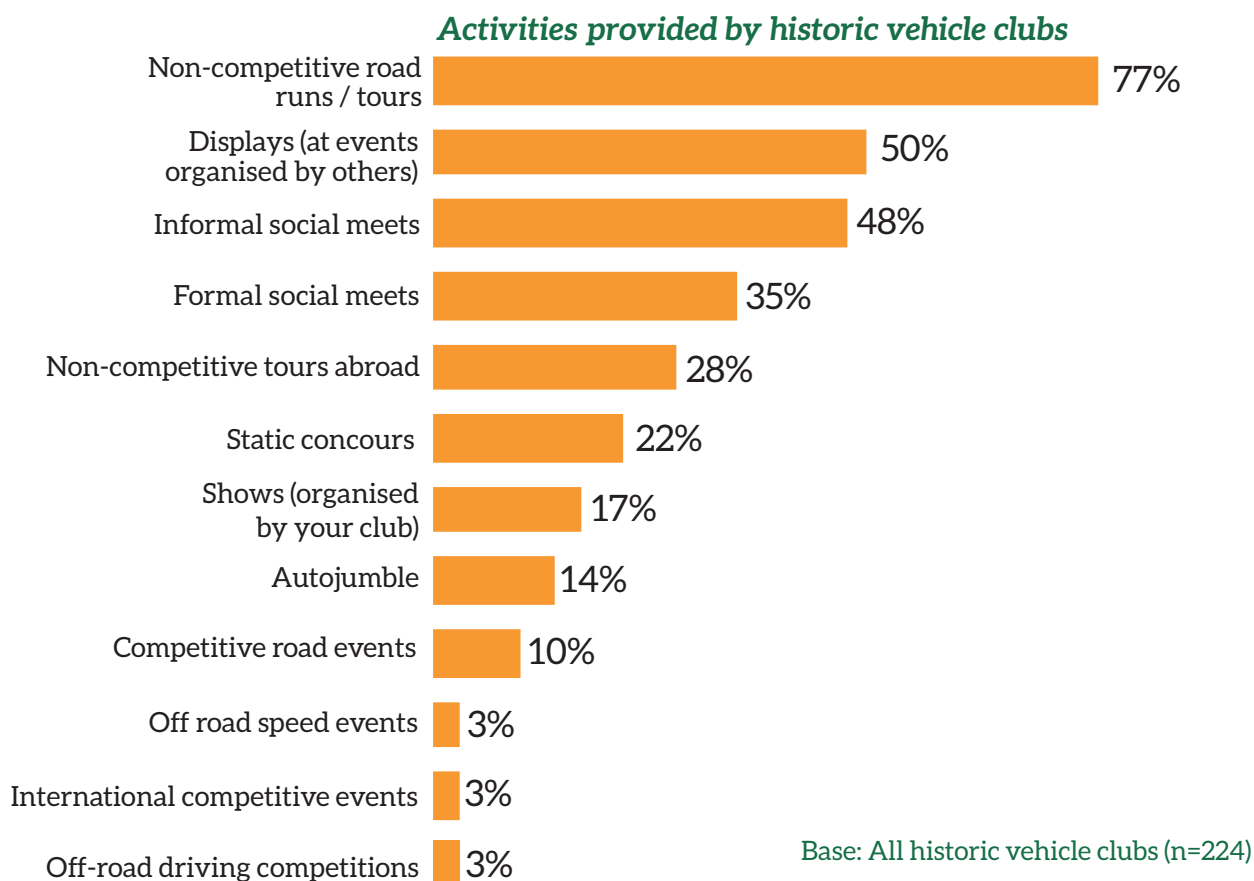


## AN AFFORDABLE HOBBY

It is very affordable to become a member of a historic vehicle club with an average annual subscription of just 32.00 € per annum, or just 23.00 € for smaller clubs (those with fewer than 50 members).

## 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 historic vehicle club will organise 9 events each year, with large clubs (500+) organising up to 25 events, medium clubs (50-499 members) organising 10 events per annum and small clubs (< 50 members) organising an average of 6 events per annum.



## WHAT DOES BEING A CLUB MEMBER ACTUALLY MEAN?

### Getting out and about...

**Non-competitive road runs (77%) and Displays (50%)** enable enthusiasts to get together with other members and their vehicles. A large proportion of clubs organise these although larger clubs tend to do so more often.

### Getting social...

Many clubs create opportunity for get-togethers with **informal social events (48%)** and **formal social meetings (35%)** - 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 show the competitive side of historic vehicle ownership - 1 in 10 provide **competitive road events (10%)**, whilst far fewer provide **off-road speed events (3%)**, **off-road driving competitions (3%)** or **international competitive events (3%)**. That is quite a mix for the more competitive minded.

### Buying and selling

Around 1 in 7 clubs (14%) 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

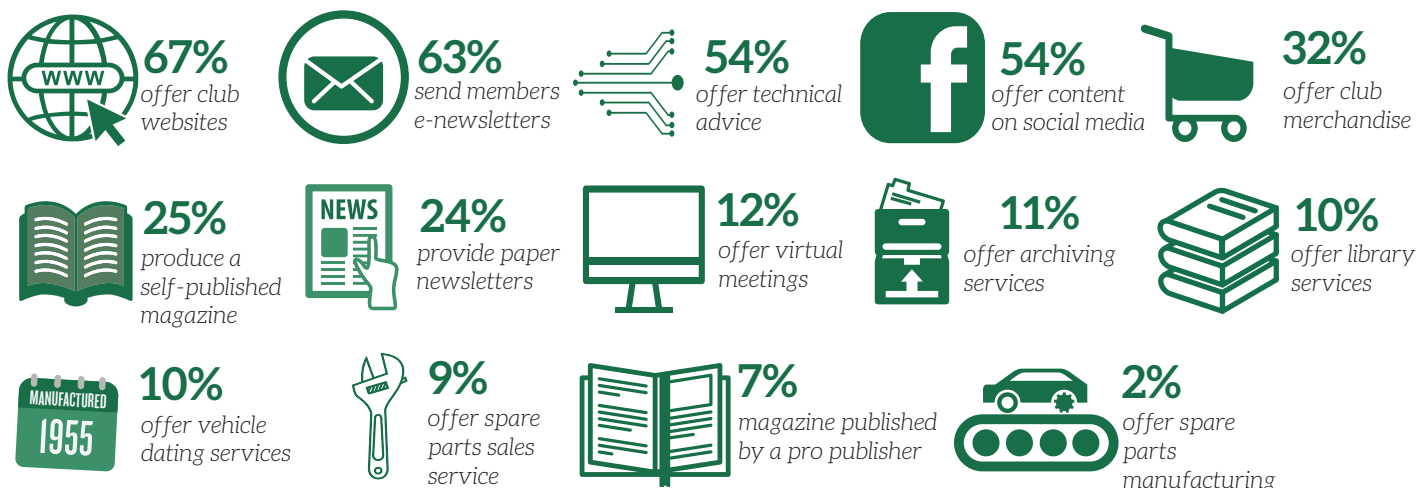


## CLUBS ARE PROVIDING A WIDE RANGE OF SERVICES

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 their historic vehicle(s) on the road.

## A SNAPSHOT OF SERVICES PROVIDED BY HISTORIC VEHICLE CLUBS IN BELGIUM



Base: All clubs (n=224)

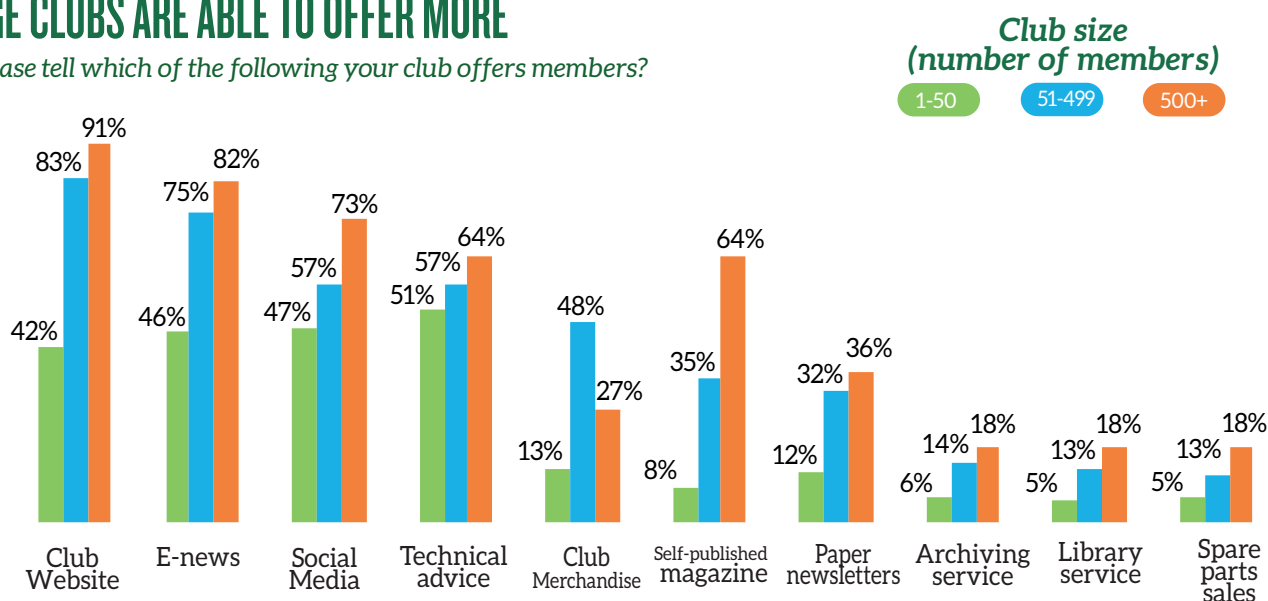
## SO HOW DO CLUBS DIFFER?

There are clear differences in what clubs of different sizes offer their members. Large clubs, who are more likely to be multi-make (55%) or single make (35%) and national in focus (64%) are far more likely to provide digital content via e-news, websites and social media 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 also tend to provide for many makes, types and ages (51%), but are more likely to be local (46%) or regional (24%). They are less likely to offer their members social media content (47%) or be able to communicate through digital channels like e-news (46%) or social media (47%).

## LARGE CLUBS ARE ABLE TO OFFER MORE

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



### Services offered to Club members

Base: All historic vehicle clubs (n=224)  
Base: Large clubs (n=11) / medium (n=119) / small (n=93)  
Note: \* denotes small sample

# ATTRACTING YOUNGER MEMBERS



## APPEALING TO A NEW GENERATION

Survey results reveal that around 1 in 12 clubs actively provide special arrangements for younger members (8%), compared to the 9 in 10 that don't (92%).

The younger the club, the more likely they are to cater for young members (e.g. 13% of clubs formed post 2011).



8%

92%

Around 1 in 4 clubs have special arrangements for younger members  
Base: All clubs (n=224)

## THE EMERGING ROLE & IMPORTANCE OF SOCIAL MEDIA

Many clubs around the world have been quick to build a digital strategy for communicating with members. In Belgium, 1 in 2 clubs (54%) offer social media content - most commonly Facebook (97%), but also Whatsapp (21%), Youtube (9%) and Instagram (8%) and Twitter (2%).

Many clubs are further utilising social media with more than 8 in 10 (79%) appointing a social media 'person', and 1 in 2 (50%) offering member-only content via their social media channels.



79%

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



50%

of clubs provide social media offer restricted member-only content



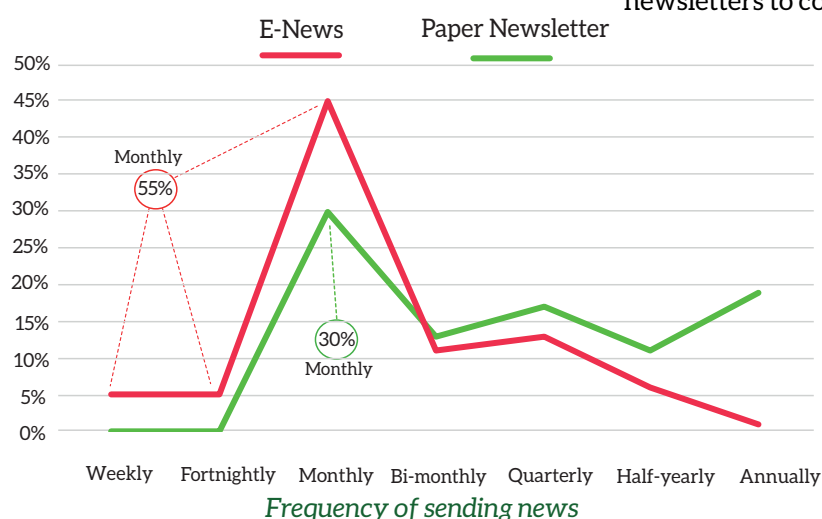
42%

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 can be a major challenge for clubs. It seems many now use a digital approach with 6 in 10 clubs (63%) sending e-newsletters, compared to 1 in 4 (24%) sending paper-based newsletters to communicate with their 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 55% of clubs using e-news send out monthly newsletters vs 30% of clubs using paper-based newsletters.

Base: Historic vehicle clubs using means of communicating (n=141|53)

## HOW DO CLUBS GENERATE INCOME?

The average annual income of a historic vehicle club is approximately 19.9K €. As many as 60% of clubs operate on <7,5 K€ per annum.

Membership fees account for more than half (54%) of club income with event participation (25%) and advertising/sponsorship (10%) also significantly contributing to income.

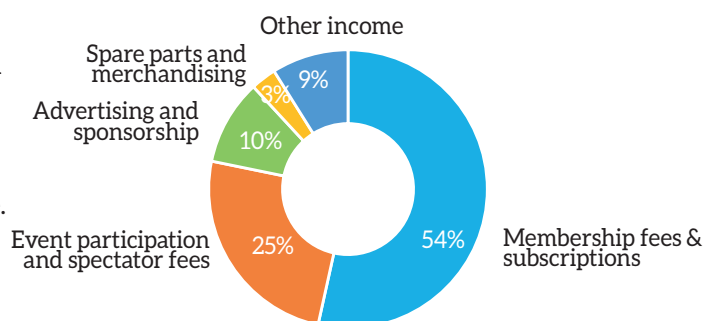
## SUPPORTING CHARITY

The average amount raised for charity each year by clubs is 240 €.

240 €

Annual charity donation

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



Base: All historic vehicle clubs (n=224)

# BELGIUM: CLUB HEADLINES



This short fact file contains **results and themes from 224** randomly completed surveys from those responsible for operating historic vehicle clubs in Belgium. 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.



**81%**  
REGULATIONS

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



**56%**  
PUBLIC PERCEPTION

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



**32 €**

The average annual subscription to a historic vehicle club.

This provides access to a wealth of activities and services



**54yrs**

The average age of a club member.

51% of historic vehicle clubs say the average age of their members is increasing compared to 8% that say it is getting younger

**48%**



The proportion of clubs that organise informal social meets for members

**77%**



The proportion of clubs that organise road runs



**54%**

The proportion of historic vehicle clubs that operate on social media (most commonly Facebook 97%)

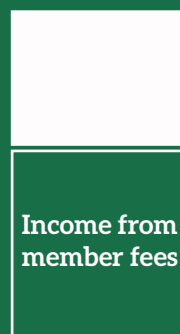


**19.9 K€**

The average annual club turnover per annum.

6 in 10 operate on <7.5K € turnover per annum

Club income



**54%**

The average historic vehicle club relies on club subscription for 54% of its annual income.



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