

## **Notes taken from PCGB officials conference 20<sup>th</sup> April 2018**

The Chairman Ian Yeoman opened the conference.

His highlights were:

Club is performing well with nearly 20500 members.

The 3 new directors were welcomed:

- Andrew Rowley as Financial Director
- Mark Hamilton as Information Systems and Services Director
- Peter Thomas as Facilities Director

A big thanks were made to the outgoing directors Chris James, Rob Kellock and Richard Watling for their hard work and dedication to the club for the past years.

### **Notes from Richard Watling Commercial director.**

#### **The value of our Commercial Partners**

- Overall contribution of over £330,000 to our income
- Without them the membership fee would be £17 per year, more – or at least +28%.
- Keeping the membership fee low has driven growth
- They provide great products and benefits and support
- We could not provide the range or quality of our events without their consistent support

#### **Commercial Highlights**

- Renewal of the Lockton Agreement for a further 5 years
- Transition from fixed to variable fee structure with no loss of income; Gross Premium is now over £1 Million
- Renewal of the Archant Agreement for 5 years. Revamp of Porsche Post and addition of TV channel and Marque 9
- Introduction of Oracle Finance
- But – Loss of Swissvax

#### **Commercial News**

- A First – Esso Fuel Cards available to individual members – guaranteed discount off fuel for all your cars.
- Mobil 1 becomes a technical partner and advertiser
- Esso provides technical advice and retail benefits
- HFM Wealth signed up as Financial Advice partner with a difference – Family owned, Financially strong and Porsche Fanatics!

Securing the Clubs successful future

- We all love this club and want it to continue to prosper and provide the best place to enjoy the Porsche you cherish.

- Fundamentally it's about the community and the people.
- This board has worked well together to build our present position and have thought about what it can do to preserve this and secure the future.
- What have we done and what are the future plans?

#### Progress to date

- Supported the best Clubhouse team in the business and backed their ideas, energy and commitment.
- Let them get on with the job – leading not micro-managing
- Given them stability with a long term strategy, resources and most importantly of all - a managed process for Board succession planning
- The results speak for themselves – and we all want to build on that foundation – so what's next?

#### The Next phase of board development

- Discovering and bringing forward talented and experienced members of the club to be the directors of the future
- We plan to make “Striving for Excellence” a regular feature
- We intend to create a Nomination Committee to advise the board of the high potentials for the future – but anyone can still put their name forward, even if they do not do the course
- Managing the Chairman and director succession and avoiding large and abrupt changes.

#### What else can we do?

- Building further strength in the management team
- Providing better working environment and conditions
- Providing regional organiser training and succession planning. Technical helplines and
- Expert advisors in Legal, IT and Commercial now, and in the future perhaps Comms, Marketing , Strategy
- Commercial Partner account management and strong long term agreements, account management and relationships

#### What now?

- We want your support
- Suggestions and feedback
- Advocacy with the members
- Contacts with talent and

experienced members • Support for our partners

## **Chris Seaward General Manager**

4000 new members per annum

86% retention

Team of 13 in office

In 2013 there were 11000 members

A lot of time has been dedicated to the Porsche 356 event

A new positions at club has been created which is a Regions and Register liaison Technical.

Trial of hiring of cars. Porsche drive. There will be Porsche cars available at the club for hiring.

Clubhouse going to be a hub, open 7 days per week. Where people could meet.

## **GDPR**

General data protection regulation which comes into effect 25<sup>th</sup> may.

Aims to improve data security and privacy for EU residents

Implantation

New complexities to consider

Subject access request

Right to be forgotten

Read only access to member data by club

Downloading spreadsheet from the Porsche club website will no longer be available.

Member records will be deleted after 7 years

IP restriction to data downloads

A batch of changes to the Porsche club operating platform.

## **Porsche post**

Delivery of content to members in the most effective efficient manner.

The right platform are used appropriately

Your time as volunteers being used efficient

Porsche

Alternating regions and registers

Shorter monthly updates, but larger feature driven content

From survey members expect more of a content Coffee shop type rather than having region and register section, these could go on digital.