

# Lagondaforum: Club Membership Card

## Club Membership Card

*Written by Rich5ltr at May 16, 2018 9:35 pm*

Just received my new Lagonda Club membership card. Bears a striking resemblance to the AMOC one and very nice it is too, well done all concerned.

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## Re: Club Membership Card

*Written by M70 at May 19, 2018 6:29 pm*

Can anyone explain why you need a ultra smart plastic club membership card and what was wrong with the inexpensive but adequate paper one?

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## Re: Club Membership Card

*Written by Colin M34 at May 20, 2018 8:25 pm*

Here here. Who do I show it to?

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## Re: Club Membership Card

*Written by davidbracey at May 21, 2018 7:55 pm*

Another member suggested that perhaps a new card each year would be a nice idea and there was quite a bit of debate at committee level. It was decided to put it to the members to vote and the majority of those that did, voted in favour. So that's why we have them.

What's their purpose and who do you show it to? Good question.

With about 1/3 of members residing outside of the UK and with limited access to UK events or connecting with other members I suspect that they might like receiving a card each year. Something else connecting them to the club. It's early days but I've already received quite a number of positive comments from members within the UK (such as Richard] so there is clearly some appeal. Personally, I like receiving membership cards from my various clubs but appreciate that there's little appeal for some. Stephen and Colin you are obviously in that camp and there will be plenty of others I am sure.

The paper card shows membership number but the annual plastic ones also serves as a reminder of subscription renewal date. Colin has a hard job chasing up membership fees each year and perhaps the cards may help people remember when subs are due.

The picture on the card is the featured model of car at this years annual gathering. The car on the cards will change each year to celebrate that years featured car.

I have also been trying to drum up discounts for members with various suppliers and you will notice the discount codes on the cards reverse. Having these in one place seemed helpful and I will continue to petition suppliers to support this campaign. Any suggestions welcome. Participating suppliers may wish to see a membership card as proof. We will see.

Finally, this is an experiment and I think it's good that we try the odd new initiative every now and then to freshen things up. This is not an expensive process. The club has bought the printer and blank cards and I produced the cards myself with the help of my daughter. This was the cheapest method and most data secure. We will monitor feedback and I suggest we should let it run for at last 3 years and then review with another member ballot. But that decision is obviously not mine - it's just a suggestion.

I hope this helps explain the initiative.

David

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## Re: Club Membership Card

*Written by M70 at May 21, 2018 9:19 pm*

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David, Thank you for the explanation and I do think that the Club should try new things and grow. Interestingly, I run a professional engineering institution with around 22,000 members worldwide. We stopped issuing plastic membership cards around five years ago as they were seen as an expensive pastime with out any real tangible benefit. Good job we are all different!

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### Re: Club Membership Card

*Written by davidbracey at May 21, 2018 9:25 pm*

I certainly wouldn't have enjoyed printing and posting 22,000 cards. And I doubt my daughter would have been seen for dust!

Your right though. We should be open to new ideas and encourage suggestions from our members. It's their club and not the committees after all.

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### Re: Club Membership Card

*Written by Dick Jones at May 21, 2018 10:32 pm*

We all know its a posh ice scraper...

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### Re: Club Membership Card

*Written by alecrb at May 23, 2018 5:06 am*

Nice card! I'll put it in my wallet on top of my (ugly) P.Eng card... ; Alec

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### Re: Club Membership Card

*Written by TVJL at May 25, 2018 11:11 am*

Thank you David for all your hard work in getting this through the committee and the cards in our hands.

It's a great idea, in my view, and long overdue. We have static and (I would argue) modest and unsatisfactory membership numbers and most of our members are either already past their 'best before date' or heading that way presently (and I count myself among that cohort). I'm sorry to be so blunt but it's just a fact. We need to both grow and attract membership applications from those born in the 1960s/70s/80s and later. Anything that encourages a sense of belonging is a boon, so far as I am concerned, and I think that good quality membership cards fulfil that primary function very well (in a 'bangs for bucks' sense). I also see a useful future practical utility for the cards to act as an entrance ticket to events that are advertised and run for the purposes of attracting the attendance of non-members - a key element missing currently from the Club's armoury in the battle for membership.

AML is pouring huge resources into the relaunch of the marque. If it is successful, the Club should be in the vanguard of this revival, not trailing in its wake as a mere footnote in Lagonda history soon to fall victim to its own demographic. As it is, AMOC has been stealing a march on us for some time now, not just in relation to what is to come but also in terms of recruiting the post-war Lagonda owner to its ranks.

I'm sorry to read some of the remarks above but not surprised (remotely). In my opinion, those detractors who do genuinely care about the future of the marque and the Club should wake up and smell the coffee. As for the others, well; "No man is an island, entire of itself; every man is a piece of the continent, a part of the main. ... and therefore never send to know for whom the bells tolls; it tolls for thee."

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### Re: Club Membership Card

*Written by DavidLG45 at May 26, 2018 10:36 am*

The efforts of active members and the club committee is of course appreciated as always, but what do we use the card for? Please explain. I don't think I have ever shown my membership card to anyone. If they only cost a few pence then they do make the club look more professional so I'm fine with the new card. If they serve no purpose why issue one, plastic, card, or otherwise.

As for new club members I imagine most members are owners. As there is a fraction of the cars compared to Jaguars or MGs, for instance, the club

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can't hope to gain many extra, can they? I'm all for attracting younger members but is there evidence of younger owners that aren't members to be encouraged to join. If that's the case then fine, encourage them. But why would a lot of non-owners of any age join? A key reason to join is spares. A non-owner has no need for spares.

A report on club membership compared to cars over the years would be interesting. You only need to look around at an AGM to notice most present are not in the younger age bracket. There are no cheap Lagondas to buy anymore unfortunately so it has become the hobby of the older person. There is no rival club to attract new members from either. So, who are your target younger potential members?

The AMOC claims to have over 6000 members.

"Out of the 65,000 Aston Martin cars made, approximately 90 percent are still on road"

Different ballpark, me thinks.

David

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