

Lagondaforum: Club Membership Card

Re: Club Membership Card

Written by TVJL at May 27, 2018 1:08 pm

DavidLG45's response demonstrates most eloquently (and I say this with respect, of course) what is 'wrong' with the attitude of a significant cohort of the current membership. I will respond following the order in which David has made his various observations:

1. I think that David Bracey and I have already explained the purpose(s) of the plastic cards. In brief recap, they are (in no particular order of importance) - (i) to help present a modern and professional 'face' to the world; (ii) to foster a sense of 'belonging' among (in particular) the new, the young/younger, and the overseas membership; (iii) to act as a conduit so that members may take advantage of offers secured on their behalf by the committee; and (iv) to act as an 'entry ticket' to future events designed to attract the attendance of non-members.
2. It seems to me that good comparable clubs are not Jag/MG but rather 'sister' organisations concerned with luxury British marques, including: AMOC (5.9k); BDC (3.7k); RROC (6.2k); AOC (1.2k); and BOC (850).
3. We should be concerned with attracting not only current long-term / committed owners of Lagondas but also (a) those who are in the process of acquiring their first Lagonda, and (b) enthusiasts who would like to own a Lagonda. However, it is isn't just about acquiring new members - membership retention is an important concern.
4. The key issue/benefit currently in joining the LC is indeed the spares service. Wonderful though the service is without doubt, it is a matter of deep regret (to me, at least) that little (if any) attempt is made to make the Club attractive in other respects. NB None of the other sister clubs that I mention attempt to be a spares factory and yet they achieve much that we do not (a better member:car ratio, better social, concours and racing events etc. etc.). In the case of the AMOC, they currently have a war-chest of in excess of £1mil (which means that it can wield considerable financial clout when necessary) and they founded and partly fund AMHT, which has it's own publications, museum and archives, and provides offices to house its own archivist as well as the AMOC's offices and staff (including a full-time club secretary).
5. There are very many younger people who can well afford a Lagonda (or two, or three, or..), I can assure you, and oodles in their 40s and 50s.
6. I'm sorry to say that the demographic of attendees at the AGM demonstrates just how vulnerable the LC is currently in terms of achieving oblivion within the next decade or two.
7. The AMOC attracts more post-war Lagonda owners and enthusiasts than the LC - and, that's without even trying very hard. If they put in the effort required, we'd be wiped out in terms of the post-war cars. God help us if they were to aim their fire at the 'new' pre-war ownership.
8. The vast majority of AMOC membership own pre-Gaydon vehicles - some are Bloxham fans but most are from the Feltham and Newport Pagnell car eras. Total AML production up to the end of NP production was circa 14,000 cars i.e. entirely comparable to total Lagonda production of circa 12,600. Same 'ballpark', I think you'll find David.

Re: Club Membership Card

Written by Colin M34 at May 27, 2018 5:58 pm

Tim put his view most eloquently.

All I can say is that I like the way Lagondas were made, I like their quirky stylish looks and I like the way they behave in modern road conditions. Also, if a part breaks it's pretty certain a replacement - new or second hand can usually be found.

I also like 18th century Houses and heaven forbid, good brown furniture (preference is George III)- now completely out of fashion of course .

I also like the company of fellow Club members. So I definitely represent what is wrong with a significant cohort of the current membership.

Importantly, I do not care.

Lagondaforum: Club Membership Card

Good luck with the new intake of Lagonda owners. If they have loadsamoney lets hope they also have the ability to absorb all the technical knowhow from the ones on their way out.

Oh yes and if they do want to discuss cryptocurrencies, blockchains and distributed ledger technology, my contact details are in the Club list.

A plastic laminated membership card will not change my view. Why not go the whole hog and make it a contactless payment card!

Regards M34

Re: Club Membership Card

Written by TVJL at May 29, 2018 1:19 am

"I also like the company of fellow Club members. So I definitely represent what is wrong with a significant cohort of the current membership. Importantly, I do not care."

Try as I might, I simply cannot understand your point of view, Colin. In what way does liking the company of fellow members have any bearing at all on my observations? You seem to have construed the totality of what I have had to say as some sort of objection to such membership per se when, in fact, nothing could be further from the truth. Rather, the key issue for me is that some members appear to be dead set against any kind of change, whether directed at trying to recruit from younger generations of Lagonda fancier or not. In other words, let's just jolly along doing things in the same way that they have been done for the last 3 or 4 decades.

So far as I am concerned, a stark choice lies ahead for the membership. Put very crudely, we either change or the Club will die out with the majority of its current membership. Is that what you want to see? If earlier generations had not encouraged you along the road to ownership and clubmanship, would your hobby have been as enjoyable for you today? I think not. All I am saying is that times change and we must adapt to and with them if we want to grow and thrive.

The membership card initiative may assist in a small way in this regard - or, it may not. The issue is not the utility of the card but the attitude towards it, I fear.