



Minutes of the Annual General Meeting of the Jaguar Enthusiasts' Club
Saturday 28th September 2024
Jaguar Sports & Social Club, Fenton Rd, Allesley, Coventry CV5 9PS

1.0 Introduction

Mike Horlor welcomed all present to the meeting. It was noted that several questions were submitted in advance and there would be an opportunity to ask additional questions later in the meeting.

Mike informed the meeting of the items on the agenda.

1.1 Introduction of Club Officials

Mike introduced the following Club Officials

Mike Young	Finance Director until September 2024
Peter Leake	JLR Liaison
Craig Thompson	DVLA Liaison & X351 Model Section
Ian Hazeldine	Finance Director
Ian Newman	Regions
Ken Jenkins	Technical
Richard West	Operations Manager & Events Chairman
Wayne Scott	Media Controller
John Hunt	Model Sections

Noted that **Club Employees** attending the meeting included:

James Blackwell	General Manager,
Jake Harvey	Events Assistant
Jayne Rowland	Membership Services Assistant

Mike welcomed and thanked Regional Ambassadors, Regions' Chairs and other committee members along with everyone present, whatever their capacity in the JEC for all that they do.

1.2 Apologies for Absence:

Apologies for Absence were received from:

Ken Bruce, Carol Abbott, Nigel Thorley, Neil Jarvis, Sue Hedley, Peter Frelove, Micky Whybrow, David Page, Richard Maguire, John Milner Gallenty, Andy Harris, Les Lindsay, Adam Bagnall, Mike Beirne, Bob Flint, Sandra Webb, Phillip Webb, Ian Walters, Barrie March, Jim Mann, Mike Owen, Steve Daniels, Scott Williams, Tom Robinson, Geoff McClelland.

1.3 Proxies

There were 4 Proxy Votes submitted appointing the Chair as Proxy, 18 appointing Ian Newman, 5 appointing Geoff Johnston and 2 Oxfordshire members attending held 4 and 3 proxies respectively.

Mike thanked Jayne Rowland for taking the minutes of the meeting and stated that the meeting was being recorded.

2.0 Approval of the minutes of the previous Annual General Meeting held on 30 September 2024

Proposed: Geoff Johnston

Seconded: Rob Jenner

Vote

For: All

Against: 0

Abstentions: 0

The Minutes of the 30 September 2024 AGM were approved.

3.0. Adoption of Financial Statements for the year ended 29 February 2023

Mike Young, Finance Director gave a presentation on the accounts. It was noted that the annual accounts being presented ended on 29 February 2023.

Mike advised that, unlike previous years, the accounts were only available online making a considerable saving compared with a printed version. He added that should anyone wish to see a more technical version than he was presenting, access had been available via the Club's website.

Mike reported that there was a loss for the year of £253 which included a one-off income of £19,151 from an investment made several years ago. During the year, the Club embarked on a new three-year Media Strategy and set up costs inevitably affected the financial results at the beginning of the programme.

During the year, the new magazine began in August 2023 with 180 pages. Production costs have been contained within the set budgets and advertising income is growing with the new opportunities presented with the new design, content and format.

Mike reported on Key Turnover Year-on-Year

Membership Income	+ £51,689
Sponsorship & Show receipts	+ £17,526
Insurance Commission	+ £ 5,818
TrackSport Income	+ £ 4,469

He outlined the Key Cost of Sales Year-on-Year

Magazine Production	+ £89,519
TrackSport Expenditure	+ £2,372
Magazine Postage	- £11,398

Exhibition & Show Costs - £20,744

Exhibition costs were reduced by attending the Simply Jaguar at Beaulieu instead of having a Summer Jaguar Festival.

Mike noted the Gross Profit Year-on Year Changes

Year ending 28th February 2023 £414,900

Year ending 29th February 2024 £446,273

Mike outlined the Key Administration Year-on Year Changes

Professional Services + £42,907

Staff salaries + £16,165

Telephone + £ 5,448

Regional Support + £ 5,241

Printing, stationery & post - £ 9,973

Computer costs - £ 6,297

Depreciation/Amortisation - £ 6,233

3.1 Questions on the Accounts:

Question from Andy North (Oxfordshire Region) Not Present: Professional services of £56,196. It was stated by Peter Purdom at last year's AGM that there would be a small amount of Professional Services Fees payable to Richard West in the Financial Year under review. However, the accounts show Professional Service Fees of £56,196 (up a whopping £42,907 approx. 322%) Can the Board please explain:

Who were these monies paid to?

What were they for?

What competitive tendering or other selection process was undertaken?

If not already, when will the product be visible?

Question from David Wood: Under the heading of "Professional Service" the costs have quadrupled in a year to what now represents more than 6% of the Clubs' turnover. A more in-depth explanation would be useful.

Answer to both questions from Mike Young: In this particular year, Professional Services were higher than in previous years due in part to money spent in advance on preparations for the Media Project. Examples are recruitment fees GDPR compliance and other services the club needs. These monies were paid to several organisations, essential to the running of the club during the year. Spend in 2022 / 2023 was low as expenditure was carried forward under normal accounting practice.

Question from Stephen Daniels (Oxfordshire Region) Not Present: More Financial Analysis of the JEC Accounts. The JEC AGM receives the Club's Statutory Accounts, per the legal minimum requirements. However, these provide minimal, if any, contextual analysis. This year's accounts have made it easier to perform some analysis. However, there is still a real risk of misinterpretations. Can our new FD please ensure that there is some analysis of the costs, revenues (and profit or loss where relevant, but then hypothecated to their results again where relevant – e.g., what recruitment may have resulted) in future sets of accounts?

This will allow the Membership to understand better the effectiveness of Club spending and initiatives.

Answer from Mike Young: The Accounts provided to members are far more than the legal requirements. If you have specifics related to the ongoing benefits to the Club, please email the Finance Director. All the Club's activities and events combine to produce the published financial results. Not all activities can be expected to generate surplus funds. Some activities/events make an easily identified surplus, some don't, such as the NEC Classic car show, but they may contribute in other ways, e.g. by raising the Club's profile which saves advertising expenditure. Similarly, new, or weather-affected events may continue to be supported as part of development plans as the activity grows. In other words, these are judgement calls about the value of activities. Some activities are supported specifically by our partners. Those partners do not wish to expose their spending on advertising and sponsorship to their competitors and neither do we. There is competition for those funds, and knowledge of the sums involved can be used against the best interests of our sponsors and of the Club. Therefore, as safeguards to both parties, our partnership agreements often include clauses binding the Club to commercial confidentiality.

Question from David Wood (North East Region): The Club appears to have taken on "Minimum lease payments" when previously there were none. They represent around 5.5% of the entire Club turnover - What are these for?

Answer from Mike Young: The leases for the copier / printer and phone systems were recently negotiated and reported in the Accounts.

Adoption of Accounts

Proposed: Geoff Johnston

Seconded: Carol Robinson

Vote

For: 79

Against: 0

Abstentions: 0

The Financial Statements for the year ending 29 February 2023 were adopted.

4. Appointment of Auditors

Mike stated that the Directors very happy with the auditors and there was a good relationship with them (Kreston Reeves LLP). He recommended that they be reappointed for the current year 2024/25.

Proposed: Rob Jenner

Seconded: John Hunt

Vote

For: 75

Against: 4

Abstentions: 0

Kreston Reeves were appointed as Auditors.

Mike Horlor thanked Mike Young for his hard work as Finance Director for the past 30 years and welcomed Ian Hazeldine who is taking over this role but in order to do so, it is necessary to ratify his appointment to the Board.

4.1 Election of Directors

Ratification of Ian Hazeldine to the Board of Directors

Proposed: Mike Young

Seconded: Ian Newman

Vote

For: All

Against: 0

Abstentions: 0

Ian Hazeldine was duly ratified as a Director.

Mike Young and Craig Thompson offered themselves for re-election by rotation.

Mike Young (as a Non-Executive Director)

Proposed: Keith Hurlock

Seconded: Tim Taylor

Vote

For: All

Against: 0

Abstentions: 0

Mike Young was duly re-elected.

Craig Thompson

Proposed: Peter Leake

Seconded: John Hunt

Vote

For: 63

Against: 7

Abstentions: 9

Craig Thompson was duly re-elected.

5.Membership Fees

Mike Horlor welcomed Ian Hazeldine to speak about Membership Fees

Ian thanked everyone present for ratifying his appointment to the Board of Directors. He commented that the cherished and classic vehicle industry continues to experience significant challenges that impact all areas of the Club's finances, including operating costs and advertising income for the magazine. However, with the new media initiatives and activity on sponsorship, insurance commissions and other sources of funding, the Jaguar Enthusiasts' Club is doing exceedingly well. Although the proposed increase was significantly above the RPI it represented a cumulative increase of 20% whilst the RPI over the same period was 25%.

Ian advised the meeting that the proposed increase in Membership Fees were:
New member to increase from £65 to £70. The Renewal fee to increase from £59 to £64.

Overseas membership to increase from £72 to £77. Overseas Renewal fee to go up from £66 to £71.

International Digital Only would remain at £39.

Members with direct debits in place would still receive a £3 discount.

Proposed: Geoff Johnston

Seconded: Jason Gibbs

Vote

For: 67

Against: 12

Abstentions: 0

The increase in the Membership Fees was approved.

6. Special Resolutions

Mike Horlor stated that 4 Special Resolutions to amend the Memorandum and Articles of Association are on the agenda.

Mike Young advised that these provide for more flexibility in offering subscriptions together with the removal of the need to send 3 magazines to members whose subscription remained unpaid. Mike clarified that the only way to get the changes made is at an AGM through the approval of Special Resolutions.

Special Resolution 1

Change: 10(4) *If the annual subscription of the member shall be more than 3 months in arrears, as from the expiration of such period of three months, the membership shall expire*

To: 10(4) If the annual subscription for those members not paying by Direct Debit shall be not more than 1 month in arrears then they may rejoin with the original renewal date. After that date a joining fee may be payable.

(Note - this Special Resolution wording was an amendment made at the meeting.)

Special Resolution 2

Change: 5. Membership of the Club is *for twelve months from the date of joining, the subscription being as laid down by the Board*

To: 5 Membership of the Club is limited to the time for which a valid subscription fee has been received.

Special Resolution 3

Change: 7 *Every member shall be subject to re-election annually, and membership shall run from the day of the calendar month in which the member was re-elected until the last day of the preceding month in the following year. Every member shall be eligible for re-election, and the Board shall decide on the re-election of members*

whose membership is due to expire. The Board may delegate its responsibility for re-electing members to the General Manager.

To: 7 The Board may in its absolute discretion and without giving any reason, refuse to re-elect a member, but every person whose membership of the Club is due to expire under this Article and who has not given any notice of resignation shall be deemed to have been re-elected for a further period subject to the provisions of Article 10, Sub-paragraph 4 hereof (without the necessity of any specific resolution of the Board to that effect) unless at a meeting of the Board a motion for his re-election shall have been put to the Board and lost, or the Board shall have resolved that he be not re-elected

Special Resolution 4

Change: 67(6) the amount of the entrance fee and *annual* subscription

To: 67 (6) the amount of the entrance fee and subscription;

Proposed: Geoff Johnston

Seconded: Jason Gibbs

Brian Jones proposed that the Memorandum and Articles of Association should have references to gender removed.

Peter Purdom suggested that as this is a legal document, there may be a statement at the start of the full document to clarify this matter. Mike Young agreed to check this.

(Post Meeting Note: Mike has confirmed that the following clause exists in the Articles – “Words importing the masculine gender only shall include the feminine gender.”)

Tim Taylor queried the issue of checking how many magazines are sent out compared to the number of members. Mike replied that the database of members changes according to the date of when it is checked and when membership may lapse. James Blackwell commented that the print-run of the magazine is determined at a set time each month when a snapshot of the database is taken for the print-run.

Martin Crawley asked how many members are in the Club. James Blackwell responded that this will be answered as a pre-submitted question had been asked on this matter.

David Limb enquired whether additional copies of the magazine can be obtained to support shows and events. James responded that this can be done as an extra number of copies is sent to the office every month.

Paul Skidmore asked whether there could be a non-magazine membership for UK members. Wayne Scott commented that it would affect the circulation figures of the magazine used for advertisers. Also, in the Federation, many clubs have experimented with this proposal and found that membership reduced as a result as once they had stopped receiving the magazine, they didn't renew their membership again. He stated that it was not worth taking this risk.

Rob Jenner proposed that an en-bloc vote for the Special Resolutions be made. A show of hands confirmed this proposal without any against.

It was proposed that the Special Resolutions be adopted en bloc.

Proposed: Geoff Johnston

Seconded: Jason Gibbs

Vote

For: All

Against: 0

Abstentions: 0

Geoff Johnston reported that in the last year, he had saved £500 as a result of his membership of the Club from benefits provided by the Club.

7. End of AGM

Directors and Officer's Reports

Chair – Mike Horlor

Mike opened his report by stating that people are what the Club is all about, emphasizing that without people there is no Club.

He continued, explaining that much of the activity involved in running the JEC is about placing the right people in the right roles, whether they are volunteers, staff, or contractors. A year prior, his predecessor, Peter Purdom, stepped down from the Board shortly after the Club lost Nigel Thorley's services as Magazine Editor. The Club had a new Media Controller managing a newly formatted magazine and the Club also lost the Events Manager, all key positions for the Club. At the same time, a search was also started to find someone to relieve Mike Young of the Club's financial duties, which he has been handling for over 30 years. It was against this backdrop that Mike Horlor was persuaded to allow his name to go forward as Chair. He agreed to take on the role again for one year, thinking that his long-term involvement with and knowledge of the Club could be valuable for stabilising matters, especially since not everyone on the Board was familiar with Club practices, given the recruitment of several new Directors.

Later in the year, Mike Manconi stepped down from the Board for personal reasons, and another member of the small office team, Jeri, decided not to return to work after maternity leave. Recently, the Club's capable manager, Rhian Parker, left to support her husband's new business venture.

Mike remarked that it had been a particularly busy year for personnel matters, especially for James, who had to handle much of the associated legwork, for which he thanked him. Fortunately, Ian Hazeldine raised his hand and strengthened the Board. Ian has been shadowing Mike Young for the past few months in preparation for taking over the financial role. Mike welcomed Ian to his first AGM. He also welcomed Jake Harvey, who occupies the newly created Events Assistant position. Jake had to settle in quickly at the start of the events season, which Mike described as a baptism of fire and he hoped many members had the chance to meet him this year. Mike extended his thanks to John Hunt for taking on the Forum Manager tasks to free up some of Mike's time for Board matters.

Although often in the background, Carolyn and Jayne from the Bristol office (with Jayne present at the AGM) had been doing sterling work throughout the year, answering phones and managing Club systems. Mike thanked all the Board members and the entire JEC team for tackling these and many other issues, adding that he felt confident that now was the right time to reduce his involvement and step down from the Board.

Mike referenced the recruitment advertisement in the month's magazine for a new Board member, specifically seeking someone with legal training to help the Board navigate the complex web of legislation surrounding all businesses, including clubs. Mike urged anyone who knew a suitable candidate to encourage them to get in touch.

Mike noted that the Board had known for a while that the 23/24 and 24/25 years would be challenging. In addition to implementing major media changes, they also had ambitious plans to celebrate the Club's 40th anniversary. Mike had previously

noted how difficult it was for the Club to achieve a budgeted break-even position without imposing high charges on members. With a substantial proportion of fixed costs, even a small, unexpected expense could tip the Club's finances in the wrong direction. Given this context, he was incredibly pleased with the financial results, particularly in relation to the wider media plans aimed at keeping *Jaguar Enthusiast* at the top of the car club magazine league.

For those not typically involved in magazine production, this project entailed negotiating new contracts with printers and distributors, developing and adopting a modern design approach and implementing revised contract arrangements alongside fresh sales strategies targeting new and previous advertisers. Mike described it as a massive undertaking by a small team.

When considering any downsides to such an ambitious plan, Mike noted that there were some. It would have been good to implement changes more quickly, particularly with more social media activity. The original plan also included a simultaneous website upgrade but this had to be delayed due to a lack of resources. The Board accepted that, with limited hours and personnel, some elements had to be postponed. However, Mike gave an assurance that, in time, these initiatives would happen, albeit later than originally planned.

In parallel, the same small team supported over 20 member events in the current year, with the 40th-anniversary celebrations standing out as a highlight.

Mike expressed gratitude to commercial sponsors who helped to make this celebration a success and said that Richard West would be talking about the events.

Mike commented that, as someone who enjoys working on his Jaguars, he was keen to restart the seminar program which had been interrupted by Covid and other pressures. The first revised seminar for X100 XK8s, held in Stoke-on-Trent, was supported by 50 members and received very positive feedback. This success led to organising a second seminar for the X350 XJ models, scheduled for 19th October. Mike urged anyone who hadn't yet booked to do so soon, noting that bookings would close soon to ensure adequate catering. He highlighted the significant work by technical presenters like David Marks, which is why these seminars couldn't be held more frequently. Mike emphasised the importance of supporting these events to ensure their continuation.

He also noted the Club's collaboration with David Marks and the JDHT to return the sole prototype Jaguar XJ40 Estate to running condition, a project that provided valuable lessons applicable to many members restoring Jaguars.

This milestone anniversary year called for an appropriate commemoration. Mike thanked Nigel Thorley for his dedication in producing the Club's anniversary book, which involved fact-checking Club records and even transatlantic Zoom calls. He encouraged everyone to read the book and mentioned it would make a great Christmas gift for Jaguar enthusiasts.

The Spares Initiative continued to gather and relay information about unavailable spare parts to companies like SNG Barratt and Jaguar Classic Parts and others.

Mike encouraged members to keep the information flowing to help preserve existing Jaguars in an increasingly electric vehicle focused future.

Mike concluded his reflections by highlighting progress with the Club's Regions, noting the formation of three new Regions: Canada - Ontario, Cornwall and Tees Valley. He thanked Ian Newman for his efforts as Director for the Regions. He stated that Ian had agreed to continue as Deputy Chair to support Peter Leake, who will take over from Mike as Chair after the AGM. Mike expressed his gratitude to the Regional Ambassadors, Regional Committees and Forum volunteers for their contributions.

Finally, Mike thanked all of the members who made his time on the Board of the world's best Jaguar Club a positive experience. He was honoured to serve as Chair during the Club's 40th year and looked forward to seeing everyone at future events.

He invited Peter Leake, the incoming Chair, to introduce himself.

Incoming Chair – Peter Leake

Peter Leake introduced himself, providing details about his background with Jaguar Land Rover (JLR). As a long-standing Club member, Peter said that he had enjoyed many events, including the XK8 seminar, which he described as fostering great camaraderie among members. He praised the efforts of the recruitment team for signing up new members at various events and emphasised that the Club is strong and thriving.

Peter expressed his appreciation for everyone involved with the magazine, committees and the Board. He also thanked the Club's financial partners, acknowledging their support in running the Club as a small business. However, Peter cautioned against complacency and stressed the need to listen to members and evolve the Club to meet their needs including the website and social media.

While noting that not all members might agree with Jaguar's transition to a 100% electric future, Peter reaffirmed the Club's support for the Jaguar brand, highlighting the Club's social media presence and the recent relaunch of the magazine, which he believed laid the foundation for future progress.

Peter reflected on the success of the 40th-anniversary event at Gaydon, noting that it was an excellent opportunity to promote the Club to potential new members. He expressed his support for growing membership and suggested adopting an idea from the motoring industry, where each member recruits one new member.

Peter emphasised the need to find a replacement for Rhian, the former Club Manager and to develop a five-year plan. He reiterated the importance of engaging younger members, noting that many are involved in Formula E, which could be an avenue to explore for boosting website activity. Peter also noted the importance of increasing member retention, particularly for one-year memberships.

Peter stated that he wants the Club to retain its *raison d'être* as we love the brand of Jaguar. He said that he wants to listen to members and encouraged members to speak with the Board and propose solutions if there are issues. He noted that a

priority for the Club is to update the website to attract people to the Club and enhance the social media presence. He stressed the importance of welcoming new members to any meetings.

General Manager – James Blackwell

James began his report by thanking the catering team at the Jaguar Sports and Social Club. He thanked Mike Horlor for his commitment and diligence over the last year.

He said that the team at Head Office in Bristol were working hard and experience is building in the team. There are a number of complex systems and issues where research is needed where experience is important. He said that work is taking place to identify a replacement for Rhian Parker and thanked her for her excellent work.

Regarding events, James said that the office had supported over 22 events during the last year, in particular, there were 6 events taking place over 3 weekends. In the future, James commented that he wants the Club to operate more flexibly around the country. It will be important to review which events are attended and why.

James highlighted TrackSport events which are popular such as Castle Combe where a record number of novice drivers took part and the Scottish Jaguar Day supporting Jim Mann which took place on the same weekend as the Inter-Club weekend at Malvern. During the next year, James mentioned that work will take place to explore events in a different way.

Regarding membership, over the next few months, some data gathering will take place and focus on one-year members to encourage them to remain as members for longer.

James commented that the total membership figure for the Club depends on when a snapshot of the database is taken due to the number of lapsed members. He said that the system sends out 7 emails before a membership lapses and that membership of the Club is just under 13,000.

In closing his report, James thanked Mike Horlor and the other Directors along with the Club's staff and Regions.

James concluded by thanking Geoff Johnston for the Super Saturday event in Coventry which he organises to raise money for Prostate Cancer, for which Lynn Searle had asked to pass on her thanks.

Question from Paul Skidmore (Doncaster and District Region): What was the Club's peak membership?

Answer from James Blackwell: Just less than 20,000 in 2000.

Question from David Wood (North East Region): A simple calculation of membership divided by the membership fee is not close.

Answer from James Blackwell: We have to base the numbers at a specific time for a print-run of the magazine which can vary over time.

Answer from Mike Young: Dividing the membership income by membership fees is not such a simple calculation as there is also an issue of deferred income to factor in. The figures are accurate and audited.

Events – Richard West

Richard began his report by commenting that the events industry is changing rapidly. Noted that venues have increased their costs so in 2023, the Club worked to keep the event costs as low as possible so supported events such as Simply Jaguar at Beaulieu.

Most car clubs have stopped operating multi-day events with the exception of touring.

Richard mentioned that the Club's challenge is to secure events a long way ahead in the future – there's a pecking order for events and our Club is towards the end of this list so the Club is dependent on the venues and hotels. The challenge is to find locations for events which are geographically spread at a reasonable cost and managing them with a small team. Richard paid tribute to the work that James and the Head Office team does.

In 2023, there was a series of good national events. Simply Jaguar at Beaulieu was a great example with a doubling of attendance compared to the previous year. Richard thanked the Regions for all their work in organizing events and commented that Ian Newman provides regular updates of Regional events that are planned.

The big challenge is managing the large quantity of events in a short space of time with limited resources including volunteers. Richard highlighted in particular the great support that Geoff Johnston provides including his support with local marshals for the Summer Jaguar Festival in 2024.

A lot of work went into organizing the Jaguar Summer Festival this year. He noted that a number of people who wrote in to say that they were disappointed that there was no summer Festival did not attend the event this year. Regarding the Festival, in the 11 months before the event, there were 1167 phone calls and 1406 emails between Richard West, James Blackwell and various suppliers. The event is a huge amount of work to put together, including arranging an opportunity for people to drive on Gaydon's test track. A lot of pre-work is involved. Richard stated that there will not be another Summer Jaguar Festival as the workload and money required is too high. More can be done with the money in other ways. A new calendar for 2025 will be announced at the NEC Classic Car Show in November.

Richard stated that the way ahead is to go to venues which have the infrastructure for events already in place meaning the Club doesn't have to buy this in advance. The Club is building up a calendar with some great events and has visited some potential large locations which could provide a suitable location to take the Club's message to non-Club audiences to aid recruitment.

Richard noted that there are more people who want more one-day events as their time and budget is limited. Touring events will be limited as the number of people who wish to take part in these events has historically been low. Regional events will appear on the website and on Friday Spotlight in the future. Richard said that the

Club is not looking to create radical change but to create more events where we can use our resources better to offer people more opportunities to enjoy some great events.

Richard concluded his presentation by saying that the Club is looking forward to announcing the events calendar at the NEC in November.

Question from Paul Skidmore (Doncaster and District Region): In the olden days, there used to be a Northern Southern, Eastern and Western Day. After, Windsor and Blenheim Palace, it would not be possible to top those. Maybe you've been a product of your own success in people's desire. Windsor and Blenheim were fantastic venues. When I first joined, Northern Day was Harewood House, a simple event for northerners and there was a Southern Day. People's expectations changed after Windsor, Wroxall and Blenheim.

Answer from Richard West: There has been some debate about whether such events can be feasible in the future. The event costs are very very high. One can reach a point when one can't exceed a previous event and a line has to be drawn to take a different approach.

Answer from Mike Young: Regarding the old format of Southern, Northern Days, the costs were much much lower years ago, now the costs are much higher to hire a field. Payment also needs to be made to hire toilets and other essentials to enable an event to take place. The only people who make money from a large show are the suppliers.

Answer from Richard West: So many venues make their money from weddings. The Club needs to look at using new venues. Richard thanked James Blackwell and the Club's Directors for their hard work.

Media – Wayne Scott

Wayne began his presentation by wishing Rob Jenner a happy 70th birthday.

Wayne noted that he began editing the magazine during 2024 and hoped everyone is enjoying the magazine and noted that members cars will be part of the "Hall of Fame" theme at the NEC Classic Car Show in November.

Wayne said that in the current economic climate, advertisers were cutting back although Jaguar Enthusiast advertising had increased by 13%. The Jaguar Enthusiast magazine is the largest Jaguar magazine in the world and is now a benchmark which other clubs are trying hard to match and succeed in gaining more advertisers than the Club's competitors. In addition, the Club's ratio of content pages to advertising is higher than commercial competitors.

Wayne said that we're wanting to make more engaging inclusive content in the magazine that provides a sense of how much fun we all have in the Club and how passionate we are about Jaguar. Just as Nigel Thorley set the precedent, we go deep into facts and figures to ensure the accuracy of the information that's published.

Wayne remarked that many people compare their membership of their car club to a magazine subscription. He stated that the cost of membership which includes Jaguar Enthusiast magazine as well as other benefits of membership is, for UK members, £4.92 per month which compares very well with commercial magazines.

Wayne stated that there is more work to be done for the Media Team including Podcasts which will return shortly with the 100th edition. 70,000 views were obtained on YouTube for the page about David Marks' restoration of the XJ40 estate.

Social media is complex and a lot of content is needed to deliver what the Club needs to generate new members. Wayne highlighted the social media pages in Central West Midlands Region.

Wayne spoke about Friday Spotlight and noted that there's a lot of content and proves to be very important for the Regions to use to publicize their events.

Wayne concluded his presentation with a preview of the next magazine front cover.

Question and Answer session

Mike Horlor opened this session by commenting that a number of pre-submitted questions had been received so these would be answered first.

Question from Steve Daniels (Oxfordshire) Not Present: What Is the Plan with The Club's Reserves? The Accounts show a VERY small reduction (£253) in the amount of the Club's reserves at the end of the 23-24 FY. We keep hearing statements like "the festival costs the Club to put on". This patently was not the case for the 2023 Festival. Since last year's AGM, we have heard from Mike Horler, as our chairman, said that "we need to cut our cloth over developments to meet our ability to afford them".

With nett assets of £547,404 (almost 100% tangible) at the end of the last FY, this is only partly true. In the meantime, under the excuse of them being 'semi-autonomous', minimal if any investment seems to be being made into the health, efficiency, and effectiveness of our Regions.

Last year PP asserted they were 'a' key element of the Club, but they are the poor man in relation to Tracksport, Festivals, the Magazine, and other expenses. Although they increased by 112%, they were still just 2.78% (£11,800) of the Total Administrative Expenses.

Will the Board agree to initiate a focus group, anchored upon the Regions Committee, to facilitate enhanced support (IT based) for Regions' operation, with that group reporting with proposals for adoption, at the latest at, next year's AGM (or at an earlier EGM for that specific purpose)?

Answer from Ian Newman: With a strong Regional background myself. Regions are definitely not the poor relation. There was no Festival in 2023. Simply Jaguar was a joint event with Beaulieu to minimise risk after the Covid pandemic in 2023. For those of us who are not accountants, it's important to understand the financial definition of Reserves is not a spare pot of money. The Club's reserves are almost entirely taken up by the value of the Club's office, vehicles and similar assets. We do not aim to make large profits from members. In fact, we use sponsorship & advertising money to support activities for members and maintain subscriptions at affordable levels.

It is important that Regions remain financially autonomous to allow Regions financial flexibility about how they spend local money. If Regions were incorporated within the Club, each Region would have to comply with strict financial controls and produce audited accounts.

This would add enormous financial and administrative burdens for no benefits. The line in the accounts for regional spending is simply the additional spending which takes place for active regional members, not the total spend on regional members. Consequently, it is incorrect and misleading to interpret the spending as a small proportion of other spending. The accounts don't show the staff resource that is invested in regions with training, help producing documentation and answering queries and more.

Region purchases of show equipment and other materials are subsidised by the Club. Regions pages on the Club's website along with the publication of regional updates in the magazine ensures that Regions have a high profile in the Club.

Question from Chris Allen (Oxfordshire) Not Present: We have heard much since last September of a 'Membership Strategy' towards which Oxfordshire Region made extensive contributions, as an intended partner, but nothing has since been seen or heard and there does not seem to be any associated spend in the accounts. Similarly, since Jan '23, the Club had a net reduction of 200 Members by September '23 though it is pleasing to see that we have recovered to 'just' minus 91 as at the end of August this year. Interestingly, a PP answer at last year's AGM inferred, for the first time, that the Club's Membership is now down to 13,000.

1) Can we please be told how many Members our actual Club has as of today's AGM date? 2) What progress has been made on Membership Strategy and what measures are being taken to sustain and grow the Club and its revenues. As previously suggested, a discount for members using payment by Direct Debit and ending the three-month grace period for lapsed Members would seem reasonable.

Answer from Craig Thompson: Membership numbers are defined in the Memorandum and Articles of Association with a three-month grace period. An exact number depends on when the membership lifecycle information is checked. The number of members is approximately 13,000. Regarding increasing membership, phone calls are being made to contact people who have only been with the Club for one year to encourage them to renew and where appropriate to understand why they have not renewed.

A group has been put together to focus on this, a lot of data and useful information has been gathered from external sources and working with our Club partners. You'll start to see more work taking place over the coming weeks and months to recruit new and retain existing members, as we resource the work necessary. Members paying from UK banks by Direct Debit will continue to receive a £3 discount. As the 3-month grace period was included in the Memorandum and Articles of Association, it requires a Special Resolution to amend it and this is on the agenda.

Question from Anthony Perkin (Oxfordshire): The Club's current governance arrangements (the Regions Committee, the Regional Ambassadors & AGMs (that look back at up to 18 months) don't seem to be able to make much impact upon the Club's direction of travel & the nature of that travel. We note the vacancy on the Regions Committee that remains unfilled after 3 months, the Board that is just 50% of the size permitted under the Club's Articles of Association and its seemingly continuous claims of it, and the Events Committee, being under-resourced and overworked. Can the Board please explain what measures it is pursuing to engage greater support from the Membership and how the rank and file Membership at large can have rather more influence on the direction of the Club, than is presently the case?

Response from Ian Newman: By Company Law, the Club's governance arrangements are vested in the Board of Directors. The Regions Committee is a valuable communications vehicle and is functioning very effectively. The first point of contact for most Regions is the Regional Ambassador.

It is important for us all to work together which everyone is doing. Requests for support at events is always welcome from members and the support from Central West Midlands and Shropshire and Welsh Borders Regions for the Summer Jaguar Festival was a fantastic example of this.

Members have an opportunity to influence the direction of the Club by attending the Club's AGM and engaging positively with the Club. The Regional Ambassador and Director vacancies are being addressed.

Question from David Rawlinson (Oxfordshire Region): Following the recent news from JLR that they will cease manufacturing all current cars in the Jaguar range by 2025 and there will be a gap with no new model until 2026, has the committee done any analysis on the current membership vehicle ownership – i.e. what % of members only own 1 modern jaguar (Saloon or SUV) car which they use as their main car?

These members will likely leave JEC when they change their car for a non-Jaguar brand. This would then have a significant impact on membership numbers.

Response from Mike Horlor: There is little doubt that if Jaguar sells fewer cars, the size of the pool of potential JEC members will shrink. Since most current members bought their cars second hand, there is likely to be a delay before this possible effect becomes apparent.

More positively, a successful launch of Jaguar's Reimagine strategy could rejuvenate interest in the brand, from which the JEC would benefit. The Club currently has a members' survey in preparation which will assist with the Club's knowledge of members' ownership of current models and future planning activities.

In addition, thanks to Peter Leake and the excellent work he has done in building relationships with JLR, the Club will be providing an exhibition at their Gaydon facility later this year.

Question from Martin Crawley (Oxfordshire Region): What's The Progress With the Regional Development Plan? When our Region Chairman was a Regional Ambassador, he put a lot of work into, and briefed us about the aims of, a Regional Development Plan. We've heard nothing more about this, including any progress upon it, since. What is the status of this and when will Regions be engaged in implementing anything ?

Answer from Ian Newman: A summary and review of suggestions from the Regional Development Plan from the Regions Workshop after the AGM was provided in a Regional News Bulletin in March 2024. Most Regions just want to get on and enjoy some great events and activities locally without being told what to do. The Regional Development Plan has done its job of ensuring that there is a good infrastructure in place to support Regions with the Regional Resource Hub, Regional News Bulletins, opportunities to use the website, Friday Spotlight and the Magazine to communicate to a wider audience. There will be an update provided in the Regions Meeting after the AGM for those people who attend the AGM and Regions Workshop.

Question from John Reed (Oxfordshire Region): This year's Anniversary Festival event at Gaydon was different to the 'norm' of previous years, but was clearly therefore subject to British Motor Museum ('BMM') pricing policy. This then introduced a serious inconsistency when an appeal went out to JEC Members for Marshalling help, where any such volunteers had their ticket costs refunded AND received a packed lunch – albeit ending up working all day apparently. Region Members in the Oxfordshire, Warwickshire, Bedfordshire, Central West Midlands and Bucks & Herts Regions, who hold BMM Annual Passes and have loyally represented the JEC at numerous other Gaydon events, were denied access to the display area, unless they additionally purchased two £11.00 tickets, (some partners' wives do also appreciate these events!).

They were otherwise condemned to the general parking and, in some cases, that meant they were a long way from the 'event action'. They also could not partake in the JLR Test Track sessions. On enquiry, this was justified on 'event costs' by our Events Committee Chairman. Why then was this inconsistency and discrimination allowed to occur and what restitution will the Club now put in place ?

Answer from Mike Horlor: John appears to have answered his own question. The Summer Festival was a JEC event, not a BMM event. Whether any members happened to have separate discounted museum arrangements with the BMM to view cars had no relevance to the JEC event. Festival costs had to be paid for by members attending the event.

Question from Dave Hill (Bristol Region): At our recent committee meeting we discussed the number of people on the recent members list that were leaving the Club and the number of new members joined (600 left, 100 new and 150 lapsed off). When I joined the Club there were 24,000 and I believe at last count they were in the region of 12,000. All or some must be attributed to the ever-increasing cost of the annual subscription which I presume will be increasing again this year after the AGM. It was felt that most new members are recruited through regional events and activities and as such the main Club should at least recognise the work done by the regional committees, who organise and run these events by at least making these regional committee members main Club subscription free. We receive no central funding to assist running the region. We even have to purchase our own main Club and region regalia.

Response from Ian Newman: The Club has never had 24,000 members. Most new members are recruited at major shows and via the website and advertising but as members, we all act as recruiters.

One recruitment suggestion under consideration to encourage more new members is to trial a scheme of Regions being awarded part of the joining fee. The practical details of such a scheme and its impact on subscription levels of how such a trial scheme could work in practice need to be worked through before any trial is invoked. Although Regions have always had and continue to have a very important role in the Club, less than 10% of Club members are involved in Regional activities. All Car Clubs are noticing a reduction in members and the Jaguar Enthusiasts' Club is "riding the storm" particularly well, increasing the size and quality of the magazine and maintaining its frequency.

The Club subsidises the costs of Region regalia which can be purchased through the Regional Resource Hub. Region funds are separate to the Club's finances which provides Regions with much more freedom than would be the case if they were funded by the Club itself.

Many Regions organise fund raising activities to raise funds very successfully and ensure that new members are made to feel welcome at their events.

Question from Tim Taylor (Three Counties Region): Following local authorities banning advertisers putting flyers on car windscreens I thought the ban had extended to a national regulation. Therefore at car shows, I only put leaflets on my car and invite visitors to take one. I have since learnt that many car shows that members attend do not stop such leaflet distribution.

Can we please clarify the legal position, is there a difference between local authority or private paid car parks and private land such as those used for many shows?

Answer from Mike Horlor: To the best of our knowledge, there is no direct national ban on using flyers to advertise events etc. Nevertheless, there may be local bans in position at specific sites. Such bans can be imposed by Councils or on privately owned sites. Thus, it's necessary to check locally before embarking on leaflet campaigns. Similarly, whilst leafleting, it's important to avoid any risk of damage to cars which could be construed as criminal damage.

Question from David Limb (Cheshire Region): Magazine consistently late, members are getting fed up. Can we explain as to why? And what are we doing about it?

Response from Wayne Scott: We are reviewing the current lead times for contributors and for the printers to improve the distribution times for the magazine. Unfortunately, the Club has no control over Royal Mail's distribution arrangements which do vary from location to location.

Non-Pre-Submitted Questions

Question from Peter Purdom: Of the pre-submitted questions 9 were from Oxfordshire Region and 3 individual questions from other Regions. It feels disproportionate. I'd like to suggest that for future AGMs, anyone submitting questions should be here to put them in person. It seems unreasonable that people are simply sending things in by mail for us to spend time answering when the individuals are not even here. For a number of questions, with respect, you could just refer back to the answers that were given last year. It feels very frustrating. A proposal was made last year for the Board Directors to go to the Oxfordshire Region to answer all the questions that they have, has that happened and did that satisfy them?

Response from Mike Horlor: Yes, it happened. I'll leave the audience to judge whether it satisfied the Oxfordshire Region. There have certainly been a lot of questions from Oxfordshire this year.

Question from Rob Jenner: The current cover is an XJ13 replica. Were scans taken from the original?

Response from Wayne Scott: Yes.

Comment from Geoff Johnston (Central West Midlands Region): – Coventry and Hinckley Region have Peter Wilson who built the original XJ13 here on Wednesday.

Question from Bob Eduljee: How much does the magazine actually cost if it was at a newsagent?

Answer from Wayne Scott: I can't answer exactly as one would need to look at additional costs. An estimate of value would be approximately £12 to £15.

Question from Rob Eduljee: Why not put the price on the cover of the magazine?

Answer from Wayne Scott: We'll look into that.

Question from John Doyle (Central West Midlands Region): I have a modern Jaguar. At the last 2 insurance renewals, the Jaguar Enthusiast Insurance Scheme won't insure me for more than 5000 miles.

Response from Wayne Scott: I worked with Peter James in constructing the scheme. The problem with insurance schemes is that we can never get a one size fits all scheme. As mileage increases, it skews the book with a different profile of

risk. They are aware that they are not the best in daily vehicle transport. However, James and I regularly meet the insurers and we're looking at how we use different underwriters.

Response from James Blackwell: As an example of how things do change, you'll see in a future magazine how you can soon start to retain No Claims Discount with the insurance scheme. It takes time for a product to evolve over time.

Question from Bon Eduljee: Why can't I pay to top up the mileage allowance if I'm getting close to it?

Response from Wayne Scott: We'll take this issue to the insurers.

Question from Rob Jenner: Why did you go away from a panel of insurers you used to have?

Response from Mike Horlor: We got a better deal.

Question from John Hunt (Model Sections): When the insurance scheme started, they wouldn't take F Types and now they view F Types as a modern classic so there is discussion with the insurers going on and it has been positive.

Response from Mike Horlor: Thank you. That's evidence that the scheme does evolve.

Comment from Geoff Johnston: I've just insured my 3 cars with them. If you have more than one car, you're only driving one at a time. The rest of them are in the garage.

Question from Carol Robinson (South Yorkshire Region): If we consistently know that the magazine is going to appear on our doorsteps later, can we change the mindset so that it'll appear on the 12th of the month?

Response from Wayne Scott: It's an option and one I would prefer.

Question from David Limb: Can the information from the slides be sent to the Regions so they can be used in our meetings?

Response from Richard West: I would recommend that slides not be given away as they can be taken out of context. Please ask what information you want and we can provide a synopsis.

Response from Wayne Scott: I'd far rather write something as the slides are bullet points and there's more information that I've spoken about. Or I can talk to the Region perhaps in person or on a Zoom.

End of Question & Answer Section

Mike Horlor thanked everyone for attending.