



## Outcome of the Consultation

The Consultation process we started earlier this year closed on 31st of March with over 3100 responses from members. These are currently being reviewed by VMCC member Hans Dixon who has professional expertise in this area.

The outcome is clear and the majority of members want the VMCC to continue the current programme of cutting expenditure and overheads, increasing efficiency and right-sizing the organisation,

A large majority of members have rejected:

- Spending the money and winding up the club.
- Funding through speculative business ventures.
- Increasing the membership fee excessively to £70 to cover employees to run events and admin.

Over the Christmas period, we mentioned that the VMCC's priority was:

1. To ensure the cost savings from the restructure were realised. Early indications of the Leadership teams work this quarter, suggest the out-turn of 2021 may be considerably better than previously forecast due to cost consciousness and increased productivity.
2. To stop the ageing Membership Operation breaking down completely and instead to make it better than ever with quick phone responses from the new enthusiastic team and requests being actioned swiftly.
3. To put in the 75th Anniversary logo, reinvigorating the shop and putting in place a new look for the Journal - with photos of bikes for sale!
4. To ensure that VMCC officers and volunteers were insured - where previously they were left outside of insurance arrangements.
5. Progressing the Section Handbook and putting in a plan to give Sections a register of all current members in their postcode area.
6. To understand the impact of past decisions, that will constrain our choice for a few years to come, such as the £50k five year lease on office equipment taken out 2019, affecting our options with Allen House, and the complex nature of our financial



arrangements over the past twenty years that hide costs in our huge overhead and will take three years to unravel.

7. Following the stepping down at short notice of both the Chair and Vice-Chair, ensuring that the AGM documentation was written and published to an acceptable standard, at higher quality and lower cost than in the past, and allowing member democracy within Covid constraints.

During the consultation period, it would have been inappropriate to make and communicate the VMCC's plans in advance of receiving members' consultation feedback. Now we have clarity on the members' wishes we can communicate the outcomes and our Forward Plans.

This work has taken up time, as much as 60 to 70 hours per week and as a result, we have not been able to spend volunteer time on the Bulletin and Section Communications. For this we apologise, there are only so many hours in the day and have had to prioritise.

***Moving forward*** there is a 90-day plan in place where we will be focusing on addressing the following:

- *Ensuring full transparency over finances and contracts*
- *Moving away from a limited company and business culture and be more club-focused.*
- *Empowering Sections to recruit and manage their own membership themselves*
- *Addressing issues around the Library and its future*
- *Turning around the shop and making it work*
- *Giving Members equal access to the Club Bikes and selling any off any that are not used.*

Later in April, we will be revealing our plans for a Members Insurance deal that we have been working on since January.

Over the following weeks leading up to the AGM the following statements will be announced:

- Membership Operations from the Membership Team and our plans to ensure all 13,500 members are allocated to Sections.
- Marketing from the Marketing Team and our support of Section Marketing
- Library Operations from the Library Team
- Riding & Show events from the Events Team and our support for Section Events
- Exciting new Raffle and shop options from the Shop team with special access for Sections.
- Book a Club Bike availability through your local Section



- A Club and leadership forward plan from the VMCC leadership team that ensures that the Sections are at the centre of everything and building a Club for the next 75 years

Meanwhile, the AGM site [vmcc.net/agm](http://vmcc.net/agm) (no login required) has details of

- 2020 AGM Minutes
- 2020 Accounts
- A response to AGM FAQs

The independent vote counting & scrutineering team will shortly be making a method statement on their activities that ensure a fair and independent vote.

### **Member Democracy**

Voting at VMCC AGMs has become a bloodsport and the VMCC has had a shamefully high turnover of directors, 92 in number since 1981.

Even new highly qualified volunteers coming forward to help the VMCC, can expect to have an extraordinary 20% of the AGM vote against them. From the consultation response, it is difficult to believe this is representative of the 3000 consultation responders who truly care, let alone the 13,500 members.

We need to end this dysfunctional, revolving door cycle by ensuring the vote is truly representative of the 3100 members who took the time to respond to the consultation.

### **How can you help maintain progress and move the VMCC forward?**

1. Vote for or against the two VMCC members standing for election who have volunteered and are fully supported by the leadership team taking the VMCC forward

Mario Costa-Sa  
Brian Southam

There is no need to nominate a proxy and on this occasion, you can vote directly, simply vote directly by clicking here.

If you have already voted by paper or other means and wish to change your mind participating in the AGM and reviewing AGM information *it will be your most recent vote that counts.*



2. *Vote by web ( No login needed, just your membership number)*

Each internet vote saves the VMCC £1 and potentially £13k if everyone votes electronically. It also saves volunteer time for our scrutineer teams in keying in votes.

*All web voters will be entered into a prize draw for a specially numbered version of the sold-out VMCC 75th-anniversary watch.*

*This includes web voters who change their mind or paper voters who simply wish to recast the vote by web. This will make the consolidation cheaper, simpler and quicker in the future and will save the VMCC hundreds of thousands of pounds in the next 75 years to come.*

3. Give your feedback on the work of the volunteer members who make up the VMCC Marketing Team who have driven a new image and brand for the VMCC by simply giving your thoughts on the logo by [clicking here](#).

Again, to thank you for giving your views through the web we will offer a free goody bag of 75th-anniversary items from the Retail Shop or a choice of traditional logo items from the Spares shop.

4. We ask all members to thank all the AH staff who, while many organisations are still not fully staffed, have been working every day through the lockdown, Terry in the shop, Peter, Claire and volunteers in the library, Louise in accounts and Abi and Alice answering all member queries.

- Alice & Abi [Membership@vmcc.net](mailto:Membership@vmcc.net)
- Terry [Transfers@vmcc.net](mailto:Transfers@vmcc.net)
- Louise [Accounts@vmcc.net](mailto:Accounts@vmcc.net)
- Claire Library@vmcc.net

We trust you will endorse the recent progress and support our plans, which we believe deliver a full and comprehensive program driven by the need to reverse the trend over many years of declining membership numbers. The financial viability of our organisation is not just necessary, it is imperative. By putting the Sections back at the heart of everything we do and having a “fit for purpose” support function we can achieve our goals and have a club that is valued by all its members.



### **Next steps**

Fortune favours the brave and the volunteers, who have put their hand up to fix these difficult issues which have held back the VMCC for many years, now need your support. It is time for the Club to face the future in a positive and inclusive way, ensuring that the next 75 years are something that all of us can be proud to have been a part of. Please give them your backing by voting on the web now.

[Click here to cast your vote](https://forms.office.com/r/YVjYYiZeG9)

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**VMCC Leadership team**