

The BMW Club Annual General Meeting

Saturday 4th April 2020

Registration from 10.00 a.m.
Commencing promptly 11.30 a.m.

Venue
Delta by Marriott Milton Keynes
Timbold Drive
Kents Hill
Milton Keynes
MK7 6HL

The BMW Club

Annual General Meeting

4th April 2020

AGENDA

1. President's Welcome and Report
2. Apologies for Absence
3. Appointment of Tellers
4. Approval of the minutes of the 2019 Annual General Meeting (presented on page 3)
5. Matters arising from those Minutes
6. Count of members present by Section
7. Reports (in writing) from
 - President (presented on page 5)
 - General Secretary (presented on page 5)
 - Editor (presented on page 6)
 - Social Secretary (presented on page 7)
 - Membership Secretary (presented on page 8)
 - Sporting Register Secretary (presented on page 8)
 - Sidecar Register Secretary (presented on page 9)
 - GS Register Secretary (presented on page 9)
 - Vintage Register Secretary (presented on page 9)
 - Regalia Officer (presented on page 9)
 - DVLA Liaison Officer (presented on page 10)
 - Tool Hire Secretary (presented on page 10)
8. Treasurer's Report and Accounts for the year ending 30th September 2019 (in separate document)
9. Appointment of Accountants for the following year (detailed on page 11)
10. Confirm the Subscriptions from 1st October 2020 according to Club Rule 10 (detailed on page 11)
11. Election of Club National Officers for 2020 to 2021

Position	Candidate	Proposer	Seconder
President	Ian Dobie	Geoffrey Clough	Liz Elvidge
General Secretary	Stewart Lowthian	Lynn Sumner	Alan Davies
Editor	Liz Elvidge	Judy Lepley	Jim Lepley
Membership Secretary	John Elvidge	Judy Lepley	Bruce Lepley
Social Secretary	Simon Johnston	Bradley Gane	Ashley Boal
Treasurer	Jim Lepley	Liz Elvidge	John Elvidge
Vice-Presidents	Bruce Lepley	Simon Johnston	Liz Elvidge
Vintage Register Secretary	No candidate proposed		
GS Register Secretary	Neville Jones	Haydn Rees	Brian Morris
Sporting Register Secretary	Robert Bensley	Derek Killaspy	Peter Jones
Sidecar Register Secretary	Keith Thomas	Paul Ennis	Martyn Ayres

12. Presentation of Trophies (recipients listed on page 11)
13. Special Resolutions to alter the Articles of Association of The BMW Motorcycle Club Limited, incorporated under the Companies Act 1985 with Registration Number 4261129. (presented on pages 12 and 13)
14. To fix a date for the 2021 Annual General Meeting
15. Any Other Business.

Minutes of the Annual General Meeting of The BMW Motorcycle Club Limited held at the Dunchurch Park Hotel, Dunchurch on 13nd April 2019.

1. **President's Opening Address:** Ian Dobie opened the meeting by welcoming Kim Pederson, the President of both BMW MC Klub Danmark and BMW Club European Federation. He spoke about his attendance at a recent BCEF meeting in Malmo where reservations about the relationships between the BCEF constituent clubs and BMW AG were discussed.

He thanked colleagues for pulling together, particularly Dik Langan for his I.T. expertise and Stewart Lowthian for his grasp of procedure. He thanked Liz Elvidge, to applause from the meeting, for taking over the position of Editor at short notice. He referred to the Members Working Party, which he had written about in The Journal, and told the meeting that it was Nick Dingwall's 83rd birthday. He concluded by apologising for being incommunicado due to illness in the week before the meeting.

2. Apologies for Absence were received from Keith Thomas, Robert Bensley, Martin Pagett, Nev Jones, Helen Beer, William Beacham, John Dillon, Colin and Susan Ross, Paul Nadin, Bill Smithson, Nev Agnew, Val Smith, Ashley Boal, Chris and Ann Smith, Roy and Pat Laithewaite, Sylvia Delacoe, Mike and Peta Warrilow, Nick Baker, Cliff Batley, Bruce Lepley, John and Freda Taylor, Graham Parker, Rob Allin, John Hillier, Phil Oughtred, Bradley Gane, James Seller and Tim Balderston
3. **Appointment of tellers.:** Debbie and Phil Sampson, Graham Walker and Bob Denman were appointed as Tellers.
4. **Approval of the minutes of the 2018 meeting:** Proposed by Dik Langan and seconded by Reg Moule.
For: 101, Against: 0, Abstaining: 3.
5. **Matters arising from the minutes:** None.
6. **The count of members attending was:**

East Anglia	3	Irish	3	London	3
Mercia	11	Midland	12	North East	4
Northern	13	Oxford	29	Scottish	5
South East	1	Southern	13	South West	4
Ulster	1	Western	3	Yorkshire	4
HQ	1	Proxies	3		
Total	113				

7. Officers Reports.

General Secretary: Stewart Lowthian had nothing to add to his report circulated with the agenda. No questions were raised.

Editor: Liz Elvidge added to her report circulated with the agenda by saying that she was still learning and always would be. Steve Moxey thanked her then asked what might happen next and what would she need to achieve it. Liz replied that an e-reader version of The Journal would be desirable as the file sent to the printers was not ideal for this purpose. She added that this would require a great deal of research but would be good to implement.

National Social Secretary: Simon Johnson added to his report by apologising for the lack of a national rally in 2019. He hopes that next year's event will be in Moffat with both

hotels and camping. He hopes to run a Garmisch-style event in the UK. There were no questions for him.

National Membership Secretary: Bob Barker's report was circulated with the agenda. He apologised for having been out of action for the best part of a year due to health problems. He continued by saying that the trend in membership numbers overall is flat but section sizes are changing, with smaller sections reducing in size and larger sections growing. He expressed concern that long-term members were leaving but noted that new members are staying for longer. He advised the meeting that Dik Langan had been dealing with the membership database since November 2018. He considered that it was impossible to give an implementation date for it. Geoff Clough asked about membership numbers, with Dik Langan replying that we had 3166 members (including associates) in January 2018 and 3601 (2858 full and 743 associates) in January 2019. Geoff then asked whether any other section had the same experience of recruiting as the Oxford section, referring to the "Test Ride" scheme discussed at the February NCM. Bob Barker observed that with the rolling year membership it was difficult to offer joining incentives. Geoff said that their initiative included three editions of The Journal delivered electronically.

Hugh Johnson commented on difficulties with retention, noting that members often no longer owned BMWs but enjoyed the social side of membership. He asked what the "armchair" members got from the Club. Dik Langan replied that experience at the NEC show was that people renewed there saying it was their own fault they hadn't taken an active part. Bob Barker added that the sections with the most associates, implying an active social life, did best. Bob Melvin asked about Direct Debits. Bob replied that they were planned but would take a significant effort to achieve.

Richard Garner said that in 2015 or 2016 he attended the Stafford Show as part of the VCR presence. He said that they ran out of application forms at the event, but that subsequent shows were less successful. The availability of knowledge was considered to be valuable. He argued that promoting the club to owners of older bikes would be beneficial to membership numbers. Bob Barker noted that membership incentives were fruitful but difficult with rolling year membership.

Ian Dobie referred to attending motorcycling events and giving advertising space in The Journal in lieu of attendance fees.

Sporting Register Secretary: Robert Bensley's report was circulated with the agenda. As he was not present no questions could be asked.

Sidecar Register Secretary: Keith Thomas's report was circulated with the agenda. As he was not present no questions could be asked.

GS Register Secretary: Nev Jones's report was circulated with the agenda. As he was not present no questions could be asked.

Vintage Register Secretary: Ashley Boal's report was circulated with the agenda. As he was not present no questions could be asked.

Regalia Officer: Cath Broughton's report was circulated with the agenda. As she was not present no questions could be asked.

DVLA Liaison Officer: Robert Freeman amplified on his report presented in The Journal, describing the process for examining and documenting motorcycles. He referred to past difficulties in dealing with BMW and a recent breakthrough in the relationship. He described an hour-long telephone conversation with a BMW colleague when dating certificates and who needs them were discussed. The cost of dating certificates was discussed, with the normal fee being £120 but, as a result of this conversation, it will now be free for BMW Club members. The details are still being discussed but this is considered to be a triumph.

Reg Moule thanked Robert for his address. He referred to a caution expressed by Robert regarding electronic documents, pointing out that DVLA accept them from insurance companies. Dik Langan asked about non-member requests for dating certificates. Robert referred to an enquiry from Finland, saying that he has the original AFN records. He went on to explain how AFN became the importer for BMW motorcycles. He then answered Dik's question, advising that non-members pay the Club £50 plus the cost of the certificate. Steve Moxey suggested that the Club should write to BMW to express appreciation of this improvement in relationship. Ian Dobie will do this.

Toolhire Officer: Mike Delacoe's report was circulated with the agenda. He noted that the GS911 was the most-requested tool we hold. Bob Ingram commented that Mike was a great source of information.

8. **Treasurer's report and accounts.** Jim Lepley gave a brief address (appended on page 11), thanking the colleagues who handle money on the Club's behalf and explaining some of the terminology in the accounts document. Richard Garner referred to the increased revenue from 2017-2018 due to the number of track days. He asked what the cost of running a track day was. Jim replied that it was in the order of £12,000. Barry Last asked about the cost of section websites, speculating that the costs were hidden in the section accounts. Geoff Clough asked why the Irish Section reserves had not changed from 2017 to 2018. It was stated that this was because the Irish Section had not filed their accounts. Steve Moxey observed that gross turnover had gone up but the profit had gone down. He asked that a closer look be taken to find out why. John Elvidge observed that we are a social club rather than a business. Ian Dobie replied that we should at least be cost-neutral. On a proposal by Jim Lepley, seconded by Reg Moule, it was agreed to accept the accounts with 112 votes for, none against and two abstentions.

9. **Confirmation of subscription from October 2019.** It was agreed on a show of hands that the subscription would be unchanged. The lunch break was taken. On return Ian Dobie apologised for taking an item out of sequence in the agenda.

10. **Appointment of Accountants.**

On a proposal by Jim Lepley, seconded by Reg Moule, it was agreed that Ross McConnell would be retained. Voting was 106 for, none against and one abstention.

11. **Election of Officers.**

Ian Dobie proposed that, as no position was contested, it would be sensible to vote en-bloc. This was accepted by the meeting. The candidates were elected with 105 votes for and four abstentions.

12. **Presentation of Awards.**

Ian Dobie presented Robert Freeman with the National Member of the Year plaque. Liz Elvidge (the retiring holder) presented Colin Bembridge with the Max Deubel award.

13. **Date of next Meeting.** This has not yet been decided as we are still waiting to find out the date of the Stafford Show, which we do not want to clash with.

14. **Any Other Business.**

a) **Members Working Party:** Ian Dobie spoke about the Working Party which he had written about in The Journal. Anthony Wood gave a brief address, saying that five members had expressed interest, with three of them holding a meeting chaired by Ian Dobie in February 2019. He had 20 copies of the group's report with him and expressed the hope that he would be taking none of them home with him. Simon Johnston queried Anthony's statement that we are the most expensive one-make club, citing the Harley-Davidson and Gold Wing clubs as costing more. Reg Moule suggested that The Journal should be offered to a wider audience. Steve Moxey suggested that it was great to have suggestions from the bottom of the Club but they should come from the top, the National Committee. Liz Elvidge said that she was looking for change and was aware of the cost of The Journal and that it is an important means of communication within the Club. Marjorie Burnett took exception to Steve Moxey's comment, stating that the National Committee wasn't idle. Bob Melvin invited anyone interested to attend the Section Webmaster's meeting following the formal business. He felt it unfair to criticise the main committee. Anthony Wood recognised that the NC was important and didn't sit on its hands but creativity was needed. Stewart Lowthian stated that the AGM ruled the Club and had in the past rejected change. Anthony Wood contended that 150 members shouldn't run the Club. Ian Dobie pointed out that proxy voting gave every member their say. He encouraged members to read the report.

b) **Section Webmaster's Meeting:** Dik Langan advised the meeting that this would take place immediately after the close of formal business.

c) Thirty neckerchiefs from BMW MC Klub Danmark were distributed at random.

d) Lynn Sumner (Capitation Officer) asked anyone involved with capitation to see her so she could put faces to names.

15. There being no further business the meeting closed at 2:45 p.m.

Reports to the 2020 AGM

President: Ian Dobie

In general terms 2019 has not been a particularly different or outstanding year. We started with the knowledge that despite BMW's own worldwide survey report that BMW Club members were their best customers and brand ambassadors there was little support for clubs from the individual nations corporate importer and distributor. In spite of cautious inferences that BMW Munich would take the message that Club members and their activities are precious for the brand and therefore the company onto the sales and marketing road show events attended by all BMW Marketing Presidents and Regional Managers across the Globe there is little evidence of any change. Individual dealers throughout the UK and Ireland vary enormously in their level of interest and support for local sections. In most cases, since there is no support from the centre, it relies entirely upon goodwill, mutual respect and the personalities of the people involved on both sides. Sections therefore need to carefully select the section member responsible for this essentially critical dealer liaison role. BMW Club membership worldwide is decreasing and that includes the USA who have openly stated finding replacement officers for key roles in their organisation is increasingly difficult. So despite the MOA only being around 50 years old they are experiencing the same recruitment difficulties as we are.

We are meeting at a different venue this year despite having an agreement to hold the AGM at Dunchurch for 3 years because last year the hotel failed to honour their side of and commitment to the original agreement. The service was well below our expectations and our complaints were met with no serious action or subsequent apology.

As you will have seen from the Journal and the AGM papers, several long term officers of the club felt it time to stand down from their duties; Regalia Secretary - Cath Broughton, National Membership Secretary - Bob Barker, Vice President - Cliff Batley and Vintage and Classic Secretary - Ashley Boal. Each one of them has brought their own skills and enthusiasm to the role they undertook and I wish to place on record my sincere thanks to each and every one of them for their unstinting work and years of faithful service to you the membership. We now have to elect four willing members into these roles. None of these jobs are easy, but they are essential to the club's continued success and I look forward to working with the newly elected officers.

In July we undertook a club stand at the Adventure Bike Rider Festival for the first time and believe it worthwhile to do so again with the lessons learned in 2019. It is a really serious bike riders show with the whole emphasis on world travel and experience and a potential fertile ground for recruitment of both male and female riders.

The most serious matter we have had to deal with was in September when we were successfully targeted by a very professional financial scam. This resulted in the loss of some club funds necessitating investigation by the banks, Action Fraud and local police which at the time of writing was still ongoing. The police advice was that we should not make it public and keep the details in house whilst it was investigated by the appropriate agencies. The Board of Directors were advised at the October meeting and unanimously agreed to adhere to the police advice. Any such event is traumatic for those involved and unfortunately the basic details were subsequently divulged to a section committee and then onto their members. This resulted in a number of vicious and irresponsible emails being

circulated and widely broadcast by some individuals to no good end what-so-ever. It also placed unnecessary pressure on those National Officers trying to assist the investigations and sort it out. A full report on the latest situation will be part of the AGM.

In November we experienced the most successful recruitment year at the NEC Motorcycle Live event that I can ever remember with, as I recall, 121 full members and 28 Associates recruited in the 10 days of the public show. Such results are only achieved by having a professionally looking stand and the hard work of the volunteers present each day. If we could match that performance year on year it would be a real benefit to the club as a whole.

The National Committee has continued to work hard on your behalf and a number of club officers have done a lot more than should be expected of volunteers to promote and seek improvements in various aspects of running the club. It goes without saying that a lot of work goes on behind the scenes nationally and at section level to ensure the club continues to offer the services and social interaction that is the bedrock of its being.

General Secretary: Stewart Lowthian

This is my tenth report to an AGM. Six of them were as Editor and this is my fourth as General Secretary. I contested the 2016 AGM election of officers as I believed that, although the role of Editor had become too time-consuming, my bureaucratic skills were something I could still offer to the Club. Recently this has meant renewing our BMF affiliation, affiliating to MAG for the first time and preparing the agendas for the February National Committee meeting and this AGM, along with unearthing all our policies and codes of conduct (some going back over 15 years) for discussing, updating if needed and ratifying at the June NCM. There is also new work as I am increasingly being asked about a Code of Practice for group rides organised as part of our social programme.

It's interesting to ask myself what has changed in those 10 years and what has remained the same. The structure of our Club, with its 15 sections covering the UK and RoI, is still with us, is unlikely to change and in fact cannot change without a radical rewriting of our Articles of Association, which only an AGM can mandate. Our Articles change incrementally every few years, with three changes proposed this year to make managing the Club more straightforward. In one sense Articles that cannot easily be changed are a major stabilising influence but this is counteracted by the challenges that emerge when they do not cover a situation that their original authors never expected to happen.

Technology has undoubtedly advanced, although this very much cuts both ways. The benefit of an electronic device that can inspect the inner mentations of my motorcycle and lead me quickly to whatever fault I'm trying to fix is unquestionable. Likewise, the ability to circulate documents such as this one without the financial and environmental issues of paying for paper and postage is hard to argue with. Where it becomes concerning is when individuals, for whatever reason, use the ease of modern technology for destructive rather than constructive purposes. I was horrified, after the Treasurer was defrauded last year, at how easy it is to fake your telephone number when calling someone. Likewise, the ease with which a few individuals, for reasons which are not apparent to me at the time of writing, used their section website for what I can only believe was an attempt to bully him out of office despite the National Committee's vote of confidence in him.

My first version of this report, now removed from the recycle bin, felt very gloomy. Looking back at what I've done recently has

given me a better appreciation of what's good about our Club: an environment where we can compare notes on how to maintain and repair our motorcycles, where to find good roads to test our skills and where to sit down together to discuss the day's riding over a beer or a brew. Despite all our rules, regulations and paper-pushing we are, at heart a social organisation, as is so clearly shown by the number of opportunities in every edition of The Journal to meet, ride and make new friends.

Editor: Liz Elvidge

The Editorial Team

I would like to thank Bruce, Piers, Dik, Grahame, Paul and Paul for working with me for their contributions to Producing the Journal and for working with me for the past year.

Layout and developments

Bruce, Piers and Dik have been key players in the developments to date. Our meetings have been very productive in generating ideas and more efficient working practices. Bruce is constantly trying out new skills and has had a very valuable input into the styling of the Journal.

New more efficient systems in place this year include

- Input to the Diary and Compass system which links directly with the club website and section diaries.
- Use of Google Drive to input Section News and update Section information.

Articles

There are plenty in stock with more coming in all the time. I have taken some large Section News contributions and made short articles of them particularly where there are a number of photos. This has proved popular enough for some sections now to send short articles of weekend and day visits of interest.

We still get fewer technical articles than we do of trips/rideouts. That is probably because of the changing nature of the bikes many ride with the more modern not being as easy to maintain without dealer input.

We have also developed a system of "fillers" where there are spaces left in the Journal. This allows for members to send in photos and short captions to contribute to the Journal, particularly for those who may not write an article

Front Covers

We have a year's supply of suitable photos again more adding to our stock all the time.

Torque Reaction

Number of letters varies from month to month but there is always something. Paul and I confer where we consider there may be something contentious in a letter and have asked for appropriate responses where we consider it would only be fair to allow prior knowledge of something being published.

Section News

Bruce has developed a system using Drive which is accessed through social secretaries' emails. This also allows Social Secs to adjust the standard info for the section when necessary. Thanks go to Social Secretaries and their assistants who get the news in for our 5th of the month deadline. This makes our work in producing the Journal so much easier.

Diary and Compass

Dik's system is working well and makes for more time efficient updates both on the web and in The Journal.

Events advertising

Piers continues to produce most of the ads to a standard size and format. Some sections send their own and where necessary Piers has adjusted sizing. Our system as notified in the June Journal is allowing for more ads to fit into a page and also gives us space for "fillers" in the months where there are fewer ads.

Commercial Advertising

Dik keeps up well with the ads generating a steady income from our commercial partners. Thanks to the great contacts he has built up we had a plentiful supply of "goodies" to give out to new members at the NEC.

Discount Scheme

Graham has a growing number of contacts who have joined the scheme. (Piers has to add more to the listings most months.)

Mutual Aid

Using Drive as a storage system allows Dik to add to a steady stream of for sale ads.

Distribution

Numbers sent to Membership Secs has been cut. We may be able to cut down further to avoid waste and reduce costs. We will keep in contact with Membership Secs to review and take this forward.

NEC

There have been many positive comments made about the Journal, quite a number by current members visiting the stand at the NEC. I was also approached by committee members of two other clubs who showed interest in our Journal.

Links with other clubs

As we are now affiliated with both the BMF and MAG I receive news updates and will add anything appropriate to our Journal. Normally in Torque Reaction.

We now have a link with the BCEF via a Facebook group of editors and will be present in the first Zoom meeting of editor's in late January. The editor of the club magazine for Denmark and I are sharing information and articles some of which may appear in the Journal in the future.

The Digital Journal

The PDF continues to be uploaded to the Forum. Plans for a change in the digital Journal system are ongoing. See Report on the Digital Journal Investigations.

Report on the digital Journal investigations

I appreciate the need for the club to plan for the future and the many changes in ways sharing of information. On a personal level I still like to read real paper books and magazines but also value the use of an ereader when I am away particularly on the bike where space is limited and I feel a little lost if I run out of reading material.

I especially do not like waste whether that be paper or any other resources. John and I have looked particularly in the last year at the club waste and costs in terms of numbers of Journals printed and distributed which has resulted already in a reduction in numbers printed and distributed to membership secretaries. With all this in mind as well as the requests from some members for a digital

Journal work has started in earnest looking at options for the club.

I will admit to my technical knowledge being limited so have enlisted the help of some willing volunteers who have looked at the potential market and software options.

Initial Survey – with support from Steve Moxey (Oxford Section)

Last Year Steve kindly ran a survey to assess members attitudes towards a digital version of the Journal. Using the pdf version 61 members of the Oxford Section were able to access the Journal via mailchimp over a 3-month period after which options were gathered via a quantitative questionnaire.

As always with any survey there are a limited amount of responses and normal expectation of respondees is that they are either supportive and want to help or are negative and want an avenue of complaint. The results of the survey were without exception positive with respect to reading the digital Journal.

The ease of access via Mailchimp was also appreciated.

With the majority of respondees wish to continue to receive the digital Journal. The idea of doing this via a password protected webpage was not ruled out.

For full report see appendix 1.

Technical stuff - with support from Carl Flint (Oxford Section)

There are a growing number of options available to produce a digital version of the Journal. Having a digital version has many interesting advantages and possibilities over a paper version. For example, it would be possible to include video, audio and animations in a digital version.

The PDF file (currently used on the forum) has been around for some time and continues to gain a few new features, however what it cannot do is to encompass so called interactive features such as audio, animations and videos. This is where the EPUB format comes in. EPUB (electronic publication) is an e-book file format. EPUB is supported by many e-readers and compatible software is available for most smartphones, tablets and computers. To access this type of publication a user would login to a password protected site to view a digital publication where the pages of the magazine are presented in a viewer that has a page flipping feature, often an upturned page corner on the bottom of the viewer that the user clicks on, accompanied by the sound of a page turning.

Pros and Cons of the means of distributing Digital Publications

A distributed file whether PDF or EPUB3 has the advantage of being available to read whenever the user wants. With an online service there could be a problem with a server meaning the publication cannot be viewed.

Recommendations – Carl Flint

The next steps could be

1. From InDesign output the Journal to an EPUB3 file and circulate to a few members so they can open it with Books on their Mac to gauge the reaction. I would like to reiterate the features of EPUB3 that allows the inclusion of audio, video and animations in the file. This could make a very interesting Journal where members could supply video with articles they submit.
2. If there is favourable feedback from the survey, much greater research would be required to narrow down the options for choosing a digital publication service, with long-term features like having a Wordpress plugin that allows an online readable ePaper. Also, the research would need to establish in much greater detail the costs of such services.

For full report see appendix 2.

Overall thinking

In the medium and certainly in the long term going digital is a must rather than a maybe. I have been pleasantly surprised by using the information and ideas that Carl sent to me that the potential for creating a digital version of the Journal (other than the basic pdf) appears neither as costly or as time consuming as I thought it would be.

Next Steps

Finances and distribution: A thorough investigation into the costs involved needs to take place. This would have started before now but unfortunately other issues have taken up the time allowed.

Research is needed on

- The cost of purchase and subscription to e reader software.
- The cost of reducing printing and processing paper Journals. (Relative cost per unit are likely to be higher if overall numbers decrease)
- The VAT implications as currently VAT on digital communications is 20% where as paper Journals are 0 rated. This affects the VAT which the club pays on membership subscriptions. However, the encouraging news is that there may be some changes afoot in the VAT rating of digital communications as Mr Murdoch has challenged HMRC on the VAT paid by his newspaper empire.

For quote see appendix 3.

Other implications

If we were to offer a digital Journal on a permanent basis, we would need a way of identifying who would want digital as opposed to paper Journals. Also, possibly who would like both versions. We would also need to look at how the digital Journal was accessed by members. The implications would require input from other National Officers and Committee members so would need to fit in with other work carried out on behalf of the club.

I will continue to develop ideas and possibilities for a Digital Journal but cannot at present put a timescale on when something other than the PDF on the Forum is likely to be available. I would therefore encourage all those who are interested in this project going forward to access the PDF in its current format as the more it is used the more impetus that creates for an improvement and potential change in the system.

Appendix 1 Digital Journal Test Report September 2019 Steve Moxey

Appendix 2 Digital Journal Project ReportV1_14May2019 Carl Flint

Appendix 3 From The Guardian 7.1.20

National Social Secretary: Simon Johnston

I would like to begin with an apology, that for the second year in a row there won't be a National rally despite my best efforts it has been a difficult year, securing a venue has been difficult and the one venue that was looking the most promising, started to come together much too late to be a successful event, with sections already having very successful events already organised for the same weekend, it would have been wrong having a national rally on at the same time, now I do take full responsibility for this but I also have to say that no section had come forward to run one either, not that in any way am I trying to pass the buck so to speak.

So although this leaves a void in the national calendar it does give an opportunity to have a good look at next year and there are plans

that have been briefly discussed about a rally that is completely different to what has been put on before to my knowledge and I feel that until this is more concrete it's unfair to go into further detail. There is also the possibility of the one in Moffatt but that would need to happen in late September which I'm aware is an idea that not many are keen on.

There has also been talk of a rally or other type of event to mark the clubs 70th and this was discussed at the February NCM and it was decided to look at putting on something to Mark BMW's 100th with hopefully some assistance from BMW and then look at something to Mark the clubs 75th instead and I have to say that I rather agree with this.

So what's on the cards for the year ahead, well beside BMW's 100th and having a long term plan in place for the clubs 75th, I plan on looking into a suggestion that was made about having a section event each year that is adopted/supported nationally which I plan on discussing at the next NCM in the summer, looking at where the National AGM will be held in 2021 and attempting again to make it more central and revisiting the mileage competition that I have unfortunately had to put on the back burner this last year.

Membership Secretary: Bob Barker

My health has been very poor for the past months and so I hope you will forgive the brevity of this report. You will have seen that I am stepping down this year and have already started the handover to John who appears to be picking it up very well. Dik has helped me draft this report.

At the end of January we had 2,950 full members and 759

associate members Given that there are still a large number of us that renew in January, 369 full members and 99 associates lapsed on the 1st February but many of them could renew before the AGM.

Just to demonstrate this: our current membership numbers (19 Feb 20) are 2,659 Full members and 682 Associate members. We have had some new members join but a lot of the increase is down to members who lapsed on the 1st but have since renewed.

The table immediately below shows how the sections have been faring over the past three years and that at the bottom of the page shows figures from September each year for the past 10 years:

It remains for me to wish John well in the role and I am only sorry that we were unable to get the new Membership Database in place before I stepped down.

Sporting Register: Robert Bensley

Last year we had 2 track days at Cadwell Park and one at Snetterton, all 3 were Mondays, oversubscribed, blessed with good weather and 2 had no stoppages, a very small profit was transferred to National funds.

This year I am trying to get enough support to run a following event on the Tuesdays, at present I am looking at various ways to make it work.

I ask all members to tell any rider who shows an interest in doing a track day to contact me, I have an excellent team of instructors who will look after any rider of any experience, the Mondays will however be more suitable for beginners.

Several members rode at continental circuits during the year, anyone interested in joining us need to be on my mailing list.

Section	1st Feb 2018		1st Feb 2019		1st Feb 2020	
	Full	Assoc	Full	Assoc	Full	Assoc
East Anglia	281	71	275	61	300	76
Irish	134	37	110	29	117	32
London	84	8	86	8	85	10
Mercia	117	32	117	33	103	24
Midland	216	53	216	52	198	45
North East	72	18	85	19	74	16
Northern	285	73	268	67	227	61
Oxford	229	63	222	64	195	57
Scottish	169	43	177	43	193	52
South East	146	43	143	43	125	31
South West	161	45	149	44	139	33
Southern	168	51	191	59	174	52
Ulster	163	36	143	44	139	50
Western	244	75	238	77	234	66
Yorkshire	215	49	223	47	203	49
HQ & Overseas	23	2	17	0	22	0
Totals	2707	699	2660	690	2528	645
Associate %		20.5%		20.5%		20.3%

2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
2845	2980	3121	3345	3804	3792	3956	4069	4482	4930	5388
-4.5%	-4.5%	-7%	-12%	+0.3	-4%	-2%	-9%	-9%	-8.5%	-8%

Sidecar Register: Keith Thomas

The Sidecar Register is ticking over fairly happily, I think: membership is steady at around the 130 mark. May I extend a warm welcome to any new members and a warm hello to any 'old' members if we have not yet met.

Sidecars, trikes, & three-wheelers of all types, and enthusiasts thereof, are all welcome to join the Sidecar Register and to attend the Sidecar Register rally in early May at the same venue in the Lake District again in 2020 -- see 'The Journal' and the Sidecar Register web-page of the BMW Club website for details.

The Sidecar Register is a member of the Federation of Sidecar Clubs (FoSC) – see their website for details of 'what they do' and of sidecar rallies happening up and down the country on most weekends of the year.

The Sidecar Register has re-affiliated to the National Association for Bikers with a Disability (NABD) for 2020, and we hope to continue to support them in any way we can.

Don't forget to use the "Sidecar Technical Q&A's" in the "Bike Technical Q&A" section of the Club's Forum if you have any technical queries regarding sidecar set-up etc.

I am happy to stand again as Secretary of the Sidecar Register for 2020, but I will be equally happy to support someone else in the Secretary's role should they be elected.

Looking forward to a good 2020.

GS Register: Nev Jones

I would like to begin my 2020 report by thanking all those who have helped and supported me during 2019-20 in the role of GS Register Secretary. I am standing for re-election for 2020-21 but would be equally happy to support anyone else who might be voted into the position.

Events

Many thanks to those event organisers who agreed to allow us to nominate their events in 2019. After the success of those nominated camping events we have been able to nominate four excellent events for 2020.

- Friday 21st - Sunday 23rd February 2020
BMW Club Rhino National Rally
- Saturday 2nd - Sunday 10th May 2020
Koblenz Motorcycle Tour
- Thursday 9th - Sunday 12th July 2020
The Brecon Beacons Camping Weekend
- Thursday 3rd - Sunday 6th September 2020
Sorebutts Rally

Details can be seen in the GS Register report in the Journal every month, or on the GS Register website. The first event this year was the BMW Rhino Rally in Beddgelert. At this time of writing (Jan 2020) the level of bookings is high promising a high level of attendance this year.

For 2020 the GS Register is running its own tour of the Koblenz region. Based in the City and concentrating around the Rhine and Moselle Valleys.

As BMW's sales of all sizes of GS continue well we look forward to welcoming yet more new GS Register members in the coming 12 months.

GS Register Website

Once again problems arose with the webpage in 2019. As the support for the webpage software has ceased this has taken a lot of my time. I have failed to find a new webpage software package

that is easy to use. If any member has experience of such and would be willing to help occasionally please contact me. At this time the pages are up to date for this year.

GS Register Facebook Page

Currently we have 1368 GS Register members with 632 being members of the Facebook page. A number of interesting postings each month keep the page interesting. We would certainly appreciate more of you posting about trips, events etc.

GS Register Forum Posts

The Register has its own section on the Forum in "Paid Up Members Only". If you are a new member how about introducing yourself on the "Show your bike" thread!

Vintage Register: Ashley Boal

I would like to start this year's report in much the same manner as last year's, by taking the opportunity to thank all members who have helped support me in the role of VCR secretary and also helped promote the club at the various shows & events attended.

Unfortunately October did not see the club attend the classic bike show at Stafford. For once this was not because of a lack of volunteers, so I thank those who came forward, but due to a lack of space on the organisers part. A last minute offer of a small corner plot was made, however given the very short notice given (2-3 days) this was politely declined. I hope the club has more success in the future in attending this and the April event.

A special mention must be given to Vince McGrath from the Northern Section, who has successfully been organising a regular VCR meet in North Wales. I hope the support remains for these events from the members to continue making them a success.

I hope over the last 12 months you have enjoyed reading my articles on my R25/3 rebuild in *The Journal*. There are a couple more still to come.

I would like to thank those members who have also contributed vintage & classic articles for *The Journal*, which helps to keep the content varied month on month.

At the time of writing this the register still has just under 1000 members. That has remained constant throughout the 3 years I have been in the role. Last year I made it known that I would not be standing for re-election this year. At the time of writing, no one to my knowledge has come forward to take on the role. I hope by the time of the AGM this has changed or that on the day someone comes forward. In the event that no one does, I will continue only in a caretaker role, monitoring the email inbox until such a time a new secretary is elected.

The club will continue to receive my support both on a national & sectional level. I will also be on hand for the new secretary of the VC register to provide help and support as required.

Regalia Officer: Cath Broughton

I said in my AGM Report in 2019, that 2019/2020 was going to be my last year in the capacity of Merchandise Secretary. Sadly, that time has now come around.....

In short, this means that after twelve (yes, even I can't believe it's been twelve!) great years being the 'Regalia Lady' for the BMW Club, I must now hang up my Cap, Neck Buff, Lanyard, etc!! As much as my head really wants to keep going and going.....my body and the state of its health say 'No more, No more'!!!

I have thoroughly enjoyed the role and playing a small part in the running of the Club. I really would like to take this opportunity

to thank all those people who have helped me along the way. Your support has been truly appreciated.

Despite appealing last year for anyone who was interested to take up the mantle – we have so far drawn a blank. As I write this, the remaining Stock is being held by the National Committee in order that a plan forward can be decided.

Finally, and I make no apology for this, I want to make a huge vote of thanks to one person who, for the last twelve years, has quietly and continuously worked hard for this club – without any named role or title – so that I could do something I enjoyed.

That person is my husband Pete Broughton.

He has always been willing to fetch, carry and transport everything, everywhere so that I was able to do something which I enjoyed. To him, one of the ‘unsung heroes’, I owe an enormous amount of gratitude.

DVLA Liaison Officer: Robert Freeman

I am now entering my sixth year as DVLA officer, enjoying extremely what I do, and at last, I nearly know what I am supposed to do. The joy of this is every request is different. The age range on BMWs has been mid 1930's - 2011

The year I have successfully helped sort 74 BMWs, from places as far afield as Sweden, Australia, Greece, Middle East, South Africa, & Hong Kong. One or two had to be inspected, I think the DVLA select these a random, just to see if I am getting things right. There was no reason as far as I can see for any of these to be inspected. A couple were carried out by an appointed inspector from the DVLA, most recent in November; it took all of 5 minutes!! One or two more BMWs I had inspected, actually by Club Members. If I felt the machine needed really looking at, I would contact someone within a reasonable distance of the owner, then ask them would they be prepared to look at the machine on my behalf. Everyone said yes. I tell the owner to provide the person inspecting with Hospitality. Toilet facilities, Refreshments, and offer reimbursement for travel. Everyone who took the first three, but no one took the latter. What they did gain was a new friend. Would you believe one gentleman I asked, it turned out lived in the next street!! They obviously did not know each other prior. A couple of enquiries from the DVLA fraud squad, nothing to do with our club members, these I was able to deal with. I will say no more.

BMW Historic Archive in Munchen, requested me to assist them, with what was basically a German DVLA problem, with one of BMW's treasured mid 1930s machines. I have all the records for this machine, it was sold in England, and that satisfied the German DVLA people.

I will remind you, most applications need a headed date letter, either from BMW in Germany at €45.00, pre 1980, or from BMW Motorrad UK, post 1981 free of charge. Not many people have taken advantage of this as yet, but this can only increase. You who own BMWs registered in 1980 or later, could now well fall into the category of Free Road Fund License and no MOT. A 1980 BMW could well have been built in 1979, thus making it eligible for the above. If it was built between January and April 1980, you will have to wait till 2021. The DVLA do give a grace and favour of one week, up to the 7th of January 1980. Unfortunately, BMW cannot give the day, only the month.

There are lighter moments. A gentleman contacted me: could I help him, he said “I have not one, but 2 NSU Quickly's. One is a '53". I replied ‘Oh Dear’. Actually I put him in contact with the NSU Club and they sorted it out for him very quickly. I suppose they would, given the name of the machine, ho ho.

One rather sad case, a young lad that came to me, not knowing

where else to turn. He purchased in 2017 or 18, some sort of a shall we say Chinese scooter. He asked the company that sold it, in the East of England, and a Capital City, begins with ‘N’ to sort out the registration, for which they charged him £200. He took the machine home, road it up and down the street and decided it was not for him. It sat in his shed for a little while, and then he decided to sell it and get a car. When he tried to activate the registration, it had not been done! The company had disappeared, and taken his £200 as well. However with the assistance of my friends, the local motorcycle dealer. Victory Motorcycles in March, they knew of this make and were able to advise the young man. He did get certificates of conformity, and was able to sell it.

On a much happier note, I now have a deputy, Ken Buchanan, who will shadow what I do, if I am away on holiday, or otherwise indisposed, he will be able to carry on the good work.

I will thank you all for your patience, some of these enquiries are very involved and do take a long time, the good news is, none have been rejected out of hand, all gone through, all be it, eventually.

If I may remind you, I am the (unelected) Archivist for this club. If you are fortunate enough to own a BMW pre-war, post war up to 1970 ish, I may well have record's relating to this. Just ask. I am pleased to say I have very good relationships with the people in Germany, first name terms, we talk about holidays, family, and I can ask them any question, and receive an honest answer.

May wish you all very many happy years of your BMWs, very many safe miles.

As you know BMW stands for,
BEST MOTORCYCLE WORLD.
Robert Freeman
dvla@bmeclubuk.net
01354 656569.

Tool Hire: Mike Delacoe

In the 12 months to December 2019 there was a slight increase in members hiring tools compared to the previous year. From Jan 2019 to Dec 2019, there were 65 member hiring a total of 240 tools. The most hired tool in 2019 was again the GS-911 Diagnostic devices which have been out 26 times.

New Investment during 2019

No new tools were bought in 2019, but again we have benefitted by a generous donated of tools. This time it was from James Sherlock, so many thanks to him for that.

Hire by model range:

Pre 1969 Airheads:	6%
Post 1969 Airheads:	30%
K (Brick) Series:	11%
K (Slant K4x) Series:	12%
F-Series	3%
Oilhead Boxers	8%
R1200 (not LC)	18%
R1200 LC version	11%

In 2019 I was invited by the Mercia section to give a talk and demonstrate some of the Club's tools. It was an excellent turnout. Beside the mechanical tools demonstrated, we also had a volunteer with an R1200 to which a GS-911 was connected and tests run.

If anyone wishes to hold a Workshop Day, then I will be more than happy to demonstrate any of the Club's specialist tools.

As well as the Club Forum, the full tool hire lists are available to view in the Vintage & Classic Register hosted on the main Club

Website. On request, I can also email copies to any club member.

If required, full details of all tool hire transactions for 2019 can be viewed here at the AGM, just contact me.

The following simple steps outline the process for hiring any of the Club's tools:

- Phone, or email me to discuss your requirements, and hire fee, I also hold numerous workshop manuals on paper, CD and in PDF format which identify the special tools required and their part numbers.
- A deposit will be required. This can be paid via BACS transfer or by cheque (made out to 'The BMW Club').
- Once the deposit has been received, the tools will be posted (insured).
- The hirer is responsible for returning the tools, insured, back to me.
- On safe return of the tools, the deposit balance, less hire and postage charges, will be refunded either via BACS transfer or cheque as requested.

As always, it has been a pleasure to provide this service for the Club

Appointment of Accountants

It is proposed to retain the services of Ross McConnell, Chartered Accountant.

Determination of Subscription

It is proposed to maintain subscriptions at the current level.

Presentation of Trophies

Sporting Spirit Trophy

Jim McCarter is proposed by Robert Bensley and seconded by Derek Killaspy

Max Deubel trophy

Jan & Ian Hibbert are proposed by Keith Thomas and seconded by Martyn Aves.

National Member of the Year

John Elvidge, on a proposal from Dik Langan seconded by Jim Lopley and endorsed by the National Committee.

Treasurer's address to the 2019 AGM

First I would like to thank the behind-the-scenes workers for their support and assistance. In particular Lynn Sumner who deals with capitation, Mike Delacoe who looks after tool hire and the associated finance. A special thank you must go to Dik Langan for his sterling work in relation to advertising and marketing. Also Robert Bensley for running his very successful track days, Cath Broughton who looks after Regalia and last but not least the section treasurers and membership secretaries.

This year's accounts surprised me. The losses were much worse than I had been anticipating. There is still a healthy amount of cash available which would support a full years operation with no income.

People have raised the following queries:

Pre payments: Pre payments are not money owed but money paid out during the year relating to the following years expenses. For example most of the expenses relating to the Motorcycle Live Show at the NEC in November 2018 were paid out during the financial year ending 30th September 2018. Last year 2016/2017

the printing of the October 2017 Journal was paid for before the end of September 2017. This did not happen this year in September 2018.

Creditors: Trade Creditors (money actual owed by the Club)

Royal Mail Postage, Newman Thomson Journal printers and Mail International who sort and pack the Journals into envelopes and address them. Totals £8129.

Other creditors: The £25762 is covering the advance payment of subscription covering the period October 2018 to January 2019 which members have pre paid for.

Income – track days and other events was increased to £73447 mainly because we ran three track days, this also explains the additional costs to £72229

Additional subscriptions was due to a payment to the BCEF (European Club Federation).

NEC show expenses were increased, but the income from the event exceeded the expenses.

Special Resolutions to alter the Articles of Association of The B.M.W Motorcycle Club Limited (Company Number: 04261129)

Amendments to Article 13

The current wording of Article 13 is as follows..

13. *An Annual General Meeting of the Club shall be held, whereat the Reports and Accounts (the latter duly inspected) for the past year's activities shall be presented, election of the Club's Officers carried out, and any other matters on the agenda discussed. Members shall receive notice of the meeting in the January Journal. Nomination of Officers can be made in paper format proposed, seconded and signed by the nominee then forwarded to the National Secretary or by email in 3 steps, proposed, seconded and accepted by the nominee, but CC'ing the National Secretary at each step. These and all other matters for inclusion in the agenda must be received by the General Secretary by 31 January. The agenda, together with accounts for the year, shall be circulated to all members twenty-one clear days prior to the meeting.*

The reasons for the proposed changes

The Article refers to both the General Secretary and National Secretary. For neatness it is proposed to amend the wording to refer only to the General Secretary. It has been argued that the wording of the sentence "*These and all other matters for inclusion in the agenda must be received by the General Secretary by 31 January.*" implies that motions for discussion and voting on do not require both a proposer and seconder. The proposed amendment adds the requirement for such motions to be proposed and seconded by named full members, one of whom must attend the meeting to present the motion.

The formal proposition

Article 13 of the existing Articles of Association be altered by the deletion of Article 13 and the adoption of the following article in substitute:-

13. *An Annual General Meeting of the Club shall be held, whereat the Reports and Accounts (the latter duly inspected) for the past year's activities shall be presented, election of the Club's Officers carried out, and any other matters on the agenda discussed. Members shall receive notice of the meeting in the January Journal. Nomination of Officers can be made in paper format proposed, seconded and signed by the nominee then forwarded to the General Secretary or by email in 3 steps, proposed, seconded and accepted by the nominee, but CC'ing the General Secretary at each step. These and all other matters for inclusion in the agenda must be received by the General Secretary by 31 January. Where a motion is proposed for consideration it must be proposed and seconded by individual members, one of whom (or their nominated proxy) must attend to introduce the motion. The agenda, together with accounts for the year, shall be circulated to all members twenty-one clear days prior to the meeting.*

Amendment to Article 55

The current wording of Article 55 is as follows

55. *Items for discussion, including all reports, shall be submitted in writing to the General Secretary on or before the twenty-eighth day prior to the date of the meeting. The General Secretary shall include such items on an agenda, which, together with the minutes of the previous meeting (if not previously circulated) shall be circulated on or before the tenth day prior to the date of the meeting. Each meeting shall decide the date of the next meeting. The date will be published in the next available issue of the Journal.*

The reason for the proposed change

At the February 2018 NCM a proposal was tabled to amend Article 55 of the M&AA to enable proposals to be tabled which have been submitted after the currently specified 28 day requirement. This was accepted by a majority vote to which the Western Section was opposed as it was considered undemocratic in that any such proposals could be discussed provided the majority of the voting members present at the meeting agreed. This was transposed into a proposal for the 2018 AGM which when discussed was rejected by the membership.

Before considering any further amendment it is necessary to recognise why the 28 day requirement exists for which there are two reasons:

1. To allow adequate time for the General Secretary to collate any proposals and prepare the agenda.
2. Documentation is then forwarded to NC members at least 10 days prior to the meeting to enable delegates adequate time to consider any proposals and if necessary obtain the views of the Section Committee.

While the above is very relevant it is considered to be too rigid as a subject to be discussed may be of an important nature and require a decision by the NC.

To at least enable discussion on topics that have not met the 28 day requirement it is proposed that other topics may be discussed provided ALL voting members present agree to the subject being discussed. The use of the word ALL is considered necessary as it may be that a given representative needs additional time to consider the subject or get the view of their Section Committee. Therefore the following amendment to Article 55 is proposed.

The formal proposition

Article 55 of the existing Articles of Association be altered by the deletion of Article 55 and the adoption of the following article in substitute.

55. *Items for discussion, including all reports, shall where reasonably possible be submitted in writing to the General Secretary on or before the twenty-eighth day prior to the date of the meeting. The General Secretary shall include such items on an agenda, which, together with the minutes of the previous meeting (if not previously circulated) shall be circulated on or before the tenth day prior to the date of the meeting. Items not circulated in advance may be tabled, discussed and voted on subject to the agreement of all voting delegates present. Each meeting shall decide the date of the next meeting unless already decided in advance. The date will be published in the next available issue of The Journal.*

These resolutions require a majority of at least 75% to carry

Amendment to Article 76

The current wording of Articles 76 and 77 is as follows..

76. *Should a complaint be submitted to the National Committee that any member has contravened the rules of the Club or to have acted in a manner prejudicial to the interests of the Club, the National Committee shall acquaint the member with the complaint and the procedures to be followed.*

77. *In such cases, the National Committee Members shall properly acquaint themselves with all the relevant factors, and by a majority vote have the power to caution, suspend, or withdraw membership. A Section Committee may suspend a member from that Section's activities. The General Secretary shall be notified in writing immediately, giving reasons, so that the matter may be resolved at the next meeting of the National Committee Members.*

The reason for the proposed change

Article 76 refers to inappropriate behaviour within the context of Club activities. An example of this might be using abusive or

offensive language at a Club function. It is unfortunately the case that in recent years we have had two cases where Club members were imprisoned for serious, but different and unconnected, offences. As there is no Club rule prohibiting criminal convictions, and any such rule would be impossible to enforce, a more general solution is proposed whereby any conduct causing offence to a significant number of members may be considered in a reasoned and consistent manner. It is therefore proposed to amend Article 76 as below to recognise such situations.

The formal proposition

Article 76 of the existing Articles of Association be altered by the deletion of Article 76 and the adoption of the following article in substitute.

76. *Should a complaint be submitted to the National Committee that any member has contravened the rules of the Club, to have acted in a manner prejudicial to the interests of the Club or in such a manner as to cause concern, the National Committee shall acquaint the member with the complaint and the procedures to be followed.*


Digital Journal Test Report September 2019

Background

The Digital Journal Test project has been running for three months in the Oxford Section. The idea of the project was to get feedback on the value of a simple 'digital' journal consisting of a PDF file delivered by a convenient Mailchimp service to which members could subscribe or unsubscribe as needed. The project was supported by Liz Elvidge, The Journal editor, who provided the PDFs for the test.

To start the project the Digital Journal Test was advertised to the Oxford Section and 61 members registered to receive the digital journal, which was sent as a MailChimp campaign. On average 90% of participants opened the campaign and 53% downloaded the Digital Journal.

BMW Club Oxford Digital Journal



THE JOURNAL
£3.00 Magazine of The BMW Club April 2019
SEE INSIDE YOUR LAST REMINDER FOR THIS YEAR'S NATIONAL A.G.M.
www.lhsbmwclub.org.uk


Please complete this simple form to receive a regular monthly email with a digital (PDF) copy of the BMW Club Journal for FREE to read at your convenience. **You will of course continue to receive the paper copy of the Journal as well - happy reading!**

Email Address

First Name

Last Name

BMW Club Membership Number



The Survey

After three months a simple Google Forms survey was sent to gather feedback, the findings are discussed in this brief report. Altogether 28 recipients of the Digital Journal Test completed the survey a response rate of 45% or about 10% of the Oxford Section as a whole.

It is important to be careful when considering response rates as there is always the possibility of non-response bias, and since the sample was not random, it is not possible to directly extrapolate to the views of the whole Oxford Section or BMW Club. BUT having given the usual caveats it is very likely that the survey does give a good estimate of the views of the test group (early adopters of the digital journal), and indeed of the Oxford Section as a whole!

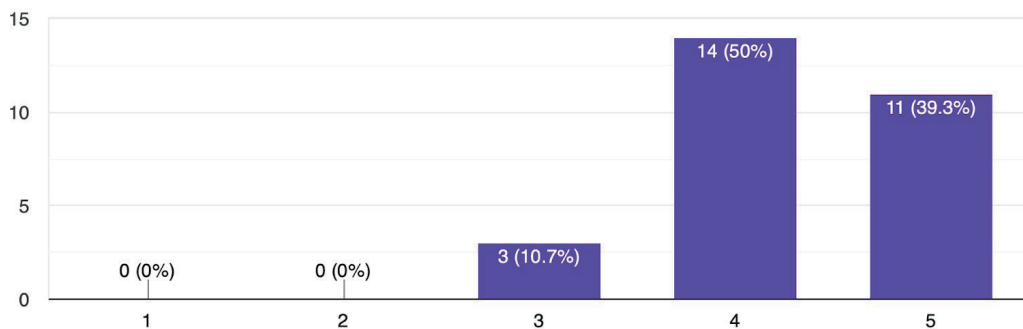
It is the job of management and leaders to make decisions with imperfect information so that progress can be made, and with that in mind the survey is a valuable insight.

Reaction to the digital journal

Participants were asked “please rate how much you enjoyed reading the Digital Journal”, where 1= not at all and 5= very much.

The response shows that 89.3% of respondents had a positive reaction to the Digital Journal (combining 4 and 5 responses), and no one disliked the Digital Journal.

28 responses



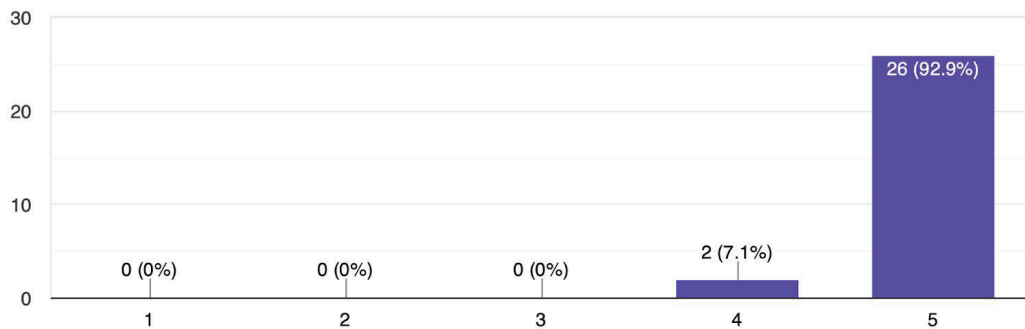
Receiving the Digital Journal

BMW club members could navigate to the club forum to download the PDF journal at the moment, and since this does not happen very much, ease of use or receiving the Digital Journal was an important question.

By using a Mailchimp service, with easy registration and unsubscribing, members received the Digital Journal in their email inboxes every month. It was hoped that this would prove easy for members, in contrast to the forum method.

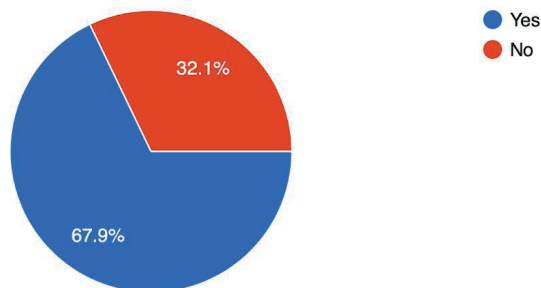
The response to the question “please rate the ease of receiving the Digital Journal during the test” was 100% positive (4 or 5 score), which demonstrates that easy to use systems are possible and were acceptable to the participants.

28 responses



The survey also asked if members would be happy to be routed to a password protected web page containing the Journal PDF. Two thirds of respondents would be happy to access the digital journal this way.

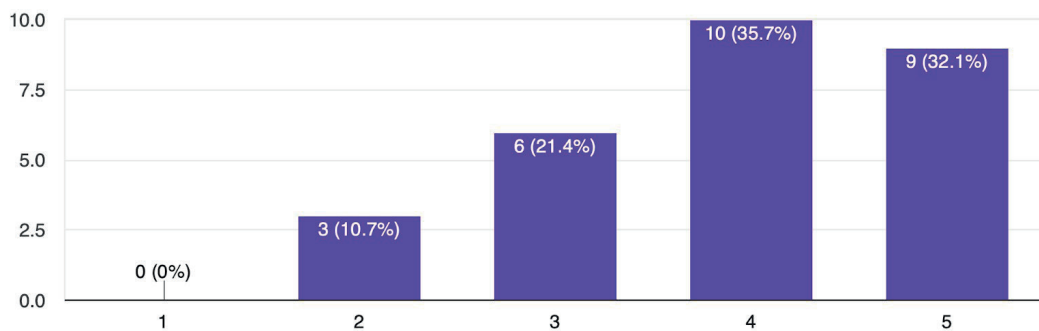
28 responses



Value of the Digital Journal

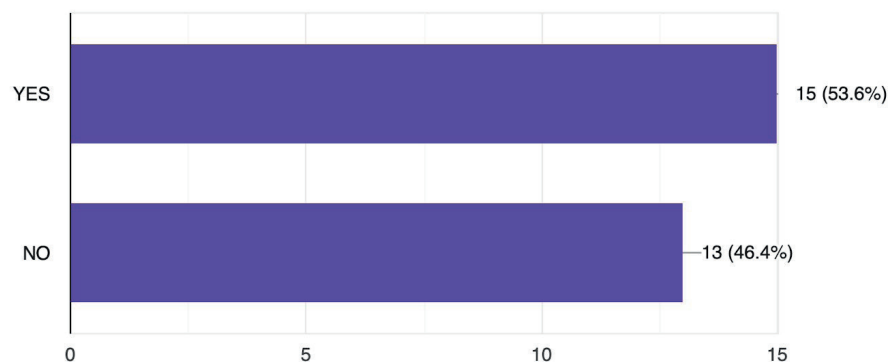
The Digital Journal offers the BMW Club an opportunity to increase value to members at little or no cost. Nearly 70% of respondents thought that the digital journal increased the value of BMW Club membership to a great degree (4 or 5 score). About 10% thought it had slightly detracted from their membership experience. There is no further information on why this might be an issue for a small number of members (7%) but this should be investigated further at some stage to see if the issues could be addressed.

28 responses



During the test members continued to receive their paper Journal as normal.; 53% of respondents would like to receive the digital journal alongside the paper journal, whilst 46% appear to be happy to just receive the digital version?

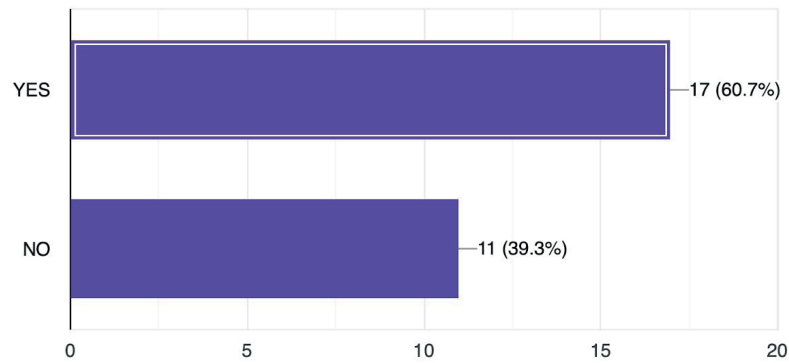
28 responses



When asked directly if they would like to replace the paper Journal with the Digital Journal, 60% thought they would like to replace paper with digital! Taking these two questions

together it is possible that people may have misunderstood what 'alongside the paper journal' meant, and may have thought that extra cost would be involved? In summary 40-60% of members appear open to replacing the paper Journal with the digital one. This question needs further research when a suitable paper/digital Journal proposition has been developed.

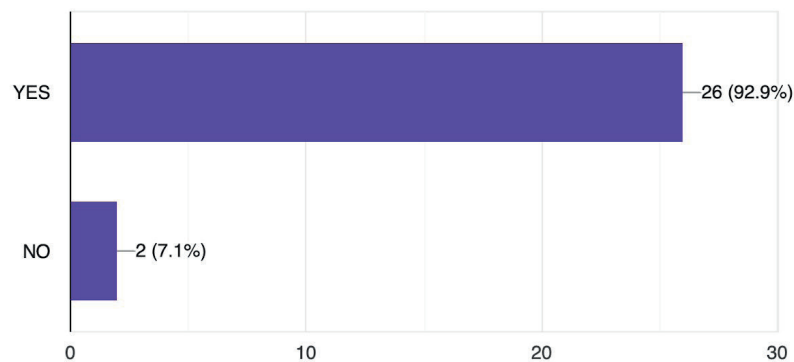
28 responses



The Future of the Digital Journal Project

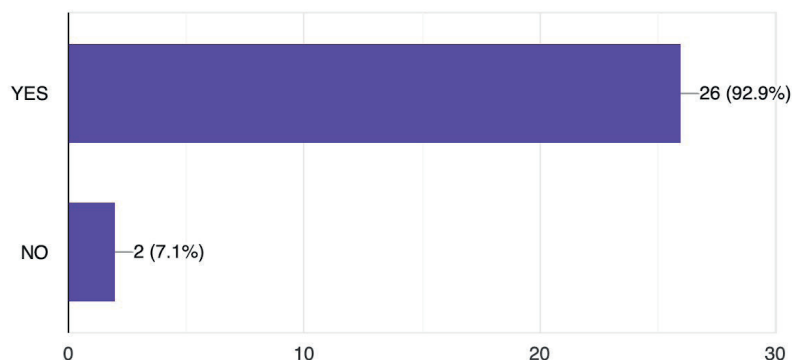
Over 90% of participants would like to continue to receive the Digital Journal if this could be organised. (Note it this were done it would make most sense to open this up to other sections in the BMW Club as it would not take much additional effort).

28 responses



Similarly more than 90% of respondents would be happy to continue in the Digital Journal Test project to try out other ideas for a Digital Journal.

28 responses



What ideas do you have to improve the Digital Journal?

The survey also asked participants for their ideas on how to improve the Digital Journal, these are reproduced here and may inspire future developments.

1. Keep it as a PDF. Indexing for the Archive?
2. Nothing specific
3. video, audio, animations
4. Include some UK bike events links or diary for SNRs if some folks want to take off and invite others a day or two before.
5. Indexing / search on old journals
6. More product reviews: Motorcycles/Clothing/Accessories. Less advertising for camping.
7. Publish motorcycle magazine articles in the BMW Digital Journal
8. I think the copy provided is good enough
9. A page turning app, an index and a search facility would be good as well as a searchable archive
10. Nothing springs to mind at this point.
11. Add some video by links perhaps? If any are made available?
12. I have enjoyed the trial as for new ideas none yet but there may be in the future.
13. Formatted as an e-book with page turning might be nice, but I quite enjoy getting a little mini facsimile of the paper version. The ability to like and comment (politely) on articles might be an interesting future enhancement.

14. Scalable pages for ease of reading; i Like the pdf format; ease of 'click thru' email contacts,
15. Word Search. Access to historic Journals with word search capability.
16. Seems as if this is OK in the format for now.
17. Linking with motorcycle media
18. Maybe a direct email link for advertisers in mutual aid
19. Hyper links to detailed subjects and to applicable video
20. Good copy as it is

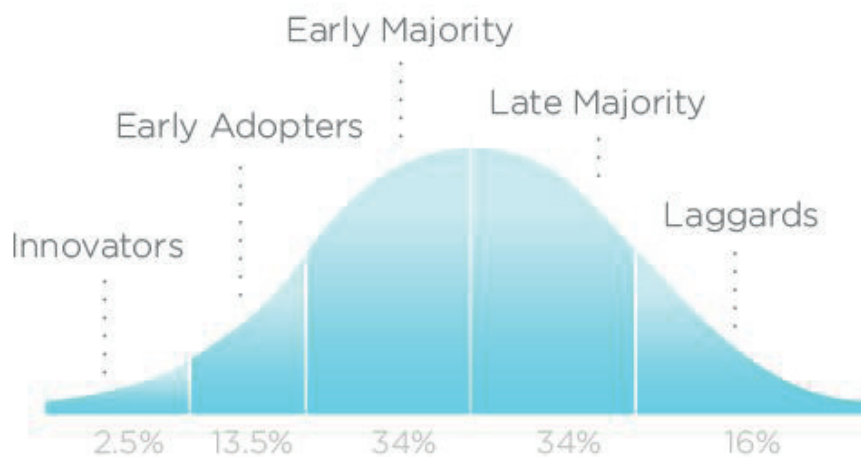
Other comments on the Digital Journal Test Project

The participants were also asked for any comments about the Digital Journal Test Project, which are reproduced here and may help guide any future testing.

1. Keep the PDFs. I don't want to have to download an app just to read the Journal.
2. The front page graphics has improved, less oldie looking!
3. Personally, I should be pleased to replace my paper copy of The Journal with a digital version. However, an electronic flip page book style would be preferable to the current pdf style. This would enable a higher quality resolution.
4. For me the Digital Journal is most useful for archive copies and when I'm away and cannot receive the paper version.
5. Although convenient for when I'm on the move, in my opinion it should not replace the printed version. By definition, on the move means reading it on a mobile phone and the screen is just too small.
6. None
7. I was dubious about the project but have changed my mind. I would like the paper copy to continue but would find the Digital Journal useful if away from home.
8. I would add that I read far more of the journal in this digital format than I ever have of the paper copy.
9. Be relevant - it should not be a vintage magazine(contributors, readers and bikes)
10. No other comments
11. Prefer paper copy. But would find Digital useful if away from home

Conclusions and Recommendations

In assessing these results it is important to remember that new ideas and technology are NOT accepted en-mass. There will always be a group of early adopters, and over time the innovation diffuses to the whole population. The early adopter group tends to be less risk-averse and is willing to iron out the bugs, thus providing a great service for the mainstream (see Everett Rodgers):



INNOVATION ADOPTION LIFECYCLE

(Source Wikipedia <https://en.wikipedia.org/wiki/File:DiffusionOfInnovation.png>)

This project was concerned with a self-selected early-adopter group, who volunteered to test the Digital Journal - it does NOT represent the views of the majority of users. HOWEVER, if the BMW Club is to introduce new innovations such as the Digital Journal, it would be vital to start with the early-adopter group and then allow the innovation to spread throughout the whole population.

The main conclusions from the Digital Journal Test project is that a simple PDF version of the current paper Journal was well received by the early-adopter BMW Club members, who valued the extra convenience of digital.

The Mailchimp delivery system, with a simple email and embedded PDF was easy to use, although the idea of a password protected webpage was not ruled out, so subject to usability testing this could also be an option. If the web page scenario was used then a monthly Mailchimp campaign would still be needed to alert members to the availability of the new Digital Journal and also to introduce the key articles. Note the BMW MOA (Motorcycle Owners of America) use a similar technique. This approach would doubtless increase the reading and satisfaction with the Journal, both paper and digital, by highlighting the key

articles and setting expectations. Members appear to like the idea of the digital journal as a complement to paper, although replacing digital with paper had some support this needs further testing when a specific proposition is available.

Members would like the Digital Journal to continue and would also support testing of further ideas.

Recommendations

Given how well the simple Digital Journal Test was received by the early-adopter BMW Club members in the project, at zero cost and a modest amount of effort, it would seem sensible to continue the Digital Journal Test, but also to expand it to the whole BMW Club.

In practice this would not require any extra effort on a monthly basis, but members from other sections would have the chance to register using the Mailchimp self-service system. Note this does not require any effort to manage as the member is responsible for their own subscription and can unsubscribe at any time.

As a stepping stone to a full BMW Club roll-out it would be possible to extend the Oxford Section pilot for a few more months to the whole section to check that the Digital Journal is well received, and to capture additional learning. Whilst the digital journal is only a test project, providing an add-on to the current paper Journal at low cost it is unlikely to change the VAT status of the BMW Club. However replacing the paper Journal with a digital version would need a careful investigation of the VAT implications before implementation by the club Treasurer, taking advice from the club's accountant's and HMRC.

As long as the number of subscribers is kept below 2,000, with up to 10,000 emails per month the Mailchimp service is free. If numbers exceeded these limits (which would be a great success) then the Mailchimp Essentials plan at £8.25 per month would allow up to 50,000 contacts and up to 500,000 monthly emails:

<https://mailchimp.com/pricing/?currency=GBP> .

It would be worth improving the Digital Journal PDF with (1) active hyperlinks to the web and (2) size optimised for Mailchimp distribution or (3) a simple web-page system with password protection. A convenient archive page for back issue would also be valuable. The Digital Journal Test would need to be managed by the Editor and Journal team in the next phase for the Oxford Section is not in a position to provide services for the whole BMW Club, although individual Oxford members would undoubtedly assist the national BMW Club in this effort.

A final thought, with all the focus on the environment and carbon footprint is this simple Digital Journal not a great chance to show that the BMW Club can help? It could be sold to our members in that way who might eventually be persuaded to relinquish paper!

Appendix 2 to the Editor's report: the Digital Journal Project

Providing a digital version of the Journal

The digital journal project is in its infancy for the road is long and there are many options that might provide the best route home. Having a digital version of the BMW Club Journal has many interesting advantages and possibilities over a paper version. For example, it would be possible to include video, audio and animations in a digital version. This report examines the current technology that enables digital publications to be distributed or viewed online and we take a journey reviewing the need for portable documents even in a world that is evolving towards cloud-based content distribution and storage.

So what is a page flipping service? This is probably the ultimate arrangement for having a digital version of a magazine online. A user would login to a password protected site to view a digital publication where the pages of the magazine are presented in a viewer that has a page flipping feature, often an upturned page corner on the bottom of the viewer that the user clicks on, accompanied by the sound of a page turning. Lots of magazines that arrive through the letterbox and flop onto the doormat selling all sorts of products, have an online digital equivalent that most of us have examined at some stage or other to find such a digital magazine.

This report only scratches the surface of the online world for it is a huge area and at this stage until we get further down the road with the survey, I feel it is not worthwhile going into much greater depth.

Starting at the beginning

Before reaching the heights of a page flipping service we need to make a concerted climb towards the summit.

In the digital foothills, currently the most common file format that is used for the distribution of files is a PDF (portable document format) originally created by Adobe. It contains all the information about static text and images that allow the computer user to read the document on whatever device they are using, be it desktop, laptop, tablet or smartphone. Most often the PDF is attached to an email that the recipient opens on their device.

What is required on a device to allow the PDF file to open and be displayed on the screen so it can be viewed and read?

MacOS operating system

There are a large number of programs on the MacOS that have the capability to open and display a PDF. Some are free to download and simple in their features while others have to be bought (often referred to as Professional or Pro Version) and can have advanced features such as editing the file and adding notes or pages, signing and sharing documents on line.

To just view the Journal in PDF format these advanced features are not necessary. However, to add notes/captions and edit the file the professional programs would be required.

When a PDF file is opened in MacOS the default software (already installed with the operating system) that opens the file is called Preview. Let us assume the file in question is a PDF version of the BMW Journal. Preview does a good job of allowing the user to see the file and move through the pages.

- Preview Features
- Thumbnails of pages on left hand side
- Can view actual page size either as a single or two pages
- Advance page by page
- Useful tool called magnifier that allows a rectangular area

of the page to be enlarged. A nifty feature is that the tool is capable of identifying columns across a page so will lock onto a column and only display text from that column.

- Blocks of text can be colour highlighted, useful for later reference or for sending the file to someone with something marked up to draw the other persons attention to.

Alternative Programs

Adobe Acrobat Reader

This is de-facto standard for viewing PDF files. There is a free and Pro version available. It is not normally installed by default on a device so needs to be downloaded or installed.

Acrobat Features

All the basic features are similar to Preview but no magnifier. The Pro version has sophisticated editing options such as adding text. However, there is no point in going too deeply into this for the PDF file that would be distributed will be password protected to stop anybody editing it. There are many other software programs that can be used to read and edit PDF files. I use one called PDF Reader Pro Lite which is free and has many features for editing files.

Other operating systems.

Today most web browsers will open up a PDF file, whether it is Google Chrome, Safari or Firefox. On the Windows operating system there is a program called Edge which is a sort of Preview equivalent. Again, Adobe Acrobat would be available for download.

Getting out of the foothills

The PDF file has been around for decades and has been a great servant and continues to gain a few new features, however what it cannot do is to encompass so called interactive features such as audio, animations and videos. This is where the EPUB format comes in. EPUB is an e-book file format that uses the '.epub' file extension. The term is short for electronic publication and is sometimes styled ePub. EPUB is supported by many e-readers and compatible software is available for most smartphones, tablets and computers.

An EPUB has been defined as follows;

An EPUB file (extension: .epub) is simply a ZIP archive that contains what is in effect an entire website, including HTML files, all necessary images, CSS style sheets and other assets, plus additional structure and information ("metadata") that makes the content able to be reliably consumed from beginning to end by any application or device that's compatible with the EPUB specifications

The latest iteration is EPUB3 which is based on the HTML5 standard, which means that EPUB publications can now contain video, audio and interactivity, just like websites in modern browsers.

A very important feature of an EPUB publication's content is that by default it is reflowable and most reading systems dynamically paginate that content. Adapting content display to the screens rather than forcing the reader to pan and zoom around pre-formatted content (and, more generally, making content accessible to different modes of consumption) is one of the key characteristics that distinguishes EPUB from PDF. But EPUB 3 can also, like PDF, represent fixed-layout, pre-paginated content. This can be useful for certain kinds of highly-designed content (illustrated children's books, digital magazines, etc.) that are designed to be consumed only on a larger-screen device, such as a tablet.

So, one could think of an EPUB file as a website in a 'box'. The

vast majority of ebooks sold today use the EPUB format and EPUB is the primary distribution format for B&N (Barnes and Noble in America) Nook, Kobo, Apple iBooks, Sony Reader, and many other eBook platforms.

having a Wordpress plugin that allows an online readable ePaper. Also, the research would need to establish in much greater detail the costs of such services.

Reaching the digital summit

We have now looked at two file formats for distributing a digital publication and compared and contrasted their features. What about the situation where we do not distribute a file and instead the user logs into a website to read content of the journal in an online world? I find this a complex area because there are literally hundreds of alternative solutions, because the online world has exploded in the last seven to eight years, transforming the way we consume content. One could say there are two main strands to this arena:-

- Buy software that enables the user to build an interactive eBook converting PDF files to page turning publications that can be viewed, shared and distributed on Web, Social and Mobile. Some examples are given below.
- Flipbuilder PDF Professional for Mac \$299. Interestingly Flipbook has a Wordpress publishing plugin. This company also offers an upload online service.
- Alternatives to Flipbuilder are numerous such as Flippingbook and KVISoft Flipbook Maker. The links below give some idea of the number of alternatives available. <https://myelearningworld.com/top-10-flipbook-software-programs-for-creating-interactive-books/> <https://www.topbestalternatives.com/flipbuilder/>
- Pay a monthly fee for a web publishing platform that specialises in digital publications, usually publishing a PDF online. The fees can range from as little as \$15/month to many hundreds depending on features and services and number of contacts. By clicking on the link below to Start a free trial with Issuu, I loaded the BMW April Journal to their site and to see what it looks like and the upload was fast and the reading experience satisfactory. Issuu is just one of many possibilities. Issuu itself is targeting magazines that want to sell stuff. <https://issuu.com/tryissuu>

The screenshot opposite shows three flipbook options with Yumpu having a free starter offer and while not shown in the table it does offer a Wordpress plugin to allow the digital publication to be part of a website.

Pros and Cons of the means of distributing Digital Publications

A distributed file whether PDF or EPUB3 has the advantage of being available to read whenever the user wants. With an online service there could be a problem with a server meaning the publication cannot be viewed.

My recommendations

From InDesign output the Journal to an EPUB3 file and circulate to a few members so they can open it with Books on their Mac to gauge the reaction. I would like to reiterate the features of EPUB3 that allows the inclusion of audio, video and animations in the file. This could make a very interesting Journal where members could supply video with articles they submit.

If there is favourable feedback from the survey, much greater research would be required to narrow down the options for choosing a digital publication service, with long-term features like

Top 3 Flipbook Software 2019

	Yumpu	bote	i-mag
			
Free	Yes	No	No
Starter	\$19,95	\$12	\$1 first month, then \$15
Premium	\$95	\$35	\$49
Unlimited	\$339	\$79	\$115
Term of Contract	cancellable on a monthly basis	cancellable on a monthly basis	cancellable on a monthly basis
Digital Magazine Creation	Yes	Yes	Yes
Overall Rating	★★★★★	★★★★	★★★
Starter Plan Features			
Number of Magazines	5 magazine uploads/day	unlimited	unlimited
Pages per Magazine	unlimited pages per magazine	unlimited pages per magazine	unlimited pages per magazine
Google Analytics	Yes	Yes	No
Search Engine Optimization	Yes	No	No
No Advertisements	Yes	No	No
Privacy Settings	Yes	Yes	No
HTML, JS	Yes	Yes	Yes
Interactive Elements	Yes	Yes	Yes
Support for Mobile Devices	Yes	Yes	Yes
Free Starter Trial	30-day free trial	14-day free trial	No

Appendix 3 to the Editor's report:

excerpt from *The Guardian* 07/01/2020

“Rupert Murdoch’s newspaper group could be set for a substantial financial windfall after successfully arguing that the Times’ digital edition is effectively a print newspaper because its website is rarely updated.

The ruling by a tax tribunal could potentially save News UK enormous sums in the future and allow the company to claim back tens of millions of pounds from the government in overpayment of VAT.

Newspapers, books and some other printed products have historically been VAT-exempt because their consumption is considered to benefit the public.

News UK has fought a long-running legal challenge against the decision to charge VAT at 20% on the online editions of the Times and Sunday Times, arguing that because the tablet edition and website are only updated four times a day they meet the legal definition of a newspaper.

The segment of law exempting newspapers from VAT was written in 1972, long before anyone had to consider whether it was possible to be a digital newspaper, forcing lawyers to come up with a definition.

The upper tax tribunal ruling stated it is “an essential characteristic of a newspaper that it is produced in periodic editions”, with the Times’ occasionally updated website and tablet edition meeting the definition, while constantly updated outlets such as the BBC News and Guardian websites do not.

The decision overturned an earlier verdict that had ruled the exemption only applied to physical products. HM Revenue and Customs is considering whether to take the case to the court of appeal.

Philip Munn, a tax partner at the accountants RSM, said the ruling could set a precedent for other parts of the economy: “Over the last few years people have been switching from printed matter to digital, so this ruling could have quite profound effects on a number of other products which enjoy zero-rating when they are provided in hard copy, such as books and maps.”

Newspaper publishers have long argued that the government should change the law to explicitly remove taxes on online subscriptions to news outlets, a recommendation backed by last year’s Cairncross review on the future of journalism. Book publishers have run a parallel campaign against what they have called the “reading tax” on online editions of their books.”

Form of proxy

The BMW Motorcycle Club Limited (Company Number: 04261129)

I, (name) _____

of (address) _____

hereby appoint (name of person)* _____

of (their address) _____

and failing him/her, (name of person)* _____

of (their address) _____

to vote for me and on my behalf at the Annual General Meeting of The BMW Motorcycle Club Limited to be held at 11.30 on the 4th April 2020 and at every adjournment thereof.

This form is to be used in respect of the resolutions mentioned below as follows:

To approve the minutes of the 2019 Annual General Meeting (presented on agenda page 3)	For**	Against**
To accept the Treasurer's report and Accounts for 2018-2019 (presented in Accounts document)	For**	Against**
To confirm the appointment of Ross McConnell, Chartered Accountant (presented on agenda page 11)	For**	Against**
To confirm the Subscription (presented on agenda page 11)	For**	Against**
To elect Ian Dobie as President	For**	
To elect Stewart Lowthian as General Secretary	For**	
To elect Liz Elvidge as Editor	For**	
To elect John Elvidge as Membership Secretary	For**	
To elect Jim Lepley as Treasurer	For**	
To elect Simon Johnston as Social Secretary	For**	
To elect Bruce Lepley as Vice-President	For**	
To elect Neville Jones as GS Register Secretary	For**	
To elect Robert Bensley as Sporting Register Secretary	For**	
To elect Keith Thomas as Sidecar Register Secretary	For**	
To accept the Special Resolution to amend Article 13 (presented on agenda page 12)	For**	Against**
To accept the Special Resolution to amend Article 55 (presented on agenda page 12)	For**	Against**
To accept the Special Resolution to amend Article 76 (presented on agenda page 12)	For**	Against**

* This person must be present at the AGM – if appointing the Chairman, please put CHAIRMAN following “hereby appoint” and leave the address line blank.

** Strike out whichever is not desired (if not used, the person holding the proxy will vote at their discretion. If both are struck out, an abstention will be recorded). Please note that, in accordance with Article 23 it is not possible to vote against a candidate.

As witness my hand this day of (date) _____

Signature _____

Membership Number _____

This completed form must be sent to: Stewart Lowthian, 29 Wagg Street Congleton CW12 4BA to arrive no later than 11:30 am on Thursday 2nd April 2020.