



Austin Healey Club

www.eastern.austinhealeyclub.org.uk

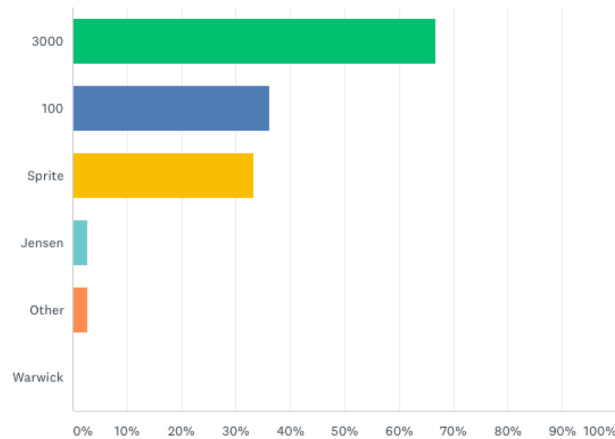
Eastern

Members Website Development Survey 2020 Results

Presented to AGM 20th October 2020

Which Healey(s) do you own?

Answered: 36 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ 3000	66.67%	24
▼ 100	36.11%	13
▼ Sprite	33.33%	12
▼ Jensen	2.78%	1
▼ Other	2.78%	1
▼ Warwick	0.00%	0
Total Respondents: 36		

Insights

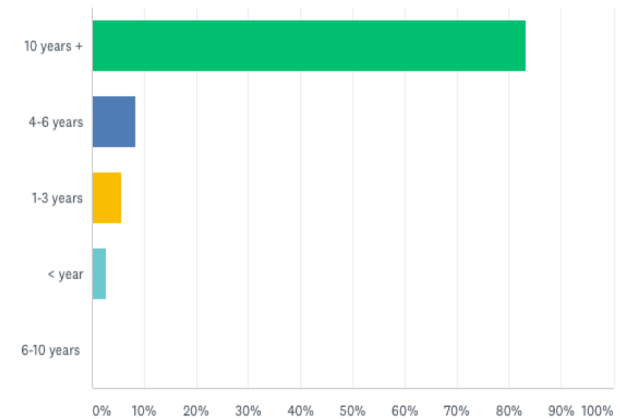
- Big Healeys are most prevalent but nearly a third of members have Sprites

Actions

- More Sprite focus ?

How long have you been a Healey-er ?

Answered: 36 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ 10 years +	83.33%	30
▼ 4-6 years	8.33%	3
▼ 1-3 years	5.56%	2
▼ < year	2.78%	1
▼ 6-10 years	0.00%	0
TOTAL		36

Insights

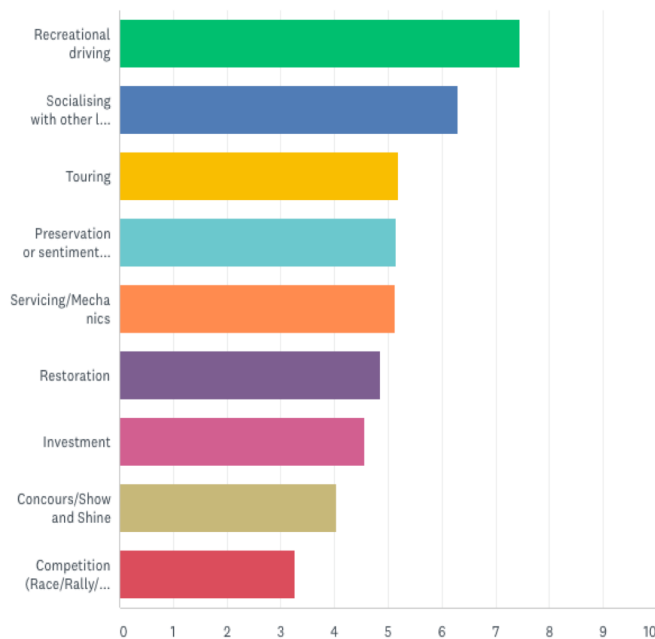
- Active members have been in the club a long while
- Very few new members

Actions

- Create more valuable resources and activities to retain current members
- Look to develop new activities and resources to attract members who have just bought a Healey maybe via local suppliers and dealers?

Owning a Healey can bring many pleasures. Please rank these ownership factors in the order that appeals to you personally.

Answered: 36 Skipped: 0



Insights

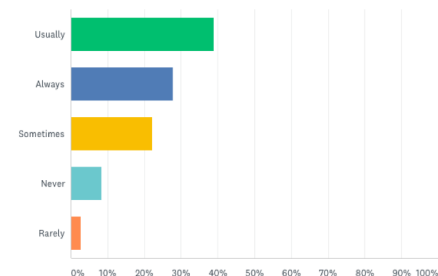
- Driving and socializing are the most popular
- Investment is low on the agenda so appetite to use their cars should be high?

Actions

- More local driving meets
- Better resources on the website for Healey-friendly routes

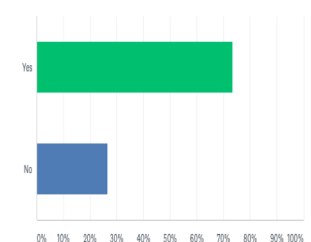
Do you service and look after your Healey yourself?

Answered: 36 Skipped: 0



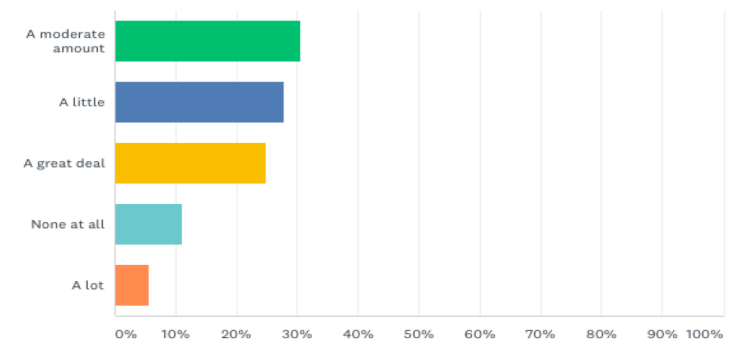
If you rely on a business/garage to look after your Healey would you recommend them to others?

Answered: 30 Skipped: 6



Did you, or are you, restoring or improving your Healey yourself?

Answered: 36 Skipped: 0



Insights

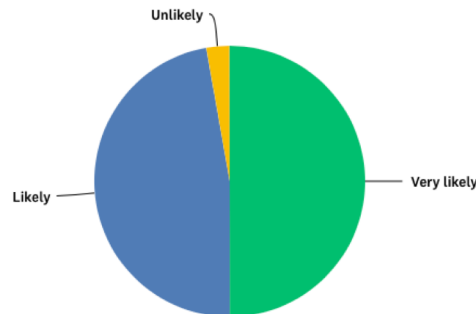
- Most members look after their own cars to a degree
- Many members have restored their car in some way
- Our members do not mind getting their hands dirty!

Actions

- More technical features
- Use a Facebook Group for technical help
- Sharing of tools
- Servicing days
- Phone a local friend

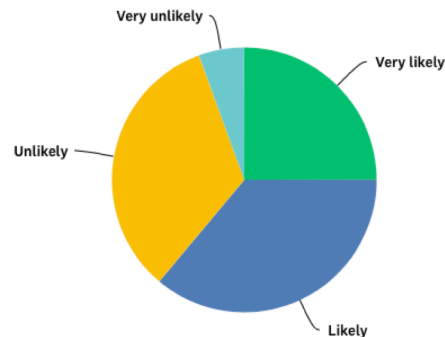
Would you be happy to share a photo of your car ?

Answered: 36 Skipped: 0



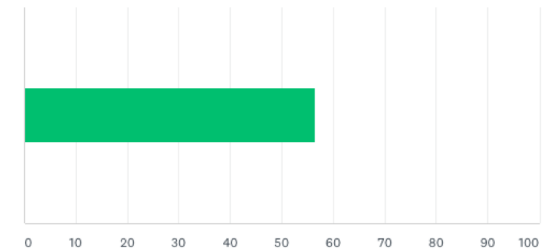
Would you be able to take a 5 second walk around video of you car and be willing to share it (no audio required) ?

Answered: 36 Skipped: 0



I would love to create a series of Healey-friendly routes and digitally map them on our website for members to enjoy. All I need is some basic details and I'll digitally map them in a downloadable format. Would you be happy to discuss a route with me please?

Answered: 35 Skipped: 1



Insights

- Members are happy to supply pictures and videos if asked specifically!

Actions

- Email all those from the survey for a picture and video
- Create club YouTube channel to store videos and embed into website

Insights

- Majority of members would be keen to provide a Healey-Friendly route for others to enjoy

Actions

- Email members who volunteered and create new website section



Members Recommended Picnic Sites

Location:	Location:	Location:
sheringham park norfolk		
Harpden Common		
royston heath		
The folly at Lyveden New Bield	Houghton Mill by the river Ouse	
Maldon prom	Tiptree common	
Marquis, Layham, Suffolk	Dedham, Essex	Oak Barn Offices, Stoke by Nayland
Orford	Southwold	Dunwich
shingle street	dunwich	minsmere
Hunstanton		
Paper Mill Lock, River Chelmer		
Shuttleworth Collection	Barrington Green	
rutland water	Pitsford reservoir	
Ivinghoe beacon	Chipperfield Common	No Mans Land Wheathampstead
sorry, don't do picnics		
On the hill overlooking Duxford air field	Barrington Green	
Hylands Park Chelmsford	Dedham Suffolk	Blackmore Village Green
don't know but would love to find out	as above	as above
Dunwich, Suffolk		Thetford forest
https://goo.gl/maps/vwS6wPB9QpWjsq4w5		
Duxford IWM Museum		

Members recommended Refreshment stops

Cafe:	Pub:	Other:
	Norfolk Lurcher	
norfolk lavender		
Jacks Cafe Towcester	French Horn Steppingly	
	The Woodman at Wild Hill (Near Essendon Hertfordshire)	
The beach Cafe, Dunwich	Newborne Fox	Harbour inn Soutwold
	royal oak barrington	
Toms Cakes St. Ives	Three Horeshoes, Madingley	
	Angel & Harp in Gt. Dunmow	
	The Henny Swan	
Hall Farm Cafe, Stratford St.Mary, Suffolk	Lion, East Bergholt, Suffolk	Marquis, Layham, Suffolk
Holly's Diner Latchingdon		Battlesbridge Antque Centre
	Crown Dennington	
pumphouse Orford	Ramsholt arms	
	Three Horse Shoes Royden	
		Tea Hut off Robin Hood Roundabout - Epping New Road
Paper Mill Lock	Compasses, Little Green	
	The Boot Sarratt	The Plough Belsize
	Kings Arms Shouldham	Three Horseshoes, Roydon
	Royal Oak, Barrington	
Blackmore Sports and Social Club	The Cricketers Fryening	Duck Inn NewneyGreen Chelmsford
Munchies, Aldeburgh	The Crown, Hartest	
would really like to know	would really LOVE to know	would like to know
	The George, Cavendish	
https://dunescape.weebly.com/	https://www.ranworthmaltsters.co.uk/	
	Red Lion Cheveley	

Insights

- Many members like a good picnic!

Actions

- Investigate how to add an Interactive map to the website
- Encourage more members to add to recommendations
- Negotiate a club discount ?

Insights

- We seem to like pubs more than cafes!

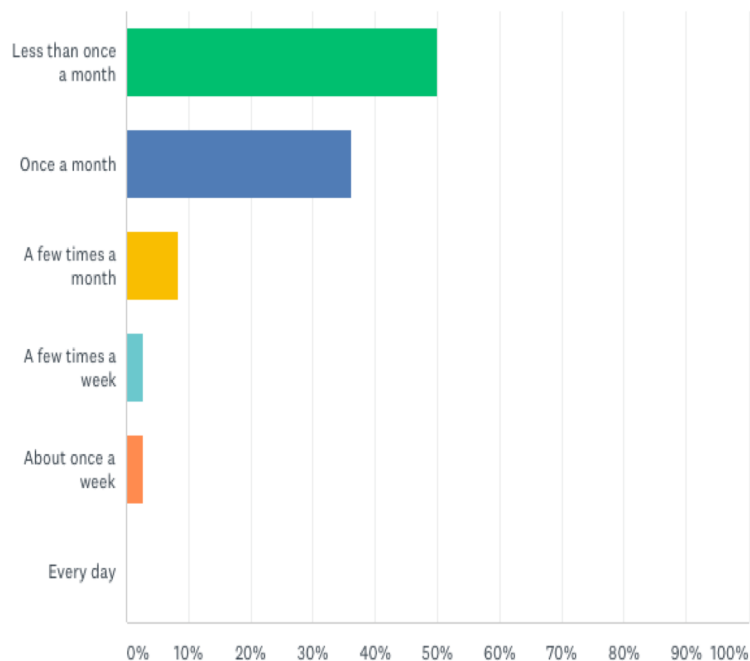
Actions

- Investigate how to add an Interactive map to the website
- Encourage more members to add to recommendations
- Negotiate a club discount ?



How often do you visit our club website ?

Answered: 36 Skipped: 0



Insights

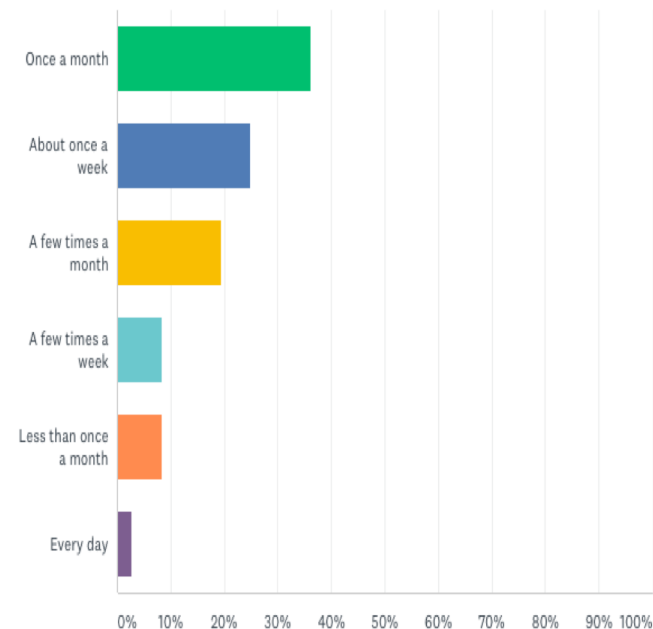
- Over 85% of members do not use the current website more than once a month – if at all!

Actions

- Plenty of scope for improvement given that members are hands on when it comes to mechanics and their top reasons for enjoyment are driving and socializing!

If we had lots more content and the website was updated at least weekly, how often would you visit our website ?

Answered: 36 Skipped: 0



Insights

- Around 65% of members would use an improved website more than once a month

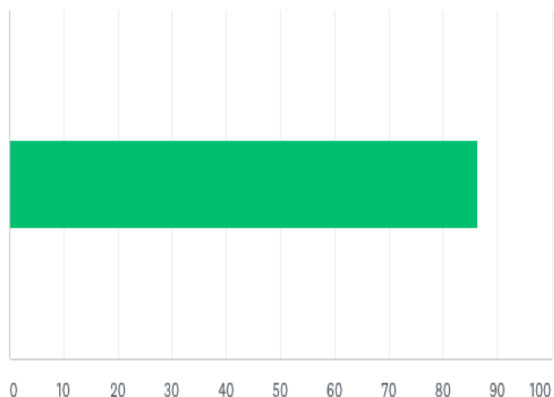
Actions

- Create a long term investment plan for the site
- Migrate to a secure server and provider



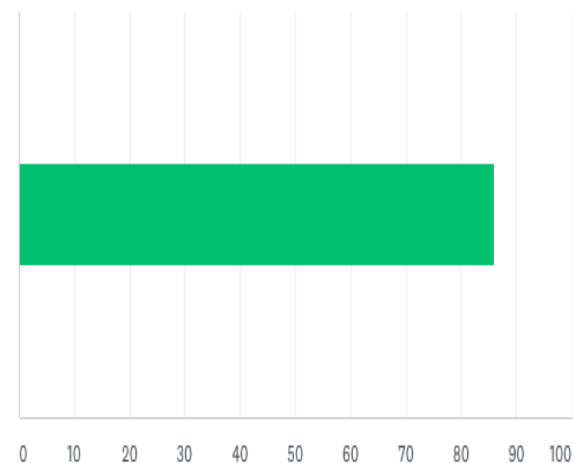
Mutterings has been running for many years, first in hardcover and then electronically. It is produced monthly with passion and enthusiasm and the team are always looking for new articles and features. Do you read Mutterings every month?

Answered: 36 Skipped: 0



Rev Counter is the National Club hardcopy magazine. Do you read, or just flick through, the magazine every month?

Answered: 36 Skipped: 0



Insights

- The vast majority of members read Mutterings every month (100 is Read every month, 0 is not not read)

Actions

- Keep it going!
- Make it accessible only from the website – email a link to the website

Insights

- Members read the National Revcounter mag

Actions

- Seek to add Revcounter to our website?

Members Ideas for the Website

My best idea	A great idea	A pretty good idea
		Advice on good garages and tips for improvements
know the other immediately local owners		
		Sunday drive to a Pub for lunch
Make the resource pages invaluable	Supplement the website with an Instagram hub which is far more dynamic and interactive than a website	
performance improvement tips		
		Happy to offer our premises in the middle the countryside just on edge of Stoke by Nayland as a point meet and natter with cars of all types - plenty of parking and social distancing and the offer of a free wine tasting!
competition for the best "Healey" photograph	providing a superb route for a day out	
Not easy - need to find right editor who has knowledge of cars as well as Journalism		
negotiate local discounts	negotiate local discounts	negotiate local discounts
have none , dont believe any websites are exciting	If you want greater "hit" rate make mutterings only accessible through website	
Try and revive the local meetings across the centre	An annual drive out with a light lunch	A car treasure hunt
Maintenance tips	monthly jigsaw	
AHealey review page - what I like about my Healey		
Regularly updated events information	Good links	
Classic Car Show at Blackmore Essex	Healey attendance at an open air movie featuring Classic Cars	Sunday morning excursions
some basics maintenance tips for those who want to do more		
AN easy way to upload healey photos / videos, or linking to a closed facebook group for this purpose	Really needs to include a forum for member to interact	an interactive map of meetup spots (with the ability to add if there are best times or days of week / month), not just healeys but where in the east might you find fellow classic cars
More technical information		

Members Ideas for the AGM

Responses
Events not on Sundays
Get more active in the East, I would be prepared to get involved
For me, I am most interested in practical servicing/troubleshooting/restoration information/help and finding out about pleasurable ways/events/routes I can use my Healey. I enjoy events that are arranged with a wide range of classic cars, not specifically just Healeys.
I mentioned earlier that as a result of seeing various Healeys in this locality (Stoke by Nayland and its environs) the location of our business has ideal parking and ambiance for an informal meet up of Healeys to natter and I can offer an impromptu wine tasting to those interested - all within social distancing and drink driving rules!
Add some technical information, Sales & Wanted section
have a page to discuss causes of our Healey's having mechanical problems and the best way to solve for example my 3000 has a horn problem - its stopped working what is the best way to diagnose and fix
I don't think we are now paying members, we joined for a year but found the meetings to be very excluded to Sprite owners, very much interested in Big Healeys or nothing at all. The magazines show this, with nearly every article not being applicable to sprites.
negotiate local discounts
Possibly everything has been tried over the years, we need answers from the newer members and younger ones if there are any
More regional meets at a local pub once per month
more planned drives
Local events organisers (as and when!)
I would like to get more involved with the Club but am very time limited due to being a Borough Councillor. I would like to see more about Sprites in the literature
more technical information
I've only been a member since lockdown began but I'm really looking forward to getting out in the car and meeting people, so some local tours with lunches etc would be great
really need to use social media more, a closed group for Eastern regions on facebook seems the easiest option and I'd volunteer to be an admin for you. (online if my skillset)
More access to information on the restoring and maintenance of the car

Insights

- Members want more from the club?

Actions

- Follow-up at least the green highlighted ideas with the respondent

Insights

- Members are looking for "local" co-members and/or sub-group activities

Actions

- Investigate the technology and data protection issues of an interactive member map for the website?

Key Insights

- Big Healeys are most prevalent but 33% of respondents owned a Sprite
- Members are long standing Healey-ers
- Very few new Healey owners are members
- Members enjoy driving and socializing most of all
- Members look after their cars themselves and get involved with some technical elements
- Members are likely to provide content if asked for specifics
- Members infrequently use the club website at present but would use it frequently if resources and content are improved
- Members are happy to share recommendations for garages, picnic sites, Healey-friendly routes, café stops and pubs with other members
- We have lots of new ideas for more granular and local meets, drives and support network

Key Actions

- More Sprite content and focus stating with content from those respondents who have volunteered
- Develop more content to keep retention high
- Develop new content and features and market the club locally through workshops, dealers, facebook, flyers etc ?
- Develop more resources for driving and socializing
- Introduce technical tips, features and Facebook Group for discussions
- Start with an Email to respondents for pictures, videos and routes
- Twelve month website and social media development plan required including weekly emails etc. Improve links to National club especially when new members join
- Develop content and negotiate discounts and/or features from recommended outlets. Investigate interactive mapping for website
- Prioritorise more ideas



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Eastern

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