

THE NATIONAL HISTORIC VEHICLE SURVEY 2020/21 CLUB FACT FILE

HISTORIC VEHICLE CLUBS



ARE BRITISH HISTORIC VEHICLE CLUBS HAVING A MID-LIFE CRISIS?

This short fact file contains results from 248 club surveys which form part of the National Historic Vehicle Survey.

The average age of Clubs since formation that completed the Federation's 2020 National Historic Vehicle Survey is 41 years. The survey reveals there are potential problems ahead for clubs who are not prepared and starting to take action - read on...

IN THE NEXT 5 YEARS...



43% of historic vehicle clubs think the average age of their members will increase



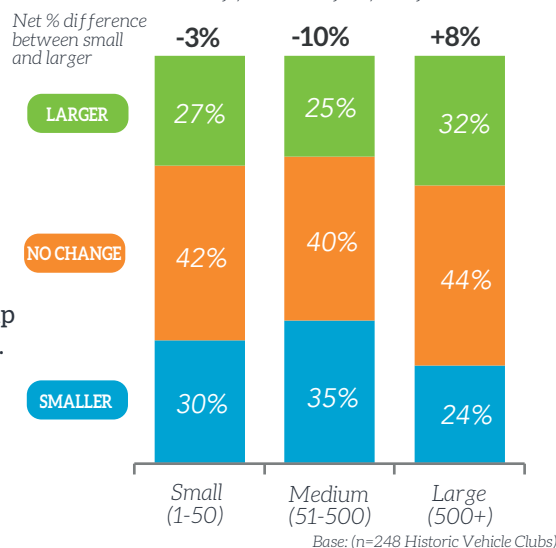
32% of historic vehicle clubs that expect their membership numbers to decrease

We know from the enthusiast part of the 2020 Survey that of those responding to the survey 87% of owners and 50% of non-owners are members of at least one historic vehicle club. This is a small decline from comparative figures of 90% and 56% in 2016.

We also know from the enthusiast survey that the average age of Club members is 64 compared to 59 for enthusiasts that are not a member of a historic vehicle club.

MEMBERSHIP TREND

Q. How do you envisage the number of members of your club in five years from now?



DIRECTION OF TRAVEL

In addition we know that 43% of Clubs expect the average age of their membership to increase over the next 5 years, while only 5% expect it to decrease.

We also know that 1 in 3 Clubs overall expect a decline in membership over the next 5 years, when in 2016 they were predicting an increase.

All this when the number of historic vehicles on the DVLA database has increased and the estimated number of enthusiast owners has grown from around 500,000 to over 700,000.

WHY MIGHT THIS BE?

Lack of enthusiasm for historic vehicles? Probably not.

We know that in 2019 21 million of the population saw historic vehicles as an important part of the Nation's heritage.

We also know that in 2019 around 10% of the adult population, 5.1 million people, do not have a historic vehicle but aspire to own one. Indeed the interest was strongest amongst younger adults.

Is it too expensive to join a club? Probably not.

In 2016 the average cost of club membership was £20 per annum. In 2020 it has risen to £25.

Beertoday.co.uk suggests that the average cost of a pint of beer is currently around £4.00. Membership of a historic vehicle Club for the price of five or six pints, hardly a night out!

HERITAGE

21 MILLION

People see historic vehicles as an important part of the Nation's heritage

£25

Average annual subscription to a historic vehicle club (increased from £20 in 2016)