

Report on the V8 Database

Purpose and aims of maintaining a V8 Database

- **Role:** each Register within the MG Car Club has the formal task of maintaining records on the MG models covered by their role. For the V8 Register that covers the Factory MGBGTV8s, MG V8 conversions (including Costellos, MGBGTV8 conversions and V8 Roadsters) and MGRV8s. There are **two databases** – one for Factory MGBGTV8s and MG V8 conversions and the other for MGRV8s. The data gathered covers both owner details and vehicle information.
- **Sources of data:** new data on MG V8s and owners comes from online registrations made by both current Club members and non-members using our online registration form, from other online forms (for example forms for ordering workshop notes or booking a place on a V8 Register event), from emails and from other sources and contacts. Where a registration form shows no Club membership number we send them a warm welcome and encourage them to join the Club. Occasionally information on Club members with an MG V8 comes from the membership secretary at Club Office, usually as a photocopy by post every 5 to 6 weeks.
- **Maintaining the databases:** as it's frequently necessary to check members' details (for example when Julian Holmes makes a call to check the eligibility of an applicant seeking access to our V8 Facebook Group), it's **essential to maintain the V8 Database promptly** so up to date checks by the V8BB Admin and the V8 Facebook Group Admin can be made. The databases also enable the V8 Registrar to contribute information as a response to a request from a V8 member for information on an MG V8. In releasing information from the databases due care is vital to ensure we observe and comply with the **GDPR** requirements and obligations. Our published note on how we handle data is available on the V8 Website:
<https://www.v8register.net/dp/news180402registration-form-statement.htm>
- **Checking new Club members who have an MG V8**
Over the last 3 months I have discovered a way of spotting new Club members with an MG V8 and the surprise has been just how many new Club members are joining with an MG V8. It is reasonable to assume they have done so mainly, or at least in part, from the attraction of the quality and scope of the information and support we offer V8 Register members. As soon as the V8 Registrar is aware of a new Club member with an MG V8 then it's vital to send them an email with a warm welcome. Not in every case will they have registered their MG V8 using our online registration form because very occasionally we will learn of them from information sent from Club Office.

Scope of the V8 Registrar role

The role involves:

- **Receiving registrations forms** sent in via the online registration form. The form enables registrants to give their name, address and contacts together with details of their MG V8 – VIN, original and current body colours, VRN, date of first registration and a brief history of the car including former owners. For RV8s there is an additional data field for the specification of the car – UK or Japanese.
- **Sending registrants an email with a warm welcome** to the V8 Register and links to useful information on the V8 Website, not least “top tips for a new owner”. There is a template for the email response which includes information on how and where any registrant who is not a current member of the Club can join the Club.
- **Updating the databases when a car changes hands** – that is usually seen when a new owner of an MG V8 registers the car or our Pricewatch volunteers, who spot adverts for MG V8s for sale or at auction, see an MG V8 has been sold and pass that information to the V8 Registrar.
- **Spotting registrants who are potential new Club members** – the most obvious sign is the registration form does not include a Club membership number, so then the welcome email is copied to the Club membership secretary so she can send them a “new member pack” to encourage them to join.
- **Maintain a close eye to spot registrants who are new Club members** – usually a recent new Club membership number is a clue – for example at the start of 2023 it was around **127000** and currently around **127970**. Why do this? Simply it enables the V8 Register to gather data which

illustrates what a significant contribution we are making as a team to recruiting new Club members – something which has not been known or recognised in recent years. Now recruitment is vital as membership has fallen significantly over the last couple of years with a consequent impact on the Club's subscription income. In the first 3 months of 2023 the V8 Register has seen 31 new Club members with an MGV8 (3.2% of all new Club members) which is a recruitment rate of one new Club member with an MGV8 every 2.9 days! There are **also the benefits of retaining members** by our providing them with good quality support, services and websites. These contributions are clearly both valuable support for our Club membership.

[Link to a new member report 2023](#)

Progress of the handover of the role to Dugald MacNeill

Dugald volunteered to take over the role in June 2022 but in an ideal world several roles within the V8 Register need to be covered by one member as well as that of V8 Registrar. Those other roles also need frequent and prompt access to V8 Database data to make checks on their eligibility for member only services – for example running the online V8 Shop, making sets of workshop notes on a memory stick and the P&P, checking V8BB access applications and V8 Facebook Group access applications. This has been very much the case in our V8 Anniversary year with a programme of eight events each with an online booking form where frequent access to the V8 Database has been vital to check members' details and of their MGV8s. From the end of August 2023 the pressure from the anniversary events workload will end so I will do a comprehensive tidy up of the two databases and then plan a handover of the V8 Database to Dugald together with passing the V8 Shop Admin role to a volunteer.

Report on where the MGV8s registered are located in the UK and Overseas

Usually every 5 years or so I have produced a report on where MGV8s are located in the UK and around the World and how many of each model are registered with the V8 Database. This involves an analysis of the V8 Database. An example (via the link below) is the report made in 2013. In Autumn 2023 I will produce another report – a V8 Anniversary year report - based on an analysis of the data we have on the two databases. These reports are interesting for fellow members although it's likely some MGV8s are still registered with us but their ownership may have changed or even some cars may have been scrapped as very rarely does anyone inform the V8 Registrar if they have sold or scrapped an MGV8. <https://www.v8register.net/sub/news131230report3database.htm>

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