



THE 2016
NATIONAL HISTORIC
VEHICLE SURVEY
SUMMARY REPORT

Published by The Federation
of British Historic Vehicle Clubs



About the Federation of Historic Vehicle Clubs

The Federation of British Historic Vehicle Clubs Limited (FBHVC) exists to uphold the freedom to use historic vehicles on the road. It does this by representing the interests of owners of such vehicles to politicians, government officials, and legislators both in the UK and through the Fédération Internationale des Véhicules Anciens in Europe.

There are over 500 subscriber organisations representing a total membership of over 250,000 in addition to individual trade supporters.

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8.2MILLION PEOPLE

The number of people interested in historic vehicles in Britain



1,039,950

Registered Historic Vehicles



Registered for road use

34,900

The number of people employed in the historic vehicle industry in Britain



1,124

MILES PER ANNUM



The average distance travelled by each historic vehicle in Britain



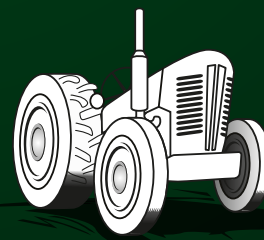
£5.5bn

Annual spending on historic vehicle related activity

c500K



owners of historic vehicles in Britain



23 MILLION PEOPLE

See historic vehicles as an important part of Britain's heritage

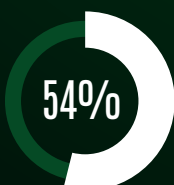
£17.8bn

The estimated value of all historic vehicles in Britain



54%

The proportion of employers that expect their historic vehicle business to grow in the future



£662M



Annual spend by international historic vehicle owners

FOREWORD

Welcome to our summary of the results of the 2016 National Historic Vehicle Survey. I am pleased to report that the historic vehicle movement is alive and flourishing although there are challenges to address in several areas.

Research of this nature typically has a life span of five years. This report builds on our previous study, The £4 Billion Hobby, which was published in 2011. Our latest research shows the movement to be now generating annual revenues of £5.5 billion, an increase of 27.9%. To those closely associated with the historic vehicle community this may not be a great surprise, one only has to look at developments over the period. We now have a much wider historic vehicle ownership and based on the number of events and publications, a much more active body of enthusiasts. Specialist facilities such as Bicester Heritage have been developed which allow vehicle ownership to extend to owners who do not have the facilities to store their vehicles nor perhaps the mechanical aptitude to maintain them but who wish to join in the enthusiasm for our motoring heritage in its many and varied aspects. In addition, whilst we have enjoyed a period of low inflation the values of historic vehicles have risen steadily. Some modestly, others not so modestly! The benefit to enthusiasts is that their passion has also become an investment.

The survey clearly demonstrates the whole movement is evolving and is in extremely good health with individual segments increasing generally in line with the overall outcome.

The format of the 2016 research is quite different to the work that has been conducted previously; before the enthusiast research began we studied data from



the DVLA which defined the registered number of historic vehicles to be 1,039,950 with 58% registered for road use. This data also determined the types of vehicle: cars, motorcycles, lorries, buses and coaches, military, agricultural and steam. The second innovation was to conduct an omnibus survey: this is a well proven research technique which gathered the opinions of the general public towards historic vehicles in the broadest sense. This research shows high levels of support for the movement. For example, 8 million adults have an interest in historic vehicles and 23 million see these vehicles as an important part of Britain's heritage. We then progressed to the enthusiast and specialist research that is also summarised in the following pages.

The exciting and very empowering news is that we have not just the annual revenues associated with the movement but we now understand far better than ever before the key components: heritage, employment, clubs and enthusiasts, trade and museums.

Let us just explore the heritage and culture aspect, perhaps four years ago we had a feeling that we should target this area but did not really know how. Now we are in regular dialogue with The Heritage Alliance who unite over 100 independent heritage organisations. In 2016 the Fédération Internationale des Véhicules Anciens, the international body representing the historic vehicle movement, is celebrating its 50th anniversary and UNESCO has added their patronage to the FIVA World Motoring Heritage Year programme. Over the next five years, the heritage agenda is probably our major development area.

We have focused on employment and the creation of formal training to provide viable employment opportunities for young people and to ensure that skills such as wheel building and coach painting amongst others were transferred from time served

craftsmen and women. The survey has shown the number of people employed within the industry increasing from 28,000 to 34,900 in the five year period, an increase of 28%. In 2014 the Federation created and launched the only Ofqual accredited course in historic vehicle restoration. The course has been successfully delivered by Banbury & Bicester College with steadily increasing numbers of students and zero drop out of students in the first year, quite unheard of in further education. P & A Wood, the world renowned specialists in Rolls-Royce and Bentley motor cars, recognised the opportunity too and employed eight apprentices, they are following the Federation curriculum based on a modern version of the traditional 'Indentured Apprenticeship'. The survey clearly shows that more apprentices are required to meet the anticipated demands.

Of course, many trade specialists generate revenue to the benefit of the UK economy. About 25% of total trade revenue, some £662 million, arises from exports of parts and services supplied to international clients. This is very much a developing trend as more and more UK businesses invest in people and facilities and are recognised worldwide for their expertise.

The events scene is vibrant. Enthusiasts wishing to drive their vehicles on events specifically targeted at perhaps early vehicles as well as the more sporting. Imposing events like the Goodwood Revival provide an impressive spectacle but equally there are thousands of small events each delivering an enormous amount of pleasure both to those taking part and to interested visitors. This survey also looks at the charitable work of clubs, covering large scale ventures such as the 40th anniversary Marie Curie Marathon by the Morris Minor Owners' Club to the many agricultural tractor clubs carrying collecting buckets to raise funds for local causes whilst they enjoy our rural roads.

The survey indicates a number of different challenges for historic vehicle clubs. For some the average age of members is steadily rising and they are experiencing problems reaching out to younger members. Others see a bright future with a growing membership base. There are no simple answers but it is clear that technology and the use of the internet is having a significant effect on clubs and the way in which clubs engage with their members.

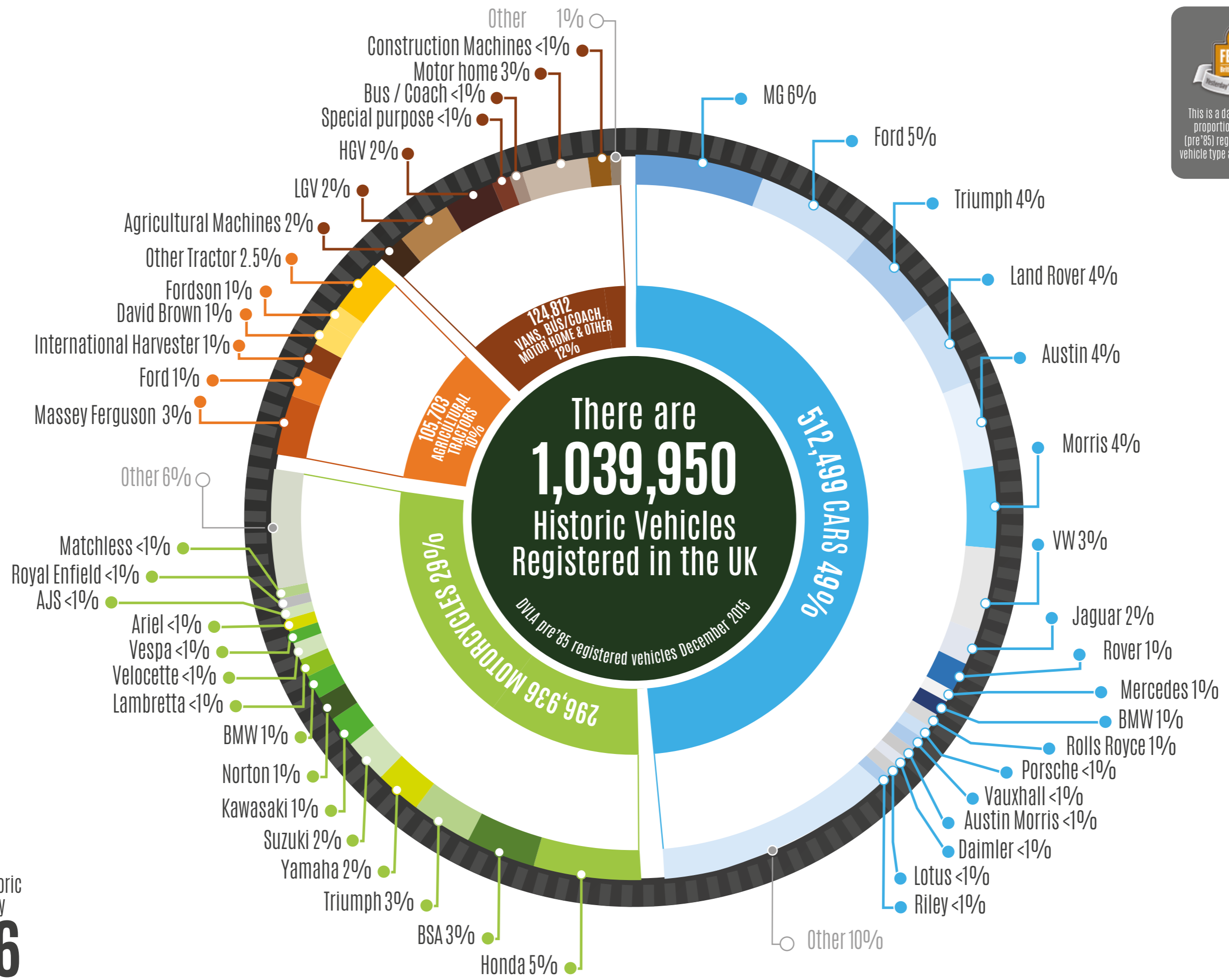
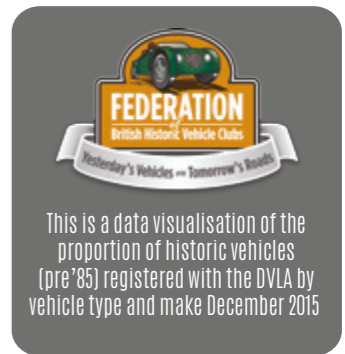
Just before I became chairman we wrote a strategy document for the Federation, that strategy has proven to be insightful, it has enabled us to recruit board members with specific skills and pursue a holistic agenda for the movement. Having had the opportunity of seeing the research develop over the past months I am pleased that this survey delivers far more than a financial value.

We are indebted to our member clubs, their members, individual enthusiasts, museums and the trade for supporting this survey; some organisations such as the National Association of Road Transport Museums so motivated by our request for help, actually researched and wrote a seven page paper valuing the historic public service vehicle sector, part of which has been incorporated into these results.

Whether you read this summary report or the full report, we hope you will find the information both intriguing and useful. Rest assured the future of the historic vehicle movement looks very positive, let us get out onto tomorrow's roads to enjoy yesterday's vehicles!

David Whale
Chairman

October 2016



SECTOR SUMMARY

The 2016 National Historic Vehicle Survey has been extremely effective in presenting new updates to the sector that deliver far greater understanding and focus on the issues it faces moving forward.

There are many conclusions that can be made from the findings of the survey - the key headlines have been drawn together below for the reader to digest. The full 2016 National Historic Vehicle Survey report is available from the Federation of British Historical Vehicle Clubs and can be found on the website: www.fbhvc.co.uk.

National interest in historic vehicles

8.2M

THE NUMBER OF PEOPLE IN BRITAIN WITH AN INTEREST IN HISTORIC VEHICLES

- ▶ More than 8 million people in Britain have at least some interest in historic vehicles - be it owning, reading about them, visiting events, or maybe simply enjoying them when they drive past on the road. This equates to around 1 in 6 adults and a clear illustration of the mass appeal of the sector as a whole.

23M

PEOPLE SEE HISTORIC VEHICLES AS PART OF BRITAIN'S HERITAGE

- ▶ Nearly half the British adult population (48%), or an estimated 25 million people, think historic vehicles should be preserved for people to enjoy in the future. A similar number (23 million) see historic vehicles as an important part of Britain's heritage. These findings show there can be no doubt that the sector represents a unique window on our motoring history and that many people support and encourage their preservation today.

16M

PEOPLE THINK IT'S IMPORTANT TO USE HISTORIC VEHICLES

- ▶ Findings further reveal 1 in 3 (32%) adults think historic vehicles should be used rather than sit unused in a museum, with 1 in 5 (an estimated 11 million people) going further and agreeing that historic vehicle owners should be actively encouraged to use them on the road. These findings create a compelling case for ongoing use of historic vehicles today.

Owning historic vehicles & pursuing an interest

1,039,950

HISTORIC VEHICLES IN BRITAIN

NOTE: BASED ON PRE-1985 REGISTERED VEHICLES.

- ▶ There are more than 1 million vehicles registered before 1985 in Britain. We use this as our proxy for historic vehicle numbers. They span the range of vehicle types - including cars, motorcycles, buses and coaches, lorries, military, steam and agricultural vehicles. This estimate is 18% higher than in 2011 (850,000) and constantly growing over time.

- ▶ Nearly 6 in 10 (58%) historic vehicles are licensed for 'on road' use. Two in three (65%) historic vehicles are in concours or very good condition and complete an estimated 676 million miles per annum.
- ▶ We estimate there to be around half a million individual owners of historic vehicles, and a further 1.5 million 'highly interested' enthusiasts who spend both their own time and money on pursuing their hobby.

£17.8BN

ESTIMATED VALUE OF HISTORIC VEHICLES IN BRITAIN

- ▶ The value of all historic vehicles in Britain today is estimated at £17.8 billion.
- ▶ More than 9 in 10 (94%) historic vehicles have some form of security in place, although most commonly this means being locked in a garage (84%), rather than having an installed alarm (9%), tracker system (2%), or security markings (2%).

Economic value & expenditure

£5.5BN

NATIONAL ANNUAL EXPENDITURE ON HISTORIC ACTIVITY

- ▶ The economic value of the historic vehicle sector in annual spending terms is around £5.5 billion. This estimate is 27.9% up on the 2011 equivalent figure (£4.3bn) and illustrates the growth of the sector over that time. Key areas of spending are summarised below:

Table 1. Expenditure associated with the historic vehicle movement

Associated Spending	Indirect Spending	Vehicle Sales	Overseas Income	Trade Spending
This includes expenditure that is directly related to owning an historic vehicle or involvement in owning an historic vehicle - including: maintenance, fuel, oil, storage, but also insurance, clothing and tool purchase. It also includes an estimate for high net worth collectors derived from expert opinion.	This includes expenditure that is related to an interest or enthusiasm in historic vehicles - like attending events, reading magazines, accommodation, books etc. It is not reliant on owning an historic vehicle.	This includes the estimated sales value of historic vehicles in the 12 month period prior to the survey. Estimates from industry experts provide inputs for high net worth collectors who, we believe, make a significant contribution to this spending.	This includes estimates of all spending on historic vehicles and associated expenditures (e.g. storage) by non UK residents i.e. owners that live overseas but spend on historic vehicles in Britain. It is derived from the Trade survey and proportion of non-domestic turnover.	This includes estimates of all spending by the trade on products and services to complete commissioned work*. *NB: we recognise a possible element of double counting in this category which will inflate figures slightly, but which does not impact the overall scale of sector spending.
£2,051,645,000	£414,080,000	£2,105,962,000	£661,829,000	£258,900,000
TOTAL				£5,492,416,000

Note: The estimates for expenditure value remain rudimentary but effective in enabling update and consistent comparison with previous equivalent estimates. A more detailed breakdown of workings can be found in the main report.

£662M

THE ANNUAL VALUE OF INCOME FROM OVERSEAS

- ▶ International trade (i.e. exported products and services) is growing as a proportion of turnover for British companies providing services to the sector – it is now estimated at 25%, up from 20% in 2011). This equates to an estimated £662 million per annum spent in Britain by foreign historic vehicle enthusiasts. The trade remain optimistic about future growth in turnover.

Employment & the trade

34,900 JOBS

ESTIMATED NUMBER OF JOBS RELATED TO HISTORIC VEHICLE ACTIVITY

- ▶ Historic vehicle related employment has risen to 34,900 from 28,000 in 2011 – a 25% increase reflecting the growing spending, increased vehicle numbers and the positive attitude of businesses towards future turnover growth related to their historic vehicle activity.
- ▶ The industry provides more part-time jobs (7,600) and trainee/apprenticeships (3,800) than ever before, but skill shortages remain with 40% of employers struggling to find skilled staff. This scenario looks set to continue with 1 in 2 employers anticipating difficulties recruiting skilled staff in the future.

- ▶ More than half the organisations operating in the historic vehicle trade expect their business to grow in the future (54%, up from 52% in 2011)

MORE THAN 6 IN 10

THE PROPORTION OF BUSINESSES THAT ARE CONCERNED HISTORIC VEHICLE REGULATION WILL CAUSE THEM PROBLEMS

- ▶ More than 6 in 10 (61%) employers in the trade remain concerned that regulation connected to historic vehicles will present a problem for their business moving forward. Little has changed since 2011 when similar proportions of employers (68%) had the same concerns.



The Federation of British Historic Vehicle Clubs has more than 500 member clubs that have a combined membership of more than 250,000 enthusiasts.

On average, each club organises, or supports, 41 different historic vehicle events per annum, attracting an estimated 5.5 million spectators and raising half a million pounds for charity.

KEY TRENDS

Comparisons with previous surveys

The table below provides key comparisons with previous surveys that stretch back over a 20 year period to 1997. Wherever possible we have given a like-for-like comparison in order to develop trends, although this has not always been possible. The comparisons provided give a strong indication of the health of the sector today and its direction of travel for the future.

Table 2. Key Trend comparisons with previous surveys

	1997	2006	2011	2016
Number of historic vehicles	not reported	not reported	850,000	1,039,950
Number of historic vehicle owners	not reported	not reported	not reported	493,000
Average historic vehicle owner spend (per annum)	not reported	not reported	£2,900	£3,400
Expenditure associated with the historic vehicle movement	£1.6bn	£3.2bn	£4.3bn	£5.5bn
Value of exports (measured as non-domestic turnover)	£300+m	£320m	£960m	£662m
People in employment (historic vehicle activity)	25,000	27,000	28,000	34,900
Mileage (average per annum in historic vehicles)	516 miles	350 miles	288 miles	1,124 miles
Historic vehicle values	not reported	67% under £10k	70% under £10k	53% under £10k
Total historic vehicle value	not reported	not reported	not reported	£17.8bn
Historic vehicle owner household income (per annum)	not reported	30% under £20k	30% under £25k	£43,200
Attendance at all events (all club activities per annum)	500k	1.1m+	4.5m	5.5m
Business growth expectation (%historic traders expect their businesses to grow)	not reported	not reported	52%	54%

Notes on Table 2:

- Table 2 findings and estimates are based on the 2016 National Historic Vehicle Survey. A more detailed explanation of workings is provided in the main report. Please treat all findings with some caution as methodology between surveys may vary.
- Data for 1997, 2006 and 2011 is as presented in the 2011 'A £4bn Hobby' Research Report.
- Wherever possible we have tried to illustrate a like-for-like comparison across different surveys to offer trend insights. In some instances detailed data is not available and this may affect direct comparison.
- In some instances survey questionnaires have been structured in a different way and resulted in a different presentation of data. Wherever possible the sampling approach has remained consistent.

METHODOLOGY SUMMARY

Four stages of survey research were completed to build this update:

1. 2,444 online surveys with a representative sample of the British adult (16+) population. Conducted in March 2016 this phase built a national picture in terms of attitudes and behaviours towards historic vehicles in this country. It is a first for this project and provides an extremely strong base from which to understand the scale of opinion towards the sector.
2. 10,124 historic vehicle owner and 422 non-owning enthusiast surveys were completed between March and July 2016. A further 394 surveys were completed with non-UK respondents; these have been excluded from the analysis. This stage represented 21,757 individual historic vehicles which were profiled and responses associated with expenditure and behaviours weighted against the DVLA profile of pre-'85 registered vehicles (by type and make) to provide the most accurate understanding of ownership trends possible. This stage comprised a 15 minute online survey completed by owners and enthusiasts who responded via survey promotion channels including club member lists, websites, magazines (e.g. Classic Car Weekly) and social media activity for the period of the survey. Respondents were qualified as owners or enthusiasts and asked relevant questions dependent on behaviour. Independent consultants were responsible for questionnaire review, set up, fieldwork and analysis of the findings.
3. 159 surveys with FBHVC member club representatives - typically chairmen or secretaries. This survey was distributed to FBHVC members, it comprised a 15 minute online survey and asked questions about key activity, financing and communication methods. Independent consultants were responsible for questionnaire set up, fieldwork and analysis of the findings.
4. 356 surveys with members of the historic vehicle trade in Britain including owners and senior members of staff across a wide variety of business activities including museums, vehicle sales, product dealers, structural and mechanical restorers and repairers, maintenance specialists, batch manufacturers of parts and products, specialist component repairers, storage providers, event organisers and other services targeted at historic vehicle owners e.g. insurance. This stage comprised a 15 minute online survey and asked questions about activity, turnover, attitude trends and staffing. Respondents were contacted through a wide range of channels including email, websites and social media. Independent consultants were responsible for questionnaire set up, fieldwork and analysis of the findings.
5. In total, 13,929 surveys were completed with different stakeholders in the sector across the four groups highlighted above. We believe this to be the most comprehensive survey of its type anywhere in the world. The content of this summary report provides estimates that, while based on robust primary research, are not absolutes and should be treated as indicative of the historic vehicle sector.

ACKNOWLEDGEMENTS

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