



WC READING MATTER

West Cheshire MG Owner's Club Newsletter



September 2018

Area Secretary Welcome by Angie Haughton

As you read this our inaugural charity show will be in the final throes of planning leading up to Sunday, the 23rd. If you have offered your assistance as a volunteer, please can you email Martin (martin@mginfo.co.uk) to confirm as we have a briefing day for the volunteering team at Chester Lakes on the Saturday, 8th of September. After the show planning will commence in earnest for the 2019 Candles Run, scheduled for the Sunday, the 12th of May. In the meantime, a huge thank you to Richard and Kay Hayes for extending our social media activity to include Twitter and Instagram.

Our August meeting was one of the busiest ever, not helped by being at a new venue which we overwhelmed! But a huge welcome to all the new members that joined us and helped make for a great evening. Our thanks to Phill and Shirley for coming through to support Dawn from The Guide Dogs. As well as the generous donation of the excellent book! Our thanks to all our participants, volunteers and sponsors who continue to help us to put on these charity events.

The weather could not last forever, and so our annual pilgrimage to the Gold Cup weekend at Oulton Park was somewhat marred by heavy rain and a new online booking system didn't help either, but thanks to all that stopped by and either joined or asked questions about their MGs, most of which we could help. We also had the last of our Summer evening runs organised by Neil Gray and we're looking forward to more in the new year.

Please check the website for more information on all the upcoming events, monthly meeting dates and for the monthly newsletter, "WC Reading Matter" which can be downloaded as a PDF. A printed, colour copy of the newsletter is also provided at the monthly meetings.



Neil Wallace on parade - photo by Mike Haughton



"We had to keep wiping condensation off the windows to see out. T types not good when all closed up despite draughts everywhere."

Neil Wallace and his MG TF 1500 at a wet Oulton Park Gold Cup weekend.

In This Issue...

- . Twitter & Instagram
- . Regalia
- . Forthcoming Activities

Social Media and Candles. By Richard Hayes

We are using social media to promote the upcoming Candles Classic car show on 23rd September at Chester Lakes.

The twitter account is being used to engage with other local twitter users to raise awareness of the event and gain a following of classic car fans.

You may argue that the stereo typical twitter user isn't interested in classic cars or vintage bikes, but they may well know people who are and pass the news on by word of mouth.

There are several Chester/Cheshire/North Wales accounts and hashtags that have a large number of local followers and so with a "re-tweet" we can get updates into the timelines of many users.

You can also look at the stats of your own "tweets", last weekend we posted a 4 weeks to go tweet with hashtags and with re-tweets from local accounts this was seen by over 8000 people and over 100 clicked for more information.



We will continue to send photos and messages leading up to the event, and on the day we can post photos from the event.

It is also an opportunity to spread the word to the charities supported and also give recognition to the supporters and sponsors of the event.



@candles_charity

There is an instagram feed where we are creating a quality photo feed with hashtags to develop a following and awareness of the event.

We are using the hashtag #candleshow



cheshire.candles.charity

Club branded Merchandise

We're using a local firm and are adding a small mark up to go towards the club funds. Orders will be taken at each monthly meeting along with payment (we've decided to avoid PayPal owing to the charges) and the items will be delivered at the following meeting.

Please visit the website for more detail on colours and sizes.



**Long Sleeved
Polo Shirts by
B&C Safran**

£15.00 each.
A variety of
colours and
sizes available.



Tee-Shirts by Kariban

£12.00 each
A variety of colours and
sizes available.



**Fleece Jacket
by Uneek**

£18.00 each
Variety of
colours and
sizes available.



**Sweat Shirts (Long
Sleeved) by AWDiS**

£15.00 each
Variety of colours and
sizes available.

**Short Sleeved
Polo Shirts by
Uneek.**

£12.00 each.
A variety of
colours and sizes
available.



**Base Ball Cap by
Beechfield**

£10 each
Variety of colours
available.



2018 Club Events

Visit the club website for online information and details.

September:

- Sat, 1st - MG Car Club Race meeting at Oulton Park.
- Sun, 2nd - Fest. Of 1000 Classics, Cholmondeley Castle.
- Tues, 11th - Club night at The Shrewsbury Arms.
- Sat - Sun, 15th - 16th - FJ Classic Show at Event City, Manchester
- Sun, 23rd - Candles Charity Classic Car Show at Chester Lakes

More dates to follow in the next issue and keep an eye on the website.

Contact Us

Send us an email for more information about the club's activities or to join us.

Angie Haughton - Area Secretary

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Neil Wallace - Club Liaison

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Mike Haughton - Events

mgc_mike@btinternet.com

Martin Williamson - PR/ Newsletter

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Volunteers:

Steven Brace, Rob Fryer, Neil Gray, and Neil Kennedy.

Visit us on the web at:

www.westcheshiremgoc.club



Join us for our inaugural charity Classic Car and Bike show at Chester Lakes!

Sunday, 23rd September, 2018

- Supporting the Fire Fighters Charity in its 75th year!
- Supported by the Cheshire Fire and Rescue Service!
- Supported by Cheshire Constabulary!
- All makes of cars and bikes welcome!
- Club stands and individual entries available!
- No entry fee, just donate generously on the day!
- Entertainment and onsite catering and bar!
- Everyone welcome to display, view and have a good time!

Book now at...

www.candlesshow.org

www.westcheshiremgoc.club