



2020 Tesla Owners UK review - What has Tesla Owners UK been doing?

This is a secondary more in-depth part of the [2021 President Report](#) for those that crave more details. Note this list is not exhaustive.

Over this past year the Tesla Owners UK committee has created or improved upon the following:

1. Improved the overall look and feel of the website and updated many key areas with new features, tools, layouts and content
 - a. New Member sign up process with new support for Associate Members, meaning those that would have previously been effectively turned away from our club now have the option of signing up as a free member (with limited benefits).
 - b. Improved the [Members page](#) to ensure all Associates & Supporters have easy access to all of the [membership benefits available](#) to them.
 - c. New onboarding & mentorship pages to ensure those outside of the Facebook ecosystem have access to this superb self service content.
 - d. Created and streamlined a new [Tesla Owners UK merchandise store](#)
 - e. Added a Fear, Anxiety and Doubt section to the [guides](#) section to allow our members and the public to copy and paste reviewed responses to common misconceptions about EVs.
 - f. Performed a security audit across the website and implemented improvements to mitigate attacks
 - g. Added the regional chapters to their own dedicated area, improved the publicity of them and created dedicated emails accounts for them all to allow better flexibility.
 - h. Sourced a competent website engineer to work on several aspects of the website that the committee do not have time or the expertise to complete.

2. Improved our membership offerings whilst also reducing our supporter fee from £50 to [just £35](#) (for all) per year:

- a. By speeding up the manufacture and distribution of welcome packs from delivery every 3-4 months to the point now where we normally distribute every month (with circa 30-50 new orders per month).
- b. Moved away from the extremely time consuming 'Group Buy' process for Tesla Merchandise and moved to providing our paid supporters with 20% discount codes for Tesla.com merchandise in an easy to access 'self service' system which also removes the requirement for us to manually order merchandise from the US and package ourselves like the last 2 years.
- c. Distributed custom made Tesla Owners UK branded Umbrellas (504) & Mugs (1000) to our members as historic gifts to our early supporters and agreed a new system going forward for merchandise roll out to ensure only those that require merchandise can order them, this will also allow those that want multiple items to be able to order them all.

3. Improved our comms

- a. Ensuring better readability of our newsletter and the way in which the committee add content
- b. Created a social media style/tone guide for the committee
- c. Updated our [meeting minutes/important updates page](#) to improve readability

4. Event improvements

- a. Whilst Covid-19 stopped the majority of our 2020 plans for events, we have had well over 25 virtual online events with quizzes, watch parties, interviews etc, whilst it's difficult to gauge the success of a virtual event the feedback has been positive overall and it has helped create some great content and engagement for our members.
- b. Based on the above virtual events, our [Youtube Channel](#) has also grown well with Tesla also inviting us behind the scenes to produce video content prior to service centres opening.
- c. Integrated a new events calendar which is also visible to the public on [Tesla's Engage Platform](#)

5. Partners and Directory

- a. We've further built relationships with our suppliers and we now have a great selection of [6 Key Partners](#) which financially support the club each per year whilst in some cases also providing our members with additional membership benefits/discounts and scope for further support at our future in-person events.
- b. [New supplier directory layout](#) that ensures that our partners are highlighted and that those approved suppliers that financially support the club are showcased to members before those that do not wish to support us.
- c. We've streamlined the process for approval for other suppliers as well to maximise the number of companies to ensure our members have a larger scope of approved suppliers whilst also

6. Grown our membership

- a. To ~1200 paid supporters (all paying £35 per year)
- b. From ~6500 VIN Verified Owners of our main discussion group to ~8200
- c. To over 2700 Associate (free) Members on the website.
- d. Increased our reach by merging with the similarly named 'Tesla Owners Club UK' Facebook group (a group that will remain open to prospective owners), total of 9,664 users (as of March 2021).
- e. To 6,500 Twitter Followers, 3280 Instagram Followers & 675 YouTube Subscribers with 2400 hours of viewing.

7. Governance and finance side:

- a. We have put in place a monthly meeting schedule for the committee, and also implemented a constant communications channel (Slack) with continual improvements to our working patterns.
- b. We've implemented a project management system to better organise the committee and aid in a more efficient team, although further improvements are required to improve productivity.
- c. We have put in place or updated several policy and procedure documents, Including
 - i. Privacy Policy,
 - ii. Complaints process,
 - iii. Data Breach response, and
 - iv. GDPR and DPA Policy

8. Raised numerous request for change and improvements with Tesla &/or helped our members on escalating this themselves

- a. The eMMC issue was most prevalent in 2019/20 and our [webpage explaining the issue](#) and keeping both our members and non members updated with the major progress has now been read over 11,000 times. Our [individual updates](#) (so far over 40 of them) on this issue and others such as Premium Connectivity and Chargegate/Batterygate. We made contact with a well-respected consultancy firm based in Cambridge to arrange a discounted expert's report into the eMMC/MCU issue [this was later not needed due to further developments]. For those not aware Tesla finally listened and a recall on this part globally has now started along with refunds for those that had 3rd party repairs.
- b. Pushed Tesla to improve the DRL issue
- c. Surveyed our members to see where improvements can be made across numerous parts of the vehicle and the company itself.
- d. Launched the '[Common problems with your Tesla page](#)' to help alleviate repeat posts on our discussion groups and help those searching online for help.
- e. We also have [launched a legal area within the website](#) which is run and kept up to date by a London Law Firm, they also provide paid additional benefits to supporters (e.g. 10 minutes of free consultation).
- f. [Improved upon our warranty and T&Cs webpage](#) so all of these for all UK owners are in one simple play to view.

- g. We've found a good middle ground and workable solution with Tesla for feature requests.
9. Policy and Outreach programme by:
- a. Attending Government liaison meetings with the Secretary of State for Transport of the United Kingdom and representatives from OLEV (now known as OZEV) and DfT to escalate issues relating to many aspects.
 - b. Providing a 3000 work report to the Competition and Markets Authority outlining key recommendations for developing competition while incentivising investment & effective consumer interaction with the electric vehicle market.
 - c. Outlined our recommendations and concerns to the Law Commission on their Automated Vehicles Consultation
 - d. Pushed our members to complete various Government consultations and EVA England Surveys
 - e. Completed our educational outreach programme which is now available to our members.
10. Tesla Forest & offsetting
- a. We've run some primarily research into the exciting potential that we launch a Tesla Forest & have directly offset the clubs yearly activities to ensure we're net carbon positive each and every year.

Our relationship with Tesla

After finally getting towards the end of eMMC, Charge/Batterygate & Premium Connectivity issues it's clear that Tesla remains keen to listen and act, even if sometimes it takes much longer than we would all like.

Tesla has been very glad to hear of our feedback from members across the company, including within our Supercharger Survey, with the new Engage Platform & with service improvements (such as longer opening hours, new winter service options etc).

Our contact with UK Management remains great and the acknowledgement to feedback is often within a few hours and received with thanks and often immediate action, they also provide our members with an updated list of all [service centre email addresses](#) and [names of all the service managers](#) as well should you ever require escalation.

Whilst feedback to Tesla EMEA, US and UK are our main points of contact, this year we've focused on direct feedback to Elon at times for the most demanding of issues, and instead of resorting to Twitter we've been asked to contact him directly to outline any major issues that affect a large percentage of owners, this has led to several key issues being addressed.

We've helped & advised on the new Tesla Engage Platform and whilst the removal of the Tesla forums is frustrating for some and the partial move to the Engage Platform has set us back further with our move away from Facebook, these moves do further strengthen our current

communities primarily because Engage appears to still be US focused and still doesn't provide our members with any additional tools above what we currently already offer.

Due to Covid-19 the Global and EU Leadership Summits have been postponed which is a shame but understandable, these events help the club learn from other clubs and provide feedback to various non UK Tesla teams in person (for instance we met with the EU Supercharger Lead previously which later opened comms for improvements in the UK), some of this has been replicated digitally though.

Funds

During the year various plans were sadly postponed or cancelled due to Covid-19 and with the additional income from our new key partners we've been led to an even greater financial reserve in the bank, this led us to the obvious solution of reducing membership costs down for all members from £50 per year to just £35 which I believe is superb value given [all the membership benefits available to our members](#) and the plans for additional benefits going forward.

For a breakdown of the clubs finances & the independent financial report [visit this page](#) but in short we have around £85,000 in the bank as of writing this and the [outlook on the next year](#) section goes into some detail on how we plan to spend a proportion of this to benefit our members this year.

Charity

As per last years AGM discussion and voting, no funds have been donated from the club to any charity during the year, although we have continued to work with The Christian Blandford Fund (for the toy Teslas) and I'd like to take the opportunity to again thank Deryn Harvey and all the Tesla Owners UK Volunteers for their continued work on this.

Sadly with Covid-19 we've been limited with our charitable options this year but we took the decision to proudly support MIND the mental health charity and thanks to the generosity of our members, it's enabled us to [raise over £3,000](#) for them which is great as mental health affects us all regardless of what car you drive and how much money you have in your bank account. <https://www.mind.org.uk/>

[To read the 2021 President Report click here](#)