



## Tesla Owners UK 2021 President Report

2020 has been a terrible year for so many and I'd like to start by taking this opportunity to send our heartfelt condolences to any of our members who have been affected by the Covid-19 crisis, sadly we lost Nagib Hussain Ali (Naj) a longstanding and much loved member of our Tesla family, which I know was a shock to so many members.

In 2020 we've increased our membership (now representing ~12,000 owners) & reach (over 28,000 owners) whilst also improving our membership benefits, virtual events, monthly comms, governance and website whilst simultaneously reducing our membership fees to £35 for all. Due to several plans postponed or cancelled as a result of Covid-19, we have a substantial financial reserve in the bank (~£85,000), which will stand us in good stead to put on some truly exciting events when the world opens up again and serve our members even better in the coming years.

Our relationship with Tesla remains strong with key issues/improvements being addressed at various levels from UK management to Elon himself where required. Our Government liaison meetings have started to bear fruit, and similar discussions and consultations have continued throughout the year.

As a committee we've learnt the good and bad with our processes and adapted where required, although we still have improvements to make. On behalf of all of our members I'd like to thank our volunteer committee (and equally their families and partners), moderators, supporters & members for their dedication, hard work & support in this difficult year.

We've been limited with our charitable options this year but we've helped to [raise over £3,000](#) for MIND the mental health charity, along with continuing to work on the Toy Tesla campaign.

*The above is a brief summary of 2020, for those that crave extra details, the full list of the work we've done is within the ['2020 Tesla Owners UK review'](#) which you may wish to read after reading the rest of this document.*

## Goals for the coming year

The committee this year will be focusing on key internal measurables to ensure we meet the following goals, this will ensure we grow inline with the adoption of Tesla owners whilst also ensuring everything we do is done to a high standard.

1. **Represent at least 30% of all Tesla owners in the UK.**

2. **Evaluate all aspects of the club and focus on what is most useful to our mission and our members.** Following a year of running the club under the rules established by the interim committee, we now know much better what works and what doesn't, and we will bring to the members, for adoption, a new set of these by June 1st 2021.
3. In memory of Nagib Hussain Ali (Naj) and at his family's suggestion, **our chosen charity for the year will be a charity that helps provide food and clean water in the developing world by using sustainable energy.**
4. **Undergo a complete website rebuild**, to improve the usefulness, signups, freshness, stability and flexibility whilst ensuring our members can do what they need to do on it.
5. **Increase the enjoyment and overall experience from our events whilst putting on at least 3 events per month** (whether in-person or virtual) to educate, entertain &/or inform the majority of Tesla owners in the UK including: **at least 1 track day in each region of the UK (12 total) per year, at least 3 large scale events each year and at least 3 road trip style events each year.**
6. With our support get all of our **regional chapters to be offering local events, meetups and track days again.**
7. **Grow our 'Show and Tell Educational Outreach' scheme** to ensure that we provide at least 50 school visits across the UK & **better support our members with the change they want to see at local and national government levels.**
8. **Ensure all of our members have easy access to recommended suppliers nearby to them**, including a minimum of at least 1 recommended paint repairer, ceramic coating detailer and vehicle repairer in every region (12) within our [supplier directory](#).
9. **Work with members to offset the CO2 produced from the production of their vehicles** within the Tesla Owners UK Forest and **ensure that the club itself** reduces its impact wherever possible and **is net carbon negative each and every year.**

Finally I look forward to all owners from all walks of life continuing to help one another, I strongly believe we're part of something bigger than just a car club, we're working towards a mission that aligns with a growing trend in the world, a trend that 10 years ago felt impossible, a move towards a future that our children will be proud of but we still have a long way to go and therefore I'd like to thank you all in advance for your support this year in helping Tesla Owners UK meet the above goals.

Regards,



William Fealey  
Tesla Owners UK President