



## Centenary Event News - 21st May 2021

**Dear Austin Seven Enthusiast,**

You are sure to have the Austin Seven Centenary Celebration (which runs from 19th to 24th July 2022 at the Fire Service College at Moreton in Marsh, Gloucestershire) in your diary and this newsletter brings more information about what we are planning for your enjoyment.

There are now over 1,100 subscribers to the newsletter – but we know there are still people out there who haven't heard about the Centenary. Please will you help us to spread the word by forwarding this newsletter to any of your friends who own Austin Sevens.

In this edition we look at how the event will be recorded for posterity and get a flavour of the delights that will keep us entertained during the week.

Reminder – pricing won't be fixed and we won't start taking bookings for the Centenary Event until September 2021.



### Filming the Centenary Event

Tim Griffiths did a splendid job of capturing on film the 90<sup>th</sup> anniversary event at Warwick in 2012. Who can forget that brilliant panorama shot of all the cars and owners on the rally field?

*Tim has some very ambitious plans for 2022 and here he explains what he has in mind – and how you can help.*



Warwick 2012 – around 400 cars on display. In 2022 we are aiming for over 1,000 !

The technology has moved on since the Warwick gathering in 2012 to celebrate the 90th anniversary of the Austin Seven. It was just ten years ago, but in those years we have moved on from showing films in a cinema tent, taking pictures, and creating video that would only be seen after the event, to something called 'Livestreaming'.



If the term is unfamiliar, let me explain.

At the Centenary event we will be taking thousands of photographs over the five days, capturing an historic celebration of 100 years of Austin Seven motoring with the biggest assembly of Sevens since they were built. We will also be taking hours of video of the event.

We did both of these things at Warwick, but digital storage capacity and quality has improved and much of the video will now be in 4K resolution - which in old money is the equivalent of the 35mm film stock that we used to see projected on the big screen at cinemas before the screens multiplied and shrank.

After Warwick the footage was edited together to create a single film to record the event and be a souvenir for those who were there. This time we will do that again but will also stream some of the event live on YouTube.



Over the coming months we are going to be putting together a broadcast schedule that will run throughout the event from first thing in the morning until late in the evening, over all five days. It will both entertain and inform and, ultimately, record the event for posterity.

The aim is that the schedule will bring together archive footage, Austin company films, videos of club runs and events, both sporting and casual, involving Sevens. Between these we will have morning, lunchtime and evening news and event reports so that everyone attending and those in the wider global audience, can keep abreast of what goes on, on their phones, ipads, laptops and smart televisions so long as they have the link.

There will be events going on each day around the main site, road runs and the hill climb at Prescott. We intend to broadcast them, sometimes as they happen and sometimes as retrospective event reports. Alongside these we would like to include discussions, demonstrations, interviews and car-related quizzes. All available on demand via the Livestream.

We have most of the technology in place to do this now and have just over a year to assemble the material necessary to populate our broadcast schedule - and that is where we need your help.



We need your videos of club runs, both historic and recent. Motoring holidays away in your Seven, photographs of Sevens in action and of the characters that have been associated with the car over the years. Tell us about yourselves and your cars.

We want volunteers to help capture the event on camera and video, as high-resolution images can now be captured on even the humblest of mobile phones.

We would like ideas and proposals for programmes; and we need people who are willing and able to act as 'anchors' and presenters in the live and recorded segments.

If anyone would like to put a film together on some aspect of Austin Seven motoring, or compile a quiz, - get in touch. We are entering a period when we will be able to get back our freedoms and take our cars out to events, displays and runs again - capture them on video.

When the Centenary Event finishes, the hours of YouTube livestream will have been automatically recorded and will be able to be viewed on demand. This, along with the hours of video and countless photographs will then be donated to the Association Archive.

We want to entertain, inform and record.

If you have anything you would like to contribute, or want to volunteer in some capacity, please contact Tim Griffiths on [tim@timgriffiths.com](mailto:tim@timgriffiths.com) - the sooner the better!



#### **What's going on?!**

*Ruairidh Dunford tells us about some of the entertainment that is being planned for the Centenary Event.*

Our Big Tent will be open to every entrant throughout the week as will the Real Ale Bar (other drinks will be available), within it. We are in negotiations with the catering team to bring you street food, breakfast buns and other culinary delights throughout the week.

We start our week off as we intend to go on, come join us for an hysterical evening of fun.

#### **Wednesday evening – in the Big Tent - Bierkeller Schunklers Oompah Showband**

This wonderful showband will play two spots of 50 minutes each.

The act involves singing, dancing, games and marching, handclapping, competitions, yodelling, 'action' songs and all-out fun. It is action-packed and involves audience participation from the start.

They play all the usual Bierkeller favourites and a complete range of music and songs from traditional to Rock 'n Roll and Pop (Elvis, Monkeys, Neil Diamond, Tom Jones, The Wurzels, Jeff Beck, Beatles etc) and include the essential 'Music Man' with a difference. There is something for all ages in the act, a wonderful family night out.

#### **Thursday lunch time – in and around the Big Tent - The Centenary picnic.**

100 years, to the day, Lord Austin Launched the Austin Seven at Claridge's. Join us for a huge celebratory picnic and birthday party. Bring your hampers or order pre-made ones via the booking system, your wind-up gramophones, straw hats and deck chairs for an open air party to toast our favourite car!

#### **Thursday evening – in the Big Tent - Fat Sam's Funk Express**

Some of the finest session musicians in the business – with years of experience on stages across the world – come together to play hits from the 1960s and 70s to the present day and bring the party atmosphere to you. Let the good times roll...

#### **Friday evening – in the Big Tent - The Ceilidh Factor**

This traditional and highly rated Ceilidh band provides dances that are a social event for everybody to join in whatever your age or experience - no matter if you have never danced before!

Their friendly caller will guide you through all the way. First he will talk it through slowly and give you the opportunity to walk it through.

Then the fantastic band will start for you to dance to. They will continue to 'call' dances unless you request that you dance freely....or would like some background music to rest.

The Ceilidh Factor plays lively and energetic folk music from Britain and Ireland on a combination of fiddles, flute, accordion, concertina, guitars, bass and drums.

A super fun night for the whole family to enjoy.

#### **Saturday daytime – in and around the rally field - EurekaJazz Band**

This well-known A7 walking Jazz band entertained us at the 1972 50th Anniversary Rally and almost every other anniversary rally since. They play melodic and jazzy tunes from the Great American Songbook of the 1920, 30s and 40s.

Whilst you view the car displays on Saturday Eureka will wander amongst you making the day go with a swing!

#### **Saturday Evening farewell shindig – in the Big Tent – The Vintage Syncopaters**

A traditional New Orleans old-style-sounding band led by Thomas 'Spats' Langham and featuring some of the country's finest early hot jazz style players.

The band plays for entertainment and dancing and the emphasis is on the earthy sounds of the dance halls and streets of New Orleans.

All entertainment costs will be included in the entry ticket fee.

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#### **National Austin Seven Rally – Beaulieu, Sunday 4<sup>th</sup> July 2021**

Many of us will soon be heading to Beaulieu for this year's National Rally – the 58<sup>th</sup> to be held at this delightful venue in the heart of the New Forest. Some are making a weekend of it and either B&B-ing, motorhome/caravanning – or slumming it in a tent (which is one of the joys of the event, if it's not raining!). If you haven't got your booking in yet, get your skates on. The entry form is on the Pre-War Austin Seven Club website. <https://www.pwa7c.co.uk/events750beaulieu.php>

Quite a number of the Centenary Event organisers will be attending the National Rally so it will make an ideal opportunity to have a chat with them if you'd like to discuss anything about the plans for 2022. We'll make sure some announcements are made during the Sunday so you'll know where to find us.

See you there!

Kind regards,  
Nick Salmon  
For The Austin Seven Centenary Organising Committee.

p.s. Spotted on the Austin Seven Friends Forum this week, a comment by the wife of a forum member who has just put their Seven back on the road after a lay-up of 41 years.

*"But for this car, I would never have met my husband (not to mention all the wonderful A7 friends too) and my family would never have existed.... so my Ruby is priceless!"*

That has to be one of the all-time best quotes about a Seven that you are ever likely to see, don't you think?

**Spread the word! Please forward this email on to any other A7 owners that you know. We already have close to 1,000 subscribers to these newsletters!**

If you have been forwarded this email sign up to the mailing list on our [website](#).

THE AUSTIN 7 CENTENARY CELEBRATION  
**19th - 24th July 2022**  
at The Fire Service College, Moreton-in-Marsh, Gloucestershire

 Austin 7 Centenary website

**Our mailing address is:**

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