



South Herts CTC report AGM 2015

Secretary's Report.....	2
Publicity Officer's Report	3
Treasurer's Report.....	4
Website Officer's Report	5
Registration Officer's Report.....	6
Five Miles to Fabulous Report	6
Mid-week rides Report	7
Saturday Saunter Report.....	7
Welfare Officer's Report.....	7

Secretary's Report

In our second year of being a stand-alone CTC member group regular cycle rides continued to be arranged. The group also took part in local campaigning for cycling in Hertfordshire.

There were regular day-rides every Sunday and the shorter Saturday-morning rides were offered on a more frequent basis. The Wednesday-evening riders' sub-group continued to thrive and the ladies' 'Five miles to Fabulous' rides were also well attended. (Please see separate reports for the non-Sunday rides).

The Sunday rides attracted an average of 8 people per ride with a variance from 18 as the maximum to a few rides with only 2 participants.

38 different people attended at least one ride throughout the year but the number of regular riders was lower. The first table shows a significant number of people come on a few rides but not regularly.

No of People	No of rides
18	1 to 3
4	4 to 5
3	6 to 10
2	11 to 15
2	16 to 20
2	21 to 25
2	26 to 30
2	31 to 35
3	>35

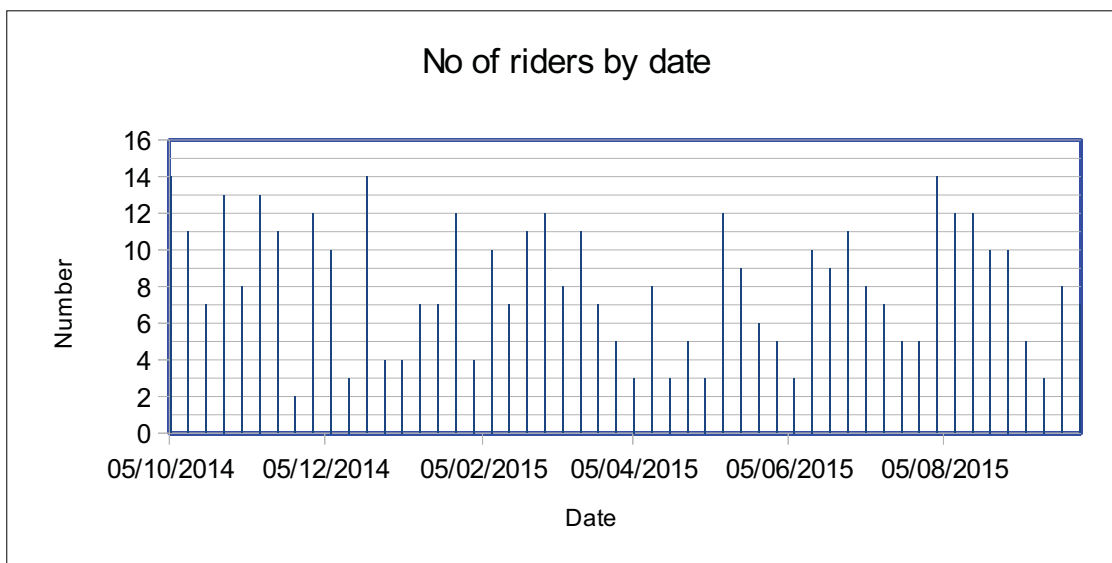
The group started offering 'led' rides back from the coffee stop on Sundays to see if this would encourage more people to join us. This did not seem to make any difference on the number of people attending.

The other way of looking at the rides analysis is by splitting the total 52 rides by the number attending. This view shows that on nearly a third of the rides there were five or fewer people attending.

No of rides	No of riders
16	11 to 14
20	6 to 10
16	<= 5

We continue to try to schedule the rides so there is a variety of destinations and directions offered to suit all tastes. It's pleasing to note we have had most of the regular riders leading

rides this year. The following table shows that there seems to be no weather impact on attendance as in both summer and winter the number varies in an apparently random way.



The Hargreaves trophy for the most rides' points was again won by Neil Surtees.

On the 'touring' side, Carol Brazier organised a 4-day fixed-base trip to Burton-upon-Trent which only attracted a few people as it clashed with an unadvertised 40-plus trip to France. Those that attended enjoyed cycling into rural Staffordshire and Derbyshire and the Travelodge used was good value.

Mike Ronayne organised a trip for five people where after travelling to Bristol by train, they cycled home largely along towpaths over three days.

Publicity Officer's Report

The main publicity for the South Herts CTC activities came from the member group's website (see 'website' report) and notices in local bike shops and places of public interest (libraries and sports centres).

The South Herts CTC member group took part in two popular cycling events to promote the activities of our group, the CTC and cycling in general.

Fete du Velo, held on Redbourn Common on 5 July.

We organised a stand with lots of publicity material. We were glad to share the stand with St Albans Cycle Campaign. The event was very popular and we were able to chat to many visitors. As running the stand was something of a first for us, we were also able to gather ideas about what equipment we may need for similar events in future.

Ride London on 1 August.

Members of the group ran a CTC stand at St Paul's Cathedral with publicity material for the group and the CTC and also helped with the Dr Bike station. A very busy and fun day for all

taking part - '25,000 cyclists descend on London' <http://www.bbc.co.uk/news/uk-england-london-33742930>

Posters and flyers

We designed and had printed 40 A4 posters (cost £48)

These are being displayed in local bike shops and other suitable places.

2000 A5 flyers (cost £54.42)

These are for use at events

E-news

168 members are currently signed up for our weekly electronic newsletter, which gives information about our rides and other news items.

Richard Stubbs – Publicity Officer

04/10/2015

Treasurer's Report

To be inserted prior to AGM

Graham Figg – Treasurer

6/10/2014

Website Officer's Report

The current website has been live since 10 Mar 2010 (www.southhertsctc.org.uk).

The basic structure of the website is stable and uses the free Google Sites content management system. Hosting is free on Google servers, so the only running cost is for ownership of the domain name **southhertsctc.org.uk**, which is about £6.50 a year (paid up to 01/03/2017).

Photos used on the site are maintained in a separate free Google product – Picasa Web Albums. Maps are stored in Google Maps.

A major upgrade to Google Maps means that all maps embedded in our previous ride reports no longer display properly at present. However, we are continuing to use the new Google Maps for recording our routes.

We are now using an embedded Google Spreadsheet to display our weekend rides listing, as this adjusts well to display on mobile phones.

Routine **website maintenance** includes:

- Publishing a Sunday ride report each week.
- Periodic publication of rides lists.
- Updating the Calendar
- Transferring old reports to archives.

Steve Brazier maintains the Wednesday Evening Rides page and Rona Wightman updates the Five Miles to Fabulous page. Richard Stubbs sends out the weekly eNews.

Stats for the last year show the site reached 4,190 people and averaged 24 visits a day. Most reach the site directly (36%), or via search engines (40%). We have 67 links into our website, with most referrals coming in from ctcherts.org.uk (390) and ctc.org.uk (162).

The **Contact Us Form** has generated 27 enquiries, mostly from prospective riders.

We promote cycling in South Herts through GoSkyRide (Social Cycling Groups), which has been successful in attracting many new riders, Twitter @SouthHertsCTC (68 followers) and our Facebook Group at <https://www.facebook.com/groups/southhertsctc/>, which has 39 members.

Jon Crosby 3/10/2015

Registration Officer's Report

The catchment area for our CTC members is centred on Hatfield and stretches west to the M1, east to the Lea Valley, north to Codicote and south to Barnet.

Current CTC membership in this area is 1014 (Sept 2015). It was 1037 in Sep 2014. Approximately 12 to 15 members join and leave each month.

Welcome emails were sent to all new joiners (with email addresses) in September and again in June to raise awareness of our activities for CTC members.

Awareness of the CTC has been promoted through our Saturday beginners' rides, which have been promoted on GoSkyRide 'Social Cycling Groups' and this has resulted in some people joining the CTC after 3 rides.

Jon Crosby, Registration Officer

3/10/2015

Five Miles to Fabulous Report

We have had another good year of women-only introductory bike rides.

Eight rides – one a month between March and November, with a break in August.

Our average headcount is 6, our most out was 7 and least 5. Our total for the year is 47 attendances across 17 women. Seven of those women came on their first 5MTF ride this year.

Several of our Fabulous ladies have stepped up to longer rides - Saturday Saunters - especially after we had a meet-up at Shenley in July.

We participated in Global Women's Cycling Day (May) and the Billie Fleming Tribute (July).

18-Oct-14	6	Apple ride – Highfield and Ayletts
15-Nov-14	6	Green Ring
07-Mar-15	5	Chiswell Green
25-Apr-15	5	Bluebells - Southdown
10-May-15	5	Harpenden start – Nickey Line to Redbourn
13-Jun-15	7	Hatfield
18-Jul-15	7	Shenley 'Ride Like Billie' to meet Saunter
19-Sep-15	6	Wheathampstead Open Studios

Rona Wightman
26 September 2015.

Mid-week rides Report

The Wednesday evening rides continued, with a new regular participant from the Stevenage and North Herts CTC group. The average attendance was 8 (the same as last year), with a maximum turnout of 14 and a minimum of 4. The leadership and planning of the routes is shared among the regular riders.

The annual mid-week dinner held at Zizzi's was attended by 17 people.

Steve Brazier

6/10/2015

Saturday Saunter Report

Over the last year we have succeeded in attracting people to our Saturday morning rides.

Until July we were only doing one a month, then in July we changed our plan and held the rides every Saturday and this was a great success and attracted more participants. We advertised ourselves on GoSkyride.com as a group and the interest that we garnered from that is very encouraging. From Goskyride alone we have gained 2 new members, the consistency and regularity of the rides has meant that the ladies from Five Miles to Fabulous have been coming out more regularly as well, with some of the women joining the CTC (3).

From July onwards we have offered two rides per month. The attendance on the rides has been about an average of 8 people per ride. The least I have taken out has been 3 and the most has been 16 including leaders.

Over the winter months they will stop, then start up again around May beginning with 2 rides per month and increasing to every Saturday in the summer.

Neil Surtees

6/10/2015

Welfare Officer's Report

No incidents or issues this year.

Neil Surtees

6/10/2015