

South Herts Cyclists report AGM 2017

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Secretary's Report

In our fourth year of being a stand-alone Cycling UK 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 7 people per ride with a variance from 13 as the maximum to a few rides with only 2 participants. This is significantly down from last year.

39 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
24	1 to 5
0	6 to 10
8	11 to 15
0	16 to 20
1	21 to 25
3	26 to 30
3	31 to 35

The group started offering 'lead' 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
6	11 to 13
30	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.

We experimented with starting some December and January rides at a later time last year and as this seemed a popular approach we continued this year with the later starts in these two winter months. In fact some of the highest-attended rides were in these months.

The Hargreaves trophy for the most rides' points was again won by Neil Surtees by four points and one ride over Richard Stubbs.

Publicity Officer's Report

As in previous years, our most visible and well-used publicity effort is through our group website (see the separate report). But, we have also produced printed notices and flyers, a weekly emailed newsletter and have advertised our rides in local publications. Local bike shops and cafes used by cyclists display our notices.

Bike Week, June

We tried to improve the publicity for Bike Week this year. We designed and had professionally printed a colour flyer describing the rides. These were posted up round St Albans at bike stands and other public spots as well as in local bike shops. It did work, as some people coming to the rides said they had seen the details on our flyers. There were 7 rides during the week attracting a good attendance. Can we do more for next year? - ideas welcome.

E-news

We continue to publicise our rides with a weekly electronic newsletter. Currently 228 people are on the distribution list. General news, campaigning information and photographs are included. Contributions from members, including small ads, are welcome.

St Albans & Harpenden Now magazine

We have started publishing details of our rides in these local magazines. There is no cost to us.

Richard Stubbs October 2017

Treasurer's Report

Not received yet.

Website Officer's Report

The current website has been live since 10 Mar 2010 (www.southhertsctc.org.uk) using the free Google Sites with free hosting. The only running costs are for ownership of the domain name **southhertsctc.org.uk** and this year we added an alternative domain name **shertscyclists.org.uk** costing about £8 a year each.

The major new version of Google Sites is still in development with no firm migration date, but it will entail a considerable amount of work whenever we have to move over to it.

Routine website maintenance includes:

Updating our website:

- Publishing ride reports. This year we moved ride reports off Google Sites onto Blogger. FMTF reports are also done in Blogger.
- Periodic publication of rides lists using Google Sheets.
- Updating the events calendar that is embedded on the home page.
- Transferring old reports to archives.

Updating the LetsRide website:

- We promote our Saturday Morning Fun Rides at <https://www.letsride.co.uk/groups/south-herts-fun-riders>

Promoting some of our rides on the Cycling UK events listing

<https://www.cyclinguk.org/events-listing> - referencing our pages on the Cycling UK website:

- <https://www.cyclinguk.org/local-groups/south-herts>
- <https://www.cyclinguk.org/local-groups/st-albans> (new)
- <https://www.cyclinguk.org/local-groups/hatfield> (new)

This year we added new pages on Cycling UK for St Albans and Hatfield to ensure we showed up in searches properly.

Posting on Twitter

@SouthHertsCTC (125 followers)

Managing the South Herts Cyclists discussion forum

On Facebook <https://www.facebook.com/groups/southhertsctc/>, which has 93 members

I'm grateful for the assistance of Steve Brazier, who maintains of the Wednesday Evening Rides page and Rona Wightman who updates the Five Miles to Fabulous page. Carol Brazier writes some of the Sunday ride reports and Richard Stubbs sends out the weekly eNews.

Stats

Last year (Oct 2016-Sep 2017) the site reached 3.527 people and averaged 23 visits a day. Most reach the site directly (46%) or via search engines (35%), while 19% arrive from links on other sites and a few come in from Social Media. We have 67 links into our website, with most referrals coming in from cyclinguk.org.uk (412) and ctcherts.org.uk (182).

The **Contact Us Form** has generated 47 enquiries, mostly from prospective riders.

Jon Crosby 31/10/2017

Registration Officer's Report

The catchment area for our Cycling UK (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 membership in this area is 981 (Oct 2017). It has been reducing at about 2% each year (998 in Oct 2016 and 1014 in Sep 2015).

There has been a noticeable increase of 9% in affiliate members, while adult membership dropped by 6%.

Approximately 12 to 15 members join and leave each month.

	Annual % change	2017	2016
Additional Membership	-4	25	26
Adult Membership	-6	270	288
Affiliated Membership	-11	17	19
Affiliated Membership (Ind)	8	71	66
Big Bike Revival	-100	0	1
Commuted Additional Membership	-100	0	2
Commuted Membership	-100	0	28
CTC Affiliation (Small clubs)*	-9	10	11
Disabled or Carer Membership	200	3	1
Five Year Add. Membership	N/a	2	N/a
Five Year Membership	N/a	32	N/a
Honorary Membership (Annual)	0	1	1
Household Membership (Additnl)	-6	153	163
Household Membership (Main)	-5	72	76
Life Membership	-2	52	53
Professional RtR Reduced	-33	2	3
Senior Five Year Membership	0	23	23
Senior Membership (over 65)	3	209	203
Student Membership FTE	33	4	3
Unwaged Membership	7	31	29
Young Person's Membership U18	100	4	2
TOTALS	-2	981	998

*Affiliated clubs (10):

Chicksands Bike Park; Forty-Plus CC; Guts In Motion; Jolly Wheelers; Southgate Cycling Club; St Albans Cycle Campaign; Verulam CC; Watton Wheelers; Welwyn Hatfield; Welwyn Wheelers.

Awareness of the CTC has been promoted through our Saturday beginner's rides, which have been promoted on LetsRide, and Five Miles to Fab and this has resulted in several more people joining the CTC after 3 rides.

Jon Crosby, Registration Officer

31/10/2017

Five Miles to Fabulous Report

We have had an excellent year of women-only introductory bike rides, with a record number of attendances.

We schedule one ride a month between March and November, with a break in August, ie eight rides. We have three ride leaders: Angela, Teresa and Rona.

Our average attendance was 9, our 'most out' was 11 (twice) and 'least out' 4. Our total for the year is 69 attendances by 15 women. We only had two new recruits this year. For the second time we entered a team in the St Albans Charity Cycle Ride in May, six 5MTF women rode the 20 mile route. They are to be congratulated on being awarded the Rotary Club Silver Cup for best fundraising team again, this year's total a fabulous £780. Our June ride was special, as it marked the tenth anniversary of our very first Five Miles to Fabulous ride. Our July ride was one of seventy rides put on as part of Cycling UK's month long Women's Festival of Cycling. We also managed to feature in the Cycling UK magazine, when Rona and a friend (who got back into cycling through 5MTF) were interviewed as they rode in the Stevenage Start of Summertime event, one of the Cycling UK 'Challenge' series this year. It is great to have three ride leaders. Rather than try and arrange more frequent rides, we have opted to keep the frequency the same but have the resource of more leaders, and we select dates when at least two of us are free. This gives us the option to split into two groups if the attendance is large or includes a wide range of abilities, and we did do this for the Women's Festival of Cycling. Less confident riders benefit from a smaller group and/or an additional leader in the group giving advice and encouragement.

Rona Wightman, 30 September 2017

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 7, with a maximum turnout of 11 and a minimum of 2. 17 people turned out over the year with a hard-core group of about five regulars.

The annual mid-week dinner was organised by Phil Slade this year and is to be held at The Praewood Arms.

Graham Figg regained the Most Enthusiastic Rider Award (MERA) attending 45 out the possible 51 rides pipping Phil Slade by 5 rides.

Steve Brazier

4/11/20167

Saturday Saunter Report

We have had another very successful year, with only two slight mishaps and plenty of returning riders. This year I increased the rides to 2 a month during peak season, this went down very well and forced me to look at some new venues, all of which were successful. At the end of the season I do 1 longer ride and I have added another longer ride later in this year. My intention is to try a half day ride in the next year and if this is successful I will look at running an all day Saturday ride.

Nearly all of our riders have joined the CTC after only a couple of rides, I think our success is due to advertising on the "Let's ride" site.

I'm looking forward to leading more Saturday rides in the future.

Neil 3/11/17

Welfare Officer's Report

I'm happy that the status quo of this group has stayed much the same as last year with very little needing to be done. I thought my skill and expertise was going to come in use at one point but alas it was not to be as the situation resolved itself.

Neil Surtees 3/11/17