



CENTRAL LONDON CTC

Committee Meeting Minutes

**Held Thursday 15 September 2021 at 19.00
Via Zoom**

Present: Nick Bloom, Colin Hartridge-Price (chair), Jenny Hung, Allen Hutcheson, Tom James, Christine Johnson, Paul Krebs, David Kurtz, Jon McColl (minutes)

	Item & minute	Action
1.	Apologies for absence: Richard Philpott	
2.	Minutes of previous meeting: Item 3.1 of the minutes of the meeting of 13 May 2021 should read “RP agreed to <i>look into</i> adding a field on the website booking form to capture a rider’s emergency contact details”. With this correction, the minutes of the meeting held on 13 May 2021 were approved as a true and correct record.	
3.	Matters arising: 3.2 Diversity: It was agreed to contact Linus Rees to ascertain the progress of his work on diversity	JM
4.	Open forum: 4.1 DK opened this section of the meeting by referring to his email about marketing the club. DK said that the key aims of any marketing should be about growing the club membership and retaining new members. <i>Media channels:</i> The website, Twitter, Strava	

Facebook, Instagram should be used, consideration should be given as to how to resuscitate the blog – they all have their place in a marketing strategy. NB advised that “The Fridays” (a ride group) had paid for Facebook advertising, with no response. In discussion, it was felt media channels should point people to the CLCTC website, rather than reproduce ride information.

In an email, RP had commented -- *We've been posting rides automatically to Facebook for a few years now. The vast majority of new riders have Googled for cycling clubs and found our website. The exceptions are mainly word-of-mouth. I don't think I've ever heard anyone say they found us through Facebook. If we're going to use Social Media properly, we need contributors who'll post interesting (not automatically generated) content regularly and have the time and inclination to engage with any responses. It's also important that we present a balanced view of the club, representing the 1, 2, 3 and 4* rides. This is perhaps particularly important for the 1* and 2* rides. The 4* (and to a much smaller extent) the 3* rides are "competing" with any number of road clubs in and around London, but our slower, more "socially oriented" rides are, while not unique, perhaps the activity that best represents our "core offering".*

Website: The website should have different sections of content – dynamic & static and it should have different content owners. These content owners should have the ability to create and modify their own content.

DK added that we have members who are professionals in the various fields of marketing and we should use their expertise.

It was agreed that a strategy to expand the club should be pursued. DK agreed to coordinate a

DK

	working party with this aim. NB & JH agreed to serve on the working party. It was hoped RP would also agree to join.	
5.	Administration: None.	
6.	<p>Finances:</p> <p>6.1 TJ stated that there was nothing of significance to report.</p> <p>6.2 JM stated that he had received the change of signature documentation via TJ. JM to arrange a visit to a Barclays Bank branch to become an authorised signatory.</p>	JM
7.	<p>Rides list:</p> <p>7.1 to 7.4: 1*, 2*, 3* & 4* rides</p> <p>CJ, DK & AH reported that the compilation of their respective group's rides is in hand. CJ reported that she had ride leaders to mid-November. DK reported that he liaises with ride leaders on a four to five week rolling basis. He had a few new leaders but had lost a few regular ride leaders post-pandemic. AH reported he has a core of eight ride leaders who communicate via a Signal group – this works well. In addition, there is a Signal group of c25 4* riders. 4* rides are posted three to five weeks ahead.</p>	CJ, DK, AH
8.	Tours & weekends: TJ reported that the May 2022 tour arrangements are contingent on Covid-related travel restrictions which may be in force at the time.	TJ
9.	Welfare: None.	
10.	Website: 10.1: RP's email provided an update on his work on	RP

	<p>the website.</p> <p>RP has made a couple of small enhancements to the booking system: a day-of-the-ride email to leaders, listing their bookings (sent out just before 08.00), and a facility for any rider to have a list of all their future bookings emailed to themselves.</p> <p>RP is finishing off a few changes to the mapping. Most important are an improved UI for my uploader (so committee members other than he can upload routes), the ability to import directly from RideWithGPS without download/uploading a GPX file, and a TCX download option.</p> <p>Next on RP's list is an option to be able to use an existing ride as a template to copy to n future dates, and to be able to make a change to one of those and have it apply to all future instances too. This is to simplify the Regents Park rides entry process.</p>	
11.	<p>Xmas social: NB & JH agreed to run a central London-based ride between Xmas and New Year. 28 December is the provisional date.</p>	NB, JH
12.	<p>Dates and venues of future meetings: 12.1 The next meeting was scheduled for 19.00 on 13 January 2022, via Zoom.</p>	
13.	<p>AOB: 13.1: NB agreed to hold a basic bike maintenance session, for which he requested two assistants. 13.2: NB agreed to hold a ride with GPS session. 13.3: It was agreed to run another first aid course. NB agreed to look for a trainer. There was a feeling that</p>	<p>NB NB NB</p>

<p>the CUK trainer was, perhaps, not ideal.</p> <p>13.4: Naomi Wolf will be running a women-focused ride to help broaden the appeal of the club. Such rides may be repeated, on a regular basis, should it be successful.</p> <p>13.5: Discussion took place on the weekly Zoom meetings. It was agreed that these should take place monthly as Covid restrictions have been eased significantly. CH-P agreed to send out reminders for these meetings.</p>	CH-P
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There being no further business the meeting finished at 20.10.