



Minutes of the 41<sup>st</sup> AGM held on Wednesday 16<sup>th</sup> December 2020 online by Zoom.  
The meeting started at 7:30pm and was attended by 28 members.

**1. Apologies for absence**

Apologies were received from 3 members.

**2. Minutes of the 2019 AGM**

Read and approved by those in attendance: proposed by Sarah Williams and seconded by Shaun Blow.

**3. Matters arising**

All actions have been completed and are reported upon in these minutes as appropriate.

**4. Reports**

**Chairman's Report**

The Chairman's report is attached as Appendix A. There were no questions.

**General Secretary's Report**

The General Secretary's report is attached as Appendix B. Iain Cotton asked who would maintain the Alton CC web going forward. Andy Watson said that he would continue with this role of the next six months whilst a replacement was found and trained.

**Treasurer's Report**

The Treasurer's report and club accounts are attached as Appendix C. Mike Hayward asked about the commitments of our sponsors for the next year. John Heath responded that it is assumed that all will resume payment and that none had asked for a further deferral.

**Racing Secretary's Report**

The Racing Secretary's report is attached as Appendix D. Nigel Bicknell informed the meeting that he was undertaking training to become an official timekeeper. Iain Cotton welcomed this statement. Nigel Bicknell asked about organising children's activities, such as Saturday morning rides. Guy Henshaw observed that this had been considered in committee but not progressed because of time and training requirements. It was agreed to reconsider such activities.

**Action AGM/2020/1: Committee to reconsider children's and youth activities**

**Publicity Secretary's Report**

The Publicity Secretary's report is attached as Appendix E. There were no questions.

**Social Media Report**

The Social Media report is attached as Appendix F. There were no questions. Rob Ditcham said that he was changing jobs and would not be able to commit sufficient time to club activities going forward. He offered to support social media activities whilst a replacement was found.

**Welfare Officer's Report**

The Welfare Officer reported that no welfare issues had arisen in the year and there was nothing to report. There were no questions.

## 5. Election of Officers

Guy Henshaw offered himself for the position of Chairman. Andy Watson and John Heath formally stood down. Committee members were elected by all members present with no objections or abstentions, as follows:

Position	Proposer	Seconded
Chairman: Guy Henshaw	Mike Hayward	Freja Halliday
General Sec: Dave Telford	Andy Watson	John Heath
Treasurer: Jonathan Grassi	John Heath	Mike Hayward
Racing Sec: Iain Cotton	Pete Christensen	Becci May
Publicity Sec. Becci May	Guy Henshaw	Caroline Brodie

## 6. Appointment of Non-Executive Officers

Ruth Stratford agreed to take on the position Welfare Officer. It was agreed to consider the post of Social Media officer at the next committee meeting,

**Action AGM/2020/2: Committee to identify and appoint Social Media officer**

## 7. Agenda Items

Mike Hayward formally thanked the committee for guiding the club through COVID-19, continuing club activities and keeping the membership informed. Mike also thanked Andy Watson, John Heath and Caroline Brodie for their contributions, noting that they had supported him when he was chairman.

## 8. Any Other Business

### *Farnham Road Club – Charity Bike Refurbishment*

Nigel Bicknell said that Jim Parker of Farnham Road Club operated a bike refurbishment scheme with profits going to charity. Nigel encourage Alton CC members to donate unwanted spare bike parts to the scheme.

### *Women's Trophies*

Pete Christensen asked why there were many more men's trophies than women's. All club events have separate categories for men and women (ten events each) but there is only one open event trophy that is specifically for women out of 10 categories. Iain Cotton responded that the committee had considered this imbalance and that trophies had been purchased for women winners of club events.

Sarah Williams and Freja Halliday led a discussion around what events might appeal to women noting that dual-carriageway time trials were unpopular due to safety concerns. Alternatives such as sporting time trials and distance based events or categories (c.f. Audax competitions) were proposed as alternatives. Guy Henshaw suggested looking at national women's event categories and agreed to consider this in committee.

**Action AGM/2020/3: Committee to re-evaluate women's competition categories**

### *Organised Rides*

Howard Garland said that he found the lack of information on routes for organised Alton CC off putting when he had to commit to travel to the start. Andy Watson said that up until the Covid-19 disruptions all planned rides had defined café and pub stops and a nominated leader for each group. This had not been maintained over the last nine months but it is the intention to resume publishing this information.

It was suggested that providing a link to route planned by each ride leader would be very helpful. Andy Watson said that the new web site would support this although it was dependent upon timely provision of routes by each leader.

Howard volunteered that he was a British Cycling accredited ride leader and Guy Henshaw encouraged him to lead Alton CC rides.

#### *Organised Rides*

Jonathan Grassi asked whether he could bring along prospective new riders to the organised rides. Guy Henshaw said that new riders were very welcome. They should be asked to join the club if they ride on a number (six maximum) of occasions. Andy Watson stated that the club's affiliation with British Cycling provided insurance cover for new riders provided that the necessary safety measures and briefings are in place.

Guy Henshaw reported that coaching planned for 2021 will cover both group riding and ride leadership.

#### *Alton CC Audience*

Dave Telford observed that the Alton CC "audience" was diverse (e.g. racing, riding, social, new members) and that the messages and offerings need to be carefully tailored. Guy Henshaw agreed that understanding this segmentation was critical and that Dave's contribution in committee to this discussion would be very welcome.

#### *Alton CC Photo Competition*

Entries to the inaugural Alton CC photo competition were shown online to the meeting. Rob Ditcham reviewed each photo and explained what made each one a good photo. James Goodwyn's *Eroica* photograph was named winner and he will receive a pack of High 5 nutrition products.

#### *Conclusion*

Guy Henshaw reminded all that the annual tinsel ride would take place, albeit in groups of six and that all were encouraged to decorate their bikes. Guy wished all a Merry Christmas.

## **9. Date of Next AGM**

The next AGM will take place in December 2021. The date will be confirmed by the committee. The next committee meeting will take place on 20<sup>th</sup> January 2021.

**Action:** DT to arrange the date of the next AGM

The meeting closed at 9:04pm.

## **Appendix A: Chairman's Report 2020**

For our club, 2020 had a very promising start and has then been impacted by the UK's first pandemic since the early 20th century. The pandemic has changed many aspects of our lives and our freedoms, but with vaccines due to be deployed soon, life may return to normal in the first half of next year.

As a committee, we have worked hard to maintain as much activity as possible despite the many restrictions brought by the pandemic and the national lockdowns in April, May, June and November. In April, we made a financial donation from club reserves to Hampshire Hospitals to support the purchase of Covid-19 treatment equipment. Several club members also made personal donations to the same cause.

On a sad note, two of our long-time club members, Jim Woods and Ian Cargill died in April. Due to the lockdown restrictions, both funerals were attended by family members only. Tributes to both were made in an article published in the Alton Herald.

Despite the restrictions, the lockdowns have given a boost to cycling as the roads have been much quieter with much-reduced traffic volumes and cleaner air. Our club has continued to thrive through these challenging times.

### **1. Riding together**

Our Sunday ride programme has continued to be at the heart of what we do as a club, even though we have lost around 20 Sunday rides due to restrictions. We have had to adapt to riding in smaller groups and coping without café and pub stops. Many thanks to all of our committed ride leaders who have navigated, coached and encouraged. In July, we offered the first of a series of 30 mile taster rides to broaden participation beyond the usual club membership, thanks to Becci and John for hosting these so successfully. Our Monday evening rides and Friday morning women's rides have also proved popular and thanks to John, Mike, Gary, Ed and Becci for their leadership of these.

### **2. Competition**

Our club time trial programme was significantly curtailed to only 2 events and we were also able to hold our hill climb competition. Thanks to Iain for organising, cancelling and then reorganising several events. Thanks also to the timekeepers without whom these events couldn't happen. Some of our time triallists competed in Newbury Velo's Zwift TT series and we have been able to operate our annual, six-stage segment challenge which attracted record participation this year. On the track, we were able to hold 2 sessions at Calshot in the first quarter of the year, but have been unable to hold any track sessions since then.

### **3. Social events, fellowship and fun**

Our annual club awards dinner in March, held at Beech village hall, was well attended and Simon Whiten of Handsliding Bikes gave an excellent insight into his life as CEO of a new bike brand. Thanks to James, John, Mike and Becci for organising the event. Club nights held in the French Horn in the first quarter of the year seem a distant memory, but we have been able to hold several club nights since then via Zoom. Two of those were themed: Simon Potter shared his story of preparation for next year's Race Across America and Rob Ditcham shared his tips and insights for successful bike photography. We also held two Zoom quiz nights which were great fun. Thanks to Becci for organising these club nights and setting the fiendishly-difficult quizzes.

### **4. Individual achievements**

We have been forced to ride individually for much of the year and this has seen some exceptional distances being covered by our club members. Of note this year have been two individual rides that show incredible determination and grit. As part of his qualification for RAAM, Simon Potter rode in the Virtual Race Across the West, a 1,529 km event all ridden in his kitchen on a turbo trainer over 3 days with only 3 hours of sleep. Against a field of accomplished riders from around the world, he won the race by a considerable margin. The

other was Pete Christensen's ride in the national 12 hour TT championship in which he covered 218.53 miles at an average speed of 18.2 mph. Congratulations to both of you!

#### **5. Club kit**

The transition to our new club kit has been successful with 160 items of new kit purchased and £564 of sponsorship funding being used to support our discount scheme this year. Initial issues with sizing and fit seem to have been sorted out through the returns programme and the women's kit range will be expanded in the New Year to introduce Florence jerseys in place of ProLine.

HaloSports are holding a reasonable range of items in stock at their expense.

#### **6. Club membership**

Growing the club membership has continued to be a priority throughout the year and as at end November, we have attracted 18 new members this year. The total membership currently stands at 107.

#### **7. Club committee**

After 5 years in their respective roles, both Andy Watson and John Heath are standing down from the committee as is Caroline Brodie, who has moved up to Cumbria. I would like to thank all 3 of them for their dedication to the club and its smooth operation as well as helping me get established in my first year as chairman.

#### **8. Plans for next year**

With several of our planned 2020 activities cancelled, we will be pursuing these again in 2021 subject to restrictions being lifted. These will include:

- Club coaching programme for both group riding skills and ride leader skills
- Club racing team establishment
- Further broadening of the club's appeal to women and younger riders
- Public launch of the new club kit
- Spring training camp in Girona, Spain
- Sharing more knowledge and experience between club members via themed club nights
- A local Audax event hosted by the club

Wishing you and your families a Happy and healthy Christmas.

Guy Henshaw  
1<sup>st</sup> December 2020

## **Appendix B: General Secretary's Report 2020**

This year has been unusual in many ways. The committee has worked to ensure that the club can continue to operate and that our members can ride and race. This has required us to adapt our operations to meet the UK Government regulations as well as guidance provided by British Cycling and CTT. I have participated in British Cycling's national and regional Covid-19 online meetings. These have guided me in ensuring that Alton CC has implemented all applicable Covid-19 regulations.

I have attended four committee meetings, preparing the agendas and then writing the minutes for each of these. I have also coordinated the organisation of this AGM. I would like to thank the other members of the committee for responding in a timely and efficient fashion to committee meeting actions – this really helps the club to run well. I have performed both regular and ad hoc administrative tasks as required, including all aspects of membership data management.

We finish the year with 107 members compared with 106 in 2019. We have welcomed 18 new members, attracted by our regular Sunday rides and also by our competitive events. We do, of course, need to ensure the club remains attractive to newcomers and also meets the needs of the existing members.

Over the year I have answered around 25 queries received via our web site contact form, mainly about membership, Sunday rides and our Thursday evening time trials. I have handled the administration of affiliations with British Cycling, London West District of CTT (Cycling Time Trials) and supported our racing secretary during the reduced racing season.

The Alton CC web site has been completely re-implemented this year. The web site is now hosted on the widely used WordPress platform. This allows easy update, maintenance, backup and, if required transfer. Editing and creating pages and posts does not require specific software skills and there are many online WordPress training and information resources. The transition to the new web site was achieved without loss of service continuity and with no information loss. I negotiated a free hosting deal for the first year. The new hosting service has enabled Alton CC specific email addresses such as [secretary@altoncyclingclub.org](mailto:secretary@altoncyclingclub.org) allowing us to separate club and private emails.

The MailChimp platform is now well established and used by all of the committee for sending emails to all members. I have ensured the mailing list is up to date. It is derived from the membership database. Both are GDPR compliant enabling us to meet data protection legislation requirements. There have been no GDPR issues during the year.

I would like to thank Caroline Brodie both for her work as welfare officer and her support in printing membership cards. Alton CC has purchased the membership card printer and now prints the cards directly.

Once again I would like to thank Janice Montgomerie for her work creating and maintaining Alton CC's archive records.

I have also prepared and administered our Sunday rides lists. Rides have been cancelled during strict lockdown periods and have followed the "rule-of-six" rule at other times. Pub stops have been removed and measures put in place, using WhatsApp, to coordinate ride leaders and café stops. Thanks go to all who have led rides over the year.

I have provided and maintained software for recording our Thursday evening time trial and league results and supported our racing secretary in publishing the results. I have supported Iain in moving to online time trial registration. We now have the facility to accept online time trial entry payments through PayPal. I have also maintained the software to support recording and publishing the Alton CC Strava Challenge.

After five years in post as General Secretary I am stepping down from this position. As part of my handover to the next General Secretary I have prepared a full job description which itemises all activities, their frequency and the effort required. I look forward to helping facilitate a smooth handover.

I have enjoyed supporting, and I hope, contributing to the smooth and efficient running of our club. I would like to wish our club every success in the future and our members many happy miles riding and racing.

Andy Watson  
27<sup>th</sup> November 2020

## Appendix C: Treasurer's Report 2020

A summarised copy of the accounts for the year ending 31st October 2020 is attached and I am grateful to Kevin Powell (acma) for carrying out the audit again, albeit remotely during lockdown.

This has been a quite exceptional year due to the severe restrictions on the club's activities as a result of corona virus and this has had a dramatic effect on our finances. Fortunately, as we have good reserves and future commitments from our sponsors, this is unlikely to have any serious long term impact on any future spending plans.

Income was down, mainly in two areas:

- The majority of club events, mainly the evening TTs, were cancelled due to the restrictions (and road works). Net revenue was down from £234 last year to just £76 in 2020.
- The biggest hit was sponsorship. The businesses of some of our sponsors were badly effected by virus restrictions and as a result we negotiated deals with three of them to defer sponsorship payment for twelve months. This resulted in more than a £2,000 drop in our sponsorship revenue. The upside of this is that three of our five sponsorship contracts will now run for an extra year through to 2023.
- Subscriptions were similar to last year, showing a small increase.

Overall expenditure was also down:

- The members rebate for the new kit tailed off somewhat as many of you made your purchases last year – the expenditure this year was mainly by new members and the scheme will continue for new members.
- Affiliation fees (mainly BC and CTT) increased. Mainly as a result of the increase in the number of sponsors which puts us up the scale for BC's charges.
- CTT levies were down as these are directly linked to the fewer number of rides in our reduced TT programme.
- The annual dinner was more expensive this year as we had to hire the venue; in recent years the cost was included in our annual payment to Alton Rugby Club, covering both club nights and other social events.
- We made a substantial charity donation to an NHS fund early in the first lockdown.
- Our expenditure on trophies and engraving was down by £130, mainly I think due to good negotiation by Iain.
- We spent £284 on two items of equipment. An iZettle machine which will allow us to accept contactless payments at TTs, club social events and for membership subs. It has not been possible to use this as yet due to corona restrictions, but it should prove of great use in the future. Secondly, we have purchased a membership card printer from Caroline Brodie's company. In the past Caroline kindly carried out this task for us but as she has now moved to The North of England this will no longer be practical. The machine came with a supply of cards and printing inks that should mean we will have no further expenditure for 2 or 3 years.

Our total loss this year was £786 compared with a surplus of £1,300 last year.

Our reserves stand at £6,702, down from £8,200 in 2019.



Treasurer, Alton Cycling Club



## Appendix D: Racing Secretary's Report 2020

It's been a tough year for all this year with the backdrop of Covid-19, this has had a major impact upon all and has understandably affected the 2020 racing season too.

### 1. Time Trials

After no racing from the start of our usual racing calendar both our open Time Trial events were cancelled and also most of our Club TTs were cancelled too, the club events were also affected by unbelievably timed closures of the A31 for maintenance works, notwithstanding this there were exceptions and some racing was able to proceed.

Lockdown triggered an increased use of turbo trainers by many riders over the world with many seeking online competitions and with local club Newbury Velo hosting a series of Wednesday evening lockdown TT races on the popular Zwift virtual reality platform we chose to host a mini league using these events. These were contested by six of our riders over 11 weeks and proved to be interesting for us all, virtual garages with correct bike and wheel choices was essential and created some interesting results and rookie errors whilst we tried to understand how to get the most from the events and improve on previous weeks times.

We also managed to stand up a few last minute TT events on real roads at the end of the season and hosted a 10 mile and 25 mile Time Trial which proved to be popular with the local community with so few events being run over the year. These hosted our usual 10 and 25 mile championships successfully.

We also ran our annual hill climb championship successfully albeit with not as much participation from riders and spectators as in previous years due to Covid which was a shame, however it was a fun morning out for all who came along on an almost perfect morning weather wise for the time of year.

### 2. Other racing

Guys segment challenge has proven to be a popular monthly event for many members with an increase in participation which has been great, I only wish there were more flatter or downhill segments which would provide the gravity challenged such as myself more of a chance to win a few points. It's great to see so many compete in this, it's the most inclusive events we run and it's fantastic to see so many different names on the trophies and medals.

The winter track sessions and associated competition is not being run this year which is a huge shame as they're always a massive amount of fun, if you get the chance to ride the track at Calshot it's a real buzz, it's well recommended.

### 3. Awards

There were many of the clubs competitions that could not be contested this year as there simply weren't enough races to award the categories. It's also a real shame we aren't able to run our annual club dinner and award presentations early next year so I'm taking this opportunity with so many of us on the same call to recognise all who have made it onto the podium for the events we've run this year. For full accolades please see the end of the report, notably though, here's all the winners who deserve a massive round of applause for their efforts:

- Ladies' Hill Climb Cup - Adrianna Weryk, 5m 0.9s
- Men's Hill Climb Cup - Matt Lusby-Taylor, 2m 59.8s
- Ladies' Strava Segment Championship - Adrianna Weryk, 76 points
- Men's Strava Segment Championship - Jonathan Grassi, 87 points
- Ladies' Strava Segment KOM - Adrianna Weryk, 30 points
- Men's Strava Segment KOM - James Allen, 21 points
- 12 Hour Cup - Pete Christensen, 218.53 miles

- Vets' 10 Mile Cup - Iain Cotton, 22m 32s
- Men's 10 Mile Championship - Rob Ditcham, 22m 42s
- Men's 25 Mile Championship - Pete Christensen, 56m 37s
- Men's Covid-19 VR League - Pete Christensen, 29 points
- Men's Covid-19 VR VTTA League - Pete Christensen, 28 points

Can all members currently holding trophies from last year please contact myself to arrange for collection or drop-off so I can arrange the engraving for this year. I will be purchasing medals and will work out how we can get them these all to you in the next couple of months.

#### **4. Individual achievements**

As already covered by Guy but with I think requires another mention once again as it was truly amazing was Simon Potters virtual race across the west, a true test of mental and physical endurance and something I'm sure most of us would never be daft enough to dream of doing, an outstanding and unbelievable achievement to be able to win the event in a field of super tough contenders and favourites, congratulations Simon.

Pete Christensen completing his first 12 hour race also has to be noted as one of this year's great achievements too, this was put under threat last minute due to a TT a couple of weeks earlier where Pete's handlebars alarmingly parted from a snapped steerer at the start of the race. This accident could have put many of us off even getting back on a bike, well done Pete, a super resilient effort with a great result, I can't wait to see you better your time in 2021.

#### **5. General**

I'd like to raise the profile of Cyclo Cross within the club, this is becoming a hugely increasingly popular sport and is something that can be enjoyed by not just individuals but the whole family too, it's great to see so many different ages groups from under 10's and upwards to Vets 50+ racing categories, both male and female, they're proper inclusive events. It's massively fun to both watch and compete in and provides a great alternative to the somewhat drudgery of what can be winter road cycling. If any of you are interested in knowing a little more or want to come along and try an event I'd be happy to have a chat about it.

We've managed to go fully digital with the TT entries and online payments as a result of Covid which has put us in a far better position in preparation for 2021 than we were early this year. We're able to run the club TT events almost contactless from the riders now with reduced risk which has been enabled as a result of a massive effort from the committee team to get the web site and online forms in place, linking the payment systems etc. I'm proud of what we've achieved this year.

After 3 years in post I would like to provide notice that if I'm re-elected for a further year this will be my final one, it's been a really tough few months for me and my family in work, working from home, home schooling, family commitments etc. I'm not able to give this role as much time and focus as I'd like to and the club deserves and I think it's time someone else was able to take on the role and assist growing the club further in all aspects of racing.

I'd like to thank everyone who's been part of the committee team this year, helping running the club and putting the racing events on, for the administrative roles but also the officials, timekeepers and helpers assistance, many of whom have given up valuable time this year only to find plans had to change or be cancelled last minute. I appreciate all the effort; without your help these events cannot be put on.

I hope many of you and others will be able to assist with the up-coming 2021 racing calendar, these events are hugely social and rewarding to put on, it's almost as much fun seeing so many racing and achieving personal goals as much as it is competing in them. If any of you are interested or willing to help there's a few of us who can take you through the basics and run some knowledge transfer sessions etc., there really isn't a huge amount to it.

Hope you all have a safe and wonderful Christmas with your families and friends if you can and I hope to see you all in 2021.

Iain Cotton

## 2021 - Full competition results

Open Events			Club Events		
<b>Vets 10 Mile Cup - Fastest Ride in any event</b>			<b>10 Mile Championships - Men</b>		
	<b>Name</b>	<b>Time Min/Sec</b>		<b>Name</b>	<b>Time Min/Sec</b>
1st Place	Iain Cotton	22:32	1st Place	Rob Ditcham	22:42
			2nd Place	Pete Christensen	22:49
			3rd Place	Iain Cotton	23:21
<b>12 Hour Cup - Longest distance over the time period</b>			<b>25 Mile Championships</b>		
	<b>Name</b>	<b>Distance (Miles)</b>		<b>Name</b>	<b>Time Hour/Min/Sec</b>
1st Place	Pete Christensen	218.53	1st Place	Pete Christensen	0:56:37
			2nd Place	Rob Ditcham	0:59:57
			3rd Place	Iain Cotton	1:02:14
			<b>Covid-19 Virtual Reality League - Men (No Trophy)</b>		
				<b>Name</b>	<b>Points</b>
			1st Place	Pete Christensen	29
			2nd Place	Iain Cotton	22
			3rd Place	James Allen	12
			<b>Covid-19 Virtual Reality League VTTA - Men (No Trophy)</b>		
				<b>Name</b>	<b>Points</b>
			1st Place	Pete Christensen	28
			2nd Place	Iain Cotton	23
			3rd Place	Oliver Bishop	13
			<b>Hill Climb Cup - Men</b>		
				<b>Name</b>	<b>Time Min/Sec</b>
			1st Place	Matt Lusby-Taylor	2:59.8
			2nd Place	Pete Christensen	3:18.6
			3rd Place	Simon Potter	3:23.8
			<b>Hill Climb Cup - Ladies</b>		
				<b>Name</b>	<b>Time Min/Sec</b>
			1st Place	Adrianna Weryk	5:00.09
			<b>Strava Segment Challenge GC - Men</b>		
				<b>Name</b>	<b>Points</b>
			1st Place	Jonathan Grassi	87
			2nd Place	Shaun Blow	53
			3rd Place	Nigel Hicks	47
			<b>Strava Segment Challenge GC - Ladies</b>		
				<b>Name</b>	<b>Points</b>
			1st Place	Adrianna Weryk	76
			2nd Place	Annie Laylee	67
			3rd Place	Ruth Stratford	60
			<b>Strava Segment Challenge KOM - Men (No Trophy)</b>		
				<b>Name</b>	<b>Points</b>
			1st Place	James Allen	21
			2nd Place	Simon Potter	17
			3rd Place	Jonathan Grassi	16
			<b>Strava Segment Challenge KOM - Ladies (No Trophy)</b>		
				<b>Name</b>	<b>Points</b>
			1st Place	Adrianna Weryk	30
			2nd Place	Ruth Stratford	18
			3rd Place	Annie Laylee	17

## **Appendix E: Publicity Secretary's Report 2020**

This year has certainly been challenging, and so we've had to adapt as we go and do a few things differently. Meeting up face to face has been difficult since Covid arrived in the UK. We've managed to maintain regular communications through WhatsApp, email and zoom club nights and to ride together in groups of six.

We weren't able to launch our new club kit as intended, but it's been great to see more club members wearing it – it's good for publicity, and we may yet do a public launch.

We've used local media and social media to promote the club, as well as through Halo Sports club spotlight on their website, Alton Town Councils Alton Active Directory and the Cycle Alton network. Below are some specific highlights over the last year.

### **1. ACC Annual Dinner**

ACC Dinner and Prize Awards night were promoted amongst ACC members, through email and WhatsApp. Around 50 people attended. Great presentation from Simon Whiten (Handsling bikes).

Rob was the photographer, and produced a press release, which was featured in the Alton Herald on 26<sup>th</sup> March.

### **2. Articles in Alton Herald (based on press releases sent to them)**

The Phil Hampton ride was promoted in the Alton Herald for us, but sadly this had to be cancelled due to the coronavirus situation.

- 23<sup>rd</sup> April: "Lockdown is giving members the chance to race with Froome" (thanks to Iain and Pete for pulling this together);
- 30<sup>th</sup> April: 'Peace is nice but I miss the old days' letter to the Editor by Becci May;
- 11<sup>th</sup> June: 'Farewell to our two great club legends' tribute to Ian Cargill and Jim Woods; 'Riders impress in the 'desert''; also ACC mention in the article 'Platinum couple celebrate 70 years';
- 18<sup>th</sup> June: mention of ACC in 'Cyclists to take action' article about the new group 'Cycle Alton' which ACC is engaged with.
- 25<sup>th</sup> June: 'Simon's tough 'desert' win' article about Simon Potter and his fantastic win in the first ever Virtual Race Across the West. PR and images also sent to national magazines.
- 1<sup>st</sup> October: Letter to the editor from Becci May about the ACC 30 mile rides.
- 22<sup>nd</sup> October: 'Cyclists defy gravity in speedy hill climb' article reporting on our Hill Climb Championships, and winners (Matt Taylor and Adrianna Weryk).

### **3. Bike Week**

Promoted Cycling UK's #7daysofcycling, virtual pub quiz, Candovers ride and quiz for Bike Week. Photos by ACC members shared on ACC WhatsApp group – many in the new kit.

### **4. Halo Sports Club spotlight**

ACC featured on Halo Sports website in August, based on our written piece and photos.

### **5. Virtual club nights**

Ideas for the ACC monthly club night were gathered and opinions sought. Due to covid, these were organised via zoom once a month, and promoted via email and WhatsApp. Huge thanks to Simon Potter for his presentation about the Race Across the West (and Race Across America) and to Rob for his presentation and session on photography hints and tips. Other suggestions were:

- Bike maintenance
- Cycle touring experiences
- Alan's earlier racing days and experiences
- Film night – Breaking Away

- fff brewery
- Exercises for cyclists
- GPS tech
- Charity night

Two quiz nights were organised via zoom, which worked well and provided a bit of friendly competition off the bikes.

## 6. 30 mile rides

Three 30 mile taster rides were promoted in the Alton Herald and in Round and About, as well as on Facebook. Attracted a lot of interest, great atmosphere and new memberships as a result. Thanks to all those who volunteered and led those rides. We had planned another 30 miler in November but lockdown 2 put a stop to that. Will offer this again in the spring and seek ride leaders for these from across the club.

## 7. Alton Active Directory

ACC is featured in the Alton Active directory, with info and images.

## 8. Cycle Alton

Attended meetings (representing ACC) since Cycle Alton's inception in May. Cycle Alton are a group formed under the Alton Climate Action Network (ACAN), who are aiming to improve Alton as a cycling friendly town. Info on ACC was provided, to be featured in their leaflet / info. Cycle Alton have raised the potential benefits of trialling a car free high street with the Town Council, and local businesses. This idea is now with Alton Town Council to consider and consult on if they feel it has potential. This group was also involved with the Town Council's funding for new bike rack planters and cycle repair pods. Better infrastructure for routes between Alton and villages are being explored, especially those flagged in the Local Cycling and Walking Infrastructure Plan of East Hants District Council. Two ACC members are involved with looking at cycle route options between Alton and neighbouring villages.

## 9. Women's development plan

After discussing this idea with some of our female club members, some suggestions were pulled together into a 'women's development plan' (May 2020), with the aim of better attracting and maintaining female club members. This has also been difficult to implement in full, but I hope we can all help with this in 2021:

*Purpose: To attract and maintain female riders as club members*

How?

### Social media

- Share posts on Facebook which women might connect with from Team Glow, 1millionwomen, Cycle Alton, Cycling UK
- Share photos on and from female club members on Instagram and Facebook
- Target messages on Facebook, encouraging women to join

### Website

- Share photos on and from female club members on our website - maybe even set up a women's section on the website
- Include hints and tips on equipment, routes (to build up miles and confidence), kit, written by women
- Share favourite routes and why, with helpful info including good coffee stops

### Welcoming new members

- Provide a friendly welcome on club rides - responsibility of ride leader in particular to welcome new or less confident female members, brief them and look out for them (if they are falling behind, or struggling, someone could buddy with them to make sure they

complete the ride safely and are encouraged to come again - or encouraged to start with the Friday pedals or Cycling UK group – depending on their ability and interest)

- Ask new female members if they'd like a female 'buddy' who they can ask things of and who can offer tips and support
- Maintain the friendly, more relaxed club rides on Sundays
- Promote the Friday morning Pedal - Female Friendly Friday Pedal and WhatsApp group. Some women find the weekend difficult, but they might have the opportunity to do a shorter ride in the week.

#### Other ideas

- Encourage members to use Strava, and to join the ACC Strava group, to see rides others are doing for ideas and motivation
- Capitalise on the fact that more women have been out cycling since covid – target messages to them via Herald, social media
- Offer an 'open evening' where people who are thinking of joining can find out more over a coffee or a drink – advertise this through Alton Sports Centre, Alton Cycling, Alton Runners...
- Set up a regular zoom social evening for women and invite women who are considering joining to one of these to meet others and find out more
- Continue to provide competition categories for women – including medals etc.

Becci May  
1<sup>st</sup> December 2020

## Appendix F: Social Media Officer's Report 2020

### Instagram

- First ACC Instagram post on April 2, 2020.
- 12 posts and 64 followers as of Dec 12, 2020.
- Most recent posts focused on Hill Climb.

### Twitter:

- 22 following, 449 followers as of Dec 12, 2020
- Most recent posts focused on Hill Climb.

### Facebook:

- 280 followers as of Dec 12, 2020
- 250 page likes as of Dec 12, 2020
- Mixture of general cycling news and specific ACC updates, including TT results, mentions in other publications.

### Going forward:

- Content variety and quantity to increase as restrictions ease and activities return
- Post on inaugural photo competition winner
- Content around training ahead of TT season resumption
- Images and video from Girona trip
- Content around kit launch (if it happens)
- Content around Hilly TT (if it happens)

Rob Ditcham  
14<sup>th</sup> December 2020