

CTC Coventry
Publicity and Promotion Activity Group September 2023 - Vicky P

1. Martin Lee made a proposal earlier in the year, April/ May, to stage a **Dr Bike Session event** with the Park Runners. We clarified that we as a group could not offer a Dr Bike session ourselves as our insurance does not cover this. So Martin engaged with Jardines Cycles who had agreed to stage a Dr Bike session, if we could get enough people to such an event. Despite connections with Ian O'Donnell who is an avid Parkrunner, I could get no email response from the Park runners group in the War Memorial Park. It wasn't until I attended a Breakfast network session I met Cath Venn who is involved with Young Parkrunners. She informed us that Park Runners do not do partnerships with groups, in order to keep their organisation simple.
2. We decided not to take part in the MotoFest event or the Godiva festival and so our **main promotion event** this year has been at the Charterhouse. The date clashed with our 100km ride. The event engaged around 200 people, most of whom came from the City centre on a route which included the Millpool and the Binley Cycle path in the complete route. We engaged with around 25-30 people who were interested in CTC activity, the laminates on the new display boards drew people in. The newly printed leaflets were very useful to give out and the website was a great resource to offer people to give more information. I would like to explore the possibility to have small banners that fit the bottom of the display boards in the same style as our banners. Big thanks to Dave Hearn and Carol Lee for their support on the day.
3. I have attended the **Breakfast network sessions** whenever I could. 8am on 3rd Wednesday of each month. Chief attenders: Ed Melbourne, Kwok Bike mechanic, Kath Venn and others, an informal group attracting Commuting cyclists and others, via social media. One of the main topics, aside from commenting on new cycle routes and other cycling phenomena in the city is Kiddical Mass
4. Other **networking**: Adrian Moreton, Coventry Peace House. Anne Taylor re Ladies group Nuneaton. Bhavin from Wheelers, planning to meet in October.
5. **Kiddical Mass** is a global movement wanting to change policy to advocate for more cycling and safer cycling for families. They have organised two events in Leamington in 2023. Dates this year have included May and September this year. (September 24th) and it is hoped this can take place in Coventry next year. Same dates. There is one being held in Leicester on October 1st. I am hoping to visit the Leamington event on 24/9. I have checked out with Tom Page at Cycling UK, if there are any official links with Kiddical Mass. This is not the case, but Cycling UK staff are getting involved with KM events through their local cycling clubs. Other CTC groups are helping with marshalling etc at KM events. I propose that CTC Coventry puts full support into this event in May next year, if we can ensure that the date in May does not clash with the Meriden event. I expect that the ride will start at the Millennium Square, but wherever it starts I propose we have a stall and help with marshalling. KM does have an insurance policy for events and there would be guidelines everyone needs to follow.
6. **Our Facebook** page is fairly active attracting 2-3 new members each week. I met some of our regular contributors either on our 100km ride or at Charterhouse this month. I have spoken to Tom about Instagram and he has provided some resources to help me make more of this application.