

# CTC Coventry – Communications Working Group – 2024 AGM Report

## COMMUNICATIONS WORKING GROUP – PROGRESS REVIEW MARCH 2024

This document gives you an idea of how we went about establishing and running the Communications group in 2023/24, what we focused on and what we achieved, and also sets out some thoughts for what the group (or a newly reformed group) could be looking at in 2024/25

### OUR APPROACH

#### *Scope*

Some new initiatives  
Improve some existing functions

#### *Contributors*

Involved people who expressed an interest at the AGM

Shona Hudson, Mags Adams-Aston, Mike Aston, Nick Holloway, Alan Jelley, Sak Wathansin, Roy Bhakta

Co-opted Marina Friend to build on her New Rider experience with the Womens Group

Vicky Paletorpe has taken a strong interest in Facebook

#### *Our Approach*

Initial online discussions to decide what we were going to do

Just one get-together meeting at Shona's house to scope each activity and to identify who would do what

People went away amongst themselves to decide how to get things done

No central control – contributors found the best way to get things done themselves

## WHAT WE DID

Initiative	What we set out to do	Who was involved	What we Achieved
WhatsApp Community	Set up a Whatsapp group 'Open Club Chat' where club members can chat between themselves and share the information they want to share. The idea was put forward by Mike Thomas using the Earlsdon Wheelers Whatsapp group as an example.	Shona Hudson & Mags Adams-Aston	<p>We saw an opportunity to set up the new Open Club Chat group as part of a Whatsapp Community. Learning from other clubs that do this it then meant anyone who joins the community has visibility of all the Whatsapp groups within CTC and can ask to join them.</p> <p>An additional benefit is that this automatically sets up an Announcement group by which the club can send out information to club members if required e.g. if all rides cancelled</p>
Website Refresh	Improve the attractiveness and usability of the website and that it works as well on a smartphone as it does on a laptop.	Mike Aston, Nick Holloway & Alan Jelley	<p>Looked at alternative website customisations but do not have the skills &amp; resources for a complete rebuild.</p> <p>Instead did a restructuring of the website – especially to match our ‘working group’ structure, and the use of more imagery to make it appear more attractive..</p> <p>Also have used an approach with makes the website more usable on a smartphone</p> <p>Nick Holloway produced a really useful calendar of upcoming rides</p>
New Rider Communications	The objective is to drive up New Rider Retention by improving the quality of the communications between the Club and the New Riders.	Marina Friend (volunteered) & Alan Jelley	<p>Have built a ‘New Rider’ process (using Marinas experience in working with the Women's Group to bring on New Riders in a controlled manner – designed communications, a tracking sheet, and improved interactive comms</p> <p>Marina has taken on the role of New Rider Co-ordinator</p>
Focused Bulletin & Monthly Magazine	Ensure that the Weekly Bulletin remains effective and focused, but that we retain the social cohesion of comprehensive information flow. Initially envisaged as a small focused Weekly Bulletin alongside a more comprehensive Monthly Magazine	Sak Wathansin, Nick Holloway & Alan Jelley	<p>Restructured the Bulletin to put the upcoming rides at the front which has made it more useful for the majority of readers</p> <p>Monthly / Bi-monthly magazine concept not supported by the Committee</p>
Facebook & Instagram	Review how these two Social Media tools are currently are being used, what their future capabilities could be, and to determine if they are integral to any of our Delivery activities or if they are useful ‘nice to haves’ but which do not have any formal role within the Club Communications structure.	Vicky Palethorpe	<p>Formally not a lot !</p> <p>VP has been driving Facebook more and there are thoughts on getting a better understanding of Instragram for the next year</p>

## **POTENTIAL AREAS OF INTEREST FOR 2024/25**

### **Volunteering**

Understand how Communications can be important in increasing Volunteering levels

### **Bulletin**

Bulletin is key Internal Communications – Initially reduced but is inexorably growing larger again. Need a consensus on what the Bulletin should look like – Not just what we can put in it rather more what do people want from it and how they use it.

Should it be Shorter / sharper / more focused / modern design for busy modern people

How do we include the Social Cohesion communications ... particularly with the Clubroom ending .... without it become too large and cumbersome

### **Social Media**

Need to pick up the baton with Facebook and Instagram .... do we need a ‘champion’ for both .

Understand their role in engaging with people outside of the Club and if they are part of how we attract New Riders.

Make it more apparent to the wider membership how they are used in the Club, what they are good for, and make suggestions as to how they are used.

### **New Rider Communications**

Clarify our mechanisms for advertising our Introductory Rides ... How well integrated is ‘Lets Ride’ in our mechanisms

Do we need to do anything specific to reach into non-traditional communities

Handover New Rider to a more relevant Working Group and make it part of our BAU activities

Need another / deputy New Rider Co-ordinator

## **Push into Marketing & Publicity**

Understand what role we want to play in the 'local' Cycling Community .....  
... and within that community what is our 'Unique Selling Point' or our 'Proposition' .... and our 'Differentiator'

Do we want to have a lead role as 'Championing Riding' within Coventry

Understand our 'routes to market' and how we are visible to potential New Riders

Do we need a stronger brand – How attractive are we to new riders compared to other riding groups

Do we actually need the club to have a stronger identity to be able to communicate who we are and what we do, and what we want to achieve

Get a consistent look and feel across all our external facing Communications

## **Hearing Impaired Support**

How do we continue to support our Hearing impaired members