



"Working for a cycle-friendly Reading"

www.readingcyclecampaign.org.uk

AGM report from RCC events coordinator April 2009 – March 2010

Reading Cycle Campaign (RCC) attends local events to raise awareness of the existence of the Campaign, to promote its aims, to engage with public opinion and to recruit new members. We have been using a cycle trailer where practical to take leaflets and promotional equipment to and from venues but in future we will probably use this much less, relying instead on developing smaller packs of RCC essential literature which we can transport in panniers or in a rucksack. This means a single individual can easily attend an event, and will create more flexibility.

As in previous years, RCC has attended Farmers' Markets held in the old Cattle Market, Great Knollys Street, on the first Saturday of each month. In the past the market has been an excellent venue for meeting with cyclists and members of the public, and it also provides a regular rendezvous for campaign members who want to meet up informally. Over the past year we have found that the market has become less busy and we have recruited fewer members than in previous years. We have begun to trial attending every other market so that we do not lose a free opportunity to promote ourselves, but will be able to attend a wider variety of events.

On Saturday 6 June, RCC attended Reading Borough Council's World Environment Day celebration "Forbury Fever". We had a place reserved in the council marquee which relieved us from any worries about the weather, and our volunteers were kept busy answering a wide variety of queries by the public.

Bike Week took place between 13 and 21 June, and we had mixed fortunes at the events. We were at Prospect Park on 13 June, which was well attended generally but the amount of riders participating in the Freewheel event from Palmer Park to Prospect Park was disappointing, with only about 30-40 taking part. No one attended the planned family rides. However, our stand in Broad Street on 20 June was a great success and we recruited many new members.

More recently, we attended a Cycle Promotions event at Rivermead, which is obviously a good place to make contact with local cyclists and inform them of RCC's existence and objectives. The promoters kindly provided a table for us, and we hope to attend more of this type of event in future.

We look forward to a busy and varied events programme during 2010/11 which will be made possible not only by the hard work of our current stalwart volunteers and committee members but by recruiting new volunteers over the coming months.

Anne White
March 2010