

Reading Cycle Campaign 2009 – 2010

Membership Secretary's report

	As at 1 April 2009	As at 1 April 2010	Change
Individual membership	213	182	-15%
Joint membership	106 (237 individuals)	99 (221 individuals)	-7% (-7% individuals)
Life membership	158	171	+ 8%
Total membership	608 individuals	Individuals 574	- 6%

New membership by month of joining

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Tot
IND	3	1	2	18	2	0	0	5	0	3	0	2	36
JOINT	1	1	0	14	2	0	0	0	0	2	1	0	21
LIFE	1	0	0	0	0	0	0	0	0	0	0	0	1
TOTAL	5	2	2	32	4	0	0	5	0	5	1	2	58

(These are memberships – ie. Joint membership is counted as one).

New and Lapsed members

	Year ending 1 March 09	Year ending 1 Mar 10	Difference
Lapsed memberships (including those for known reasons)	53	104	+ 49
New members recruited	151	91	- 60

(Joint membership are counted as the number of individuals declared, or two members if number of members not declared)

This year saw a membership decrease from 608 individuals in March 2009 to 574 individuals at the end of March 2010 which leaves Reading Cycle Campaign still the fourth largest campaigning group in the country affiliated to **cyclenation** (formerly CCN).

The graph of membership figures since March 2001 shows the growth in membership between 2001 and 2005, a decline in 2006 and 2007, followed by a big increase to March 2009 largely as a result of having a stall in Broad Street on a Saturday and a stall in Prospect Park – both during Bike Week. Almost all the decrease is explained by non-renewals in the autumn of 2009, coupled with a decline in recruitment.

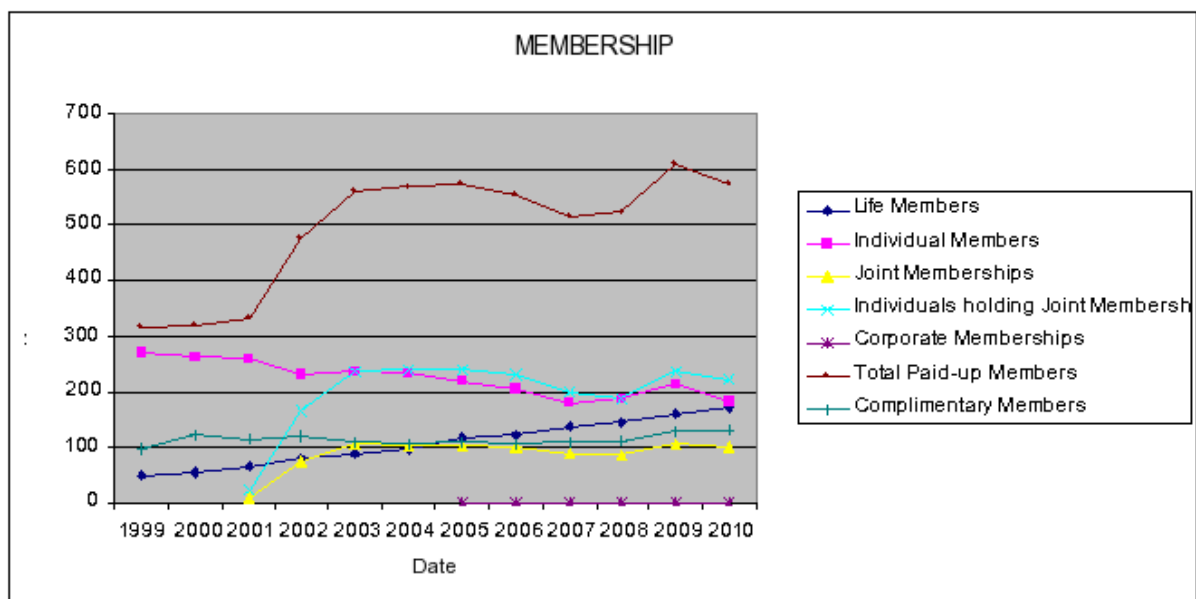
As is to be expected, the largest majority of members live within the Reading Borough Council and an even larger proportion within the Reading urban area, which takes in parts of Wokingham District and West Berkshire Councils' areas.

District	No. of individual members outside Reading Urban Area	No. of individual members within Reading Urban Area	Total No. of individual members

Other	15	0	15
Reading BC	0	370	370
S Oxfordshire DC	28	0	28
West Berks DC	12	33	45
Wokingham DC	22	94	116
TOTAL	77	497	574

Complimentary Members are those such as councillors, key council managers, Libraries or cycle shops, who get one or more free newsletters from us. There are 130 complimentary ‘members’ receiving 630 copies of the newsletter.

Graph



After the stalls in Broad Street and Prospect Park, Reading Farmers’ Market and the website continue to produce the largest number of new members. Thanks to all those involved in promoting the Campaign at these and other events. The numbers recruited at the Farmers Market shows a continuing decline over recent years – 14 in 2009, 20 in 2008, 19 in 2007, 34 members recruited in 2005, 39 in 2004. The main sources of new members are:

- Farmers Market 15%
- Website 11%
- Prospect Park stall (Saturday 13 June, Bike Week) 16%
- Broad Street stall (Saturday 20 June, Bike Week) 34%
- Bike Week 2%
- Forbury Fever (6 June) 9%
- Cycle Shop 3%
- Newsletter 5%
- Reading Chronicle 1%
- Not Known/other 2%

As RCC is affiliated to the Cyclists Touring Club (CTC) members are able to take out individual affiliated membership of CTC, entitling them to (amongst other things) third-party insurance.

Ron Knowles

Membership Secretary

09.4.10