

# Reading Cycle Campaign 2010 – 2011

## Membership Secretary's report

	As at 1 April 2010	As at 1 April 2011	Change
Individual membership	182	169	-7.1%
Joint membership	99 (221 individuals)	79 (175 individuals)	-20% (-20.8% individuals)
Life membership	171	178	+ 4.1%
<b>Total membership</b>	<b>574 individuals</b>	<b>522 Individuals</b>	<b>- 9.1%</b>

### New membership by month of joining

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Tot
<b>IND</b>	0	0	2	12	4	8	1	0	0	0	1	5	33
<b>JOINT</b>	0	0	0	7	0	4	1	0	0	0	0	3	15
<b>LIFE</b>	0	0	0	2	1	0	0	0	0	0	0	0	3
<b>TOTAL</b>	0	0	2	21	5	12	2	0	0	0	1	8	51

### New and Lapsed members

	Year ending 1 March 10	Year ending 1 Mar 11	Difference
Lapsed memberships (including those for known reasons)	104	180	+ 76
New members recruited	58	57	- 1

This year saw a membership decrease from 574 individuals in March 2010 to 522 individuals at the end of March 2011. The membership on 1 April 2009 was 608.

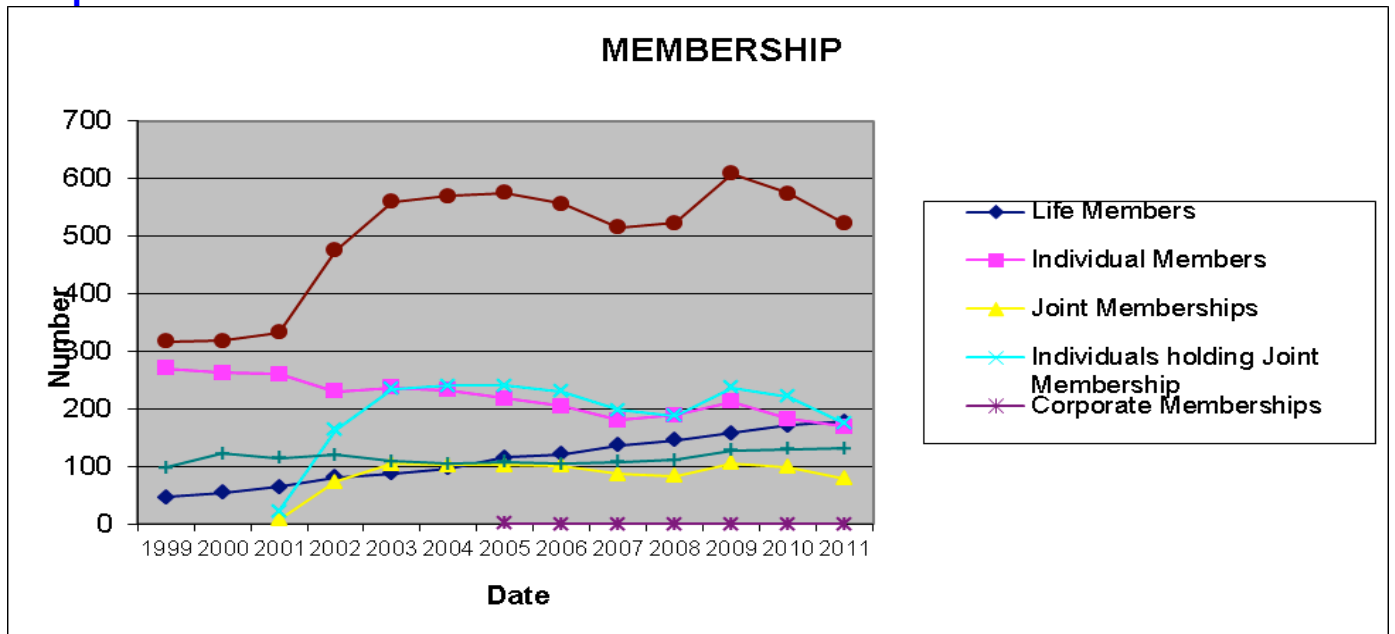
The graph of membership figures since March 2001 shows the growth in membership between 2001 and 2005, a decline in 2006 and 2007, followed by a big increase to March 2009 largely as a result of having a stall in Broad Street on a Saturday and a stall in Prospect Park – both during Bike Week. Most of the decrease is explained by non-renewals in the autumn of 2010.

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	16	0	16
Reading BC	0	321	321
S Oxfordshire DC	29	0	29
West Berks DC	8	28	36
Wokingham DC	27	93	120
<b>TOTAL</b>	<b>80</b>	<b>440</b>	<b>522</b>

**Complimentary Members** are those such as councillors, key council managers, Libraries or cycle shops, who get one or more free newsletters from us, for example there are 131 complimentary 'members' receiving 640 copies of the newsletter and 589 copies of the local CTC Runs Lists.

## Graph



Our website this year generated the largest number of new members. The Bike Week stall in Broad Street on a Saturday and our stall at Forbury Fever (a festival combined with the Water Fest in 2010) generated the next 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 – 9 in 2010, 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 16%
- Website 25%
- Prospect Park stall (June, Bike Week) 9%
- Broad Street stall (June, Bike Week) 18%
- Forbury Fever (June) 18%
- Cycle Shop 4%
- Newsletter 4%
- Not Known/other 8%

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

03.5.11