

# Reading Cycle Campaign 2008 – 2009

## Membership Secretary's report

	As at 1 March 2008	As at 1 March 2009	Change
Individual membership	189	211	+11.6 %
Joint membership	84 (188 individuals)	108 (241 individuals)	+28.6% (+28.2% individuals)
Life membership	146	157	+7.4%
<b>Total membership</b>	<b>523 individuals</b>	<b>609 individuals</b>	<b>+16.4 %</b>

### New membership by month of joining

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Tot
<b>IND</b>	0	2	0	38	0	2	26	2	2	2	0	0	74
<b>JOINT</b>	2	2	0	35	0	4	20	6	2	0	0	0	71
<b>LIFE</b>	0	0	0	2	0	0	2	1	0	0	1	0	6
<b>TOTAL</b>	2	4	0	75	0	6	48	9	4	2	1	0	151

### New and Lapsed members

	Year ending 1 Jan 08	Year ending 1 Mar 09	Difference
Lapsed memberships (including those for known reasons)	68	53	-15
New members recruited	*100	*151	+51

\* Joint memberships are counted as two people

### Length of Membership of lapsed members

No of years membership	1	2	3	4	5	6	7	Not known
%	56.6	11.3	1.9	1.9	1.9	5.7	5.7	15.1

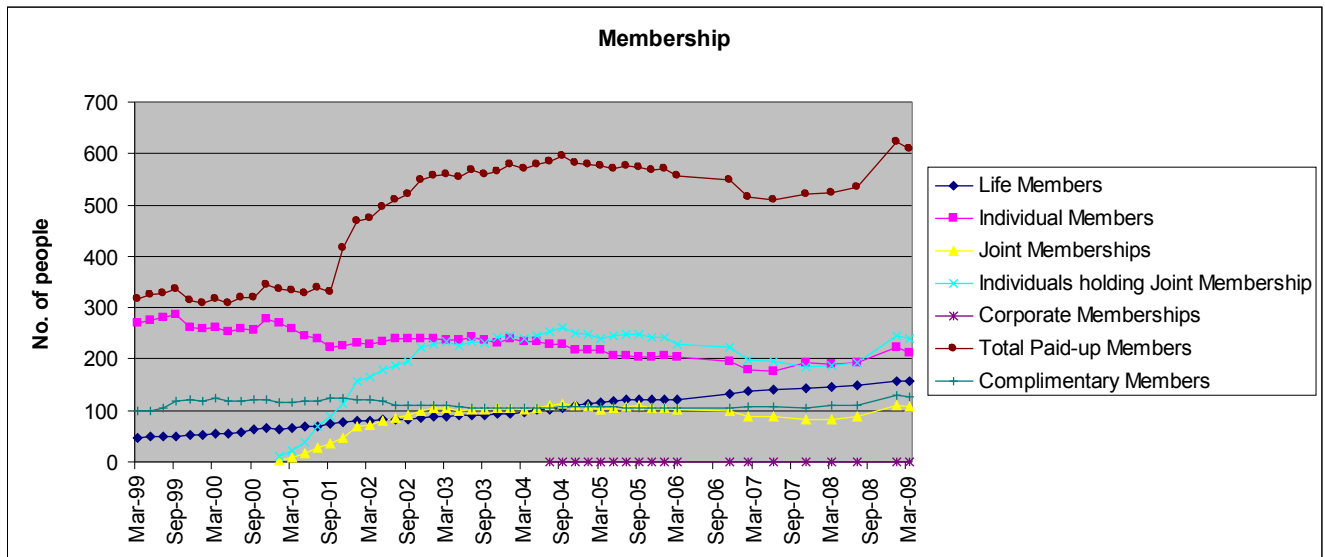
This year saw a membership increase from 523 individuals in March 2008 to 609 individuals at the beginning of March 2009 which makes Reading Cycle Campaign the fourth largest campaigning group in the country affiliated to **cyclenation** (formerly CCN)

The graph of membership figures since March 2001 shows the growth in membership between September 2001 and August 2004 and the relatively stable level of membership since then until the decline from the beginning of 2006, although, as mentioned above, membership has increased during the past year. There has been a small decrease in the first two months of 2009 but it is expected that this will be reversed during the rest of 2009 if we perform as expected at Forbury Fever, Caversham Festival and Bike Week – especially if we can get a stall again in the town centre.

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	405	405
S Oxfordshire DC	23	0	23
West Berks DC	14	28	42
Wokingham DC	24	100	124

## Graph



After the stalls in Broad Street, Reading Farmers' Market and Caversham Festival 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 – 20 in 2008, 19 in 2007, 34 members recruited in 2005, 39 in 2004. The main sources of new members are:

- Farmers Market 18.5%
- Website 13.0%
- Broad Street stall (Sept.) 12.0%
- Broad Street stall (June, Bike Week) 19.4%
- Caversham Festival (Sept.) 18.5%
- Bike Week (June) 4.6%
- Oracle event (June) 6.5%
- Other members/friends/relatives/neighbours 2.8%
- Cycle Shop 3.0%
- Newsletter 2.8%
- Reading Cycle Club 1.9%
- Not Known/other 0.9%

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

11.4.09