

Gower Cycling Festival

Notes of (Feedback) meeting on 14th October 2017 in the Environment Centre Café

Present: Ian Davies (ID), Nick Guy (NG), Pat Hansard (PH), David Naylor (DN),
Chris Walsh (CW).

Apologies: John Cardy (JC), Mike Cherry (MC), Allyson Evans (AE), David Judd (DJ),
Alan Kreppel (AK), John Sayce (JS).

DN read the summary in the report on the Festival he had prepared. We then based the agenda on the "Comments and Conclusions" Section (5): <http://www.wheelrights.org.uk/GCF17.htm>.

1. General.

Helped by good weather the Festival was again a success. The numbers were slightly up on last year. Due to the Midlands *Stourbug* club giving us a miss this year both the numbers camping and from England were down.

A satisfactory finding was that the proportion joining more than three rides was the highest yet. (See Fig. 3.)

Financially we covered our costs despite having only one sponsor (Three Cliffs Café) and having to subsidise the caterers for the party due to having ordered food for too many.

2. Registration.

Pre-Festival registration worked OK. Start-of-ride registrations could be streamlined by not asking for email addresses, ie simply record name, an i.c.e. phone No. and money received.

3. Launch.

We should continue to hold this at Black Pill provided that, as this year, the Council waive the £150 charge. We may again need Cllr Mark Child's help. In other respects the arrangements worked fine. (ie assemble 1.30pm; formal opening 2.00pm; rides start: 2.30pm.)

4. Rides.

We saw no reason to change our strategy of 'ringing the changes' with some of the rides, but retaining the more popular ones. The majority of the rides this year were well attended. The poor attendance on Rides 7 (Llanmadoc and Pots) and 18 (Port to Pottery) was probably due to the weather but may also have been due to other popular rides taking place on those days. The distribution between the three categories of ride was satisfactorily even. (Table 2.)

We shall need to be careful with next year's programme to avoid clashes between popular rides as mentioned above. Also to avoid long rides on the days when there is an evening ride/activity, ie on the Monday, Wednesday and Friday. (Susan Young made this suggestion.)

5. Camping and Party.

That there were less campers was largely due to the non-attendance of the Stourbug group. There have been no complaints although there were apparently some minor problems. Once again we are grateful to DJ for the key role he played. We will need to find a better way than extrapolating from the previous year of estimating the numbers for the party.

6. Publicity.

Most of those attending (See Table 4) knew about the Festival because they had been before. A number heard about it from the flyer and by word of mouth; none from Facebook! 3,000 A4 flyers would appear to be enough. The role of Facebook needs to be reviewed.

7. GCF18 working group.

AE having expressed her willingness to continue on the group, ID accepting our invitation to join it, the proposed composition of the group is: Ian Davies, Allyson Evans, Nick Guy, Pat Hansard, David Naylor and Chris Walsh (CW).

8. Time line.

DN suggested that, as this year, we should have the GCF18 web page on line early in the New year. It should then contain a firm rides programme plus the means of registering. To achieve this we should meet before Christmas (See 9. below), before when DN would produce a draft Programme for which he is asking for suggestions from the Working Group.

9. Next meeting.

10.00 am, ~~Saturday~~ Friday, 15 December, in the Environment Centre Café.