



MB Swindon Strategy 2016

Introduction

The purpose of this document is to define the club's strategy for three years from 2016 covering all aspects of the club, from its membership and core activities to volunteers and finances. This strategy has been written using input from members and specific forums (ride leaders and ladies forum).

This document will be reviewed in full every three years and is available to all members of the club.

Mission

The aim of the Club is to promote mountain biking, training and fitness to members and provide continued development and maintenance of the Croft Trail.

1. Membership

Membership numbers grew steadily from February 2010 to June 2014 where a peak of 369 was reached.

Membership numbers are currently 301 as 1st February 2016. This represents a drop of 7.95% in comparison to February 2015. Based on sign-on sheet analysis approximately 100 members attend club rides on a reasonably regular basis.

The aim from 2016 is to maintain current membership numbers by continuing to offer value for money membership fee and discounts, and a varied programme of activities.

Membership fee is currently £10 per annum and will be reviewed annually.

Discounts will be reviewed annually with the aim that they are relevant and attractive as part of the membership package.

The club will continue to be for members 18 years old and over.

2. Rides and Events

Rides will be led by a volunteer ride leader, and have an experienced 'back marker'. All ride participants are required to complete the sign-in sheet, which contains a declaration attendees agree to by participating in the ride.

The aim is to have at least one novice, one regular and one ladies ride per month, one weekday evening ride, and a quarterly Croft event.

The aim is also to have some 'epic' rides in the calendar, plus some 'next steps' type rides (distance or difficulty) to help novices step up to regular club rides.

A 'buddying' system will be put in place to help members step up to more challenging rides.

A revised ride grading system will be investigated and if appropriate, be introduced.

There will also be weekend away trips on offer to the club and also 'ladies only'.

The club will actively encourage and support member participation in externally organised events and will organise club-wide participation in a designated number of these 'events' e.g. Oktoberfest, QECP etc.

3. Training

There are currently three trained instructors (MIAS). In 2015 they delivered 9 courses (core and trails skills) to 53 trainees.

One more person will be invited to train as an instructor in 2016 using MIAS, to augment existing instructors and to share the delivery of courses. Course instructors will be moderated to ensure consistency and maintain quality.

The club's aim is to deliver return on investment within two years from 2016.

4. Volunteer Workforce – Committee, Ride Leaders and Administrators

Committee

Committee roles and responsibilities has been reviewed and defined, and included in the constitution at AGM in February 2016.

Normal term of office will be 3 years. Only two committee positions available for re-election at any one AGM, excepting resignations.

Ride Leaders

The club is always happy to recruit more ride leaders. Guest 'guides' from other clubs are very welcome to lead rides accompanied by a club ride leader.

Ride leaders will meet a minimum of twice per year, and Ladies forum meetings will be held minimum of twice per year.

Web/Facebook Administrators

Currently three committee members and three other members manage and administer the Facebook Group and the club website.

There is a requirement to improve the website and increase the frequency of updating of content in order to keep the club website high in search rankings.

The aim from 2016 is to recruit two more web administrators.

5. Race Team

There has been a sizeable financial investment in the official team in 2015, providing cycling outfits and covering event expenses. Part of this cost was covered by 'sponsorship' donation made to the club.

The Race Team is suspended until further notice as a number of members have either left or are now unable to continue due to other commitments. Should the Race Team resume the aim is for it to be self-funding through sponsorship deals.

6. Marketing, PR and sponsors

The aim is to improve the visibility of the club and its activities using wide range of channels available (e.g. social media, magazines, press etc.)

A PR/Marketing role will be created and defined with the aim to improve club visibility beyond its membership.

The income of the club will be safeguarded by investigating grants available to assist with some of the running costs e.g. Croft Trail.

7. Communication with Club members

The club has a website and a Facebook Group with over 1,600 members. A newsletter is produced once/month (mostly). The recent survey results indicated that 89% of members use Facebook to find out about events with 77% using it daily. 33% use the website for events and news with 47% visiting it at least monthly and 43% using it daily or weekly.

Feedback from members indicates that the stopping of events being posted to their Facebook accounts, means that they are no longer keeping up to date with the events offering.

The aim from 2016 is to:

- Improve the member experience of Facebook events.
- Redesign and refocus the email newsletter to deliver more targeted information to members including fun/social aspect.
- Seek feedback from members tri-annually via a member's survey.
- Define and implement a complaints policy and procedure.

8. Links with other organisations and Charities

The club is an active participant of Swindon BUG (Bicycle User Group). The club is a member of the working group for Moredon Cycling Hub Development. The club has been involved in the Swindon Cycling Framework and Swindon Cycling Revolution and is affiliated to British Cycling and CTC.

The club has previously provided expertise and assistance to Prospect Big Bike Ride and the Macmillan Castles Ride.

The aim from 2016 is to foster further relationships with cycling clubs from other areas by considering joint events, socials and rides.

9. Social

The aim from 2016 is to:

- Provide at least one social event quarterly for members e.g. skittles, curry night, Xmas meal etc.
- Organise at least one family orientated event at the Croft Trail.

10. Finances

2016 Income & Expenditure estimate

Income	£'s
Membership Fees	2,800
Training Courses	1,400
Clothing & Other Merchandise	350
Food & Drink	300
Sponsorship	1,100
TOTAL:	5,950

Expenditure	£'s
Administration (Affiliation Fees, Web Hosting, Stationary, Postage)	600
Training (MIAS Memberships, training.)	750
Race Team (Entry Fees)	500
Croft Trail (Materials)	3,000
Capital Costs (Tools)	300
Meetings and Catering (Room & Food costs, supplies for BBQs)	350
Shirts And Merchandise (Purchase of merchandise)	300
TOTAL:	5,800

We will continually strive to find best value from suppliers and reduce club running costs where possible.

Fundraising will be specific to a cause (e.g. charity).

11. Club equipment

The club own two gazebos, BBQ, bike-stand, camping tables, flags, banners, marshalling and trail volunteer vests and a number of Magicshine lights, plus a range of tools such as leaf-blower, various rakes and shovels. The club invested £933 on compactor, strimmer, and one set of marshalling vests in 2015.

There is no specific spend planned in respect of equipment.

The club will develop and maintain an inventory of all equipment and consider having a centralised secure location to store it.

12. Croft Trail

The aim is to continue to improve the trail, adding new features and maintaining standard of the trail and increase member participation in build days.

A sub-committee will be put in place to manage the design and maintenance of the trail including a schedule of work and will be responsible for projections of finances required for the development and upkeep of the trail. They will report to the committee.

Financial projections for 2016 have allocated £3,000 in respect of materials required for the trail.

Action Plan to deliver the strategy

Section	Action to be taken:	Who	Target date: