

Isis Cyclists

Annual Report 2015 to 2016 - November 6th 2016

Introduction

2015-2016 has been another successful and busy year for Isis Cyclists. It has continued a programme of five regular rides per month:

1st Saturday = short and steady ride (<10 miles)

2nd Weekend = medium ride (~15 miles)

3rd Saturday = long ride (20-30 miles)

Monthly midweek = Stop & Stare ride (<10 miles)

Final Sunday = Joint ride to coffee with Oxford City riders (20-30 miles)

There were also regular monthly evening social rides in the summer between May and September and occasional other rides, including a 50 mile challenge ride in early September.

Ride Statistics 2015-6

This year, Isis Cyclists ran 58 rides with another 4 falling victim of weather. There was also a highly successful weekend away which attracted 14 participants. The average number of riders on each type of ride is as follows:

Short rides: Average of 5 riders (total of 11 rides) – decrease on last year (10)

Medium rides: Average of 9 riders (total of 9 rides) – slight decrease on last year (10)

Long rides: Average of 8 riders (total of 11 rides) – decrease on last year (12)

Joint Isis/Ox Cycling: Average of 7, Isis (total of 9 rides) – slight decrease on last year (8)

Stop & Stare: Average of 8 riders (total of 7 rides) – increase on last year (6)

Summer evening socials: Average of 10 riders (total of 5 rides) – increase on last year (6)

Additional Rides: 50 mile challenge ride (9 riders) – Same as last year

At least 91 women rode with us during this time. Of these, 54% (49) had ridden with the group previously and a further 46% (42) were new to the group. The number of women riding with us has dropped over the past year as has the average numbers attending our regular rides, especially the short and steady ride on the first Saturday of the month. The leaders group has decided that there are a number of factors at play:

- A dull and wet winter
- Riders who started doing the short rides progressing to longer rides
- Lack of recruitment and publicity
- Lack of variety in start times to allow more people to take part

As a group we have been relying on "word of mouth" publicity and we have now decided that we need to be both more proactive and also to try and broaden the publicity, trying to reach women who are not yet cycling but would like to. Our main strategy is as follows:

- Upgrade our website so that it has a simpler URL
- Create a new consistent template for creating posters and flyers
- Recruit "champions" from within the pool of existing riders who can publicise our activities within their organisation, especially the large employers e.g. universities, nhs, oup etc
- Occasional newspaper articles

- Attending community events and the Green Fair etc.

Highlight

One of the highlights of the year (for me anyway!) was the weekend away which was held in June. For the first time a 2 night weekend was planned using the Cotswold View Campsite near Charlbury as our base. This proved to be a very flexible venue because it offered camping, glamping and B&B on the same site. Most of us rode out on the Friday night and enjoyed a bring and share picnic on an uncharacteristically warm evening. Two rides were on offer on the Saturday. There was a longer ride up to the Rollright Stones and a shorter option exploring more local villages and the Ditchley Estate. Both groups met up for an evening meal at the Artyard Café in Enstone. The majority of us rode back on the Sunday too.

Administration

The group of ride leaders has met three times over the year to plan the regular activities and a sub-group also met once to co-ordinate planning for the weekend away. I am constantly amazed by the enthusiasm, commitment and creativity of the group without which we simply would not function. I know for a fact, as I have often been told, that this is greatly appreciated by our membership.