



## **AGM report for Dec 10 – Coach Coordinator**

### **Overview**

This year's coaching development for the Club has seen BFCC meet many key achievements that the members expressed as objectives or wishes. As the lead coach for the club there were many highlights within our coaching year that we, as a team, are rightly proud of. The following summaries will share with you those achievements that we met throughout the year that hopefully are of interest now and in the future.

**Coaching Team** – Since the last AGM one of our original coach's – Carl Abrams – has decided that he is unable to support the club's coaching programme in the foreseeable future. I would like to take this opportunity to thank Carl for his support not only as a coach, but as a valued member of the Committee. However during the year we have successfully increased the team with the addition of 4 new coaches trained to British Cycling Level 2 - Michael Paine; Andy Bocking; Paul Stevens and Simon Auger (Boris).

**MTB Specific Coach Training** – We are pleased to advise that Tim Bizley and Gary Scott commenced their MTB Level 2 Coaching award in October and successfully passed the first stage of the course. This course enables the Club to offer more specific and dedicated MTB coaching and the learning will be disseminated to all the coach's over the coming months ahead.

**Mountain Bike Leaders Award (MBLA)** – As part of the Club's commitment to developing volunteers the Committee approved the training of 4 members to undertake this course that is designed to support club lead rides both at Bedgebury, but also during out-rides. The course is linked closely to work completed by coach's and the 4 participants are John Rivett; Andy Bocking; Paul Stevens and Simon Auger (Boris).

**Coaching Courses** – This year saw the continuation of previous successful courses that were aimed at all levels of ability from beginners to advance. The uptake for the courses was very good and we plan to build on our success and look to review the way we deliver training in the New Year. As Lead Coach I would like to express thanks to all our coach's on behalf of the members in providing such high quality, value-for-money and fun sessions.

**Cycle Development Coach** – This was a new role for the Forestry Commission at Bedgebury who part sponsored with other private organisations and other government grant money to fund the part-time post. Many members may have already met the successful appointee – Oli Ireland. BFCC has also supported this role through the use of club equipment/facilities as well as support from our coach's to help deliver many cycling activities provided at Bedgebury. Oli's primary role is to develop cycling access for people with disabilities and we are pleased to advise he has been very successful in making our sport open to everyone. Furthermore Oli's role has been extended to a full-time post as of next year and we look forward to supporting him again.



**British Cycling** – There have been moves afoot at British Cycling with some restructuring of BC Olympic Talent Programme, which resulted in John Scripps promotion to the South East/Central Talent Development Coach just over a year ago. John's replacement is Luke Anderson who took up the post as our new Regional Go-Ride Coach.

**Saturday Junior Club** – For the last few years the club has been keen to develop a Junior Club event for our younger members. Mainly restricted by the number of available coach's, this year we were able to launch the Saturday Junior Club as a result of the increased number of trained coach's. The Saturday Club is proving to be a great success and we have learnt some good lessons over this year's programme, which at present was fortnightly and this season concluded at the end of October.

**Future thoughts...** - There will be a root and branch review of the coaching programme over the next few months that will hopefully develop the coaching team themselves, but will enable us to offer a greater variety of courses. The Saturday Junior Club will continue and lessons learnt implemented with an aim to developing a BFCC Junior race team as well as continuing developing a long-term love of cycling with our Juniors. There will continue training & development for coach's to ensure we can deliver the quality programmes to our members and ensure we continue best practice.

Finally can I thank every member who has supported the coaching team over the year from those who participated to those who volunteered to help out on Saturday mornings with our Junior Club. Remember we are here for the benefit of members, so please do keep providing feed-back to the club.

Thank you.

Gary M Scott  
**Head Coach/Go-Ride Coordinator**



## Marketing Officer's Report for 2010

We designed a new club leaflet. It is a simple two sided sheet that is visually appealing and easy to read. On the front is a stylish Barry design with the club logo and website address. On the back is more information about the club. I helped write the text on the back and Malcolm designed the graphics and layout. We hand out the leaflet to promote the club at events. It can also be picked up on-site at the Visitor Centre and in Quench Cycles.

Malcolm designed the club Beanie hat with the embroidered Barry logo. So far it is popular and well liked. Malcolm finalised the design of the new club shirt and these are available from Endura in a variety of styles. We feel the modern, stylish design is an improvement on the original shirt. The first batch of shirts was ordered and distributed them to the Committee. Next year we plan to expand the range of merchandise. We are looking at producing polo shirts, sweat shirts and body warmers. We also hope to get some smaller free club items to give away at events.

We are developing a new merchandise page with online ordering through Paypal. This will enable club members to order their own merchandise online. It is difficult to take orders from people at the moment and this will simplify the process. The Committee decided that merchandise should also be available to non club members. This makes it easier to manage the merchandise page. A selection of junior shirts are now available to loan to junior riders at the races.

The Singletrack sections were named by the Committee. Some of these are the old names that have been in use unofficially for some time. Other sections have completely new names. The names make it easy to discuss sections of the trail. They add character and are more interesting than the old number system. It brings Bedgebury inline with many other UK trail centres where named trails are an important part of the experience. Alex Osborne has made high quality, attractive wooden name signs. These will be mounted at the start of each section. We are planning an unveiling event to publicise the new trail signs.

At Festival of Cycling 2010 event we manned the club stand near to the entrance. We handed out Club leaflets and information sheets, and spoke to passers by to raise awareness of the club. Overall we felt it would be better to have more people there. Next year we aim to publicise the event better with help from the Forestry Commission.

For Insomnia we marketed the event with leaflets and posters on-site at Bedgebury. There was a full page advert in the Metro and an article in the Tunbridge Wells Courier. We had a large poster at the entrance to the carpark and a flashing banner on the club website. This was successful. The Committee decided to register the name "Insomnia" and keep it for sole use of the club. We purchased a green pop-up Gazebo for use as a club stand at events. We are looking into the different options for a large club flag.

Next year I aim to finish the new merchandise page as a priority. This will enable club member so order the new shirts and beanie hats online. I hope to improve the on-site marketing at the Visitor Centre. This will include handing out club leaflets and trail maps to cars with bikes at the entrance kiosk, and putting up a club flag. I aim to do submit more press releases to local newspapers, magazines and cycling websites.

Paul Young,  
Marketing Officer 2010.



## Single Track and Trail Building – Ian Smith

In 2010 the clubs trail building team have continued with working on one Saturday a month, this has been well supported with twelve or more volunteers regularly turning up. We have continued to work on the new black route at post 72. This trail has received mostly positive comments and reviews from riders but as the name Holby will tell you it is not every body's cup of tea! The section was opened up in the late summer but unfortunately we have decided to close it for a while, this will allow us to do some repair work and to lay some more type 1 which it was always going to need to last the winter. The long term plan for this section is to add some rocks to the entrance slope this will protect it and show riders the skill level needed before the drops offs are reached.

In September some Club members along with twenty volunteers from Kent County Councils Sports department did a day's work on section one. The KCC people wanted to do a team building day and had some funds (£500) for this. We were more than happy to oversee this event and the FC was more than happy to have the cash!! For materials and food etc. The day went well and everybody was happy with what was accomplished. We did have to do some finishing touches on the next trail build and some work will be needed in the spring but the new berms are an improvement to a problem area.

We have also started work on a new section. This section will start at the bench near the radio mast. The plan is for this to be a fun red route downhill which will finish near the visitors centre car park. This route has been marked and checked by the FC's wildlife staff, we had to make a few changes to miss ant hills! We are still waiting for the final ok from the FC but hopefully we should get this soon. Some club members have been testing the section to see how its flows, so far comments have been good but we will need to tinker with it before we get it finished. This will need to be done by a contractor as the length of the section makes it too much work to be done with shovels and wheel barrows.

The finances available for this work will be needed to be agreed between us and the FC. We also need to get the Gloomy wood section repaired using these funds and a contractor.

As some of you who ride on Saturdays will know the club has a short downhill section called bluebell wood which is near a forest track called the Somme. We have made a few improvements to this downhill this year but this is an unofficial section that the FC knows about but don't look at because at the moment this section will stay off the official red route.

Ian Smith  
Trail coordinator



Bedgebury Forest Cycle Club AGM 2010

#### Press Officers Report

This has been the first year the club has had a dedicated press officer and the brief was to keep club members more informed about club activities and publicise the club generally.

During the year 25 newsletters have been written – just short of my target of once a fortnight. Highlights included the infamous April Fool newsletter informing of the acquisition of some sheep and a horse to help with trail building...

Notice boards have been updated regularly and an additional board gained which David Cole of Quench generously allowed us to put on the side of his shop. From feedback gained it seems the information on these boards is a valuable source for new members.

In the wider world, press releases promoting events – mainly Insomnia - have appeared on Singletrack World and Bike Magic websites which between them have over 200,000 viewers. I have also posted on numerous forums explaining Bedgebury's development and answering questions on topics ranging from the car park fees to the disappearance of the high level northshore.

Simon Auger  
(Boris)



### **Web Site, Forum Officer's report for year**

The web site and forum this year has again been popular with an increase of visitors compared to this time last year.

Membership forms now have a where did you here about the club section and many of these are coming from website referrals.

The forum has grown in strength and is used regularly by a core number of members but also visited frequently by Guest users.

### **The future**

We are currently looking to setup a paypal shop to sell Club Merchandise.

Website photos need updating

Website in general needs archiving of old information.

New way to advertise newsflashes as current blogger system is awkward.

Dedicated Race result web page as current system fragmented

Would like more input from members required in regards to Photos etc.



### Events officer report 2010

This year has been quite a busy year all round starting off with last years Christmas Ride with plenty of Mince Pies, stolen cake and non alcoholic fruit punch and finishing of with the Surrey Hills expedition last weekend (thanks to Boris for organising).

During the rest of the year we had the usual Saturday rides & Night rides lead by all the usual subjects even though there was a heavy call on Coach Training Saturday Clubs and race weekends.

Other significant events during the year where: -

Specialized Try a Bike Day at the end of March which saw plenty of club members trying out plenty of the bikes on offer as well as providing Marshalls & course marking for our guest on the day.

Bike Radar after the success of the Try a Bike Day the club were asked to Marshall the Bike Crits at this event over at Brands Hatch. Although the team had to work at the event a good time was had by all camping overnight and and everyone who was involved had a good time. We where also asked by the organiser to do next year but unfortunately a couple of months later Bike Radar 2011 was cancelled..... Shame

The clubs two-day bike festival organised by Mike followed this again a great success mainly due to Mike's efforts with plenty going on, on both days.

Then in September it was Insomnia our 12-hour overnight endurance race that is organised in association with the British Heart Foundation. The event was larger than the previous year by about 60 riders and the club was praised for our overall organisation course marking etc. However there was one major issue outside of our control this was the timing of the event. Unfortunately the BHF's Timing contractor let us down very badly and was unable to provide us with reliable timing during the majority of the event or results at the end. This spoilt what was a fantastic and well run event. A debrief has been held with BHF and the event will be going ahead next year and a new timing contractor will be found. In addition it has been agreed that the club will need to see this contractor in operation at a similar event to try and ensure the contractor can meet the clubs needs.

Finally a big thank you to all those who have helped with the events throughout the year from marshals, course markers those manning the tents and every thing imbetween without you these events would not happen and the club would be poorer. And for those of you who didn't help come on get involved its your club and the committee doesn't bite honest...down Patch down..



## BFCC Ladies representative end of year report.

### 2009 - 2010

I have been the ladies rep for two years now and I have to say I have had so much fun, especially this year! At the beginning of 2010 I decided to try to do something about the very small amount of women that are seen out on the singletrack, especially on club rides.

Sometimes it can be intimidating for some women to take that initial step into what has been seen as a male dominated sport, even though after getting to know everyone in the club, most people would agree with me that all the men (and women) could not be more friendly, sociable and welcoming, but of course without a way in women will never find this out!

This is why I decided to start a ladies social ride which would not be at first restricted to a regular date every month, but rather on a casual basis to find out how many would be interested.

My first was in May, and the weather was horrendous but was supported really well with, including me 5 ladies out. The next two were in July, September, and my last was in November where I actually had 3 repeat customers! Which was definitely a success even though numbers only ranged from 1 to 5, but better than none at all.

My aim has always been to encourage more women to ultimately go out on the Saturday club rides, where they will see that speed does not matter that much as there is all abilities, and they will not be left behind, as is sometimes the perceived image of club rides, and of course nobody ever does get left behind. For me riding as a mixed group is about the best fun that you can have and should be the way forward. I also decided to lead by example and start racing in the Bedgebury races this year and also in Insomnia, where there is such a poor turn out of women, in fact the BHF could not give out trophies for all the categories because of a lack of all women's teams!

So next year (if I am re-elected of course!) I shall continue to hold more ladies rides, maybe starting earlier in the year so more can be fitted into the calendar, and you will see me out on the race course with hopefully more female challengers!

Ali Jarvis  
BFCC ladies representative.



# bedgebury forest CC

2010/11	Financial year 7 April 2010 to 5 January 2011			
2010/11	b/fwd	income	expenditure	c/fwd
Club	6,035.42	3,427.20	-6,073.95	3,388.67
Parking	8,613.00	1,848.70	-1,557.50	8,904.20
<b>totals</b>	<b>14,648.42</b>	<b>5,275.90</b>	<b>-7,631.45</b>	<b>12,292.87</b>
				Bank Balance confirmed by last statement.
Race float	95.77	464.00	-684.03	-124.26
Bank		Nat West		
sort code		55-70-13		
account no		78141516		
account name		Bedgebury Forest Cycle Club		
The financial report was compiled by Valerie Osborne				
The Money that comes to the club is in two ways:-				
Money that is paid by members to cover the cost of parking belongs to the Forestry Commission who allows the club to use it for the sole purpose of trail development.				
Money that is paid by members to cover the cost of membership and money that is raised through grants and sponsorship belongs to the club and is spent on what the club deems appropriate.				
Parking total for fin year to date = £8904.20				
Club total for fin year to date = £3388.67				