audax comms update 12 October 2016

My apologies for lack of attendance at the meeting but an unexpected delay has given me an inescapable clash of deadlines.

Regarding the web site development – The loss of Richard Jennings prompted me to ask Jason Pelta, an experienced project manager of similar web sites, to give us his perspective on our project. As an impartial advisor I am optimistic that he will be able to outline a possible strategy and road map to enable us to get back on track.

Until a realistic time scale has been established I am reluctant to begin the development of Arrivée as I would prefer the two projects to be relaunched together, as discussed previously.

Richard has asked me to organise a *SurveyMonkey* for the initial sample questions developed by the team and I will need to compile a list of members to send this to. Any help or suggestions for who these members might be would be useful.

I have been working with Allan Taylor of Southport CC who has been very efficiently checking stock and ordering replacements for badges and medals. The revised designs, together with a couple of new ones are now in production. The two latest designs are for the York Arrow and the 100,000 kilometer awards, neither of which you will have seen:

Unfortunately these two were needed in a hurry and I didn't have time to run them past anyone else for approval... so I hope you like them!

Allan has been really on-the-ball with the reordering and stock assessments and I would like to thank him officially for his efforts. He is happy to continue running the on-line shop and has forwarded the following pages for the board's approval and askes if the issues in red can be answered by the board.

Regards
Ged Lennox

Ordering and Distribution of 40th Anniversary Medals

Where a decision / action is required by others the text is **highlighted in red**

From the AUK web site

Riders of a Super Randonneur series (4 rides, one each at minimum distances of 200km, 300 km, 400km and 600km) during the 2015-2016 season will receive a special commemorative medal at no cost!

And the third one?
For the really dedicated there is a unique award for this season only for those achieving 40 points (that's 4000km in BR or BRM rides)

Order Placement

Current quote from MBC based on:

380 off 40th SR, 190 off 40@40 medals, plus orders for other medals required (i.e Brevet 5000, Super Randonneur (boxed and normal), Randonneur 1000, Brevet 1000) is

380+190 = 570 off at £1.57 plus VAT each = approximately £1,080

Delivery 4 to 6 weeks from order placement.

Note – quantities to be adjusted as results are finalised on aukweb.net **Authority to place order**

Distribution

I intend to use a “mail merge” from an excel listing of the qualifying members to generate address labels and any covering letter (see below). With assistance from Francis Cooke, I have the necessary SQL query and I have run the query to determine numbers as known at present which are:

SR and 40@40 recipients	154
SR only	216
40@40 only	24
Total packages to distribute	**394**

Ordering and Distribution of 40th Anniversary Medals

Heavy duty C5 envelopes containing two/ three medals qualify as “Large Letter” mail.

I have checked on the stock of the 40th anniversary medal (yellow one) and from the original stock of 2,000 there are approximately 1,500 remaining. **I would therefore suggest that we issue one of these medals to each recipient.**

Covering Letter

I expect the Board would like to send a personalised covering letter with each package, which would require three different letters. **I would ask that any text be generated and sent to me as soon as possible.**

If Audax have any “letter headed” paper I would ask that I be sent 500 sheets. If not a header to be **designed to add to covering letters**. (It may be that the brevet card production secretary could produce letter heads??)

General

In terms of time scale, I would intend to prepare covering letters, envelopes etc while medals are being manufactured so that distribution would be ASAP after delivery.

Estimated Costs

Item		**Cost**
Supply of Medals		£1,080
Envelopes - 400 off		£32
Postage - 400 off large letter stamps	96p each	£384
Address labels (guess)		£15
Paper, print cartridges etc.		£25
Total		**£1,536**