Audax UK

Communications Director's report, 9th October 2019

Board/Delegate contacts:

As agreed on the teleconference in August, all of the Board and Delegates contact details in Arrivee have been updated to bring them in line with the information available on the web site. At a basic level, AUK email addresses have been published. Where (and only where) an individual has provided other information, such as postal addresses, these have been published too. I hope that this will make it easier for members to identify and contact the relevant person with any query they may have.

Arrivee and related matters

We have agreed to buy an AUK camera, which will be held by the editor of Arrivee, to ensure that we get good quality photographs of key events such as the awards presentation at the reunion.

Ged Lennox, the current editor, has also indicated that during the year he will attend some calendar events to supplement the supply of 'action' photographs from other contributors.

This is particularly important for images to be used on the covers as the majority of photos supplied have been taken using camera phones and are not of sufficient resolution to use as a whole page image.

Ged has also agreed to prioritise producing new designs for brevet cards and badges, once the forthcoming issue of Arrivee has gone to press.

Banners

I now have a small stock AUK banners at home, which can be dispatched to organisers on request. If the Board agrees, I'd like to produce some more, so that we have them on the stocks, and encourage organisers to use them.

PBP

While trying to avoid ‘dot watching’, during PBP we kept up a regular Twitter commentary on both the event itself and the progress of individual riders.

Our pre-PBP press release was turned into an online article on the Road CC web site but, sadly, once again the event seems to have been completely ignored by the majority of the cycling press.

AUK PBP jerseys

Reaction to the design was, for the most part, positive. ForceGB tells me that it took 71 orders ahead of the event – so about 12% of AUK participants – and has continued to receive orders post-event.

Rob McIvor