

Minutes of a Meeting of the WNBR London Collective

Held at the Royal Festival Hall, 19:30 Thursday 15 February 2018.

(Action items in *red*)

Present: Cy, Harvey, Ian, Luigi, Simon

Meeting dates:

Reminder: meetings will follow the usual pattern of the third Thursday of the month at 19:30 at RFH (unless otherwise agreed):

1. Thursday 18 January 2018 19:30 at Royal Festival Hall
2. Thursday 15 February 2018 19:30 at Royal Festival Hall
3. Thursday 15 March 2018 19:30 at Royal Festival Hall
4. Thursday 19 April 2018 19:30 at Royal Festival Hall
5. Thursday 17 May 2018 19:30 at Royal Festival Hall
6. Test Ride(2 June 2018 tbc)
7. Pre-ride finalisation and radio check (7 June 2018 tbc)
8. Post-ride review (tbc)

Slack

Some but not all members are using the new “Slack” collaboration tool. We should try to get everyone using it instead of multiple emails copied to everyone.

Liaison with the authorities

Kiran and Paul have produced detailed guidance notes and set up a shared Google drive with past artefacts used for the liaison work. They are also available via Slack or email to handle further queries.

The interdependencies mean that is not so easy to carve up this work as we had supposed at the last meeting. We need to communicate our proposals at a detailed level to the police – “turn by turn”. The parks and boroughs will want to know that the police are content with our proposals before they approve. The Royal Parks need to agree what access we can have before we can fix our routes and timings. This means that Ian, Rob and Simon will need to work together iteratively with these various stakeholders.

Step one, therefore, is for us to define our provisional routes. Unless changes are contemplated or subsequently need to be altered, there is no reason why these should not simply be the same as last year (which improves the case for them to be accepted again this year).

Action: all start leaders to confirm to Ian the route they wish to propose.

Cy had consulted with other WNBR UK ride leaders about insurance. There is planned to be another Bike Week this year and we are riding during that week, so there is a general belief that the insurance will again be suitable for our needs. We will make this our working assumption but keep an eye on the situation. Simon confirmed he was happy to be the named contact again for our Bike Week registration.

Our new liaison team will need access to the alo-london@wnbr.org.uk email address we customarily use for this purpose.

Action: Kiran agreed to advise our contacts then hand it over to Ian.

Start points and leaders

Harvey had interacted with the property owners and established that Kings Cross could not be used on 9th June due to clashes with other planned events. We have communicated this on social media.

Given that, Harvey has agreed to lead the Regents Park start and we tentatively allocated Rob and Alexia to assist him

The remaining start, Hyde Park, is usually the toughest undertaking. We agreed that Luigi would lead it again, assisted by Simon, along with John provided he is able to get back to London to help us. More marshals would be desirable.

Given what we know about the police and parks approvals process, and given that we have enough volunteer leaders and marshals, it was agreed that Regents Park and Hyde Park could now be confirmed to our supporters (although they will be subject to alteration if there are issues with the approvals).

Action: Cy to update on social media and wiki.

To summarise, the starts, leaders and primary marshals are:

Clapham Junction	Mike	Celia	Harriet
Hyde Park	Luigi	Simon	John
Kew Bridge	Ian	(ano)	
Regents Park	Harvey	Rob	Alexia
Tower Hill	Natasha	Esther	Cy
West Norwood	Derek	Jez	

In terms of sign ups, it was agreed that it should be clear that people can attend without registering in any way (as many people would not wish to think their participation could become public knowledge). We also agreed that the sign up mechanism in FaceBook was a good way for supporters to invite their friends. However, we know that the numbers are unreliable so it was agreed we might also publish a poll (that doesn't look like it clashes with other sign up mechanisms).

Action: Cy to slip out a poll at some stage during the social media campaign.

We might not have enough first aiders. The recent recruitment ad on social media only brought in another two. Harvey volunteered to see if he can set up some training for us to get a few more collective people qualified.

Action: Harvey to investigate first aid training

Things we need to buy

We agreed the collective needs to buy (in good time) more marshal armbands. Derek had previously identified a good, cheap source for these.

Action: Derek to acquire armbands to replenish stocks and have a buffer for the future

Other things we agreed we should consider buying are:

- WNBR hats for leaders and marshals
- Flags for us and for sale to riders
- Website – discussed in more detail below
- First Aid kits

Publicity

Simon has suggested various activities before and during the ride to boost publicity. We should think of practical things we could do. It would be good to identify venues and organisations for:

- Flag making
- Bike Hire (Rob)
- Bike maintenance and repair
- Student support
- Support and promotion from acceptable friendly organisations (not amounting to sponsorship)
- Pre-ride body painting
- Post-ride socialising

Action: all to consider and propose practical ideas for publicity and promotional activities

Social Media

The FaceBook and Twitter posts to spread news about the date were very successful according around 50,000 good organic hits to date. We will keep trickling out content until the main thrust around 4-6 weeks before the ride.

There has not been much activity on the social media area of Slack and no one was aware of any progress on Instagram.

Action: Cy to set up an account to get our stake in the ground in preparation for future development.

Website

The collective talked through the findings and recommendations in the paper from the #website team, as previously circulated. 10 collective members had contributed to this body of work and we thanked them for their excellent contributions.

We recognised the dangers and implications of holding personal data, particularly from 28 May when the new General Data Protection Regulations (GDPR) come into force. It would be burdensome to meet all the requirements given our small size and reliance on volunteers, so it was agreed that no element of our own website should include personal data about participants. This precludes sign ups, contact details, chat rooms, user's submission of content etc.

The paper includes a design for content characterised into existing information, new content and new functionality. The meeting agreed the paper's conclusion that all current info could be included in the structure as shown (ie those elements marked in green). We would also agree to the inclusion of people's stories and a photo/video gallery provided the content was only sourced and filtered by the collective with no mechanism for direct upload by users. Storefront, contact collection, chatroom functionality etc would not be supported directly on our site, although we might link to professional third-party services that can perform those tasks for us: eg MailChimp for contacts, Flickr for photos, YouTube for video, FaceBook for chatter etc.

Decisions:

1. It was agreed that we should create a new website with content as described in the paper. It was noted that we could review this in the future if the result, cost, utility or support is considered not to be beneficial.
2. We need to transmit and respond to supporters wherever they are rather than expect them to come to find us. Accordingly, we need to maintain and exploit all our social media and website channels, albeit minimising effort and duplication.
3. It was accepted that most knowledgeable people considered WordPress to be the best option and we would proceed on that basis.
4. Funding for the domain name and WordPress hosting from WNBR London funds was approved and authorised.
5. Due to concerns about affordability and priorities, it was agreed that the collective will investigate and pursue options for effective ride-day communications that do not require the hire of expensive radio equipment.

Action: #website team to update paper with agreed conclusions

Action: #website team to proceed with acquisition and development of website

Ride-day command and control

Following on from the conversation about funding priorities, the collective considered that the use of specialist radios had not been a success and was not good value for money. A better model might involve a central co-ordinator, where each ride leader or their marshal can phone, text or join in group chat to exchange progress information or deal with any problems. We might look at Slack, FaceBook or another chat tool. One key consideration is that the solution still needs to work if it is raining.

Action: ride leaders to think about practical options.

Next meeting: 7:30pm Thursday 15th March in the Royal Festival Hall – seating area by the side entrance near the statue of Nelson Mandela.