

Minutes of a Meeting of the WNBR Planning Collective

Held at 242 Norwood Rd, SE27 9AW, 18:30 Saturday 22 July 2017.

(Action items in **red**)

Present: Alexia, Cy, Derek, Graeme, Harvey, Ian, Luigi, Simon, (and other non-participating supporters were present)

This was the post-ride meeting, addressing the revised constitution and lessons learned for next year. These notes include details of this year's ride along with the feedback received. Some of the feedback was fed in by email (and not necessarily discussed during the meeting).

Constitution:

Ian described the proposed changes, which were based on previous discussions by the collective (see previous minutes). One correction was agreed: item 7.3 should require approval for payments "by two of the officers" not "by all of the officers". All participants signed the amended copy which is now formally agreed and will be published on the Yahoo groups. **Action: Ian**

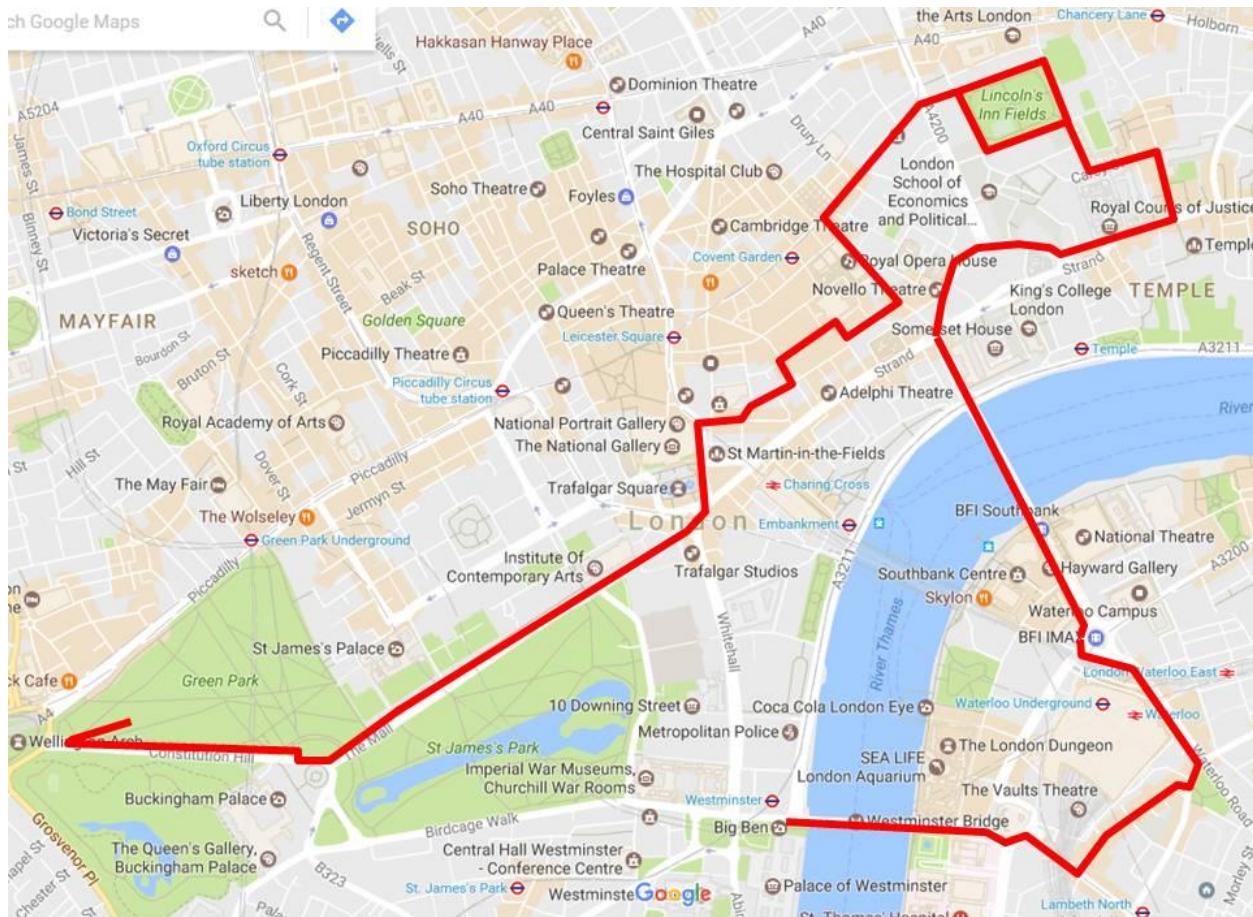
Recap of this year's ride:

There were seven starting points. Ride leaders followed their separate routes until they adopted a common route from Westminster Bridge, but did not necessarily join together until the main merger point at Lincolns Inn Fields. This was intended to reduce delays.

Start	Meeting Point	Gather	Ride	Leader	Main marshals
Tower Hill	Trinity Square Gardens, EC3N 4DJ	14:30	15:00	Natasha	Cy, Esther, Steve, Simon T, Chas
Kings Cross	Lewis Cubitt Park, N1C 4UZ	14:15	15:00	Harvey	Simon M
West Norwood	242 Norwood Rd, SE27 9AW	11:00	14:30	Derek	
Hyde Park	North Carriage Drive, nr W2 2ET	14:15	15:00	Luigi	Kiran
Regents Park	Cumberland Green, nr NW1 4NA	14:30	15:00	Paul	Alexia, Rachael, Sheridan
Clapham Junction	Grant Road, SW11 2NU	14:30	14:45	Mike	Rob, Celia
Kew Bridge	North end of Kew Bridge nr W4 3NQ	13:30	13:45	Ian	

nb – not all marshals have been noted

The combined part of the planned route is shown below.



Many riders prefer not to register their participation on FaceBook, but the numbers provide an indication of the relative popularity of the starts and overall numbers.

FaceBook Stats	Invited	Interested	+ Went	= Both	%
Hyde Park	71	143	155	298	38%
Tower Hill	323	156	116	272	35% (verified count was 200)
Clapham & Kew	131	63	41	104	13%
West Norwood	75	106	64	170	22%
Regents Park	141	75	64	139	18%
Kings Cross	33	109	71	180	23%
	774	652	511	1163	

If the verified ratio of 200/272 at TH was replicated at other starts, that would suggest an actual turnout of 855. On the day, one observer claimed over 2,000.

What worked well:

- Excellent day, enjoyed by most people. Good turnout, high numbers, good weather, good spirit, good behaviour, good reactions from authorities and public, high feelgood factor!
- Pleasantly surprised by numbers at the new Kew Bridge start.
- Advance publicity worked well. Good social media campaigns on FaceBook and Twitter.
- Best Twitter tweet was the main announcement with the WNBR Cartoon that reached 21,086 people.
- Best FaceBook post was the link to the safe WNBR Video which reached 19,039 people. The ride start details with cartoon reached 15,023.
- These social media results are far higher than our number of subscribers due to the number of shares and tagging.
- Press release and photocall went to 34 organisations. Press coverage pre and post ride was predominantly positive, with several including good photos and our explanations of why nudity is legal. Less emphasis given to our mission. Time Out again gave us excellent pre-ride coverage in the print edition and online.
- Direct involvement from several professionals, including: French TV Stephane Ligeoix, Ben Church, Sunday Times – Laura, Guardian - Alicia Canter, Disorder - Atina Dimitrova.
- Rob delivered posters and handout cards to many London cycling outlets. Mostly they took the cards but not the posters.
- Got our Bike Week registration and insurance (named contact was Simon M).
- Got Police and Parks approvals. Police seemed friendly (organised by Kiran).
- All converged at Lincolns Inn Fields, without feeling the “panic” of trying to bring the rides together earlier.
- The presence of free dairy-free yoghurts was well received and did not raise any concerns vis-a-vis sponsorship.

Variances from planned routes and timings

- A revised Tower Hill route was followed to avoid London Bridge and Borough Market due to the terrorist attack.
- TfL published road closures around the Buckingham Palace area due to royal events but would not confirm details leading us to plan for three route contingencies.
- Two protests were planned for Parliament Square following the election, leading to some routes taking a short cut to avoid the area.

- At least two groups went around the County Hall roundabout and into Forum Magnum Square (which was not the planned route or a planned stopping point). They were led back on course via the cycling route to Waterloo Bridge – but that was also a learning point because the route up the side of the bridge is narrow with vehicles coming the other way – they should have gone via the roundabout.
- One group got lost near LIF. Where? They don't know because they were lost.
- The main body of the ride went to the wrong finishing point towards the new bomber command war memorial at the end of Green Park instead of the "circle of trees" location we had planned. We knew there was not enough space there (because of roping off of the grassy areas) so the finish was very overcrowded and clogged. The lead marshal who went there had been told to stop at the end of the park – but not where.



Timing:

- TH reached Westminster Bridge at 4pm (Big Ben was chiming), which was 15 mins late.
- A large number of people stopped at Forum Magnum making them late.
- Some groups had taken a short cut to avoid Parliament Sq demonstrations (which turned out not to be a problem – but we didn't know that until we got there) so they were running early.
- So, there was a long wait for some at LIF – around half an hour from first arrivals to last. Left around 4:55pm
- Ride finished around 5:30pm.

Other feedback:

- Radio comms – several people struggled to make good use of the radios and were frustrated that their attempts to transmit did not seem to work. Incoming ride-wide announcements were useful.
- Some riders complaints about rudeness or bossiness of marshals.
- Not enough marshal armbands or hi viz, caps etc
- Didn't get the flags sorted out – need more flags and signs.

What we could do better:

- Better briefing of marshals about the planned route. (Someone should have been at the front each time people went the wrong way.)
- Consider an earlier merger point – some people like to merge late / some people like to merge early. We recognised the value both in covering different parts of London and also in riding en masse through the key central points, such as Downing St and the Houses of Parliament.
- Suggestion that we should consider re-visiting Oxford St.
- How can we avoid some people being annoyed that we didn't finish at Wellington Arch without advertising that we don't plan to finish at Wellington Arch?
- Suggestion of start point at Elephant and Castle.
- Kew Bridge and all other starts should have own FaceBook events.
- Pay more attention to getting the right synchronised timings
- Better methods for marshalling – leader, front rider, rear rider, corkers etc.
- Should we recruit stewards to guide riders at important turns?
- Get radio comms working well. Maybe a simpler set up or system. Maybe revert to single open channel but with better discipline.
- Get more armbands or caps and hi viz for marshals.
- Get more people handing out the handout cards.
- Get better at getting people invited on FaceBook.
- Use our previously collated email lists to send info and invites. (Bernard Boase had previously managed these.)
- Get better at fund raising.
- May need new insurers at a cost next year.
- Promote flag making and signs. Organise getting/borrowing flags.
- Better seat cover publicity and sales.
- Consider offering merchandise in advance, eg flags, seat covers, posters.
- More helpers!
- Keep Kiran and Paul on the team! Or need handover re authorities.
- Better national and global WNBR alignment and co-ordination.

Next meetings:

Early 2018 – possibly third Thursdays, hence 18th Jan 2018 - tbc