

Minutes of a Meeting of the WNBR London Collective

Wednesday 08 September 2021

By Zoom Videoconference

(Action items in *red*)

Present: Barbara, Cy, Dan, Dave S, Dave W, Gav, Harvey, Ken, Mike, Natasha, Paul He, Phoebe, Rob J, Simon Mr,

Apologies: Joe S

Dates and meetings

We agreed to cancel the October meeting as the ride has been completed.

12 January 2022 was agreed as the first meeting date for planning the 2022 ride. It will be by Zoom. We are required to appoint treasurers at the meeting. We will also need to agree which volunteers will tackle which activities. Cy has provided a long list of current activities.

We will continue having meetings on the second Wednesday of each month (subject to any further discussion in January).

We confirmed that 11 June 2022 is the planned date of the ride for 2022, being the second Saturday in June as is our normal timing. This date can be published and publicised with appropriate text to show it is subject to confirmation closer to the date.

Request from WNBR UK regarding funding

The WNBR UK fund is running low so should we fundraise for the UK fund in addition to our own fundraising? Rob J from WNBR UK explained the history of the fund and its purposes. It pays for the insurance that covers all UK rides including London; this is very expensive. As half of all participants come to the London ride it was agreed after discussion that London should contribute 50% of the insurance cost.

Cy demonstrated a possible change to our donations handling on PayPal. It could give supporters a choice of donating either to the London or to the UK fund. It was decided that we would not do so, but instead be willing to consider other ways to help provide appropriate funding for WNBR UK if it appears that more is required. WNBR UK should advise us if and when this is the case. **Action:** *Rob J.*

WNBR London Funding

Year to date, donations and seat cover sales have outweighed expenses, leading to a £412.31 increase in funds. The full-year figures will be presented at our January meeting.

Achievements in 2021

After 26 months, we succeeded in running a good, well-attended ride on 14th August 2021, which had been delayed due to pandemic restrictions. Based on the feedback from start leaders, we estimate that 1,200 people took part. This year we ran a marshals' briefing presentation and discussion by Zoom for the first time. Another addition to the arrangements this year was the inclusion of an accessible option.

The start points were Clapham Junction, Croydon, Deptford, Hyde Park, Kew Bridge, Regents Park, Tower Hill and Victoria Park. The accessible option rode between the first and second rest points. The routes covered 53 miles (85Km) of roads, crossing 14 Thames bridges on the way (not counting return rides).

The other major endeavour was another #NotTheWorldNakedBikeRide programme to mark the original date – 12th June 2021. 16 people were featured in the Zoom-In. Videos were published of the sessions on WNBR body painting, body positivity and cycling in London.

There were many other notable accomplishments including: a record number of meetings (all by Zoom), great media coverage, new handout cards, poster, London Live TV interview, articles eg Bike Magazine, inclusion in the Bike London guide, press releases sent to 65 media targets, first-aid training course, flag-making party, bike hire by LBTC, bike maintenance by Fettle, an unofficial afterparty, ride highlights video, and a new YouTube channel (to provide an alternative to the Vimeo channel).

Web and social media have performed well. The tweeted announcement of the revised ride date achieved a remarkable 409,056 impressions with 9,947 people engaging. Twitter, with 8,175 followers, has now overtaken Facebook which has 7,757. Instagram is also showing promise – we built up from zero to 1,301 followers.

In the year to date, the website had 89,303 unique visitors, peaking around ride date. We had 2,225,398 hits in the month of August out of 4,326,971 year-to-date. Google searches were performing well with 28,800 link clicks out of 179k times we came up on searches.

Feedback, lessons learned and suggestions

Barbara collated and circulated a large volume of feedback from the marshals. Further observations were contributed during the meeting. This feedback should inform our planning for 2022. Notes have been retained but not published.

Problematic photographers, spectators and participants remain a major concern. There was one written complaint about harassment by photographers, which Dave S handled. Some aggressive onlookers were arrested by the police. We suspect these people were intentionally targeting the ride and not just passers by. There were another three acts of aggression reported by marshals. We had participants crowding and tarrying at unscheduled points – particularly Waterloo Bridge and Buckingham Palace. There was a complaint about encroaching on private property.

We have been taking action to reduce these problems over the years. There were many suggestions to further reduce the problem, which merit further discussion in 2022.

- Revise our guidance to include any further advice.
- Do more to get participants to read our rules, requests and advice (which already cover many of these problematic situations and provide useful tips).
- Consider whether we could provide some limited professional security to oversee the finish and possibly some starts.
- Review arrangements for starts, rest points and finishes – what more can we do, eg barriers, tapes, no photography zones etc? Bear in mind that we don't have permissions at most locations!
- Consider designated areas for people who want to hang around and get photographed – this should draw away photographers from other participants (who are advised not to hang around). There is a growing number of sex workers and exhibitionists who want to attract attention.
- Encourage participants to take safe legal actions if they see someone being pestered or distressed (eg tell the perpetrator they are out of order). See It – Say It!
- Review routes. Maybe we should avoid Whitehall as it often has aggressive bystanders. Revisit the idea of finding a private finish point – even if it costs significant money to hire. Ideally this would also be the afterparty location.
- Try to get more assistance and interaction from the Police (who have been less and less involved year-on-year over the past decade).
- Have more marshals and give them better training. Establish protocols for interventions, dealing with troublemakers and corking etc. Marshals should stay on duty until most participants have dispersed.
- The buddy group idea is good but we need to exclude people with the wrong motives.
- All start groups should have at least one female marshal if possible.