



CTC Devon – Publicity Officer report for 2014 AGM. 2nd November 2014.

It's been a very busy year for the CTC in Devon with lots of events and activities to report on.

As usual, shops have been sent copies of this years events list, and often spare Highwayman Magazines and other literature have been given to local bike shops to display.

Flyers were also produced for the Devon Delight and Devon Dirt events, and information about most of our events has been sent to local papers (e.g. Herald Express, Mid Devon Advertiser, Express & Echo and Western Morning News.)

The opportunity arose to publicise the CTC generally at the Plymouth Sky Ride, where we made use of the local CTC Gazebo provided by Brett Nicolle. There was a fair amount of interest during the day. The opening of the new Torbay VeloPark saw another occasion to publicise both Torbay and Devon, and we had a big stand there with the local section also arriving in the afternoon.

We have acquired quite a lot of CTC literature and promotional material from HQ to supplement our display stands, and much of this has also been given out at events like Devon Dirt and Devon Delight. We also used money from the proceeds of the Devon Dirt to purchase another 500 CTC Devon water bottles, and this have been distributed amongst members, and given away at events, and also given to some local shops to give away with bike purchases.

The various facebook groups for CTC Devon and other specific events that have their own pages are continuing to grow as social media becomes more integrated into the way the club publicises and organises events.

Also our various web pages seem to be popular, with a steady stream of visitors, and all of what the club provides available for people to view.

Local press have regularly printed post-event reports that have been sent in, often with colour photos of the event accompanying them.

Working in association with Rowcroft Hospice has also given us another outlet to reach more potential riders, as they publicise some of our events in their schedule of events.

Hopefully all these things together are helping to promote the local CTC in an increasingly busy cycling marketplace, and encourage a flow of new members into our club.

Hopefully 2015 will be just as exciting a year for cycling with more opportunities to promote what we do.

Graham Brodie