

## **CTC Devon – Publicity and Website report 2013. Graham Brodie.**

It's been quite a busy year in terms of promoting the Devon CTC.

We had a large CTC stand at the Tour series events at Torquay in May, and also at the Plymouth SkyRide. Brett Nicole ( CTC Cycling Development Manager, based in Plymouth) acquired a nice new CTC tent with logos, and also some flags. This has given the club a good presence at these and other events.

Roy Russell also had a large quantity of CTC Devon water bottles made, and these have been given out free to public at Cycling events.

It was hoped to have a CTC stand at the finish of the Haytor ToB stage this year, but it's been difficult to get people to man the tent.

I'd like to thank Julie Lang for the amount of time and effort she gave up this year helping at CTC stands and events, and also Roy Russell and Geoff Sharpe and Arnie Read who also put a lot of effort into helping at public events.

Events leaflets were printed and distributed, and Exeter and Torbay sections had business cards printed and these have also been distributed. Torbay also had a large quantity of colour flyers printed, and these have been given out to local cycle shops and other outlets.

In terms of the local press and media publicity, there has been less reporting on CTC events this year. This is probably due in part to the sheer amount of cycling events on in the area, as cycling in general is receiving a great deal of publicity. However we have had reports including photos of our main events.

The Facebook Groups for CTC Devon and CTC Torbay are widely used and growing. Several CTC riders are now SkyRide leaders and they have managed to tap into this as a source of potential new riders.

The website seems to be well used with a high number of visitors, and the news pages are regularly updated for the Devon site, and Newsletters are published for Exeter and Torbay groups.

The website ( [ctcdevon.co.uk](http://ctcdevon.co.uk) ) pages were refreshed this year to look a lot more like the main site, and whilst they don't have the same functionality, hopefully it indicates that we are an integral part of the CTC.

Plymouth and South Dartmoor continue to run their own pages in their own style.

I hope in 2014 we can publicise the club even more locally and capitalise on the great increase in cycling in Devon in the last couple of years.