

## **CTC Devon – Publicity Officers report 2015**

2015 – another busy year with lots of events and lots of things happening. We have managed to get a lot of reports and features in local papers, including a full page in the Mid Devon Advertiser after the Freewheeling Event.

Quite a few Devon events were featured in the Audax Magazine – ARRIVEE – with articles written by members, and the Dartmoor Ghost had a feature article published in the Active Dartmoor Magazine.

Events leaflets were circulated to bike shops in Devon, Cornwall, Dorset and Somerset, and this year business cards were produced for Devon Dirt, Dartmoor Ghost and the Devon Delight.

The planned gazebo/tent idea never happened but hopefully we can organise this for next year.

A large selection of photos has been contributed to support articles in our Highwayman magazine and also the website and the Facebook pages which are continuing to grow steadily. The Devon website is currently a bit out of date due to a computer failure, but hopefully this will be resolved in the very near future.

As in the previous year we struggle to compete for publicity against some local clubs who have vast resources and the support of large organisations to assist their rides and organisation and publicity but I think we are holding our own.

A presentation was given to the Teignbridge Cycle Group explaining what CTC was and did. Materiel to support the presentation was requested from HQ but not forthcoming. Hopefully this will be resolved soon so that we have an electronic form of publicity that we can use at events and meetings.

Also there is a new CTC manager in Plymouth who we believe may still have the CTC West publicity tent and banners which we may be able to use in future, but this needs to be confirmed.

Graham Brodie. 13<sup>th</sup> November 2015