

Management committee Skype meeting Minutes – Thursday 28th July

Present: Geoff Rone (partially), Joe Duncely, Anthony Cartmell, David Arditti, Jim Davis, Sally Hinchcliffe, Mark Ames

Launch

Jim, Mark and David will meet at the South Bank on the 7th August to recce the location. Meet at the cafe of the Royal Festival Hall under Waterloo Bridge (where the critical mass gathers). All welcome with an interest in being involved

Merchandise

This will probably be organised through Cafe Press or something similar at least to start with until we are sure about volumes. For a start, probably simple t-shirts and mugs with the logo and 'making riding a bike as easy as riding a bike' or 'making riding a bike as easy as ... you know'. We will also look at having stickers and pens as giveaways for the launch. Jim and Anthony to take the lead on this one, in collaboration with the Manchester set as they include some graphic designers among their number

We'll also be looking at getting postcards printed for the launch with a concise manifesto on the back - see under policies

Competition.

This replaces the soft launch, as a way of generating interest in the organisation (with some caution as to whether it will actually take off as an idea). It will run throughout August with a view to having some hard copy (maybe these would be the picture sides of the postcards) for the launch. Jim is going to approach bicycle manufacturers to see if we could get some decent sponsorship which should help entries. Anthony has created a page for it http://www.cycling-embassy.org.uk/summer_poster_competition and an email address competition@cycling-embassy.org.uk that will go to my gmail account.

Policies

this has already started on the forum <http://www.cycling-embassy.org.uk/node/1931> and I will push it back up and try and draw up a consensus so we'll have a list of top ten policies hopefully by the next meeting to refine for the launch. This is putting concrete demands, to flesh out the aspirational stuff of the manifesto and mission statement

Media

Lots of interest in the Blackfriar's bridge issue which should help raise our profile, especially with Mark and David's press release.

AOB

Jim is buying the CROW design guide

Sally and Jim will be attending the Understanding Walking and Cycling conferences (Jim the London one on the 9th, Sally the Lancaster one on the 13th)

http://www.lec.lancs.ac.uk/research/society_and_environment/walking_and_cycling.php

Joe will be submitting evidence to the NICE process <http://www.cycling-embassy.org.uk/node/1873>

Jim will be continuing to drum up content for the embassy blog

Sally Hinchcliffe