

Minutes of the ABCC Executive Meeting

Held Remotely at 09.00 19th January 2024

Attending: Steve Harrop (Chairman), Greg Parker (Administrator), Chip Rafferty (Treasurer) Rachel McKay (CPD Coordinator), Hartmut Huebner (Media), Mark Gorman (Fellows and members representative).

Chairman's Opening Remarks

Steve welcomed everyone to the meeting.

Minutes

The minutes of the October 2023 meeting were agreed as a true and correct record.

Matters arising

There continues to be a lack of engagement from the ABCC membership in the main. Discussion was had about possible ways to increase visibility of the ABCC to the cycling community as a whole, and to increase awareness of ABCC coaching qualifications in an effort to maintain / increase new students to the course. Greg has started to make contact with some cycling clubs and they have all been happy to either email their members, or allow a social media post about the ABCC and it's coaching qualifications.

CPD/Webinar

The members attending the coaching clinics / webinars remain low. Steve suggested possibly reducing the Monday clinics to once a month, however, Rachel wishes to continue with the weekly slot and the views on Youtube are continuing around the same levels. Mark suggested that the uptake could increase if some of the clinics were to count towards CPD however, we need to have some way of recording that the CPD has taken place.

Action: Rachel / Greg to record when CPD has been completed by a student?

It was agreed that some of the content could be available to the general public but possibly in reduced format. Action: Hartmut to liaise with Design Works on making some of the webinar / coaching clinic content available on the ABCC website and to promote on social media channels (Facebook public group, Strava clubs, LinkedIn etc). Mark suggested possibly set up specific ABCC Strava club?

Chip proposed a budget be allocated to marketing the coaching clinics to a wider audience as a way of increasing visibility of the ABCC with the general public cycling community. Steve suggested rather than allocate a specific sum to marketing, first we need to establish what work could be achieved by asking our own members to see if we had the expertise 'in house'.

Media and Journal

Hartmut has created a LinkedIn account for the ABCC. This is an area that will continue to be developed along with other social media platforms. Action: Hartmut to develop content from our videos, recent journal articles and journal archives to share on the above.

A draft of the current Journal was shared with the committee prior to the meeting and Hartmut went through the articles and the reasons for their inclusion in the forthcoming issue which has a focus on 'reconnecting with cycling'. Steve commented that the journal looked very good in terms of layout and the articles were very interesting.

Steve suggested the possibility of linking some sort of incentive for members to engage them more in feedback on the journal and response to surveys or articles in journal. This could range from a free buff to a free membership.

The public Facebook group has only 71 members and it was discussed that this could be a potential area to share more content to increase visibility of ABCC. Action: Greg and Hartmut to liaise with developing the FB public group further.

Administration

Membership

Membership now stands at 305, which is up 8, since the last meeting. The number of new students for the year in 2023 was 48 plus 12 Dirt School (MBCUK members). This was down slightly from the 51 new students in 2022.

In 2024 we have 5 new students to date.

Digital Membership documentation

Design Works completed the work on the website to enable digital membership cards with photographs uploaded by the member plus insurance and membership summary documents available to members.

Greg commented that the process of completing membership both new and renewals has been speeded up considerably because of the digital access. In addition, nearly all of the postage costs will be eliminated (Only 4 memberships posted out since new process adopted). Members seem to be content with having the documentation available to them online when required.

Examiners and Assessors

An email was sent to the current list of examiners and assessors in December last year highlighting consistent issues that had become apparent in the marking and mentoring of student year plans. Mark thought that significant blame for the recent spike in failed student plans had been the lack of understanding or care by students in their completion of the plans and using correct testing protocols for setting zones.

It was agreed that it should be emphasised even more in the appropriate modules, year plan documentation, and email the admin sends to students prior to them undertaking the year plan. Action: Greg to edit the above documents with the appropriate warning emphasising reading and understanding of module and of using correct protocols in their year plans.

Finance

Steve commented how the bank balance has remained at approximately £60,000 for some time now and that perhaps we should move some of the money to gain a basic rate of interest regardless of how small that is. Mark commented that it had been agreed in 2013 to keep approximately 2 years working capital instantly accessible. Action: Chip to place £30,000 of current account balance to a no notice deposit account within HSBC. This would keep the funds available whilst earning a small amount of interest.

Figures below are from the most recent treasurer's report dated 18 Jan 2024. The ABCC bank & PayPal account stands at £57,277. The balance from the same date (18Jan 2023) was £58,120. The annual Insurance payments of over 10K have just been paid, which explains the usual January deficit in the accounts.

Long term strategic planning

As per previous meeting minutes in October 2023

Any Other Business

None.

Meeting closed at 12.00