

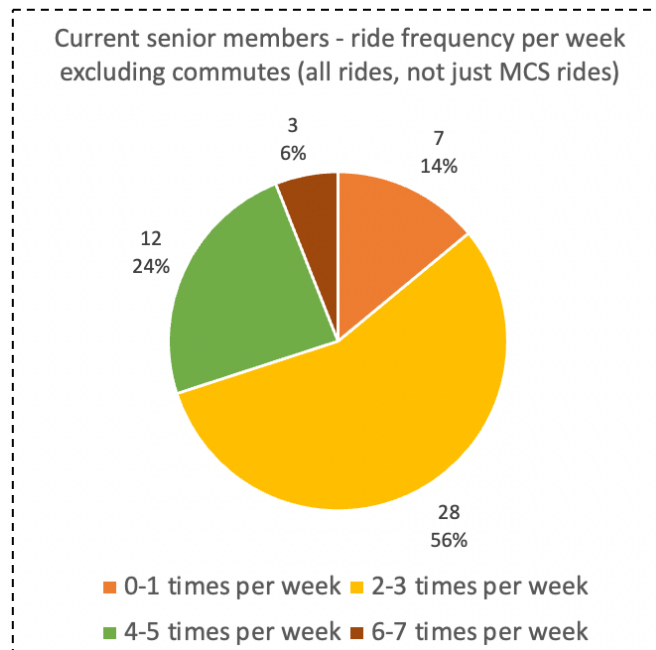
MALVERN CYCLE SPORT 2023 SURVEY RESULTS & ACTIONS

1. Survey participants:

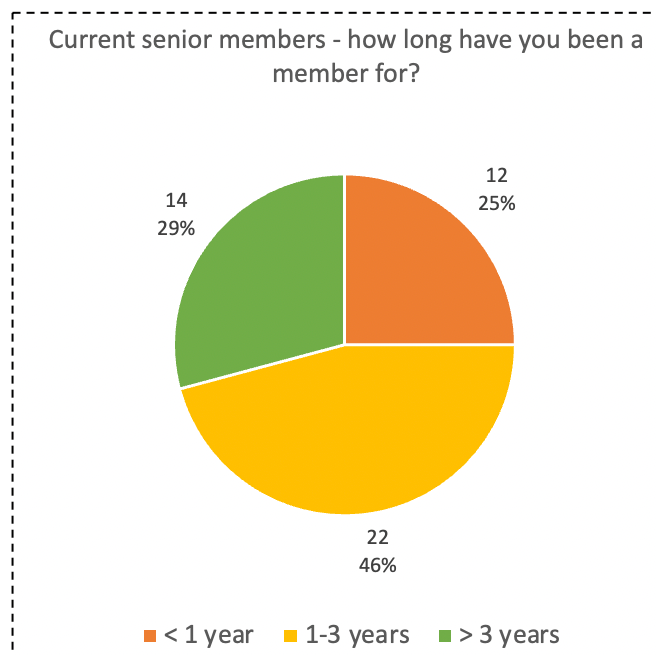
- 58 responses in total - 50 were current club members, 4 were prospective club members. 24 junior members were represented in the survey results by parents, some of whom are current members themselves and some of whom are not.

2. Senior club current and prospective member survey participants:

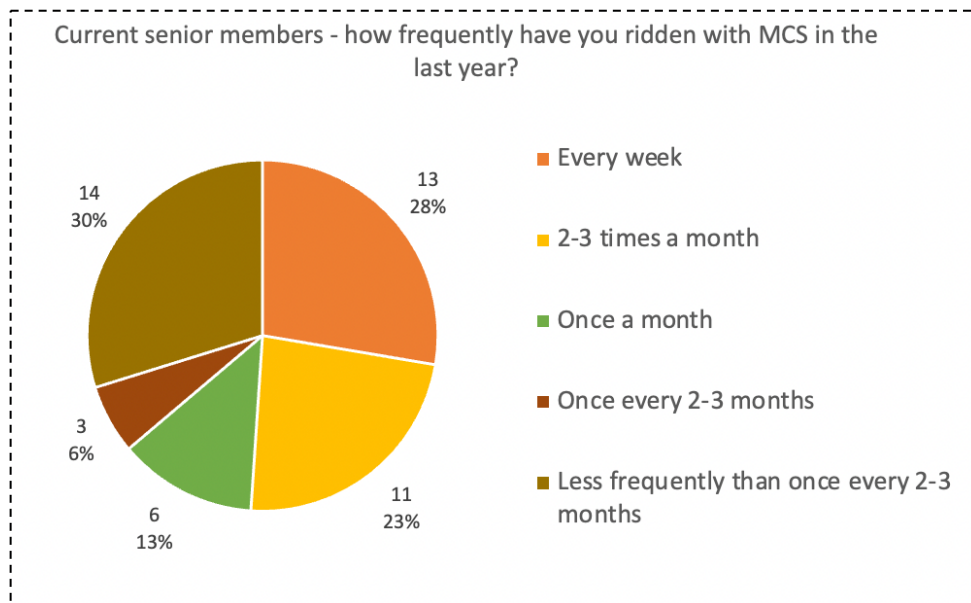
- Excluding commutes, majority (56%) ride 2-3 times a week



- Majority have been a member for 3 years or less (75%)

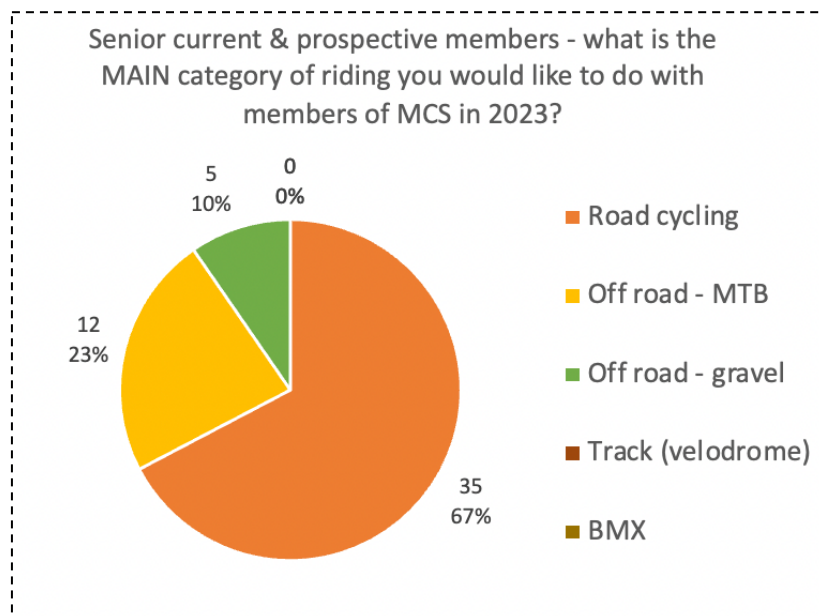


- Majority (51%) have ridden with the club either every week or 2-3 times a month in the last year. 30% have ridden with the club less frequently than once every 2-3 months

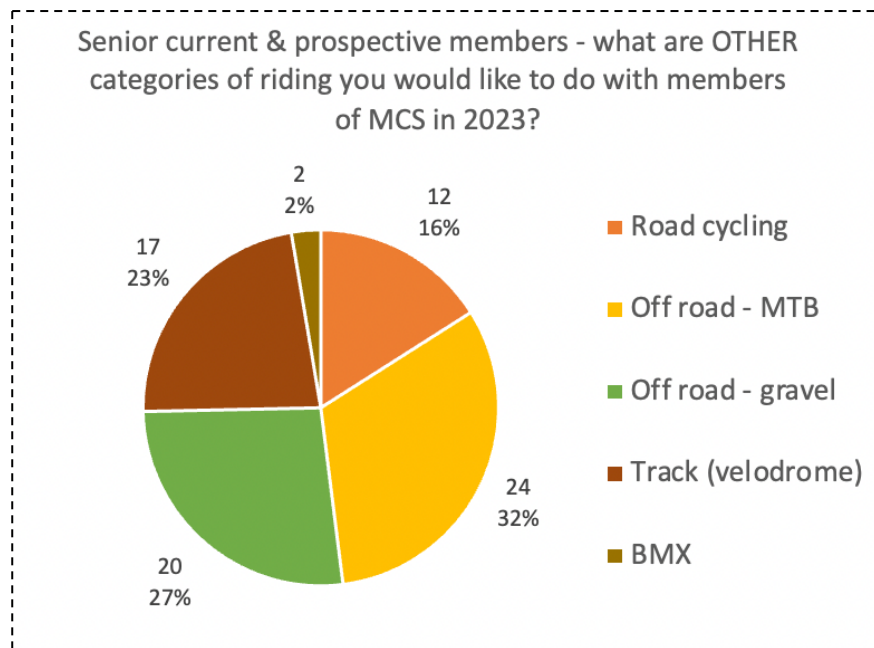


3. Riding with MCS in 2023 – current and prospective senior members:

- Majority (67%) list road cycling as the main category of riding they would like to do with other members of MCS, 23% list MTB, 10% list gravel

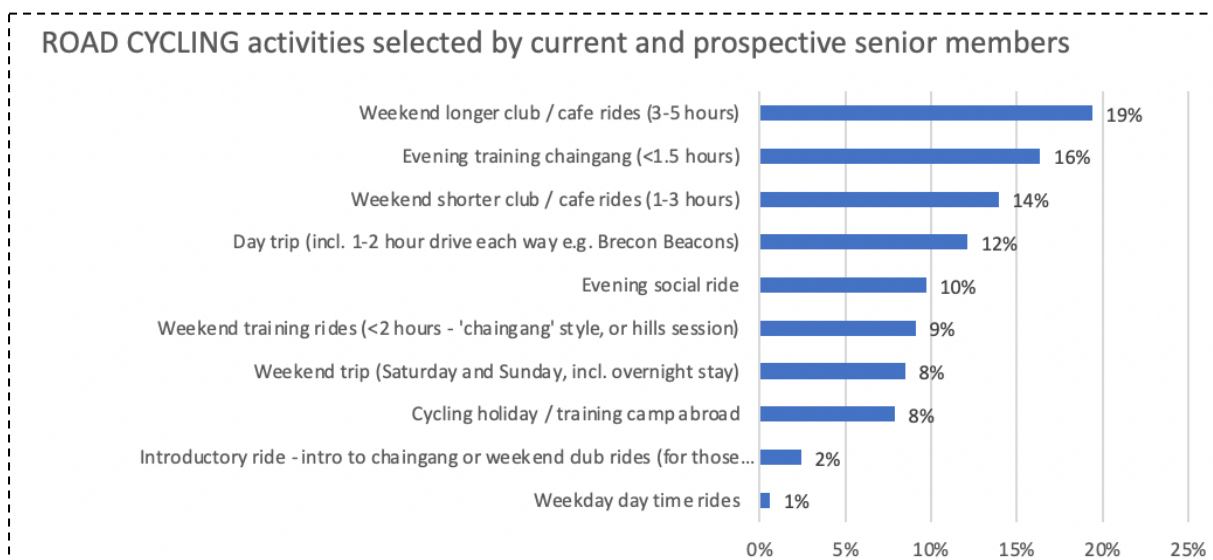


- Of secondary categories of riding to do with other members of MCS - 32% list MTB, 27% list gravel, and 23% list track (velodrome) sessions

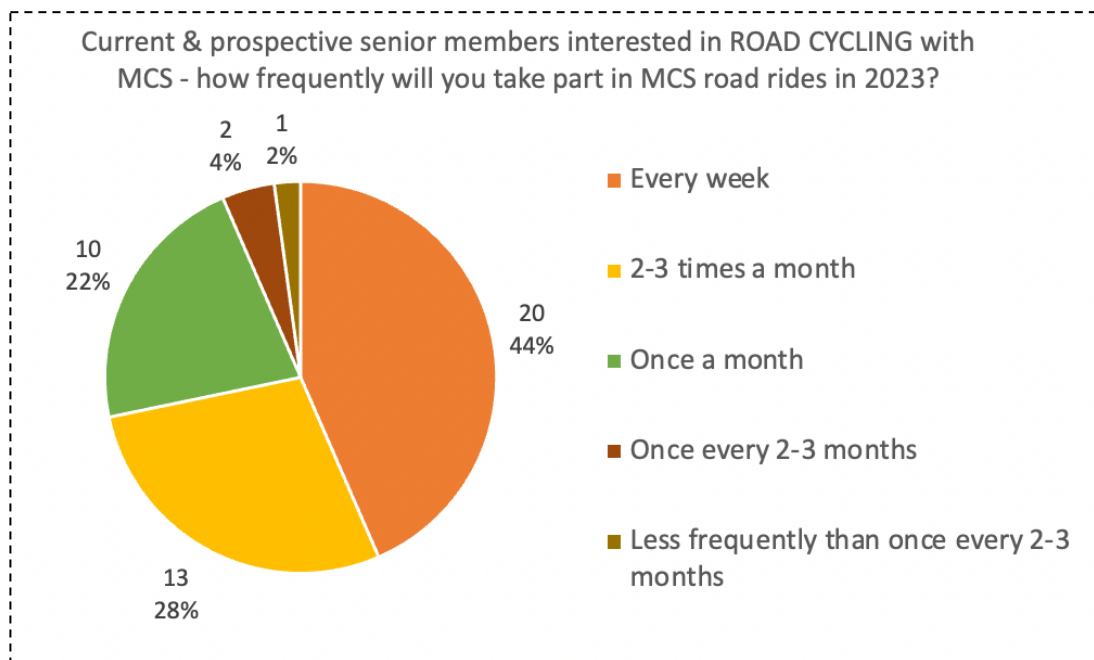


4. ROAD CYCLING with MCS in 2023 - current and prospective senior members:

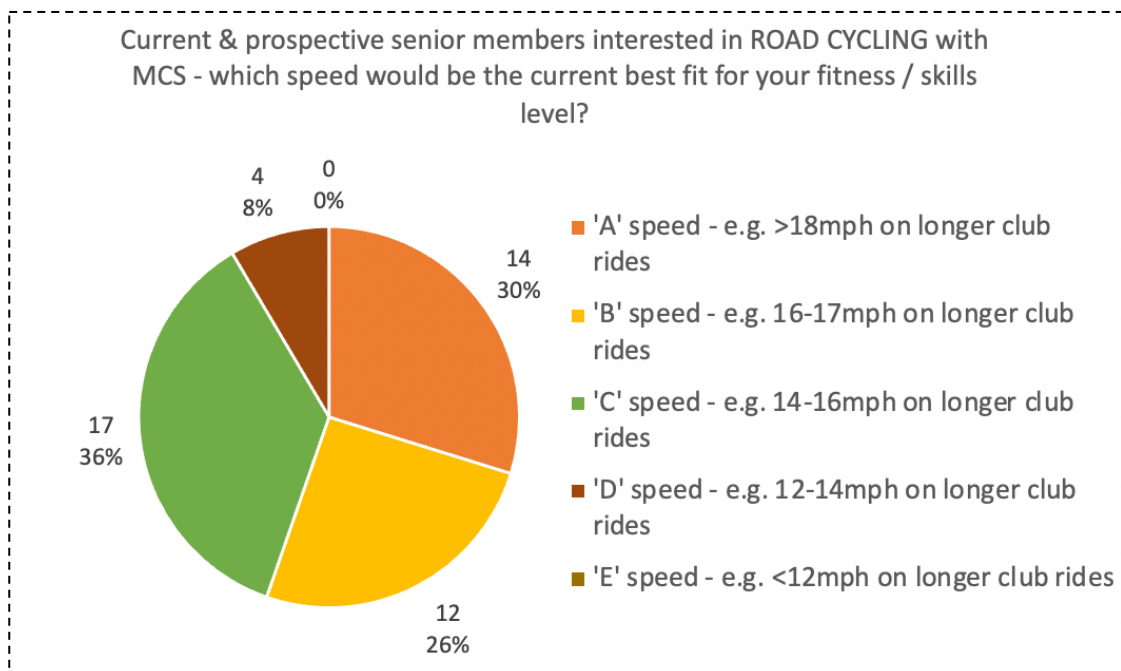
- Club road rides in order of popularity are: 1. Weekend longer club / café rides (3-5 hours), evening chaingang, weekend shorter club / café rides (1-3 hours), day trips (incl. a drive to a location such as the Brecon Beacons), evening social rides, weekend chaingangs, then weekend trips / cycling holidays



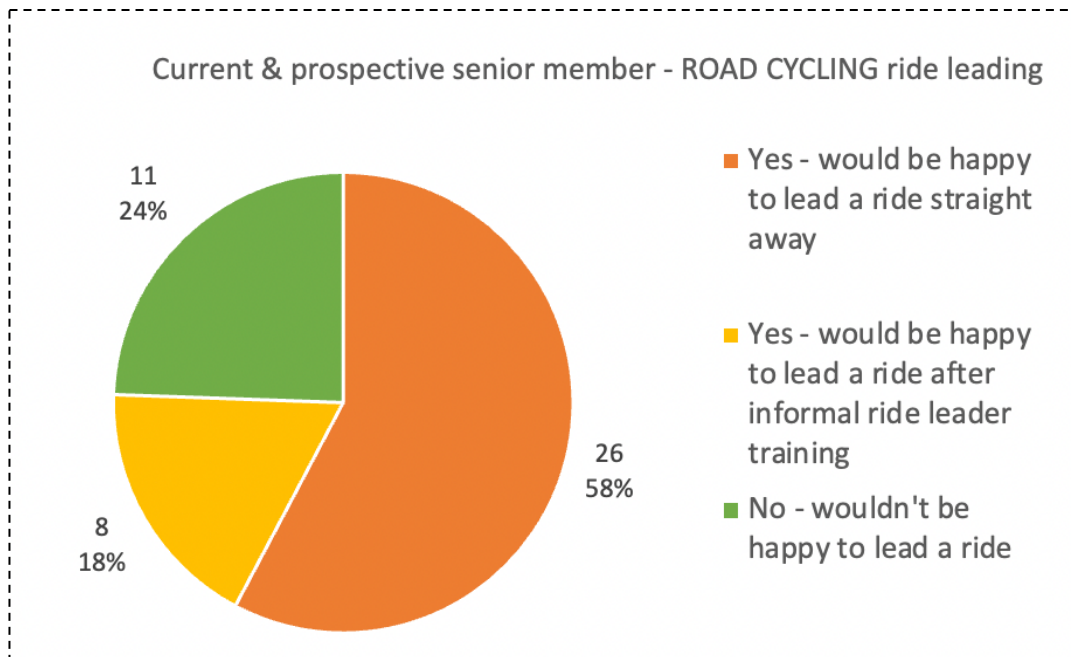
- 72% (33) of those interested in road cycling with MCS would like to take part in road club rides either every week or 2-3 times a month in 2023



- Of responses from current and prospective senior members interested in road cycling with MCS, 30% / 14 class themselves as 'A' speed riders (>18mph on longer club rides), 26% / 12 as 'B' (16-17mph), 36% / 17 as 'C' (14-16mph), 8% / 4 as 'D' (12-14mph)



- 58% (26) who want to road ride with MCS would be happy to lead rides straight away; 18% (8) would like informal ride leader training before leading a ride; 24% (11) would not be happy to lead a ride



5. Is the current two-club run structure on Sundays working – an 'A' speed 'training' ride and 'B/C' combined speed 'social' ride?

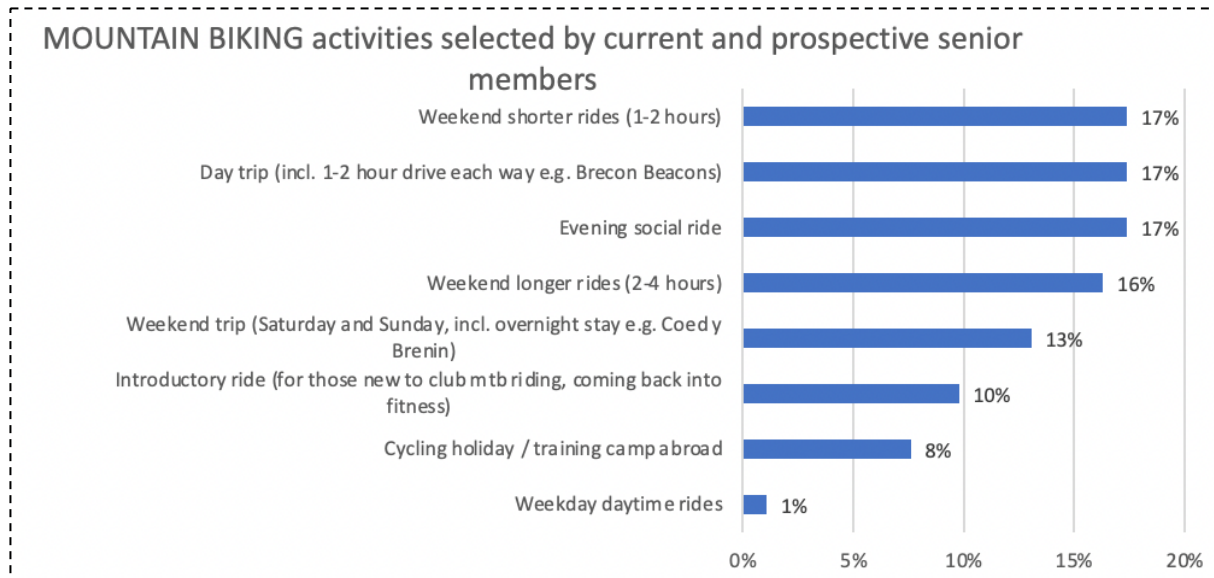
- 20 comments, of which:
 - o 14 think it is working well
 - o 6 think it is too wide a range of abilities and would prefer either a slightly faster B ride or a slightly slower C ride. General feeling amongst these comments is that it would be good to split the group in B and C as numbers grow

6. Do senior current and prospective members prefer the 'descriptive' ride titles that have been recently trialled, or the traditional 'A/B/C/D'?

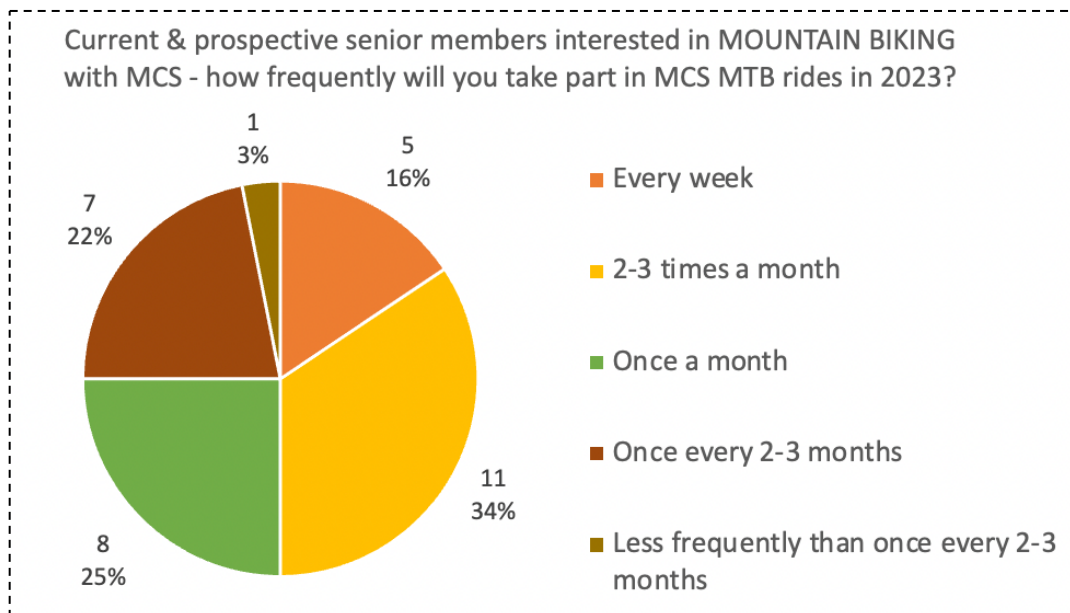
- 61% prefer traditional A/B/C/D
- 39% prefer descriptive titles

7. Mountain biking with MCS in 2023 - current and prospective senior members:

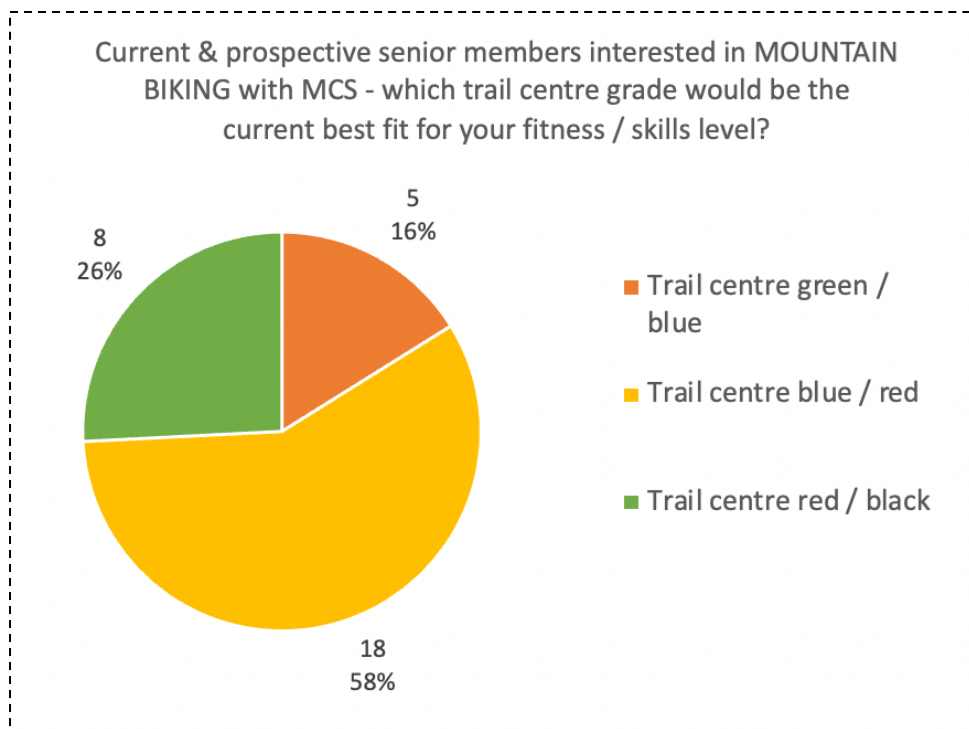
- Club mountain bike rides in order of popularity are: equal 1st. Weekend shorter rides (1-2 hours), evening social rides and day trips (incl. 1-2 hour drive each way e.g. Brecon Beacons), 2. Weekend longer rides (2-4 hours), 3. Weekend away trips (Saturday & Sunday), then introductory rides and cycling holidays / training camps



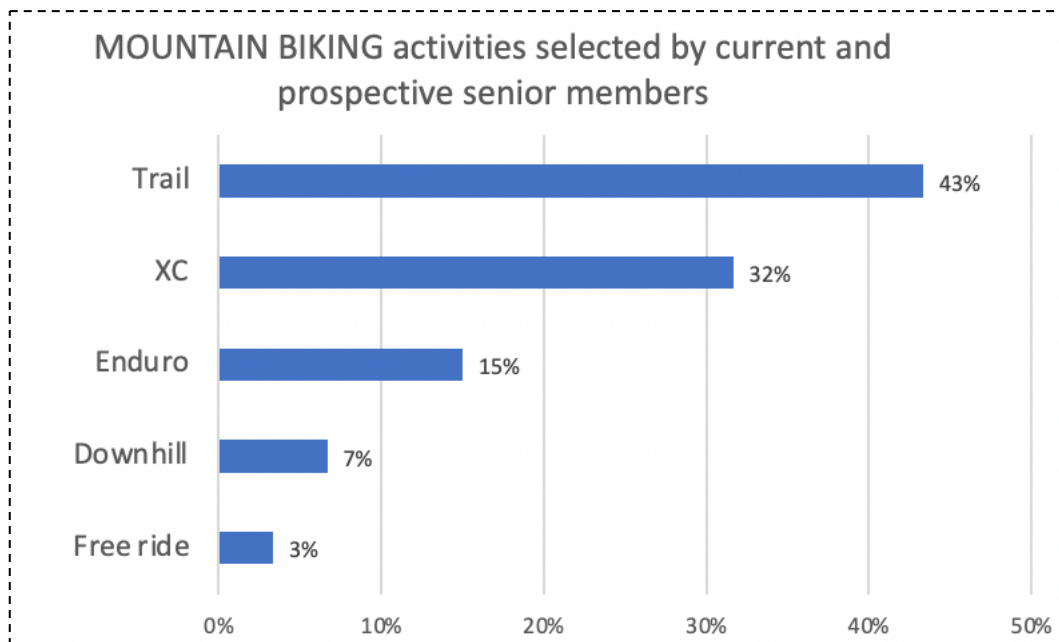
- Of responses from those interested in MTB riding with MCS, 50% (16) responses would like to take part in club MTB rides either every week or 2-3 times a month in 2023



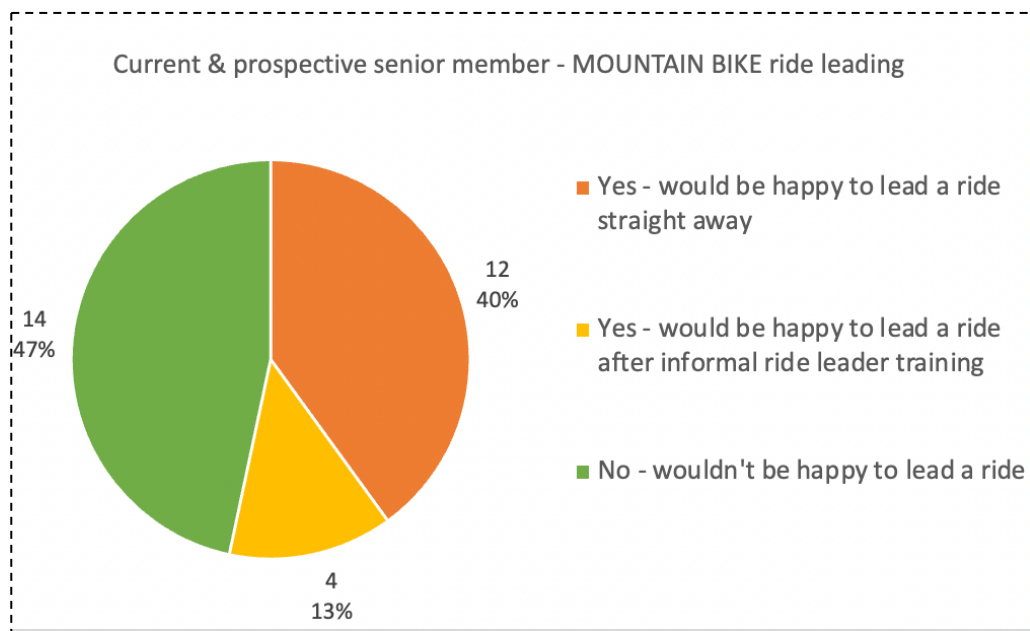
- Of those interested in MTB riding with MCS, 16% (5) class themselves as trail centre green/blue, 58% (18) as trail centre blue/red and 26% (8) as trail centre red/black



- Most popular MTB category is trail, followed by XC then enduro

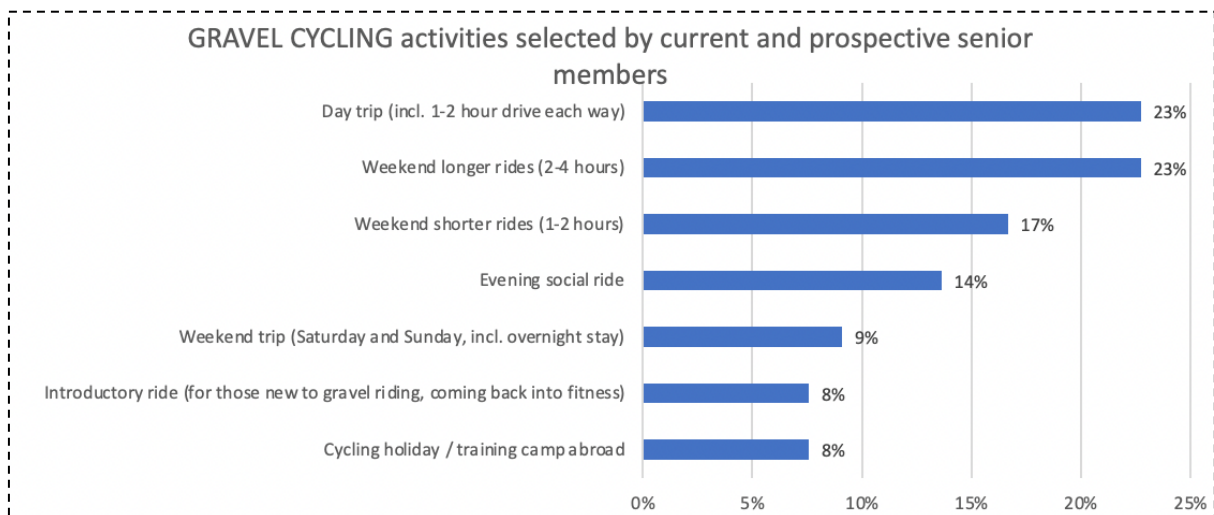


- 40% (12) who want to MTB ride with MCS would be happy to lead rides straight away; 13% (4) would like informal ride leader training before leading a ride; 47% (14) would not be happy to lead a ride

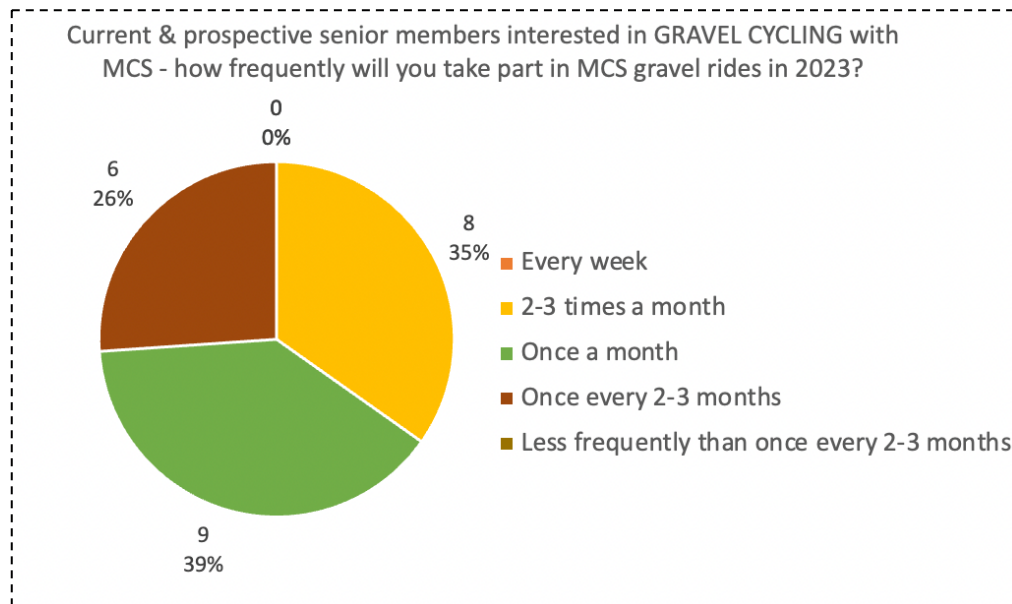


8. Gravel cycling with MCS in 2023 - current and prospective senior members:

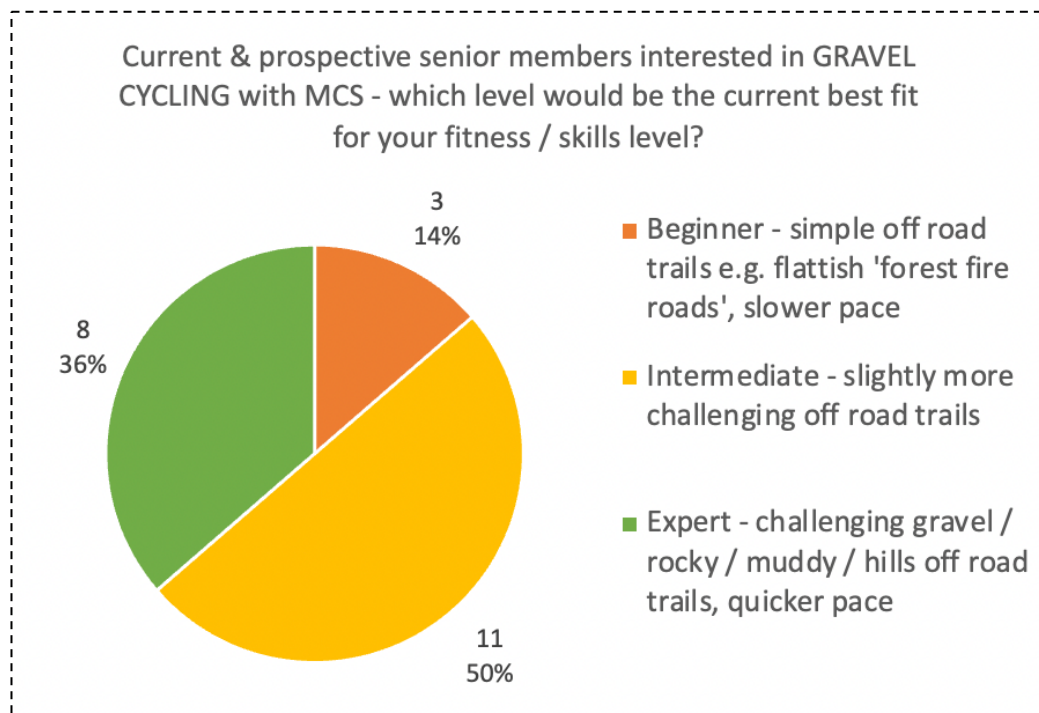
- Club gravel rides in order of popularity are: equal 1st. Weekend longer rides (2-4 hours) and day trips (incl. 1-2 hour drive each way), 2. Weekend shorter rides (1-2 hours), 3. Evening social ride, 4. Weekend away trips (Saturday & Sunday), 5. Introductory rides and cycling holidays / training camps



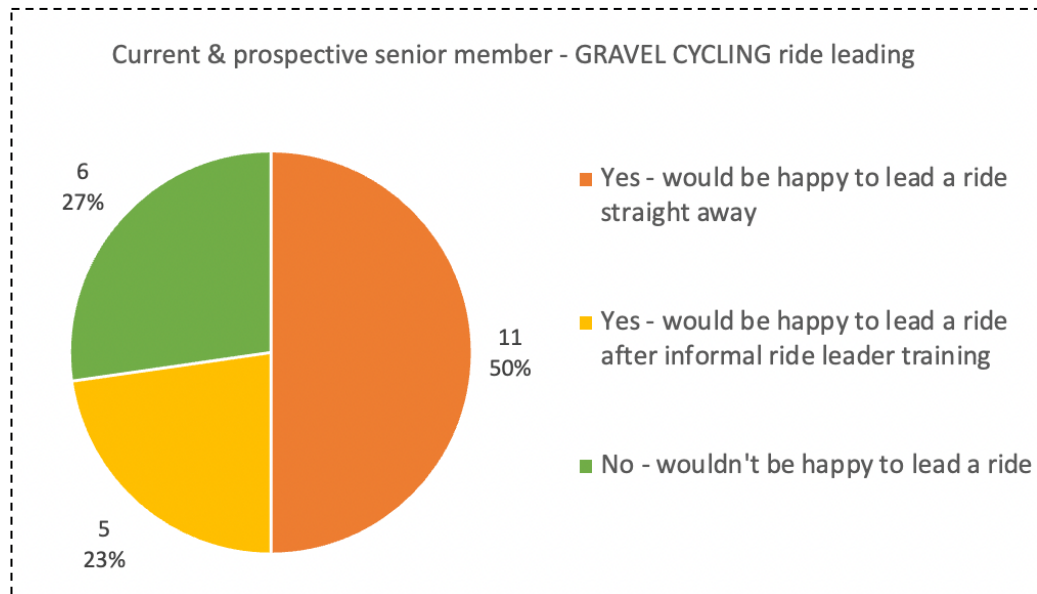
- Of responses from those interested in gravel riding with MCS, 74% (17) responses would like to take part in club gravel rides at least once per month in 2023



- Of those interested in gravel riding with MCS, 14% (3) class themselves as beginner, 50% (11) as intermediate and 36% (8) as expert.

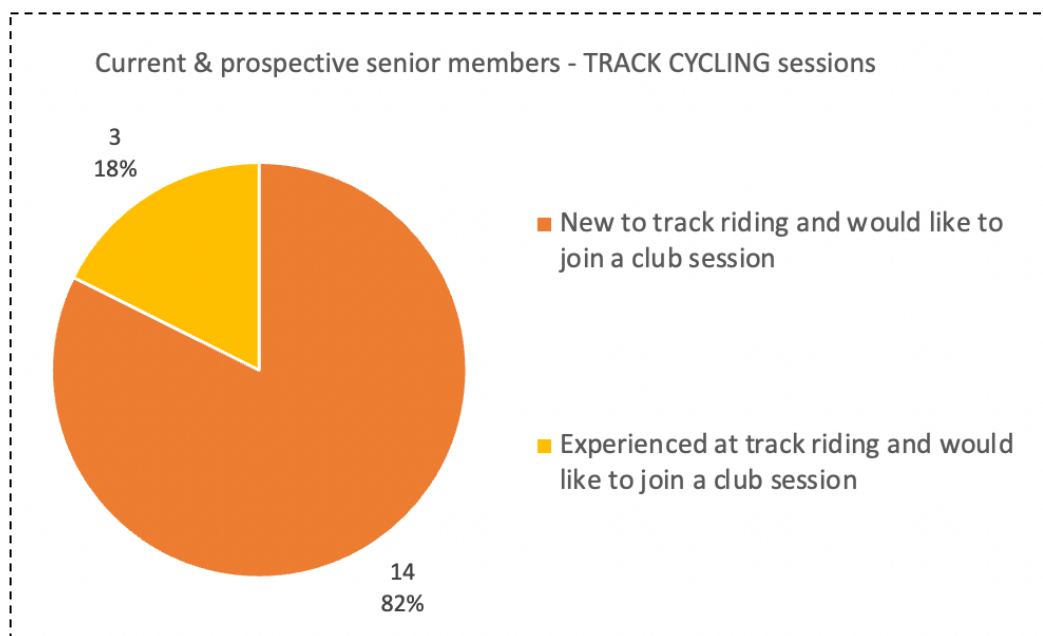


- 50% (11) who want to gravel ride with MCS would be happy to lead rides straight away; 23% (5) would like informal ride leader training before leading a ride; 27% (6) would not be happy to lead a ride



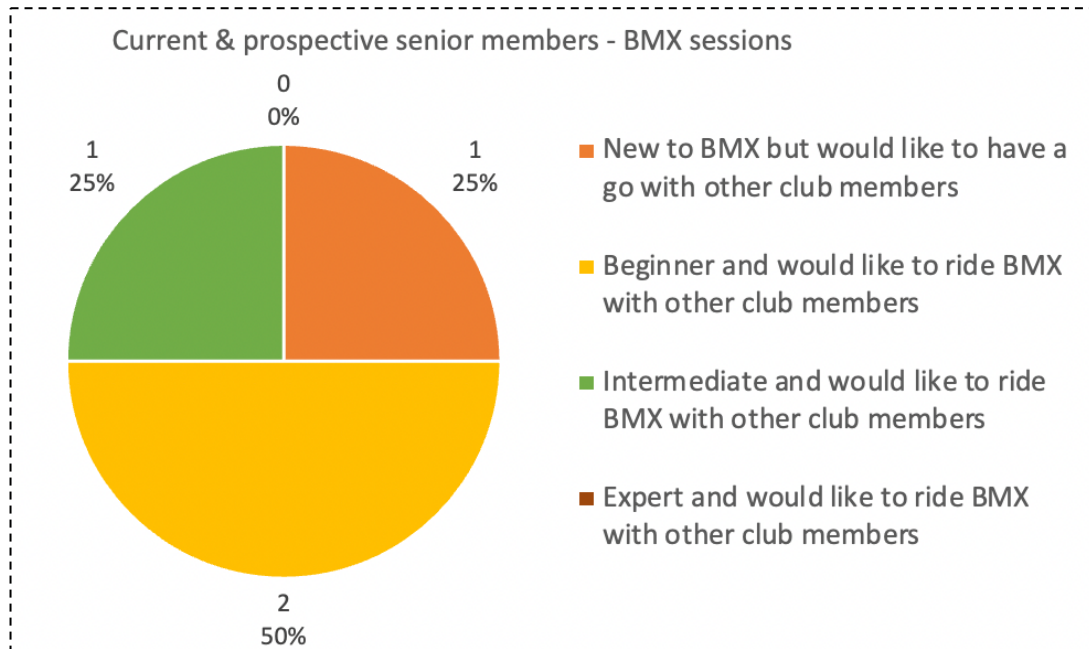
9. Track cycling with MCS in 2023 - current and prospective senior members:

- 17 club members responded that they would be keen to join club track sessions



10. BMX with MCS in 2023 - current and prospective senior members:

- 4 club members responded that they would be keen to take part in BMX sessions with other club members
- Additional option added by one respondent about pump track sessions – see key points & actions at end of results



11. Concerns about ride leading – all disciplines:

- 11 comments specifying concerns, of which:
 - o 2 related to perceived lack of fitness
 - o 1 related to technical aspects of cycling e.g. puncture changing
 - o 1 related to first aid / other ride safety aspects
 - o 5 related to feeling they don't know enough routes (road, MTB and gravel), or café stops
 - o 2 related to concerns about size of group, and managing range of abilities within group

12. Informal ride leader training – all disciplines:

- 9 comments specifying what members would like to get from informal ride leader training, of which:
 - o 2 related to route planning
 - o 1 related to technical aspects of cycling e.g. puncture changing
 - o 3 related to general expectations of a ride leader – knowledge of what to do if something goes wrong, general responsibilities of a ride leader
 - o 2 related to how to manage a group of varying abilities, keeping group together
 - o 1 related to first aid training

13. A: What prevents you from riding more with MCS?:

14 comments, of which:

- 7 state external factors preventing them from riding more with MCS – family, lack of time, injury, work commitments, no longer living in Malvern
- 4 state nothing – happy with current rides on offer and current level of publicising of rides
- 2 state current rides are more geared towards ‘faster’ riders – including chaingang and Sunday rides
- 1 states early weekend starts – later start would be preferred

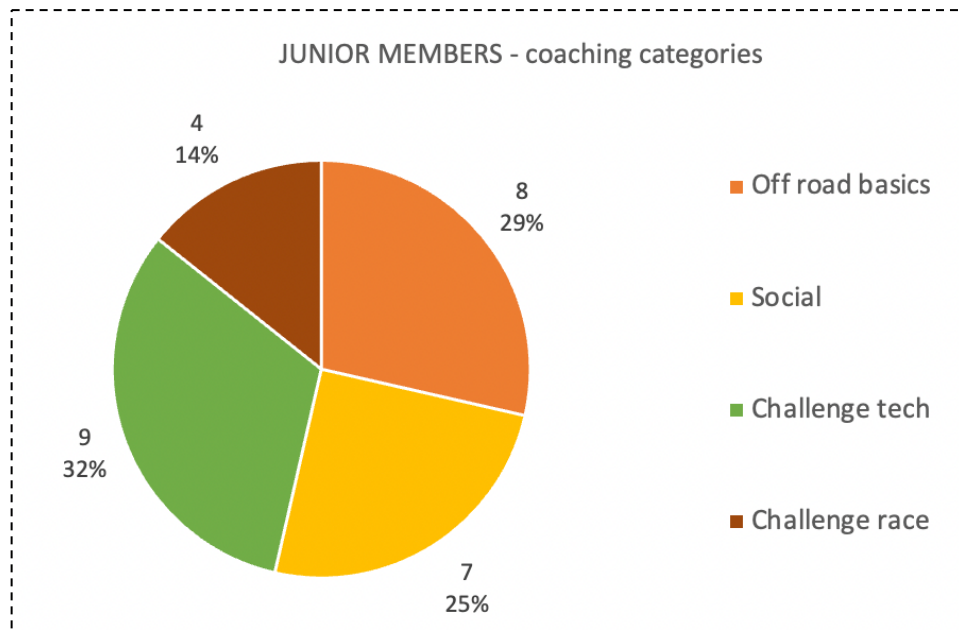
13. B: What would encourage more current and new members to join a greater number of MCS activities?:

14 comments, of which:

- 4 suggests having more introductory / steady social rides on offer (road and MTB), including E-bike specific rides, and / or encouraging new members to bring a friend along
- 1 suggests having an additional point of interest about club rides – e.g. a particular Strava segment, unusual café, road with nice views for a photo stop
- 1 suggests an occasional ride where stronger riders from other groups are encouraged to move up to a faster group. The ride should be specifically advertised as such, and the ride leader could pay particular attention to the riders trying out a harder group to make sure they are ok
- 2 suggests better advertising of rides for new members e.g. on website or targeted advertising campaign
- 2 suggests changing the ride start and finish point to somewhere social e.g. a pub, to help encourage people to stay and socialise after the ride, or to somewhere more central in Malvern so potential new members will see the club rides heading out
- 1 suggests encouraging more juniors to take part in the club’s road, gravel and MTB rides
- 1 suggests a re-design of the MCS club kit
- 1 suggests pinning upcoming rides at the top of the Facebook group to make it easier to find them
- 1 suggests adult coaching e.g. ‘how to jump’ lessons and courses

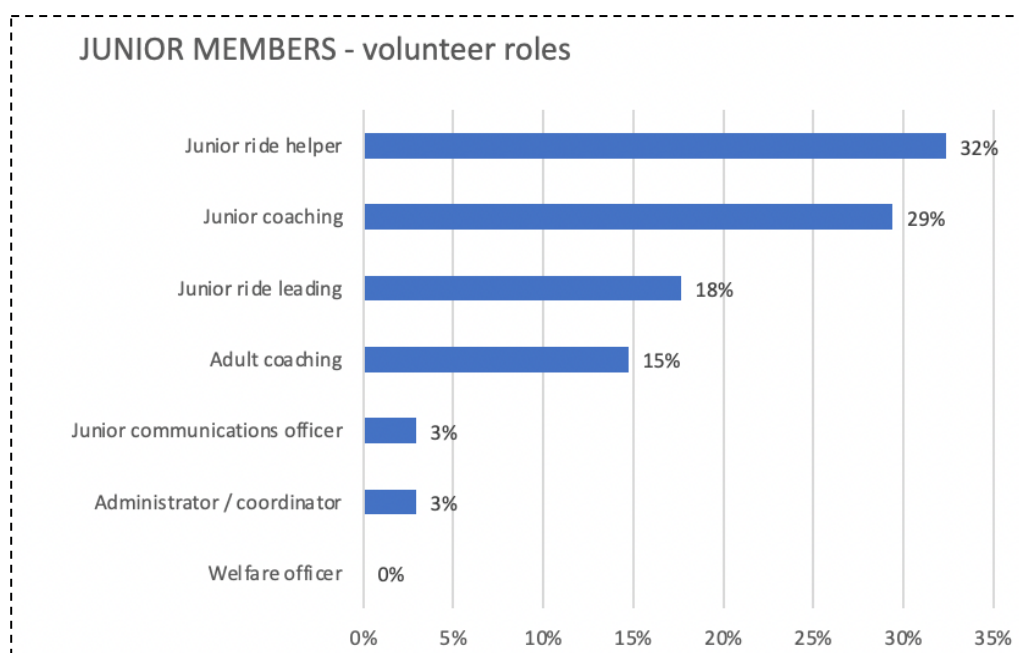
14. Junior members – survey participants:

- Survey responses covered 24 junior members – approximately 26% of total junior members
- Of junior responses, 29% (8) are in the 'off road basics' category, 25% (7) in 'social', 32% (9) in 'challenge tech' and 14% (4) in 'challenge race'



15. Junior members – volunteers to help with junior sessions:

- 31% (18) of survey respondents would be happy to help with club coaching. Most popular roles in order were: junior ride helper, coaching of juniors, junior ride leading, adult coaching, junior communications and admin



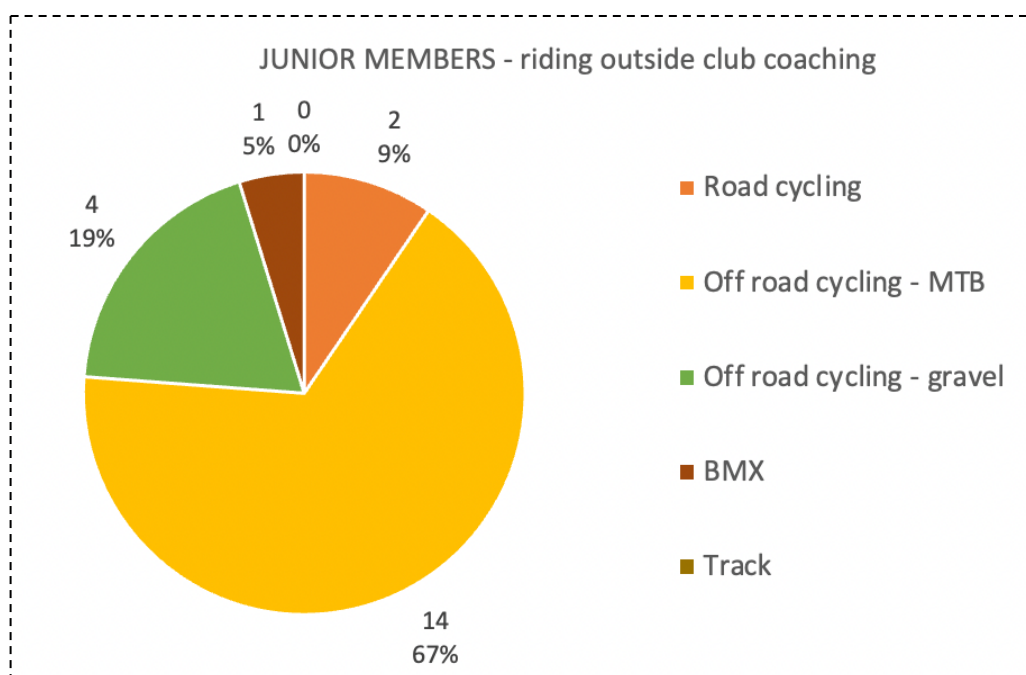
16. Junior members – suggestions to improve junior coaching and junior involvement with MCS:

5 responses, of which:

- 1 suggested school holiday camps / rides for juniors
- 2 suggested progression path between junior coaching and senior rides
- 1 suggested race prep for those wanting to compete
- 1 suggested longer coaching sessions

17. Junior members – riding with other groups in the club outside of junior coaching:

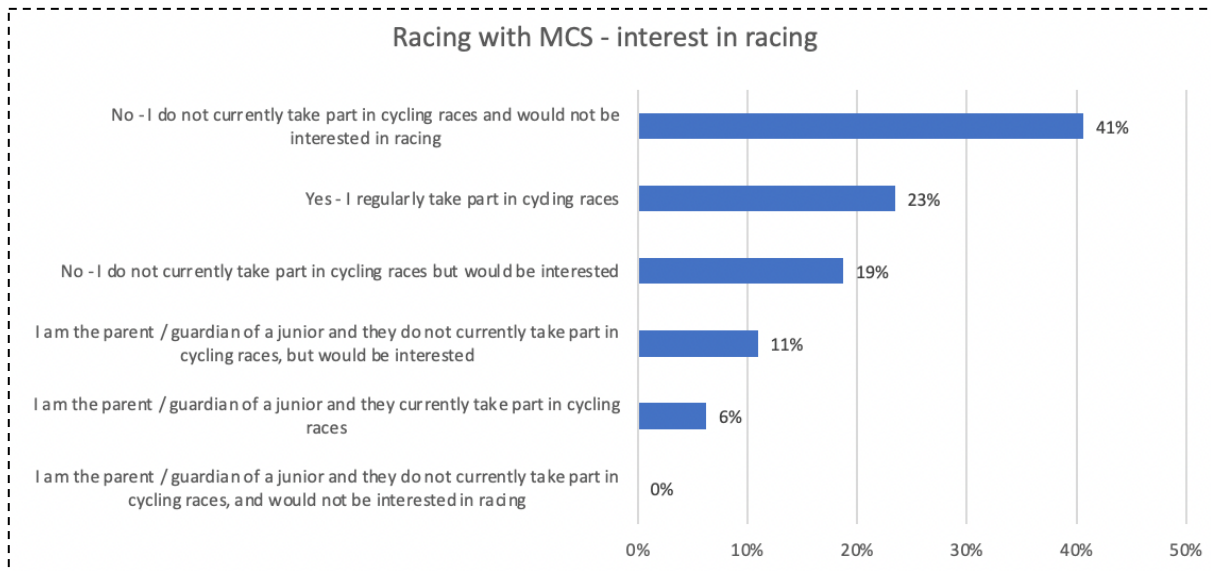
- Junior members of MCS would be interested mainly in joining club MTB rides (67%, 14 juniors) and gravel rides (19%, 4 juniors)



- Additional comments show interest in trips to pump tracks / trail centres and encouraging club attendance at MTB events (enduro etc).

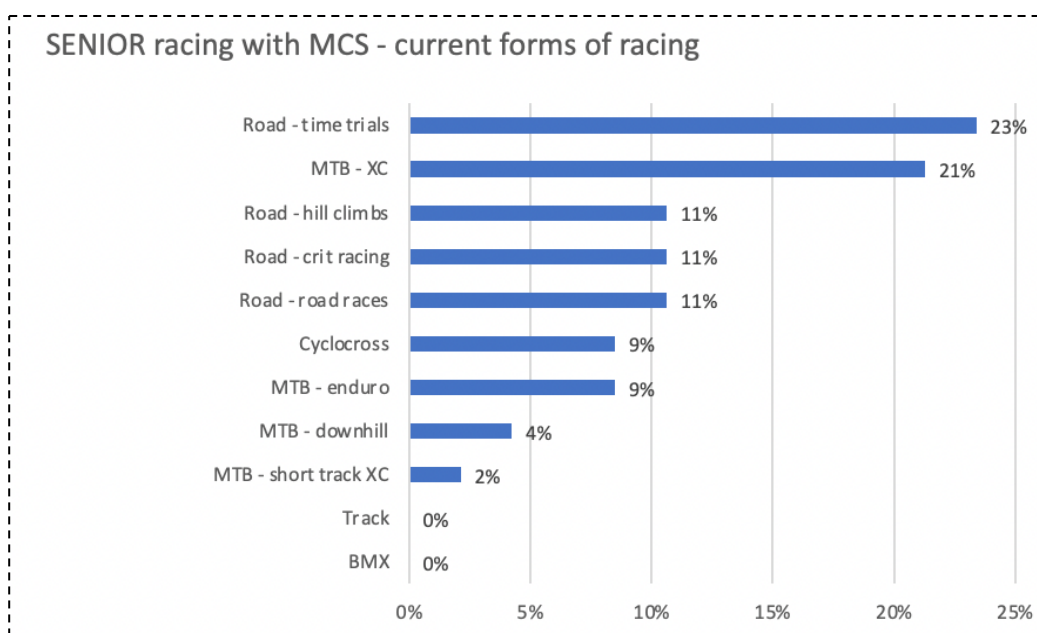
18. Racing with MCS – interest in racing:

- Of the survey responses, 41% are senior members who are not interested in racing. 23% are senior members who regularly race, 19% do not regularly race but would be interested. 11% of responses are from parents / guardians of juniors who do not currently race but would be interested, and 6% are parents of juniors who currently race.



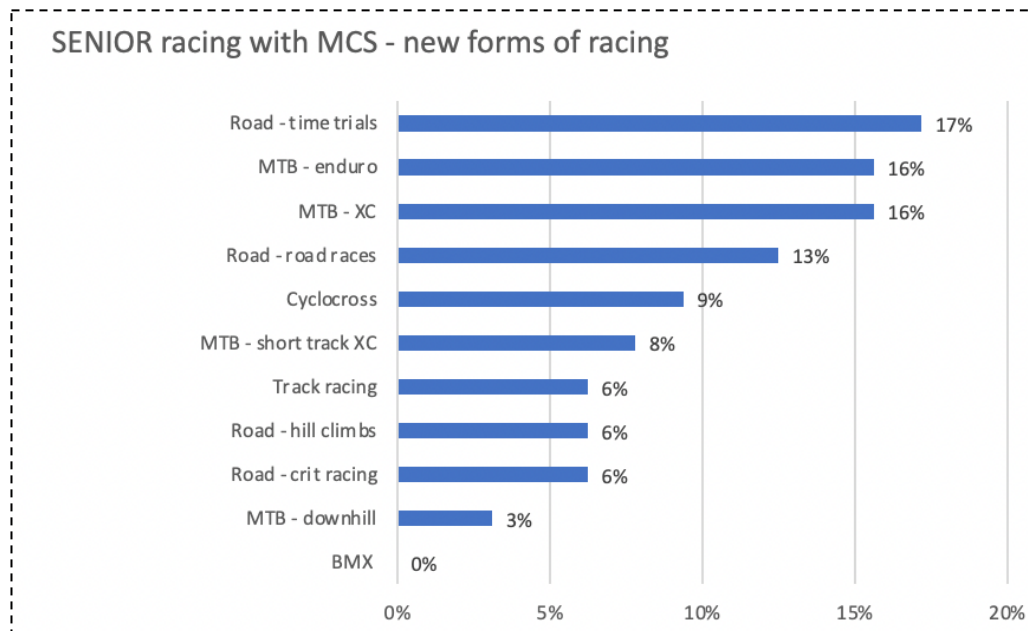
19. SENIOR racing with MCS – what type of racing do you currently do?

- Of those senior responses who do race, or are interested in racing, the most popular forms of racing were in order: time trials, MTB XC, hill climbs, crit racing, road racing, cyclocross, MTB enduro, MTB downhill, MTB short track XC



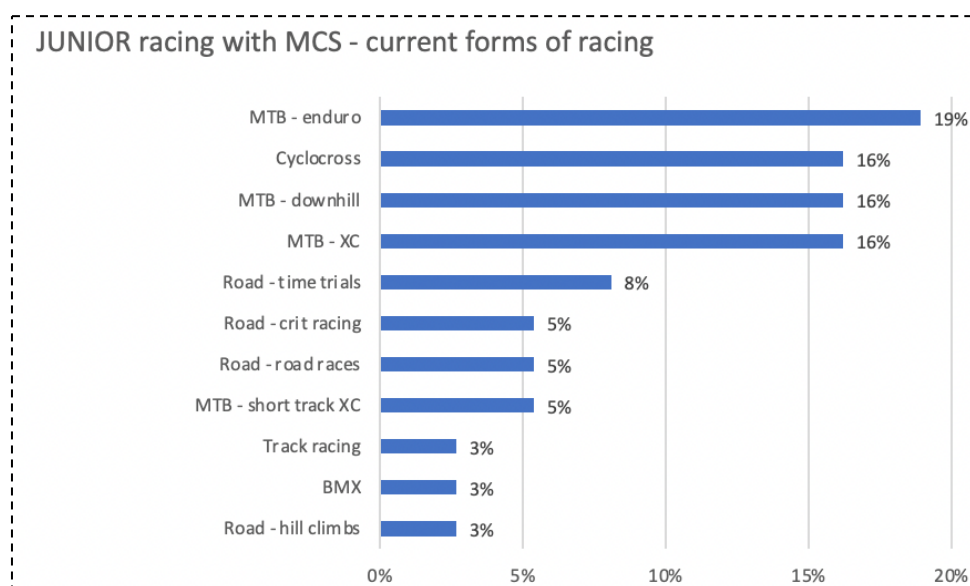
20. SENIOR racing with MCS – what type of racing would you be interested in doing?

- Of those senior responses who would be interested in trying racing, or a new form of racing, the most popular forms of racing were in order: time trials, MTB enduro, MTB XC, road racing, cyclocross, MTB short track XC, track racing, hill climbs, crit racing, MTB downhill



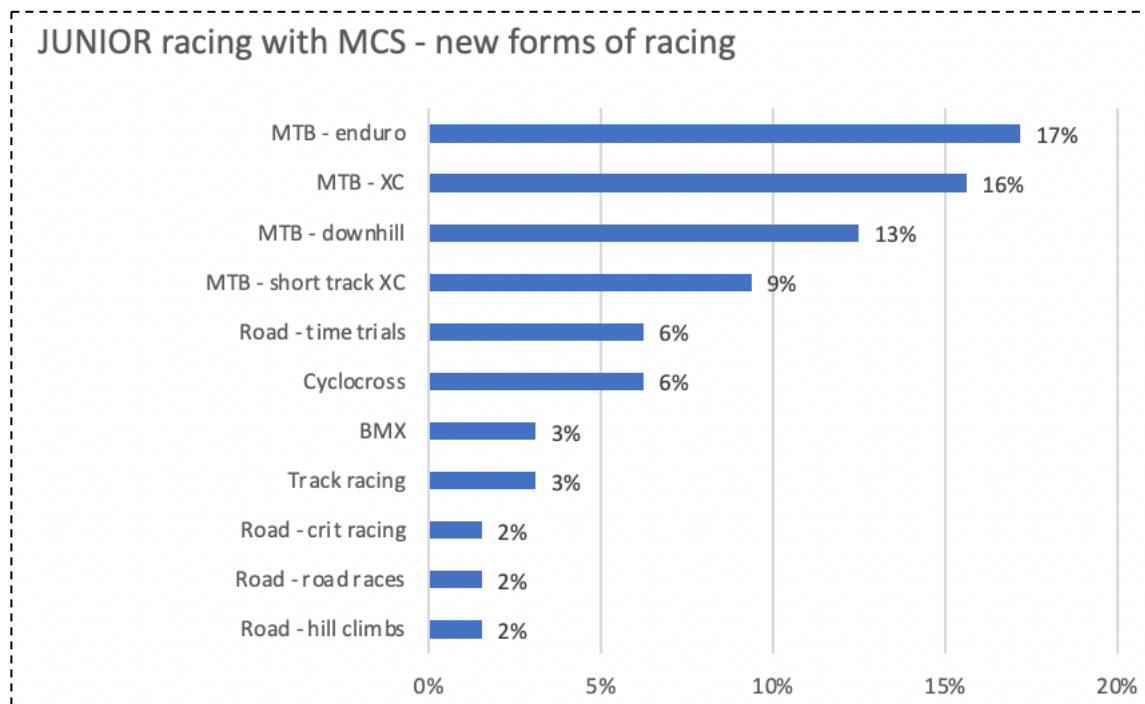
21. JUNIOR racing with MCS - what type of racing do juniors currently do?

- Of those responses from parents of juniors who currently take part in cycle racing, the most popular forms of racing were in order: MTB XC, cyclocross, MTB downhill, MTB XC, time trials, crit racing, road racing, short track XC, track racing, BMX and hill climbs



22. JUNIOR racing with MCS - what type of racing would juniors be interested in doing?

- Of those junior responses who would be interested in trying racing, or a new form of racing, the most popular forms of racing were in order: MTB enduro, MTB XC, MTB downhill, MTB short track XC, time trials, cyclocross, BMX, track racing, crit racing, road racing and hill climbs



23. For current racers in the club, would you want to encourage others to try your chosen discipline of racing?

- 18 responses (32%) say yes

24. How do we encourage others to try racing?

3 comments:

- 1 comment relating to having a club calendar of all races available that club members are going to / organising
- 1 comment relating to developing grassroot racing
- 1 comment relating to having enough people to race in a team in road and crit races

25. Club communications – are you a member of one of the MCS Facebook groups?

- 95% of survey responses are in one or both MCS groups

26. Club communications – do you read the MCS bulletins?

- 86% (50) responses receive and read the bulletin
- 2% (1) response receives but does not read the bulletin
- 12% (7) responses do not currently receive the bulletin

27. Club communications – do you use the MCS website?

- 43% (25) responses use the website
- 57% (33) responses do not use the website

28. How to improve club communications?

23 responses, of which:

- 16 suggests current communications are working well – comments around Facebook working well to be able to see who is coming on rides which helps to encourage more people to join the rides, bulletin works well
- 1 suggests adding pinned instructions at the top of the Facebook group to help with newcomers to the group to find relevant information e.g. a shortcut to the events page for upcoming rides
- 2 suggests a whatsapp group for each weekend club ride category. 1 acknowledges this would not be as good for newcomers to the club
- 1 suggests having more different social media accounts (different platforms) for greater reach and better engagement among young riders and parents
- 2 suggests having a forum or website for organising events
- 1 suggests having a club app

Club actions and key points:

Introductory rides – all disciplines:

- Road cycling, MTB and gravel cycling occasional introductory rides to be run by the club. Road introductory rides were being run approximately once a month in 2022, but with low / no uptake some months. The club will run an occasional introductory ride in spring / summer 2023 with plenty of notice for members and prospective members to attend. **Committee contact: Mike Tibbits and Steve Fahey**
- Club to run a 'D' chaingang group for the first few weeks of chaingang season, for those new to chaingang or coming back into fitness. Rides will be no-drop, with a ride leader in place, and all group participants looking out for each other. This has worked very well in previous years – the expectation is that members of this group either move up into the C chaingang group after a few weeks, or continue as a D chaingang group for the rest of the season if there are sufficient members.
Committee contact: Steve Fahey

Ride publicising and socialising:

- Simple instructions to be pinned to top of Facebook groups with shortcuts to find upcoming events. Committee contact: Jess Rhodes-Jones
- Committee to finalise an overview calendar for club activities, which will be clearly posted on the MCS website. All communication methods have pros and cons, but Facebook works well currently for the majority of the club membership. Specific ride details will continue to be posted on Facebook, but overall calendar summary will point new members to the sorts of activities on offer at MCS. **Committee contact: Mike Tibbits**
- Chaingang groups all encouraged to stop at the Three Horseshoes pub at the end of the ride. **Committee contact: Steve Fahey**

Day trips – all disciplines:

- Any club members who would like to organise a road, MTB or gravel cycling day trip, please do post on the Facebook members group if you would like company as there will most likely be others keen to go! Aim to publicise these sufficiently in advance on Facebook members group, with clear descriptions of ride (speed, technical, hilliness).
- Club to aim for and encourage organisation of at least one MTB or gravel cycling day trip per month from Spring – Autumn.

Weekend trips / cycling holidays / training camps – all disciplines:

- There was good interest across all disciplines in full weekend trips, or a club cycling holiday / training camp. If anyone would be interested in coordinating this for their preferred ride discipline, please do go ahead on the club members Facebook group – there will be others who are keen!

Road ride structure:

- Road Sunday club ride structure (A and combined B/C) to continue for now, until sufficient numbers warrant separating into B and C speed groups (most likely in the summer, and return to B/C combined over winter). Participants in the B/C ride, please feedback to committee senior representative Steve Fahey (who coordinates ride leaders each week) and / or club Chair Mike Tibbits when rides are looking to need to split into separate B and C rides with separate leaders needed. **Committee contact: Steve Fahey and Mike Tibbits**

Road ride naming:

- Committee to pin clear description of what each letter means at top of Facebook group in terms of ride average speed (participants noting that speeds will be greater on the flats / downhills and slower on the uphill). **Committee contact: Steve Fahey**
- Ride leaders to return to using letters as main ride description. No consensus on descriptive titles due to different interpretations of 'training', 'social', 'club ride' etc. **Committee contact: Steve Fahey**
- Ride leaders to be as clear as possible on their ride difficulty in the ride description (length and hilliness) so club members can choose the right ride for them. As a guide, a ratio of greater than 1,000m elevation to 100km distance, or greater than 3000ft elevation to 60mile distance would be a reasonably hilly ride. Over 1,500m elevation to 100km distance, or 4,500ft to 60miles would be very hilly. **Committee contact: Steve Fahey**

Club MTB rides:

- Thursday evening MTB social rides ride leaders needed – currently these rides are being organised on an ad hoc basis. Informal ride leader training session to be organised by the committee to see if this helps to encourage members to lead this ride. **Committee contact: Tom Theobald, Mike Tibbits and Matt Nixon**
- Continue MTB day trips in 2023 – aim for monthly from Spring – Autumn. **Committee contact: Tom Theobald, Mike Tibbits and Matt Nixon**

Track cycling:

- Club to organise another track session in late Spring / early Summer, and again in Autumn. Aim for approx. 3 club sessions per year. **Committee contact: Steve Fahey**

BMX / pump tracks:

- Club to support creation of proposed Malvern pump track – Ed Moseley coordinating bid for track. **Committee contact: Ed Moseley**
- Club to organise occasional trips to nearby pump tracks for senior and junior members. **Committee contact: Ed Moseley**

Ride leading:

- Club to run informal ride leader training session, focussed on the points suggested by survey participants as being most important. **Committee contact: Mike Tibbits**
- Ride leaders encouraged to try ideas suggested in survey, including:
 - o Finishing club rides at a pub for post-ride drinks / food
 - o Including an additional point of interest in a club ride e.g. a particular Strava segment, nice view for a photo stop, unusual café
 - o Running an occasional ride where riders from a lower speed group are encouraged to move up and try a faster group – with the ride specifically advertised as such
 - o **Committee contact: Steve Fahey**

Juniors:

- The committee has been discussing how to bridge the gap between junior coaching and club road / gravel / MTB rides. Discussions to continue, and plans to be put in place to help bridge this gap. **Committee contact: Mike Tibbits, Justin Dawkins, Ed Moseley**

Racing with MCS:

- Club members encouraged to share details of races they are entering – both in advance so others can enter, and to provide race reports after the event, to help encourage others to try racing. **Committee contact: Jess Rhodes-Jones**
- MCS working group has been set up to organise a series of club MTB XC races late Spring – Summer. **Committee contact: Mike Tibbits**
- MCS will jointly organise a series of club time trials again in 2023 with VC Sevale. Series to contain 18 events, with a mixture of TTs and hill climbs. **Committee contact: Jess Rhodes-Jones**
- AeroCoach / MCS will jointly organise one or two gravel hill climbs again in 2023. **Committee contact: Jess Rhodes-Jones**