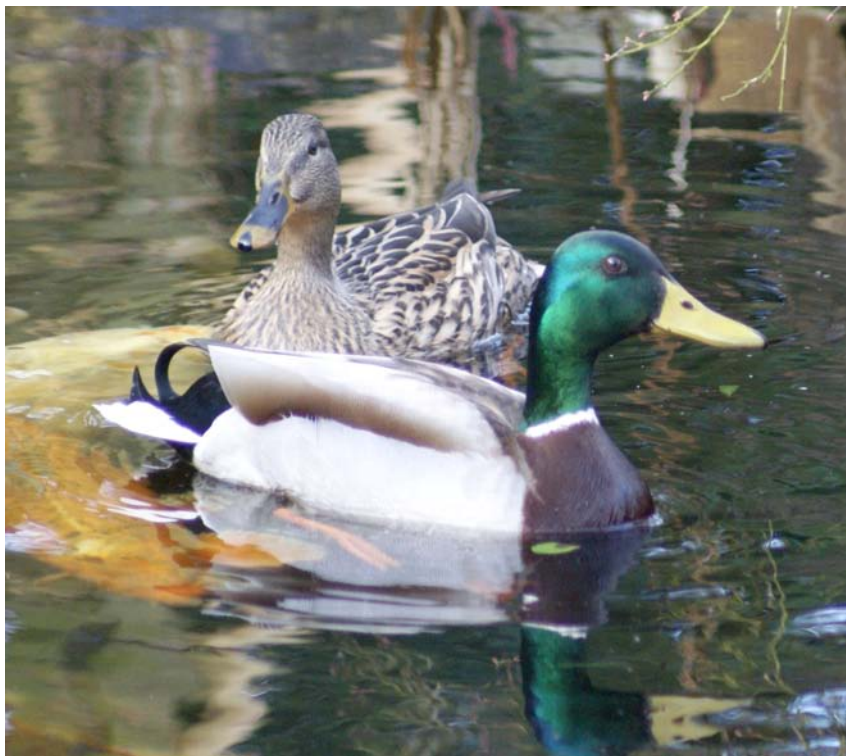


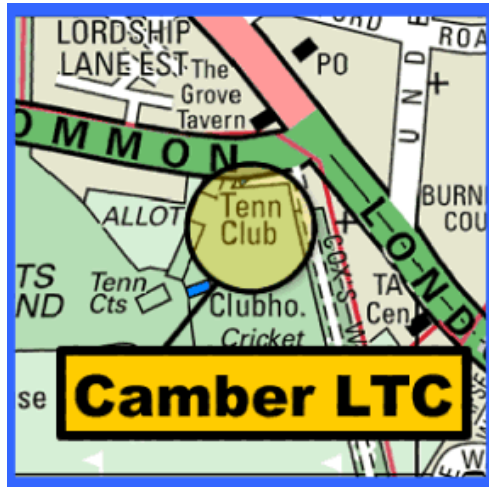
NEWS DE LAUNE



***NOT HAVING RECEIVED ANY PHOTO FROM THE CLUB TOGS
THIS MONTH HERE IS A REMINDER THAT SPRING IS ON
THE WAY - THIS IS OUR KOI POND. ED.***

EVANS
CYCLES.COM

FEBRUARY 2008



We are situated opposite The Grove Tavern (Harvester restaurant) public house 50 metres from the traffic lights at the junction of Lordship Lane and Dulwich Common (South Circular).

Buses P4, P13, 185, 176, 312.

CLUB NIGHT
SECOND MONDAY
OF EACH MONTH

Camber Tennis Club

Dulwich Common SE21 7EX



PRESIDENT

ROY SAVERY

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01959 577745

**SECRETARY &
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01737 217565

PRESIDENTS REPORT

Hi everyone,

As we are a cycling club I would imagine that quite a few of you have started to go out training. You will possibly see elsewhere in this magazine just how muscular my legs are getting with all this training – I've got no fat there at all!

On the 13th January, the West Kent CC held a Reliability Trial of 90km. Brian Dacey and myself were down to ride, but Brian had to withdraw as he had just had an operation. I thought it was going to be an awful day, and had already decided that I would not start if it rained, but the weather remained dry so I rode the 90km and got round in 3hrs. 40 min. After having had a hard training ride on Saturday, I was very chuffed.

We had a Club Committee Meeting on the 14th January, when the Sponsorship was discussed, and it was felt that the £1250 per year which Evans Cycles give us would be better used to directly sponsor four events we are putting on this year. A 10 mile Time Trail organised by John Archdeacon as well as our usual 25 organised by Val Peachey, a Track Meeting at Herne Hill, and three Road Races on the same day in Bletchingly in May. It was felt that this will give them better advertising of their connection with the De Laune than having their name on our Club clothing. Mike Peel and I

had a meeting with Mike Rice, MD of Evans Cycles to discuss this. Mike Rice has agreed in principle, but wants to think more about it.

As you know, last year I had an accident which resulted in my having a metal plate inserted in my shoulder to hold the bones together until they knitted. On the 15th of this month the plate was taken out, which necessitated a few days off from my training schedule.

I have been into Kings College Hospital a couple of times during January to see about my op and I took the opportunity of seeing Charlie Carlton each time. He continues to make progress, and has been shifted into a nicer ward.

On Sunday, 27th January, some of us will be riding the Catford Reliability Trial (The Hell of Ashdown Forest), and I hope those who got round enjoyed it.

That's it for this month. All you racers, I hope that the coming season treats you well, and I wish you all a very happy and prosperous New Year..

Quote for the month:

“Whenever you are asked if you can do a job, tell them 'certainly I can!' - and get busy and find out how to do it.”

Theodore Roosevelt (26th President of the USA)

Roy

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More on page 8

Kav's Report

How cycling has changed over the last couple of years. More bikes are being sold than ever before. More riders are on the road but are they club riders? The answer is no. Some clubs have had a large influx of riders but this does not cover most of the clubs. What has happened?

Could it be that cycling is popular because of our British racing teams are doing so well especially our track teams and of course our ladies. Is it because we all want to go green and it is a fad that the public are going through?

I had a word with the organizer of the Hell of the Ashdown or as we older riders knew it as the "Catford Reliability Run" He said that in the old days he would look at say 100 to 140 club riders to enter.

With two weeks to go he had over 300 riders and was thinking of closing the entry to 400. Guess what? - the majority of the riders did not belong to a club. The other surprise was the average age group of 30 to 50. What has happened to the youngsters?

The 'in word' at the moment is "Sportive" (or reliability run) and it is attracting riders by the thousands, especially abroad. I know if you open the pages of Cycling Weekly they give it a lot of coverage. We all moan about the space we get in the Cycling Weekly with regards to racing and racing results, but we do read about sportives or about Joe Bloggs favourite 30-mile circuit or how I tested the new carbon frame! We have got to face it this is what the public want. The Cycling mag has a good distribution and the public buy it at £2.50 per week!

If you remember, two to three years ago we had a group of guys in the club who mostly worked in the city, led by Harry Corbett and he formed a De Laune triathlon team. Harry informed me that all of that group are now doing other things and not cycling.

So my point is, is cycling a fad the public is going through? I hope not.

PS I wish all the De Laune riders in the “Hell of the Ashdown” the best of luck and to look after yourselves. Sorry I could not make it as I am off skiing. It is a fad I am going through!

Kav.

PS The next Park & Ride will be the Sydenham Wheelers reliability trial (or should we call it The Hell of Kent?) on the 17th February starting from Knockholt at 0900hrs. Event Sec Bob Loader 01732 459 789. www.sydenhamwheelers.co.uk Distance 70k & 110k. Entries on the line. Entry fee will be £5.00 but your club will be subsidizing you. Please let me know if you are riding.

“Sportive”

In a fit of enthusiasm after getting round the “Falling Leaves” and a rather pleasant (and flat) De Laune “Park n’ ride” I decided to go for the KCA Reliability, which I was assured was flatter than the “Falling Leaves” – true, but not quite flat enough for my condition as you’ll see.

As I was taking over James Peckham’s slot, I was entered for the 100kms route, which had a 4 hours 30 minute target time, which all seemed very plausible as I looked at the route over a coffee...

It didn’t start too well – I took a wrong turn on the way down without realising and lost a bit of time getting back on course. Fortunately I’d bowed to common-sense and driven down instead of trying to do the whole thing by bike. (Yes, I did seriously consider it at one point!) On arrival, I found that the car park wasn’t open, but the Pub landlord gave permission to park outside the pub. It was a welcome surprise to find that the pub was open from about 7.30am, allowing the opportunity for a civilised comfort break before starting. Due to the delay on the way down, I only finished getting the bike ready about 10 seconds before the “off”.

The first few miles ticked away nicely at a comfortable pace lulling me into a false sense of security – I thought I’d be able to stay with the group most of the way round and benefit from the shelter and pace. This illusion was rudely shattered on the ascent of Linton Hill – only 8%, but enough to see

me drop off the back. I decided to wait for Peter Jenn, who'd dropped off before me. Unfortunately Peter, wasn't doing the 100km route so this turned out not to be the best decision, it would have been better to keep the pressure on and chase back to the group. We lost a little time with a couple of minor navigational errors and eventually linked up with a group that came up from behind us. Peter peeled off for the short course and I stayed with the new group (not sure which club), benefiting from the shelter but losing a little time waiting for puncture victims, queuing for control stamps etc. Although I told them not to wait for me when the road kicked up a bit, I was only 10 meters or so adrift at the top and they waited for me to rejoin. The next serious slope was longer though, and the gap was enough for them to be out of sight at the top. I needed a comfort break anyway so I selected a road that ran back almost parallel with the route, with some trees in between. Predictably, my choice of secluded comfort stop turned into a replica of the M25 for the duration - all traffic disappearing the instant I resumed normal service. I'm hoping there are no YouTube consequences...

I settled in for a solo ride to the finish, losing time here and there through unfamiliarity with the area and the need to map it to the route card, complicated by the fact that it was in miles and my computer is set to kilometres. Eventually I fell in with a rider from my original (60's/70's) club, C.C. Bexley which provided a bit of encouragement for both of us. I ended up TTING the last few miles when I realised finishing inside the time was possible, counting down on the computer. Given that we should have been finishing within 15 minutes of each other (assuming the old rule of not finishing more than 15 minutes earlier than schedule still holds), I was surprised that the De Laune crew seemed to be well through their re-fuelling and heading for home by the time I got my bike put away. The reaction of the final control guys when I said that I wasn't sure I'd make it and was happy to be just inside seemed a bit grudging, with some raising of eyebrows and quizzical looks exchanged that didn't make sense until I looked at my HRM and remembered that the computer only records time spent in motion - not the 20 mins or so spent stationary, puzzling over the route card, comfort breaks, waiting for puncture victims, queuing for control stamp etc. so I was actually about 30 minutes over the deadline! Luckily, as you'll recall, I'd taken James Peckham's place so it was his reputation that was tarnished - sorry James!!

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So, a bit of a reality check on my current level of ability – the memories of the good old days and ridding to and from the start, taking a half-way coffee break to kill time, doing the whole thing on a 50cl water bottle and a Mars bar (plus coffee stop) and having to hide round the corner from the finish so as not to finish early were obviously a bit of a liability but at least I rode all the hills this time - no walking at all. Obviously it wasn't as aggressive a profile as the Falling Leaves, but it felt good not to walk! I have to say that although I wasn't going at the required pace, I still enjoyed the ride. Roll on next year's event – with a winter's base mileage in my legs maybe I can finish with the group I start with, in the target time!

Nigel Scales



PRESIDENT ROY'S SHOULDER



Recruitment and Retention

In the last issue I said I wanted to try and put across how I think the Club can move into the future. For starters, here's a look at where we are now (feel free to add to these):

- **Strengths** – Our history; large membership of 120+; our Memorial Fund; our communications – DLN and website.
- **Weaknesses** – Average age of membership is rising; this results in number of active members falling; geographical spread of membership is very wide; difficulty in attracting new members; relatively few regular activities (clubruns, club events).
- **Opportunities** – Use of Memorial Fund income to boost activities; a growing number of leisure cyclists as potential recruits.
- **Threats** – Other cycling clubs locally to SE London have better exposure to new riders than we do; having few active members means our club runs don't take place regularly.

Here are a few statistics on our membership:

The DL address list has 131 names (I'm aware that not all are still current..)

Age	0-10*	11-20*	21-30*	31-40*	41-50*	51-60*	61-70*	71-80*	81-90*	91+	Not listed
Members	0	7	8	19	19	9	20	27	8	1	13

Average age 54.7 yrs.

Length of membership

Less than	1	1yr	2	3	4	5	6	7	8	9
Members	6	9	4	5	2	0	0	3	0	0

Length of membership	10-15 yrs	15-19	21-30	31-40	41-50	51-60	61-70
Members	10	20	13	5	8	14	6

Membership start date not listed 26

Average length of membership 24.1 years.

Postcode	SE London	SW London	BR Bromley	TN Tonbridge	CR Croydon
Members	25	17	14	8	7
	DA Dartford	ME Medway	Other Postcodes up to 30 miles from HH		
	7	6	15		
Postcodes 30+ miles from Herne Hill	Postcodes 60+ miles from Herne Hill		Abroad		
8	19		5		

There are always lots of different ways of looking at statistics. I live in SE London, so I'm likely to say we should focus on building membership in our strongest area. People in other areas may wish to increase membership in their own areas, so they can have someone to ride with.

Age wise, we have most members above 50, so either we should concentrate our activities to serve them, or else try to recruit in the younger age brackets, for long-term growth. I recommend that we strengthen the 21-30 and the 31-40 first, before trying to reach teenagers or younger – mainly because the older age groups are more independent, and also more likely to put something back into the club and help it to grow further.

Club Development - The Theory

Club development can fall into 3 main categories:

1. Membership growth.
2. Increased activities.
3. Increased income.

All of these three are linked – Growth of membership and growth of activities will feed each other. Increased income is a by-product and not an end in itself, but helps to keep stability in the club.

Development of membership falls into 2 categories: Recruitment and Retention. It's important to get new cyclists into the club, but much more important to try and keep them afterwards. In the 1990s, I had a running advert for the Club in a mountain bike magazine. I generally got about 4 or 5 calls a month. The success rate went something like this:

- For every 3 people who phoned me to enquire, one would come out on a ride.
- For every 3 who came on a ride, one would visit the clubroom.
- For every 3 who visited the clubroom, one would join the club.

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- For every 3 who visited the clubroom, one would join the club.
- For every 3 who joined the club, one would renew after a year.

That drop-out rate is admittedly rather high, but what is certain is that in order to attract people we must have regular rides taking place, which cater for people who are not already in the Club. Whenever we have had a string of regular rides, we have gained some extra members as a result. When the rides became more intermittent, fewer riders turn up, and some, though not necessarily all, then drift away.

Questions:

So why don't all enquiries turn into memberships?

When a person phones for the first time, they may not have a clear idea of what the club will offer them. They may expect a full-time coach, sometimes they want someone to teach them to cycle. They may live some distance away so it's hard to get to a starting point for a ride. Often they feel worried about being left behind on a ride, or of making others wait. Some feel rightly that the club is not for them, while others could have made ideal members, but decide for their own reasons to go elsewhere.

How can we get more enquiries?

I think the website gives us good service, but word-of-mouth is always a far more effective introduction. It is important to be visible. Wearing Club kit when riding to work, or to bike shops, or to other places where new riders may go. Herne Hill's Saturday Track session is a great place to be visible. When training starts again (probably in March) that session is really good for fitness (you're likely to ride 30-40 miles at varying speed), and also a good opportunity to chat to people who are new to it, who may often be looking for a club. The majority of newcomers tend to come from a 3-5 mile radius, so it should be easy to arrange group rides to include them.

What does a potential member look for?

It will be a combination of: Friends to share their interest in cycling; opportunities to ride socially with others; a chance to compete, stretch themselves, improve themselves; support and advice from people with greater experience; financial support for their riding; a group identity. People may place these in varying order of importance: in my experience, the younger the rider, the greater the importance they will give towards financial support.

Do we offer these things?

This is the crux. I'll answer using questions: How welcoming are we? Will our next ride be at a convenient time, meeting point, distance, speed for a new member? Can a person easily find support and advice? Do we aim our events at those with less than 5 years membership?

Why do people leave the club?

All manner of reasons – they may have to move away; get busy at work; have other demands on their time (eg children). Or they may find that the club doesn't serve their needs well enough. This may be because their expectations were off the mark in the first place, or that another club has more to offer them.

Why do others stay?

For most of the same reasons that they join up, and in addition: achieving things – PBs and championships; being recognized – awards; forging friendships; some will stay a lifetime just out of habit, or of duty.

Club Development – The Practice.

The simple answer: Club Runs. If you're going for a ride, let others know. Doesn't matter if they are members or not – or members of another club. Ring them, and ride together. Plan ahead if you can. Doesn't matter if you live in SE London or darkest Dartford or sunny Sutton. Enjoy your riding, with your friends, and wear your De Laune kit when you do.

When you're out on your bike, and you meet another rider, talk to them. Slow down if necessary, speed up if you can. If they live near you, swap phone numbers. If they live near another member, pass the details on. Find out if they ride often, if they race, how much they commute. Tell them about racing at Crystal Palace and training at Herne Hill (if you're near SE London!). If you live elsewhere, tell them about other local events. Tell them about the website and the forum, so you can meet them again for more rides.

Maybe that all sounds a bit too easy. We all know that at least half of other cyclists will grunt and ride off. Some are weirdos and you wouldn't want to go near them. The rate of success with these conversations won't be that high. But think of how you were introduced to the club, and I'll bet about half of you met someone while out riding.

You may notice I haven't said much about the Memorial Fund yet. I'll say more about that next month. It is an important asset, and we must use it wisely. Exactly how important is it to new members, and existing members? What opportunities does it give us? Can it help us to grow as a Club? How should we decide how to spend it, and how can we prevent disputes arising?

Bill Wright



Dates for 2008

Sportive Events:

Listed here are some of the bigger and/or more popular Sportive rides. For full listings and entry details, look at www.cyclosport.org and click on 'events'.

Lakeland Loop

13th April, New Dungeon Ghyll Hotel, Great Langdale, Cumbria

Makes a great warm-up for the Fred Whitton Challenge; this is a mini-version of approx 120k (75miles) with 3000m of ascent. Includes Hardknott and Wrynose Passes.

Fred Whitton Challenge

11th May, Coniston Sports Centre, Coniston, Cumbria

The original UK Sportive and still regarded as the toughest. 112miles over all the major Lakeland Passes.

Etape du Dales

18th May, Grassington, North Yorkshire

176km (108miles) over all the big Yorkshire hills.

Tour of Wessex

24th-26th May, Somerset and Wiltshire

A 3-day Sportive over the same route as the Tour of Wessex Premier Calendar road race.

Polka Dot Challenge

1st June, Peak District

The Lakes has the Fred Whitton, the Peaks has the Polka Dot, 100miles over all the big Peaks hills and passes.

The Dave Lloyd Mega Challenge

29th June, North Wales

A route set by ex-pro Dave Lloyd, this is a seriously tough 142 miles over every big hill in North Wales he could find!

The Three Counties Challenge

6th July, Crooklands, nr Kendal, Cumbria

The second year for this excellent Sportive, now moved from its previous September date into July because it needs all the daylight hours possible! 125 miles and 12000ft of climbing through Lancashire, Yorkshire and Cumbria.

The Dunwich Dynamo

19th-20th July, London Fields to Dunwich

Not a Sportive in the strictest sense, this is a barely organised night ride to the beach! Usually a great atmosphere though, a nicely relaxed night out.

The Devil Ride

10th August, Builth Wells, mid-Wales

Inaugural event, 100 miles of extreme hilliness round mid-Wales.

The Spud Riley Memorial

7th September, Dovedale and Peak District

Similar to the Polka Dot Challenge but on quieter roads. 100miles.

Mountain Bike Events:

A list of some of the bigger races and events, for a full calendar of local and national events look on www.britishcycling.org.uk

Merida 100:

12th-13th April: Big Night Out and Spring Marathon, Builth Wells

24th-25th May: Ruthin (also includes a road Sportive on Sat 24th)

5th-6th July: Builth Wells (also includes a road Sportive on Sat 5th)

2nd-3rd August: Selkirk (also includes a road Sportive on Sat 2nd)

13th-14th September: Penrith (also includes a road Sportive on Sat 13th)

Full details on www.mtb-marathon.co.uk

Enduro6: 6hr endurance event for Pairs and Solos

26th-27th April, Catton Park, Midlands

10hr Races: The excellent “10 Series” returns with

10 Under the Ben	31 st May	Fort William
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10 Around Kirroughtree,	12 th July	Dumfries and Galloway
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10 More in Moray,	23 rd August	Inverness
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12hr Races: **24/12**, a 24 and a 12hr race running alongside each other

26th July, Newnham Park, Plymouth

24hr Races: **Wildboar 24** 17th-18th May Grizedale Forest

Inaugural event, looks like a good one

Mountain Mayhem 21st-22nd June Eastnor Castle
The world's biggest MTB event returns for its 11th year

24/12 26th-27th July Newnham Park
Details as per the 12hr, you just have to pedal for longer!

SITS 9th-10th August Catton Park
Sleepless in the Saddle, bit more laid back than SSMM

Cyclo-cross events:

There is only one cyclocross race that is important; it is of course the world famous

Three Peaks Cyclocross, Helwith Bridge, Yorkshire. Cancelled in 07 amid fears of Foot & Mouth it is scheduled for the 28th September 2008. For full details and an entry form go to www.3peakscyclocross.org.uk

Road events:

Again, only one of note, it's the first ever **24hr road race**. Closed road circuit at Sennybridge Army Training Area, teams of 5. 12th-13th July.



Does that mean we are all invited Ed; to answer your question:

YES it is open invitation for any Club members to come to our house warming party, date to be mutually decided. We will move at the end of February 2008 and will be in a mess for a while. I need to ship some of my old furniture and things from California to Phuket in a container, this has been stored in the Apollo warehouse for the last ten years.

Jead and I will be over in California for over two months commencing April 6th 2008, we shall buy some things and pack a container to send back here. Before coming to Phuket it is useful to understand the seasons, we have just two of them; 'wet' and 'dry' At any time of the year the temperature is never less than 27C degrees and not more than 36C degrees, however the humidity levels vary, then some months it rains a lot.

The best time to come is from mid November to end of March. This is our 'dry' season when the weather is hot but not too humid. April, May, June are the hottest months of the year, mainly due to high humidity levels. Our wet, monsoon season starts in July and can last into November, year to year this varies.

If a number of DeLaune friends would like to come out to Phuket, I would think it is unlikely that they will want to come just prior to Christmas/New Year, this being "family time" also mid December to end January is very crowded in Phuket with European tourists, this becomes less of a problem in February. Therefore my suggestion is that if a number of you would like to visit in mid, late November , or the first two weeks of December or mid/end February into March this is a good time.

If you choose the later dates you will not have to endure your winter back there. By the time you return to the UK you will have the Spring to look forward to. Depending on how many of you wish to visit Phuket will depend if we can accommodate you all. We have five bedrooms, plus a couple of bonus rooms, I can promise you one thing;

it will not be as crowded as 'Mrs Curd's railway carriages in Crawley', circa 1950!

Our little gathering will all be English speaking. We have German, French, American, Belgium, English, Thai (English speaking) so we should be an international crowd. We will have a separate 'do' for our Thai Contractors and workers.

There are some nice things to do locally here, daily tours etc. Don and Beryl know the routine. The flight from Heathrow takes around 13-15 hours, connecting through Bangkok or Singapore. In my opinion, the best airline in this part of the world is Singapore Airlines, their fleet of aircraft is new, the in-flight service excellent and their safety record one of the best in the world.

That really is all I can tell you for now, the ball is in your court!

Talk among yourselves and pencil in some dates, also the numbers we might expect. There is local accommodation of several grades if there are a lot of you!

I have added a rainfall/weather chart and plus some notes, you will not be bored while here!

This should give you something to ponder over during the miserable weather back there.

Take care,
Lead and John

If anyone would like a copy of the information that John has sent me about Bangkok and Phuket let me know and I will forward you a copy, Ed.

DATES TO REMEMBER

Diary Social/Club for 2008

????? Annual General

Sunday	?????	12:45	OMA Lunch	Brighton
Sunday	?????		Max Dods Memorial B-B-Q	Herne Bay
Friday	7 Nov		Belgium Night	Blackheath Harriers
Sunday	16 Nov	10.30	Remembrance Service	Newnham

Club & Inter-Club Events for 2008

SEE MESSAGE BOARD to keep UP TO DATE

<http://mikepeel.proboards67.com>

CLOSING DATE FOR THE NEXT ISSUE 27th FEBRUARY

Anything for inclusion please send to:

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