

Basingstoke M.A.G. Minutes

24/02/2011



Rep Keith:

Emails:

SWOT

Hi Folks,

MAG SWOT Consultation

Deadline for responses by end of March 2011

The Board and NC of MAG UK have agreed that we now need a new Business Plan to take the organisation forward. To help us all achieve this Business Plan we need to first do a SWOT analysis of the organisation as it stands. As a democratic organisation we would like to give as many members as possible the chance to contribute at this stage.

Many of you may already know what a SWOT is but for those who do not, here we go!

The SWOT analysis is an extremely useful tool for understanding and decision-making for all sorts of situations in business and organisations.

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Completing a SWOT analysis is very simple, and is a good subject for MAG meetings both regional and locally.

The SWOT analysis template is normally presented as a grid, comprising four sections, one for each of the SWOT headings: Strengths, Weaknesses, Opportunities, and Threats. I have attached an example that reps could work with at meetings. Some of the questions may not be appropriate for MAG but it is only a guide.

To give you some ideas to get going, when we last did a SWOT in 2006 these were the results:

MAG UK 2006

Strengths

Philosophy, grassroots participation, democratic, talented staff, brand name, non-hierarchical structure,

Weaknesses

Membership numbers, business continuity, succession plans, financials, reliance on fighting funds, key man policy, image, events failure, personal agendas

Opportunities

BMF melt downs, new management team, potential membership pool, green agenda, traffic congestion, increase engagement/influence

Threats

Shrinking motorcycle market, reduced membership pool, legislation that damages, unresponsive media, hostile communities, EU legislation, resistance to change, inability to influence



SWOT template.doc

The ROAD on line

Your opinions please on Mutchie's suggestion below - Red
WE need to make a decision on whether or not to put the ROAD or part of it on line.

Rationale:

Tonks struggles to sell enough advertising to cover more than one third of our print bill. He says advertisers just don't get enough response to their ads so only the die hards renew or those like insurance companies who have deals with us.

If we put the magazine on line with interactive web links then anyone looking at the mag and clicking on the website addresses of advertisers will be taken to those advertisers websites.

Telling advertisers that we are also on line and offer the interactive facility could help sell them ads in the first place and hopefully improve the response to them enough to get us more repeat ads

To put the mag on line without the interactive element would cost nothing

To put the whole mag up with the interactive element will cost £252, Pensord the printers can do it for us

Now some may say the members will not like it they will say what am I paying £25 for when I can see the ROAD on line

Much as I would like to think that our members value the magazine highly I suspect that most join because they feel they should and will ultimately recognise that what is good for MAG will be recognised as making sense

Furthermore by preference most people still prefer turning a paper publication in their hands to scrolling on a screen, especially if they haven't got a screen

There are a number of options of course. WE could just email the link for ROAD on line to all our affiliate clubs so that they can inform their members via email of club magazines. AT best that increases our advertisers' market exposure from 9000 to about 69 000, at best, I stress.

Besides the advertising element there is the recruitment potential of the plan. Will an affiliate member who has never seen the ROAD, take a look on line and think blimey this is great I'll join as a full member. WE can of course big up the discount he/she will enjoy on the first year of upgraded membership (only £20)

Naturally if we threw the net wider we could introduce the ROAD to an infinite audience

We could put part of th ROAD on line, I think, must speak to Pensord about that. What we can't do is just pay for the pages with ads which we want to be interactive to go on line and do the others free, this aint an option, at least not with Pensord

Right now we seem to be stuck in a rut as advertising response just isn't good enough. Most mags are suffering and even those with giant circulations like MCN's have suffered huge drops in ad revenue due largely to competition from the net so it seems ostrich like to shun the opportunities presented by the medium

No doubt you will have questions

Thieves

No sooner did Mutchie float a motion to deal with victims of bike theft than a case almost in point appears.

Fred Hill run today, the first run Mutchie has ever organised in his life. Went off OK but just as he finished his talk at Pentonville a hullabaloo erupted as vermin had been spotted trying to nick a bike from the line of bikes at the very foot of the prison walls that we were behind . A motorist had spotted the scum pushing one of the bikes across the road and begun hooting continuously which caused them to drop it against a lamppost and leg it around a corner out of view into the labyrinthine maze of council estates surrounding the prison. Blessedly a local had spotted the action, clocked the faces and called the cops who appeared like genies from lamps. The hero was popped into the back seat of a patrol car and driven off to scour the streets in search of the would be thieves.

Radio updates suggested the the hunt was well in hand with more cops drafted in and Marie, the PC left interviewing Mutchie and others kept them informed of developments on her radio and told us that half the cops in Islington were ringing the estate in which the stoats and weazels had taken refuge. It seems that the bike they had tried to steal, a KTM, is the favourite of jewel raiders and there is a smash and grab jewel robbery in London every day and the cops are prioritising this crime hence the astonishing level of interest.

In time Marie's partner returned and held his hand up to indicate five fingers. This is naturally the norm but in this case indicated that five arrest had been made. He was cock a hoop and told Mutchie that the last four that they banged up for these raids on bikes got a total of 27 years behind bars between them. Way to go!

Paul Turner - MAG Chairman

Paul has been thinking of what he does, he is going to try to spread himself around a bit this next year,

His firm commitments this year are Number 1 in May - Farmyard

He thinks he will give Valley and Pudding a miss this year having been for the last two years and is thinking that attending another event or events would be better. He will check the events diary himself but if there is any event where you think I should be then let me know. I am more than happy to say a few words on MAG.

Small or large he's not bothered he just needs parking for camper and leccy if possible but not essential

Poker Run/Ride

Does anyone have any experience of organising or being involved in a Poker Run?

I was thinking of organising a Regional Poker Run for the Friday of the Royal Wedding as a MAG fundraiser. I have some ideas but have never taken part in one myself.

Selina

RR East Anglia

mag-uk-nc-list mailing list

mag-uk-nc-list@mag-uk.org

<http://mailman.mag-uk.org/mailman/listinfo/mag-uk-nc-list>

Is your MP backing the Fair FuelUK Campaign

As a supporter of the FairFuelUK Campaign, we need your help. The FairFuelUK campaign has hit the headlines and is making an impact on your behalf. However, hundreds of MPs have failed to respond to our letters calling for their support and for action on the price of fuel. On your behalf, we have written to **EVERY MP, THREE TIMES!** Unbelievably, at the time of writing this only 20 out of 648 have responded! We are asking you to check the list of MPs at http://www.fairfueluk.com/is_your_mp_supporting.html to see if your MP is supporting the cause. If your MP has not offered support please email them. We've made it easy to do. Just click on their email address next to their name and send them a message straight away letting them know how you feel.

When you've done that, there is one more thing you could do to help swell our support. If you haven't already asked all your contacts to sign up to FairFuelUK.com please do so...here is a simple email that you can cut and paste into your email program and send to all your contacts. **** cut and paste into your email programme the following text****

'We're facing a fuel price crisis! I've signed the FairFuelUK on line petition at www.fairfueluk.com . They need the support of everyone that feels petrol and diesel prices are too high. Please help them by signing up and then passing this on to all your contacts'.

Thanks again for your support;
Kind regards,

Peter Carroll
Fair Fuel UK Campaign Organiser

Don't forget to get a Car Sticker too, from the website...

<http://www.fairfueluk.com>

For more details, contact:

Peter Carroll, Fair Fuel UK Campaign - Mob: 07866 800755

Lynne Beaumont, Fair Fuel UK Campaign - Mob: 07885940945

Howard Cox, Fair Fuel UK Campaign - Mob: 07515 421611

www.fairfueluk.com email addresses: campaign@fairfueluk.com Why not Campaign: The Puffins, Peene, Folkestone, Kent. UK

MAG on TV

From Mutchie

Not sure how many of you can see London TV but I am guessing everyone can see everything these days if you can operate a remote control and have a 100 station TV . Anyway if you can London Inside Out 7.30pm next Monday, moi on potholes and maybe manhole covers, and I get to take a gorgeous girl on the back of my bike, just hope I don't look like a prick.

M\\Full page on MAG in Motorcycle Monthly this issue also

Chandlers BMW and ART rider Training join MAG

After the successful Riders Are Voters event in Brighton last Thursday, we are delighted to say that Chandlers BMW in Brighton and ART rider training in Crawley have become MAG corporate supporters. Emmet Reidy of Chandlers BMW and Steve Manning of ART were impressed with the work of the local MAG activists and MAG's GET A GRIP! campaign and just said it made

sense to support an organisation that was protecting and promoting motorcycling for everyone.

Pictured at Chandlers BMW are L-R Emmet Reidy, Mike Weatherley MP, Simon Frampton and Chris Cordell of Brighton MAG and Paddy Tyson MAG's Campaigns manager

Pictured inside P&H Motorcycles in Crawley, where ART rider training is based are L-R Steve Manning, Paddy and Paul Searle of P&H

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Kind regards

Paddy Tyson
Campaigns Co-ordinator
MAG (UK) - Motorcycle Action Group

A.O.B.

Jonathon: His shop where he works (RYMANS) is doing things for this years Red Nose Day. They are collecting any old clothing ,dvd ,cd, mobile phones and games consoles. All can be taken to the shop in the towns centre. Also some of the regions manager are going to dress up as nuns and he has a sponsor form if you would like to sponsor them.

Colin: Has approach Hein Gericke for a prize for the bike show.

Asked about doing a ride out to Haslemere Fire Station bike show then ride down to Southampton MAG bike show. On 17th April. Answer yes we will set a time to meet.

He went to the Bristol Classic Bike Show last weekend and handed out flyers for Basingstoke MAG bike show. Also picked up details for events in the South West. (see events list).

Miller: Still got room for people to go clay pigeon shooting.

Ride out to the Ace Café. They are putting on a show at Brent Wood . We will make that our ride out day to the Ace Café.

Cheryl: Any one would like to order any products.

Denise: Ian Ross her brother had a motorbike accident on Monday on the M3. He is a very lucky boy and is a bit cut and bruised but ok. GET WELL IAN FROM ALL AT BASINGSTOKE MAG.

Little Red: The regional product rep Vicki has pass on a folder which shows all regional products to which we can order from.

Show the group a sample of the new composite manhole cover. She will show all the groups first then it will stay on the Regional trailer.

Also handed out copys of the Road to pass on to local outlets.

South West Shows:

2nd April South West Peninsula Spring Rally.Bridgwater Somerset www.somersetadvancedmotorcyclists.org.uk

Sun Flower Motorcycle Run Sunday 22nd May. Ivel Barbarians Rugby Club Somerset.

Andycap Rally. 15th-17th July At Wells,Somerset.

South West Bike Day. 15th July. At Wells, Somerset.

Rog and Lyn Charity Run: Sunday 25th September. Riding from their home to Weston super Mare. In aid of Children Hospice South West. Email R.W.Cox@yahoo.co.uk 12 noon start.

2011 Events

March:

Basingstoke MAG 2011 AGM. 24th March, 8pm at the Royal Oak.

April:

South West Peninsula Spring Rally. 2nd April Bridgwater Somerset www.somersetadvancedmotorcyclists.org.uk

Salisbury MAG bike show is on 3rd April

Southampton MAG bike show is on 15th April

BASINGSTOKE MAG Easter party at the Royal Oak. 8pm. Band is called RIPSLID.

Reading MAG Easter bike show is on Sunday 24th April. at Reading Abbey Rugby Club.

May:

Basingstoke Festival of Transport, Sunday 8th May. at The War Memorial Park.

NABD Rally. 6th-8th May. Cheshire.

Basingstoke MAG ride out to Donkey Sanctuary Sidmouth. 14th May

Sun Flower Motorcycle Run Sunday 22nd May. Ivel Barbarians Rugby Club Somerset

June:

The Farm Yard Party, 17th-19th June. Pre book £25 otg £35.

Basingstoke MAG 21st Anniversary Bike Show. 18th June. At the small car park by The Royal Oak.

Lion Rally. 10th - 12th June. Reading.

3Bs Rally. 24th-26th June. Bordon.

July:

Andycap Rally. 15th-17th July At Wells, Somerset.

South West Bike Day. 15th July. At Wells, Somerset.

August:

The Bull Dog Bash. 11th -14th August.

Popham Bike Show. 21st August.

September:

Rog and Lyn Charity Run: Sunday 25th September.

2012.

Basingstoke MAG 2012 AGM. 22nd March, 8pm at The Royal Oak.