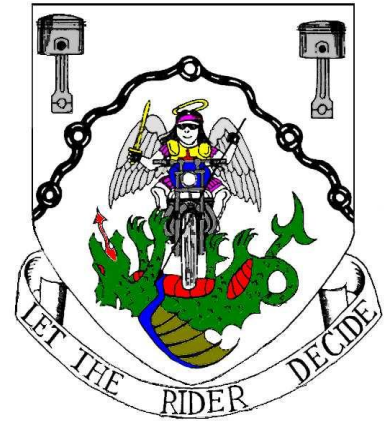


Basingstoke M.A.G. Minutes

10/02/2011



Rep Keith:

Emails:

Road Safety Knowledge Centre.

Thanks to Gary at Carmarthen MAG for passing this on Red

Good afternoon,

This is your weekly update from the Road Safety Knowledge Centre team.

*Knowledge added in past week

*

Car Drivers' Skills and Attitudes to Motorcycle Safety: A Review: /DfT (pre-2009)

/This report proposes a framework for interpreting the literature and evidence on car drivers' skills and attitudes towards motorcyclists.

<http://www.roadsafetyknowledgecentre.org.uk/issues/motorcyclists/knowledge/399.html>

Learning to Drive: The Evidence: /DfT (pre-2009) /This report sets out the evidence on why there is a need to transform the training and testing of drivers, illustrating the Department for Transport and the Driving Standards Agency's assessment of the current problem.

<http://www.roadsafetyknowledgecentre.org.uk/sections/training/knowledge/397.html>

Reported Road Casualties in Great Britain Quarterly Provisional Estimates Q3 2010: /DfT (2/11) /Reported Road Casualties in Great Britain: Quarterly Provisional Estimates is a series providing estimates of personal injury road accidents and their casualties.

<http://www.roadsafetyknowledgecentre.org.uk/knowledge/456.html>

*RoadSafe for parents: */RoadSafe (2/11) /This campaign is aimed at making young drivers better drivers.

<http://www.roadsafetyknowledgecentre.org.uk/knowledge/457.html>

Can older drivers be 'nudged'? How the public and private sectors can influence older drivers' self-regulation: /RAC Foundation (2/11) /This reports considers how interventions, or 'nudges', based around insights from behavioural economics and psychology can be used to assist older drivers in coping with the ageing process.
<http://www.roadsafetyknowledgecentre.org.uk/knowledge/459.html>

*Statistics

*Total listings: 803/(791)

/Member organisations: 346 /(346)

/Subscribers: 1582 /(1557)

/

Visits to site in last month: 2,305

Page views in last month: 11,376

Help requests: 65 /(61)

/Help request responses: 226 /(199)

/

Best regards

Nick Rawlings

Road Safety Knowledge Centre team

01379 650112

[_http://www.roadsafetyknowledgecentre.org.uk/_](http://www.roadsafetyknowledgecentre.org.uk/)

I was hugely amused by this thread on a website. It seems MCN's editor Marc Potter is taking flak for describing the TT as unsafe and some people are saying he shouldn't ride in the parade at the TT this year.

This bloke points out the blindingly obvious and in a manner that underpins MAG's core philosophy ie that we like riding motorcycles even if it is a bit dangerous. I'm not a big race fan but I think we should vigorously defend the TT even though it's loony because it's all about the balance of risks and pleasures although some might argue that the participants have got the balance a little out of kilter. At the end of the day it's a volunteer affair just like mountain climbing. My mate shorty indulges some pretty hazardous behaviour also but hey let's not go there.

M

dingocooke

I think you should 'reconsider' your request for Mark Potter *not* to ride.

It probably *is* safe to ride the Ducati 'Parade'

The clue is in the word 'parade'

As for all you TT fans who constantly complain about other's declaring the TT as not 'safe' . You are are living in '*cloud cuckoo land*' of course it's **not** safe!

That is simply a fact! ...Otherwise people wouldn't die there relentlessly year after year (the death toll is huge ...in the hundreds!)

Don't get me wrong ...I have nothing against the TT ...and certainly do not want to see it banned. It is an institution and a thrilling spectacle ...and as long as people want to race there and others want to watch (I will be going myself) ..then long may it continue..... but let's not kid ourselves by raging against anyone who dares to point out 'the truth'.

It's probably the most dangerous 'race' / Time Trial on planet earth. - Fact

Fred Hill Run and Thames Valley Region AGM.

Steve Steadman (Reading and Thames Valley Rep) has stood down as Regional Rep, Rob Easthope has stepped in as Regional Rep.

I'm sure we all wish them both well.

Red



Fred Hill Run and
Thames Valley Region

Advertising in ROAD

I got this from Mutchie and was about to respond when I thought, how about canvassing the reps to see what they think - so please respond...

Red

Been talking to Mick Tonks who sells the advertising on the ROAD . One thing he keeps telling me will help is if we can link bike features to a dealership. For example when I ran the piece on the guy with the sportster a couple of issues back, Harley-Davidson Donnington took a half page ad to run alongside it as that is where he bought it and he had good things to say about it. Obviously this isn't going to work if the rider has been shafted but if you would all think about this for a minute and if you can connect a bike to a dealership and give me a picture it could help. If you are taking a picture of a bike remember to look at the background and try and keep most of it out as a rule. The best way to do this is to lie on the ground and shoot upwards, you'll be amazed at how tedious backdrops, wheelie bins and washing miraculously disappear. If you know a

dealer or someone in the trade who is a MAG member preferably and would like some profile, it could be worth looking into.

I am wondering about putting the whole magazine on line, not as an alternative to a paper mag but as well as , then we can maybe pull in more advertising on the strength of increased exposure.

I know there is a perception that if you can get the mag free on line then it reduces the incentive to join but this is something we only speculate on. My gut feeling is that notwithstanding the ipad and Kindle generation that is growing, people still prefer thumbing through traditional mags.

Keeping advertisers is all about response to ads, we can tell advertisers that we have a million members but it wont keep them coming back for advertising if they don't get response.

Of course I shall have to learn to put pages on line, we used to pay someone to put extracts from the ROAD on our site but he went mad and vanished, I don't mean Mark Iline but another chap on the Isle of Dogs. I think it is one of those things that is getting easier to do, put things on line I mean, as opposed to going mad. Anyway we don't want to be increasing our outgoings at the moment. Fortunately I am very clever and quick to learn so that's a big plus.

Later

FW: Winchester MAG had an idea

Regarding involving the young members please see below.

Hi Red

We've had several goes at it over the years, the problem is getting regular contribution, typically I get one or two and it fades away, so devoting a whole page is probably not realistic. I'm happy to put in whatever comes within the context of regions.

M

On 03/02/2011 06:49, "Partridge, Sheila" wrote:

They would like to start including the kids in more things, one idea was brought up and they wondered if they could start doing the under 16s a birthday greeting in the ROAD kids like being included in things like that and they are the members of the future . The expansion of this could be a Young MAG page in The Road.

What are your thoughts on this??

Red

I was sent this:

<http://www.vrccuk.co.uk/Ride%20Outs%20Info.htm>

What looks like a big bike event on the 18th of June does clash with Basingstoke MAG's 21st Anniversary Bike Show.

A.O.B.

Cheryl: Has got year bars for 2009 and 2010. £1.25 each. Stock is low.

Miller: Date for Clay Pigeon shooting has been moved to 29th May. Names in to Keith ASAP. Cost is about £35. Deposit of £10 in at the end of the month.

Colin: Has got some flyers for Yorkshire MAG .
INTO THE VALLEY 29TH Aril-1st May. Pre book £15 otg £20.
THE FARMYARD PARTY 25TH YEAR. Pre book 25 otg £35.

Spoken to HJC Travel of Overton and they may do a stall at the bike show.

2011 Events

March:

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

April:

Salisbury MAG bike show is on 3rd April

Southampton MAG bike show is on 15th April

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.

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. 12th - 14th June.

July:

August:

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

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