

Publicity Officer Report – AGM 2016

The Club continues to publicise its events both internally to existing members and externally in an effort to attract new people to our sport and importantly new members to the Club.

We advertise on a weekly basis with the newsletter, press articles and on a variety of web sites; quarterly with fixtures listings; through the Club magazine, as well as the Club's website, Facebook page and Twitter feeds which are continuously updated.

This year we supported the "Go Active" weekend and organised a coaching / taster session at Vulcan's Park in Workington. Although the attendance was disappointing we did get a number of families to try out the sport for the first time ever and both children and parents seemed keen to participate in future events. We also had positive feedback from two runners from the St. Bees Triers. We're following up pointing them to our website and inviting them to future coaching sessions.

It is difficult to gauge the effectiveness that these publicity materials have in encouraging new people into the Club. The strongest advertising remains word of mouth and so we would suggest all members to encourage friends, family and work colleagues to one of our Thursday evening events.

It is important to emphasise that publicising the Club and its events does not fall to one individual and many Club members contribute. Particular thanks go to Roger for the weekly update, Jane Hunter for her newspaper articles, Rob Stein for the magazine, David and his team for keeping the website fresh and everyone that contributes to Facebook and Twitter that keeps the drum beat going.

Ian Lowles

9 October 2016