



AUDAX UK

The long-distance cyclists' association

Communication director's report April 2017

The tragic loss of the incumbent editor of Arrivée, Tim Wainwright, created a bit of stress with the editorial team and, it has to be said, they all responded very well. Sheila was particularly effective and managed to produce a 36pp issue single handed. There are a few elements for me to finish and I am optimistic that the reduced issue will go to press by the end of this week. In view of the upcoming LEL I am looking into producing a special on the event in the summer issue, either as a section or a souvenir insert. Any suggestions for content would be useful on this please.

In addition to the hiatus in production we also had to deal with Headleys press going into administration and losing 100 of its staff overnight. After many calls and emails I got not response from the company that had bought the assets – Stones-Ashford Limited – so I placed the current issue with my trusted press in Gloucester – Severn – who will do an excellent job at short notice. In the next quarter I will put the magazine out to competitive tender and will include Stones in the list.

Through Danial Webb, and at his suggestion, we have produced a quantity of posters for specific use on the LEL and these will be returned to the club after the event for general use and distribution to any organisers who might be able to put them to use. Cost £800.

Four people have contacted me regarding the two empty seats on the editorial team and I will address appointments when I have established a road map for the magazine and editorial needs from the new web site. I am assuming that I will need to appoint a content editor in this function and when decisions have been made regarding honoraria, we will again have a fully functioning team.

I propose to undertake a full redesign for the summer issue. This is a very considerable undertaking as many existing systems will have to change especially in the editorial method currently used. I am proposing that the editors edit copy and the designer does the page layouts. This will mean frank discussions with the team, not least about how they are remunerated. Currently, and individually, they produce print pages themselves and have no time to edit copy, this will be a major change and I will be seeking advice from the board on the best way to implement it and the impact on what they are paid – if any.

I have had just a single response from my delegates regarding honoraria and I will send this and my perspectives in another letter.

Ged Lennox
communications director