

ERSA Chair Report - 2011

October 2011

Another very successful year for the region with numbers up at every race this season and more racers having a good time. I would like to thank all the racers, parents and helpers for making the past year a success. Many people help make each race day a success and all help is greatly appreciated. The unsung heroes of the races are the Race Managers themselves who have a challenging, but hopefully rewarding, role to play before and at each race. We are always looking for more people to help run the races so please consider to help in whatever capacity.

There is a lot of work that goes on in the background during the summer before, during and after each race and this continues through the winter months as improvements are made to the systems we use. I would particularly like to thank Ian Mawson for his amazing support in many areas, Don Daley, Andrew Upton, Lesley Yeung, Janet Jenkins and Steve Lambert for all the work they have done in the background.

The year started with the announcement of the partnership with Team Evolution and this has worked extremely well for both parties and we are happy with progress. Team Evolution are keen to continue the partnership in 2012 and we are discussion options as to how we can improve the relationship and race series next year to ensure it keeps fresh. We are also talking to other organisations about potentially partnership / sponsorship next season, more to follow on that over the coming weeks.

While the races have run very well there have been some challenges with some of the organisation especially around the team events and we need to ensure this continues to improve next session and is more seamless. We are also looking at the general format of the races to look at ways we can improve them or just change them so that they do not become boring and all the same. So any ideas from people greatly appreciated. The intention is to try some new ideas at some of the races next season and gain feedback.

Communication has improved over the year with more use of social media and the ERSA website to get the messages across. However there is still a lot that can be done in this area to improve how we pass on information to members in the region and also our sponsors.

Other success in the region was the Inter Regional team travelling to Gloucester and winning on the day ahead of all the other teams. A great performance by all those taking part.

Over the next year we will be looking to improve several areas covering communication in general and pre and port race. Develop the partnership opportunities and improve what is offered for both parties. We will also be looking to implement a schools races finally.

As always if you have any feedback please feel free to contact me, Bernie Wright on 07776 201437, chair@ersa.co.uk or at any race. If you just want to meet for a chat let me know and let's see what we can arrange.

Bernard Wright
ERSA Chair