



SOUTHEND WHEELERS

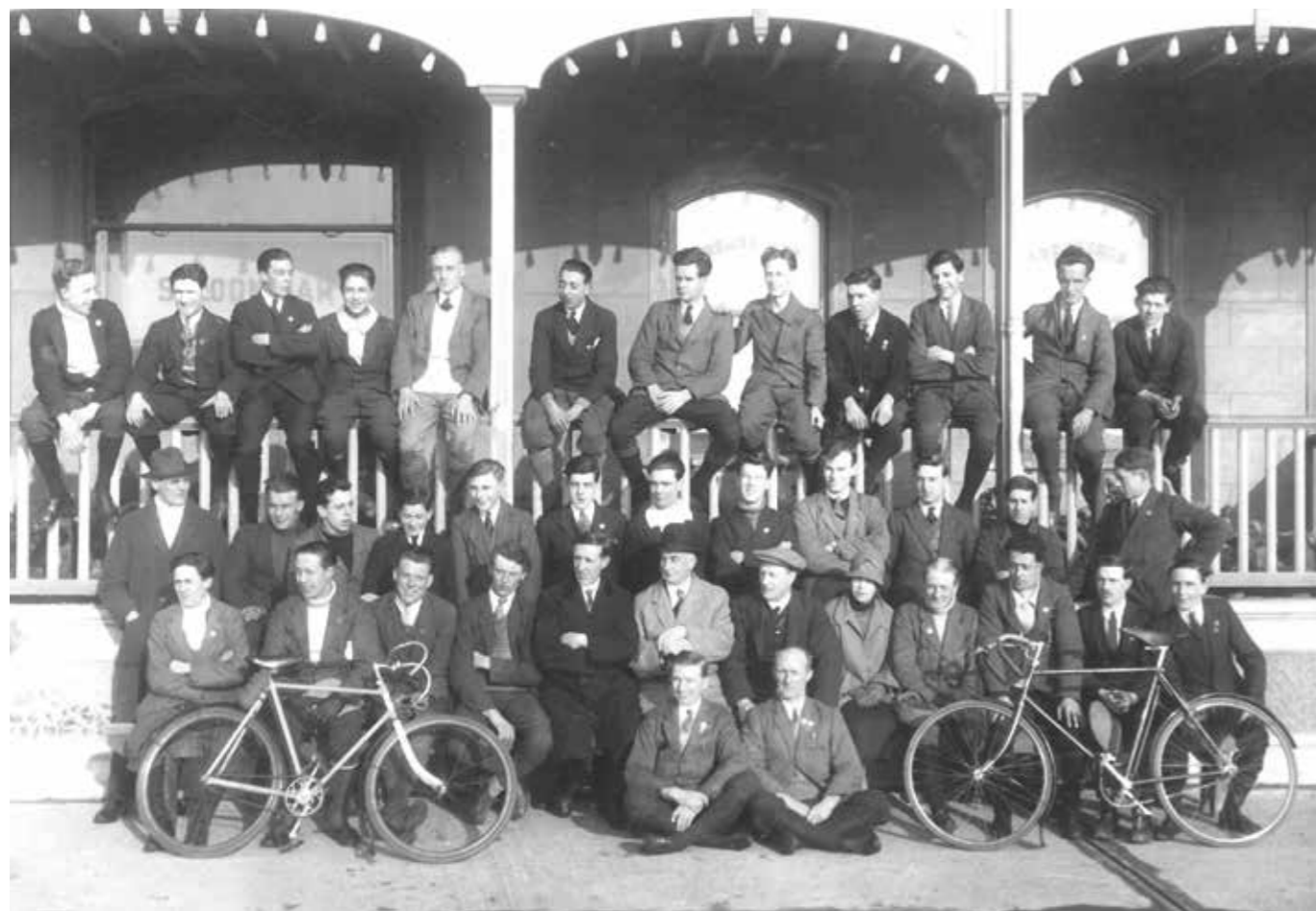
100

100 years of cycling on sea

YB
YearBook

Centenary edition
review of the year

2023



Above: 1924 Calcutts Restaurant (later known as The Esplanade), Western Esplanade, Southend seafront.

Below: 2024 Clifftown Shore, formally known as The Esplanade.



What a (centenary) year...

It's been busy and eventful year for the Wheelers, running our usual packed club event calendar; promoting the CTT National Championship 50-mile time trial (inc: the club's Norman Wells Memorial 50 trophy); and the Andrews Road Race.

All this and more whilst celebrating the club's centenary with three exhibitions; three celebration social events, alongside numerous photo-shoots recording it all for prosperity.

January

New year, new logo and new kit. Our previous kit had existed since the start of the millennium, so it was time for a change. The new kit contains several design elements which reflect our rich historical past, the club roundel (badge), and horizontal banding wrapping around the chest, which first appeared in the 1930's.

February

The first of our centenary events was the Burnham and Baddow reliability ride, with a new distance of 100 kilometres in recognition of our 100 years. The 2024 event takes place on 11 Feb.,

May

(13th May 1923 - The date the club was formed). Celebrations started with a month-long exhibition at Twenty One, Pier Approach, Western Esplanade. A VIP event on 13th May attended by the Mayor of Southend, Councillor's from Southend and Castle Point, past winners and riders who have competed along the seafront and club members, came to celebrate Southend Wheelers rich cycling history along the seafront.

The following day the club held its 100th birthday party at the club room, with a display of club kit through our history, photo albums and other memorabilia.

One week later club members rode from Southend to Epping recreating the 'Ride that never was'.

July

The club promoted the CTT National 50-mile TT championships, which incorporated the club Norman Wells 50-mile memorial trophy.

Later in the month and keen to encourage the younger generations in to cycling, club coaches were involved in the British Cycling Summer of Cycling at Garon Park.

Aug

The club promoted the annual Andrews Trophy road race around East Hanningfield.

September

Club riders had the privilege of leading out Tour of Britain riders as they departed from the start line along Western Esplanade, and in the process recreated probably their most famous club photo of the club riding under the Pier first taken back in 1923.

The centenary exhibition was on display for the month at the Ironworks, Southend High street.

Oct

The club Hill climb championships returned to Vicarage Hill and after the event a group photo from our past was recreated at the top of the hill.

Nov

Club coaches were once again coaching future youth riders at Garon Park in the British Cycling, Places to Ride programme. We will be returning to Garon Park in February 2024, keep an eye out for the registration details.

Towards the end of the month the final two photo-shoots took place. The first being at the top of Chalkwell Avenue, where the Tuesday and Thursday 'chain gang' rides used to start from. Riders then made their way on to Western Esplanade to gather at Clifftown Shore, formally known as the Esplanade and in 1923, Calcutts Restaurant, where one of our first group photos was taken in 1923.

In the afternoon members, past and present gathered for the Centenary lunch, the last event in our Centenary Year.

Yours in sport,

Barry Simpson
Club Chairman







Andrews Trophy

Racing was fast from the outset, with riders lapping the 9.5km course in 12 mins or less. Lap one and a lone rider was making the most of the tailwind up Pan Lane to move away from the bunch. By lap two a small group had broken from the main bunch, and this was the theme until midway through the race when a medium-sized group of around 12 riders formed a break that was to last, gaining time on the main bunch every lap.

By the time they turned into Pan Lane for the uphill finish, one rider, Joe Brooks (Halesowen C&AC) already had a clear lead over from the initial break and was able to celebrate his win in style.





The ride that never was...



Southend Wheelers was officially formed following an advertisement in the Southend Standard, 10th May 1923 (the Evening Echo's weekly predecessor). Placed by Arthur Holmes it invited cyclists to join in a club run to Epping Forest on 13 May 1923. They never made it Epping Forest.

100 years later to that exact date, current club members set out to achieve what their forerunners didn't...







Club Hill Climb



**Pain is
temporary**

**...success
lasts forever.**

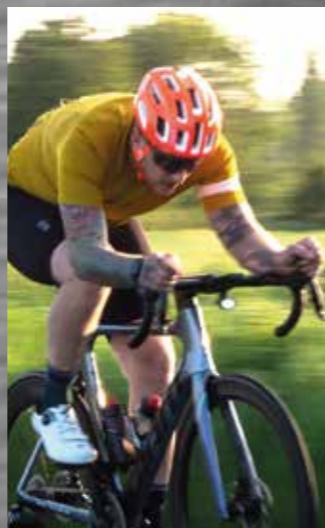
Club hill-climb
championships
Vicarge Hill





CTT National 50-mile TT championships







The future...

Between July and August Southend Wheelers club coaches delivered British Cycling's 'Summer of Cycling' coaching programme at Garon Park Sports Centre, we returned in November to continue with more coaching activities with the 'Places to Ride' programme.





