



Club & Circuit

THE INDEPENDENT MAGAZINE OF LAMBRETTA CLUBMEN



The Way we Were - A History of Club & Circuit Magazine

When I joined London LC with two other school friends as a new clubman it was in search of other people who shared my interest in tuning Lambrettas and getting more out of the two-stroke motor. London LC was known as a racing club. The chairman of LC London at that time was Malcolm Clarkson who was also the owner of SuperTune in Purley and sponsored Ron Moss on his "works" bikes. Mr Clarkson soon disappeared, leaving LC London in disarray and SuperTune Ltd to Ron Moss to manage. We reorganised the club, cut our overheads, sought out new members, regrouped and looked for new ways of stirring up enthusiasm.

The new committee of the London LC were Phil Jolly, Roy Colvill, Malcolm Collins and myself (Spyke) and we took up our new duties with zest - I was voted in as club newsletter editor. The other three members took up their writing skills by supplying articles to the new magazine. Phil became the Sporting Editor and Pauline Bradley kept my bad typing skills in trim in her position as sub-editor.

Started as a single-sheet foolscap, Xeroxed broadsheet for London LC members only, in October 1969 our aim was solely to keep our many club members informed of forthcoming events, results and the club points system. But two months later in December 1969 members asked us to start publishing technical articles, tuning tips and specification tables. C&C Magazine grew to three, single-sided sheets and we had decided to charge 6d (2.5p) for the privilege of this new format. Even so, we decided to retain our non-profit status. By March of 1970 we looked to local scooter shops to sponsor our biggest overhead - printing costs - by advertising in the magazine and at the same time other local Lambretta clubs had started to buy copies. It seemed there was a market to expand C&C into something more.

At first (as editor) I resisted the inevitable - C&C was designed for London LC members and I hadn't looked further afield. It was the insistence of one Nev Frost of Bromley LC (The Innocents), who really liked the style and content of the magazine who urged me to publish C&C on a larger scale and make it available nationally. To test the water, 200 extra copies of issue 10 were copied off and sent out free with the LASCA result sheets for Lydden Hill 1970. The response was amazing. After one year the magazine had grown to

14 pages with a photo sheet and the September 1970 edition was reprinted twice due to unforeseen demand. I bowed to this indicator and took the magazine to a new format.

Edition 13 sported colour coded covers, A4 size, was litho printed for the first time and cost 5p. A separate insert section was supplied for London LC members but within three months this was dropped. We took the magazine to all national scooter events and sold it to as many people as possible - whenever possible and started a national subscription service. Being at most events, meant that we were able to report on these events and from the competitors point of view (we were all competing in one form or another). We saw things from the pits that professional scooter magazines missed and reported on them. We wanted to be informal but factual and support all forms of scooter sport in an unbiased way. One main problem was that we were London based, but in true clubman style, people like Allen Key, Hayden Redfern, Norrie Kerr (who went on to greater things), Bev Flanagan (to mention only a few) and many, many photographers stepped forward and offered their help in supplying far-flung event reports and pictures. We were indebted to their support and enthusiasm.

We had a face lift for edition 25 with board covers and a price increase to 10p and by mid 1971 I had formed a graphics company "C&C Productions" to support the costs of all the graphic art materials needed to produce the artwork each month. The magazine had always been non-profit making and we needed a backer. By mid 1973, because of other commitments, we started to miss our print deadlines and we were forced to double up a couple of editions. Considering we all had full time jobs, prepared bikes, raced at weekends and produced the magazine in our "spare" time, it was a miracle that we kept it running smoothly at all. Our last edition, number 45 for November/December 1973, was a 30-pager with a new look, 5 pages of photos, a Regulations section and a report on our C&C Preparation Trophy Winner; having carried out LASCA scrutineering for two years.

We stopped while we were ahead, just over four years from the first edition and we had enjoyed the ride. I had just turned 25.

Spyke

October 2004