

ANNUAL REPORT 2017

CAMCYCLE



MORE, BETTER AND SAFER CYCLING



Administrative information

Cambridge Cycling Campaign

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03 Chair's Statement

05 Strategy on a page

06 1. Celebrating Cambridge cycling culture

08 2. Campaigning for quality infrastructure

12 3. Developing and influencing policy

15 4. Increasing our numbers and reach

20 5. Improving our reputation and influence

22 6. Building a sustainable foundation

24 Financial review

26 Financial statements

28 The future of Camcycle

28 Future campaigning

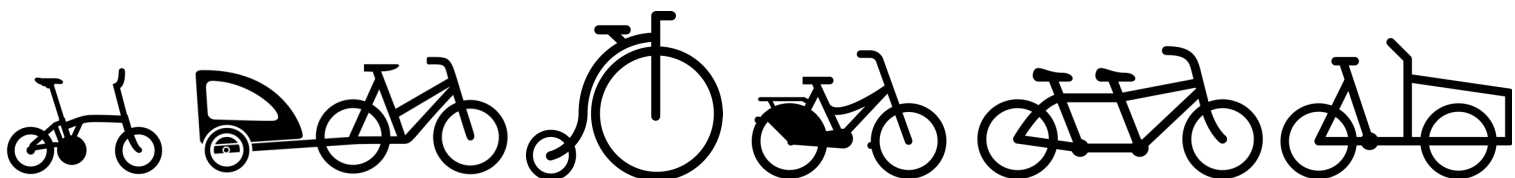
29 Structure, governance and management

30 Theory of change

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CHAIR'S STATEMENT

This has been another busy and interesting year in Cambridge for cycling. The charity itself has been growing slowly and building on the great work by the Trustees, volunteers and our staff. Last year we created a strategy on a page, and this year we are starting to measure our performance against this. We have had a number of successful fundraising events throughout the year. And we have delivered a number of important projects that both raise the profile of the charity and promote more, safer and better cycling in and around Cambridge.

The year has not been without problems. The Greater Cambridge Partnership (GCP), a rebranding exercise from the 'City Deal', has been very busy making proposals for various main roads. Even though we have been working hard with other groups, there is still a lot of work to do to make these proposals as good as possible. We, along with local residents, have a very clear vision of what we would like. It is our job to make convincing arguments for the best cycling infrastructure we can achieve, whilst retaining everything that is special along these routes, especially the trees and green space. There are also immense challenges to achieve safer junctions as part of the Greater Cambridge Partnership. I believe that a major focus next year will be on designing safe and convenient junctions for walking and cycling.



Robin Heydon, Chair of Camcycle

The local growth agenda is also starting to look more concrete. Eddington (otherwise known as North West Cambridge) is starting to appear out of the ground with lots of good bits and a few bits that need de-snagging. Northstowe is being built at the moment, and the Waterbeach new town is just starting a long series of consultations. And that is just the proposed development to the north of the city. There are likely to be other developments to the west, south, and east of the city as well.

In order to clearly communicate what our vision for Greater Cambridge would look and feel like, we have embarked on probably our most ambitious project to date. We are going to be producing a full-colour glossy manifesto that will illustrate what we stand for. We have a concept page to show what we are trying to achieve and now need to raise funds to complete this work.

We have a number of issues that we still need to deal with. We need to raise money in order to keep the fantastic services of Roxanne De Beaux, our first employed Cycling Campaign Officer, and have embarked on a corporate partnership programme that we hope will go part of the way. The new data protection legislation is also going to require a lot of work before this is enforced next year. We are also looking at adding an advisory board for people to assist with the strategic direction of the charity without having to become a trustee. Our newsletter, probably the single most impressive product that we produce every two months, needs a new editor and coordinator. Sarah has been doing absolutely fantastic work but cannot continue. We either need to find another editor, or we will have to contract this out. To make the process run more smoothly, we aim to restructure the Newsletter team to create a new coordinator role. Sarah has created a strong foundation for the Newsletter with a high-quality structure and feel, which I hope you all agree is well respected.

Finally, we are starting to look at how to bring in a second employee. This will cost money, and we will need to raise these funds. But we truly believe that having a second employee, concentrating on making sure things get done, will allow Roxanne to spend more time raising additional funds and implementing the strategy. With the increasing campaigning workload in Cambridge, it's become a challenge for our volunteers and one employee to keep on top of things.

I feel more upbeat about the prospects for cycling in this city every year that I've been involved in Camcycle. I believe that together we can make this city and the surrounding countryside a beacon for better, safer cycling, and for more people to realise the joy of cycling. We have a lot of work to do, and we need your help to achieve that. Together we can transform Cambridge to become a better city.



I would also like to say a very big thank you to all the volunteers, members and supporters who have helped Camcycle this year. Without these people, we would have no voice, no ability to do any of the events or campaigns that we do, and nobody to run the charity.

Firstly, I'd like to thank the other trustees who have helped run the organisation, and made some difficult and sometimes challenging decisions. I'd also like to thank the many people who have volunteered their own valuable time to help us. These range from the people who turn up for a couple of hours to attend a stand at an event, through to those who spend hours and hours making the Camcycle newsletter as great as it is. But let's not also forget the people who write articles for the newsletter, or who contribute to Cyclescape to help drive policy.

We must also acknowledge our many members. Without these people contributing their membership fees to the organisation we would not have the resources to pay for the many things that a charity like Camcycle needs to provide. I am proud that we are a large membership organisation, however this also signifies that there is still a lot to do in and around Cambridge to make cycling better for everybody.

We must acknowledge the support we've had from many others. Organisations such as Cambridge 105 Radio who made us a charity of the month, along with the two local newspapers who provide us free space to put across our opinions. Organisations such as the Co-op who ran a hugely successful campaign to help us raise money that has been used for very worthwhile activities such as 'Welcome to Cambridge' cycling leaflet given out to thousands of freshers. Campaigns such as these both raise the profile of Camcycle, but also make sure that everybody new to Cambridge understand the rules and signs so hopefully they will legally cycle around happily, and perhaps become future members.

Finally, I would like to acknowledge the sort of bottom-up campaigning that we are great at. The #absolutebollards campaign that has already had an effect with removing or fixing bollards was a fully volunteer campaign, and one that every member could get involved in by suggesting their favorite or least-favourite bollard.

Without the volunteers, members, and supporters of Camcycle we could not exist. I thank you all for your time, contributions, and support.

Robin Heydon, Chair

CAMCYCLE - STRATEGY ON A PAGE (November 2017)

Our mission:

More, better and safer cycling (for all ages and abilities, in and around Cambridge)

We will achieve this by:

1. Celebrating Cambridge cycling culture

2. Campaigning for quality infrastructure

3. Developing and influencing policy

4. Increasing our numbers and reach

5. Improving our reputation and influence

6. Building a sustainable foundation

While pursuing the following initiatives in 2017 as part of a three year plan:

Grow Reach Ride participation and publicity

Participate in local events for positive representation of cycling

Start the Cambridge Cycling Festival and associated events

Campaign for highest standards Dutch-quality infrastructure

Scrutinise and hold planning applications and consultations to account

Build long-term relationships with developers and consultants

Develop consulting arm of Camcycle

Determine our policy positions, develop, publish and distribute policy documents

National participation to influence policy

Improve connections with other cycling groups in the region

Increase numbers (to 1,500) and diversity of members.

Expand volunteer base and provide better support and resources

Upgrade stall bike to enable more frequent and appealing stalls

Organise activities and events to appeal to wider range of people, members, volunteers

Strengthen online/digital presence & communication

Ensure more, faster, proactive communication and media engagement

Build relationships with external stakeholder groups

Increase and diversify income generation to sustain employee

Improve/implement technical systems to optimise member & volunteer management

Optimise management and volunteer structures to maximise reach

Implement internal policies, processes to meet admin and legal requirements

Grow capability to two employees

1. CELEBRATING CAMBRIDGE CYCLING CULTURE

Reach Ride

The 2017 Reach Ride was a great success with over 800 people cycling to the Reach Fair. The new Camcycle branding really came into its own at the Reach Ride this year with a number of orange Camcycle flags flying. There were many comments from participants who enjoyed following the Camcycle flags. This year we were invited to a BBC Radio Cambridgeshire interview on the morning of the Ride. This attracted a number of new people to the Ride despite the short notice. With increased participation, the effort and commitment from Camcycle and our volunteers has increased, as has the financial budget for the Ride.

Work on the 2018 Reach Ride has started earlier to ensure more time for publicity in 2018, so that we can reach more people in different ways, and to reduce pressure on our newsletter team. We plan to hire trained cycle mechanics to follow the Ride to help with on-the-spot repairs. These have increased over the years as more inexperienced riders join the event. Our costs may also increase as we need to source new insurers after difficulties with the Bike Week insurance for the last two rides. We also intend to further improve signage for the Reach Ride as this is an area that has had consistent feedback about the need for improvement.



Outreach events

The Camcycle outreach stall gets the Campaign out to public events helping to raise our profile. It provides volunteers with the opportunity to speak with members of the public, to get them involved with active campaigning issues, and to recruit additional members. Bringing the stall equipment to these events by bike demonstrates how tasks done by motor-vehicle can be replaced by cargo cycles.

Throughout 2017 the Campaign's stall bike has been out at events around Cambridge. Winter saw participation in the e-Luminate bike parade and canvassing for Milton Road 'Do Optimum' signatures. In the spring, the stall was taken to several Co-operative stores to raise awareness of their Community Fund support for local charities. Summer is fête season with the stall attending the Histon and Impington Feast, the Cherry Hinton Festival and the Fulbourn Feast, amongst others. The Milton Country Park Festival was an autumn highlight along with the Council's Volunteer for Cambridge Fair. By the close of the year, we will also have attended the ever-popular Mill Road Winter Fair.

We have made a number of improvements to the branding and appearance of our stall equipment, and produced our 'Stall Bike Guidelines' to help volunteers attending the stall and a 'Stall Bike Tracking Sheet' to improve reporting of stall bike activity, merchandise sales and member signups.

Upgrading our stall bike

Though a key aspect of our outreach activity, our stall bike has not yet received a full makeover with the Camcycle branding. It also suffers from its age, having seen many years of service with the Campaign, so is difficult for new riders to operate. We have been working on replacing the current bike with a new one. A volunteer group have been test-riding a number of cargo bikes to shortlist the most suitable models. By selecting an easy-to-ride electric-assisted model, taking the stall to events will be opened up to a wider set of volunteers and our capacity to visit more, or more distant, events should increase. A concept where the bike also forms the stall has been selected and designs for this have been developed with a local carpenter. A high-quality and visually appealing stall will have a greater impact at events and increase engagement. Some grants have been applied for but have not been successful. A number of additional grants have been identified and applications will continue in 2018. Crowdfunding is another opportunity we are investigating for this project. We hope to have a launch for the new bike during 2018.



The e-Luminate festival was a cold but cheery event.



2. CAMPAIGNING FOR QUALITY INFRASTRUCTURE

Why is campaigning important?

One of our charity's main objectives is to get more people cycling. The best way to do that is to provide safe and direct cycleways and routes that take you from where you are to where you want to be. Every time a piece of quality infrastructure is built, people flock to it. The Hills Road cycleways have doubled the number of people cycling. The cycle superhighways in London have dramatically increased cycling rates, almost to the levels seen in Cambridge.

Unfortunately, many of the proposals that come forward, typically from developers, include sub-standard or just broken infrastructure such as cycle parking levels that would mean that half the people living in a development have nowhere to park their bike, cycle parking that is only accessible down a steep staircase and where people are expected to be able to lift their cycles and cycle parking that ignores the needs of the disabled or mobility-impaired.

There are some standards for infrastructure, and the recently released official guidance IAN 195/16 does raise the bar a little bit. We even have it on record that the Greater Cambridgeshire Partnership will use this for all cycle-related work. We cannot further the objectives of the charity without arguing for high-quality infrastructure for everybody. Our aspiration is that everybody, regardless of age, ability, or experience, should be able to enjoy being on and riding a cycle.

Major campaigns

Absolute Bollards

In April we launched a campaign against dangerous and obstructive bollards. Closely-spaced and unnecessary bollards and chicanes on cycle routes prevent legitimate use by some cycles used to carry cargo or children, or cycles used as mobility aids. In other locations, bollards are necessary, but are badly designed and so increase the risk of collision and injury. We were subsequently consulted by the County Council on bollard placement for a new route to Cambridge North station, and bollards on the northern section of the guided busway were replaced with better spaced, more visible ones. We hope that following this campaign we will no longer see the installation of such dangerous bollards and we are working on producing a set of guidelines for safe installation of bollards to help with cause.

Greater Cambridgeshire Partnership ("City Deal")

The Greater Cambridgeshire Partnership has pushed forward a number of schemes this year, including cross-city cycle routes, a busway towards Cambourne, and potentially a number of additional P&R sites. We have been involved in all of these, pointing out problems where they have existed, but also pointing out the benefits such schemes could have for those who may wish to cycle in the future. Many of these schemes will include cycleways alongside the busways, or provide cycle parking at the park and ride sites.

Green End Road

Green End Road has had some advisory cycle lanes installed that have been immediately filled with parked cars in some locations. This has unfortunately rather spoilt any potential benefit of the scheme. However, where cars are not blocking the cycleways, they have been a useful addition, and show how cycle lanes can be added to very narrow roads. This may be a useful guide for future improvements to other streets in the city, and also in villages. We will continue to campaign against cycling infrastructure that allows cars to park in cycle lanes, with this section of Green End Road being held up as an example of what not to do.



Our 'Absolute Bollards' campaign has resulted in the replacement of dangerous bollards (left, right) with safer options (central).

Chisholm Trail

The Chisholm Trail has been a long-term goal almost since the conception of the Campaign. It is a major north-south traffic-free cycle and walking route largely following the existing railway lines. With its adoption as a Greater Cambridge Partnership project it has made major steps forward. Unanimous approval was given by the county council's Planning Committee for the Abbey-Chesterton Bridge. This connection will give huge benefit to the area, providing a link to the recently opened North Cambridge station. It was with relief that the separate - due to funding sources - application for Phase One of the trail between the River Cam and Coldham's Lane was passed unanimously by the Joint Development Control Committee. This provides access to additional green space at Barnwell Junction, a traffic-free crossing of Newmarket Road via a new underpass and improved access, especially for the disabled, to the Leper Chapel. The huge support for these applications vindicates the years of campaigning we have put into this route, especially the tireless efforts of Jim Chisholm who originally proposed the trail. Many thanks to all our volunteers and members who have supported this project.

Over the next year there will be further work to do for successful delivery of the trail. Access and path improvements over the commons need to gain approval. We will work with local groups to ensure that these are done both with sensitivity to their environment and with sufficient quality for all users of the route. Detailed applications for Phase Two, to establish a link from Coldham's Lane to Cambridge Station, will come forward. We must be there to gain support and ensure appropriate connections are made to surrounding residential, employment and retail areas. There will be negotiations for access to 'spare' arches under the Mill Road bridge. This section has the longest on-road sections as it passes through the Romsey and Petersfield back streets. The Campaign will be working hard to ensure this is done appropriately, focusing on junction design and eliminating through routes for motor traffic to give trail users similar safety and comfort as on the true traffic-free sections.



Mill Road Depot

The Mill Road Depot is a new housing site next to Mill Road Bridge. Despite being one of the best locations in the whole of Cambridge for access to sustainable transport, a high rate of car parking (0.87 cars per dwelling), nearly double that of the surrounding area (we estimate 0.5), was proposed. We have successfully managed to get the developers to reduce this to 0.65, but the level is still far too high for what ought to be an almost car-free site. The result will be decades of unnecessary car use in an already congested area. We think that one side effect of this will be an estimated increase in the cost of the housing by perhaps £15,000. The site, however, does include cycle parking for all dwellings, and features part of the Chisholm Trail, at a 6m width. We will be scrutinising the plans in the coming year, in particular arguing to reduce the unnecessarily high level of parking.

Science Park

Cambridge Science Park is looking to redevelop its on-site network of roads and paths - at the moment the roads are hostile and paths less than ideal. We arranged a meeting with the management and the firm designing the new layouts. When we turned up, they had copies of the Making Space For Cycling Guide produced by the Campaign - and wanted to know if the local councils would be happy with them using that as the basis for their designs. A big win for influence.

Greenways

The current chair of the Greater Cambridge Partnership executive board, Councillor Francis Burkitt, has championed a project to build safe walking and cycling routes out to villages and towns in Cambridge's green belt. Camcycle has welcomed this project as it will improve connections and expand opportunities for people wanting to travel into and out of Cambridge. Greenways will be off-highway routes for non-motorised users that are safe for all ages and abilities, and allow people to experience and enjoy the natural environment as they travel sustainably between town, village and city. In this round of funding, there are twelve Greenways proposed and consultations have begun with residents and potential users to learn about needs, desires and constraints. We have engaged on behalf of potential users and promoted the consultations among our members who live in the relevant areas. Our key goals for Greenways are for them to be safe, inclusive, useful and attractive.

Cambridge North Station

Cambridge North railway station opened this past year, to much fanfare, and some of its essential features include protected cycleways connecting the station to the wider community, and a 1,000-space covered cycle park. Camcycle worked with the county council to unlock a derelict Network Rail haul road and turn it into a purpose-built walking and cycling route between the Science Park and the new North Station. The newly opened areas are well located for development, so it was no surprise when applications were filed for a new hotel and office building right next to the station. What did come as a surprise was the proposed office building being jammed right up next to the existing cycleway between the Science Park and the station. We wrote objecting to this unsafe arrangement which would create enormous conflict between people walking and cycling, and be certain to cause collisions as people would be forced to step blindly out of building exits onto the squeezed cycle route. To our further surprise, without fixing the problem, this application was recommended by planning officers for acceptance at the Joint Development Control Committee. We spoke at the hearing and made the case for refusal on behalf of the safety of all highway users. We are glad to say that we were backed up by strong support from councillors on the committee and the application is now being revised to fix the problem.

Milton Road

Over a year ago, the Greater Cambridge Partnership unveiled plans to clear Milton Road and rebuild it with longer and wider bus lanes. In response, along with the Milton Road and Hurst Park Estate Residents' Associations, Camcycle helped form the Milton Road Alliance. Together we promoted our alternative 'Do-Optimum' proposal to create a tree-lined avenue with protected space for walking and cycling, featuring neighbourhood-sensitive bus priority measures, based on local knowledge from residents and technical advice from Camcycle members. Although our proposal was not accepted, the GCP executive board adopted our idea of walking and cycling being protected by trees and verges, and we are continuing to work with officers on incorporating more 'Do-Optimum' principles into the final design.



Histon Road

When the Greater Cambridge Partnership executive board approved the 'Do-Maximum' proposal for Histon Road back in Summer 2016, they were proposing a continuous bus lane as far south as Gilbert Road, created by taking people's front gardens, stripping most of the trees from the road, and banning several types of turning movements. This would have pushed walking and cycling provision into the leftover margins of the road. Camcycle members teamed up with the Histon Road Area, Benson Area and Windsor Road Residents' Associations to work on a set of resolutions and alternative proposals. After a year, the GCP Executive Board finally agreed: no garden grabbing, no continuous bus lane, and they reiterated their support for safe walking and cycling provision all along Histon Road.

Waterbeach

The Waterbeach Barracks development is a major new town on the outskirts of Waterbeach that promises to bring upwards of 6,500 new homes to within five miles of Cambridge. Developers of part of the site, Urban and Civic, put forward an outline planning application to South Cambridgeshire District Council detailing their overall vision and ideas. Camcycle wrote an objection letter explaining the problems that we saw in the documents, including: an unusually low (4.5%) expected modal share of cycling, a primary school alongside a primary road with many cars whizzing past, the worrying usage of 'shared space' at a busy junction, the unprotected cycle lanes on primary roads, the dizzying maze of toucan crossings proposed for the A10, and the lack of verge protection for any A10 cycleway. We emphasised instead the importance of safe walking and cycling routes separated from motor traffic, following the Dutch model. Later in the year we met with the developers and had a very productive conversation about the features of a neighbourhood where walking and cycling are safe, convenient and perceived as the most attractive modes of transport for short to medium-length trips.

Developers for the other part of the site, RLW, have put forward a different vision for the eastern part of this site. This vision includes remote car parking at a single location within a super-block, a proven technique for reducing the incentive to drive a car for every single trip. They are also looking to relocate Waterbeach station, providing more car and cycle parking. This site may also include a secondary school, a sixth form college, some primary schools and other civic buildings.

West/Northwest Cambridge

When the new Northwest Cambridge neighbourhood named 'Eddington' opened this year it was supposed to be a trendsetting example of segregated cycleways incorporated into road design from the start. Immediately, we discovered major defects in the implementation that were not present in the approved drawings: despite commitments to walking and cycling, even some minor driveways had been given priority over cycling, the tactile paving was in complete disarray, there was loose gravel on the premier Ridgeway cycleway, and sets of anti-cycling 'wacky gates' were sporadically installed that excluded access for people using trailers, tricycles or who are simply less agile riders. Camcycle members attending the community forums and working at West Cambridge site pointed out these problems and are currently working with Cambridge University estate management to fix them.

Ofo dockless bike-sharing

2017 saw the arrival of dockless bike-share companies in the UK. Cambridge was the first city to receive Ofo bikes. We were initially very concerned as there was little information about what Ofo was planning for Cambridge. We raised the potential issues about this through various interested media channels including local, national and international ones. Ofo's expansion into Cambridge has been a lot smoother than we have seen from other companies in other locations. We do think this has been in part due to our work to encourage them to improve their bikes to suit the British market, and from our having put forward a strong case for reducing the impact on cycle parking infrastructure. Ofo even came to one of our meetings to preview their new prototypes and to ensure the approval of Cambridge's cycling connoisseurs. Dockless bike-sharing and the numerous providers are still finding their way in the UK. We will be keeping a close eye on developments and maintaining good communications with Ofo.

3. DEVELOPING AND INFLUENCING POLICY

Manifesto

In 2017 we launched a project to produce our manifesto, a document to set out our ideas for a cycling revolution in Cambridge. By clearly stating our vision the manifesto will help influence planners, developers and politicians to improve provision for cycling. A number of workshops have been held to understand the target audience, select the topics to cover and refine draft content. We have been working with a local artist to develop artwork and layout concepts.

The biggest block to the manifesto at the moment is funding. We have been making grant applications to raise at least £10,000 to invest in copywriting, artwork, design, printing and distribution. Once this funding is in place we plan to move forward with the commissioning of art and copy for the manifesto content.



A concept page for our forthcoming manifesto.

Campaigning policies

Our policy work has also not progressed as fast as we wanted. The short-term goal was to produce headline policy statements on key issues with follow-up detailed policies. The challenge with this work has been lack of sufficient volunteer and staff resources and time to do the work.

We raised £2,000 to contribute to the update of our Cycle Parking Guide. Unfortunately, our application for matched funds of £3,000 from another source was unsuccessful so we are currently looking for additional funds to allow completion of this project. The Cycle Parking Guide needs to be updated to meet changing needs for 'off-gauge' cycles and electric cycles, improved understanding of the needs for cycles used as mobility aids as well as the need to increase the amount of cycle parking in Cambridge developments to meet the growing number of people cycling. The list of recommended suppliers also needs to be updated.

Our focus in 2018 will be on raising funds to aid in the completion of our manifesto, policy statements and update of our Cycle Parking Guide. Our 'Making Space for Cycling in New Developments' publication may also need updating as a new print run is required and there are numerous new examples in the UK that can be used as case studies.

Connections with other groups

Our Cycling Campaign Officer and Trustees have further worked on building relationships with key cycling policy influencers this year.

A number of All Party Parliamentary Cycling Group (APPCG) events have been attended including an event about Women and Cycling at which we held up Cambridge as the leading city for women's participation in everyday cycling. Attendees at the event were surprised by this fact and it remains vital that we remind decision-makers that high rates of cycling are possible and do exist in the UK. We also attended the 'Turning the Corner' event hosted by British Cycling and the APPCG, which called for updates to the Highway Code. It was good to see our MP Daniel Zeichner present.

We partnered with Cycling UK to facilitate a meeting with the Mayor of the new Cambridgeshire and Peterborough Combined Authority, James Palmer. Cycling UK also facilitated campaigning for the Combined Authority Mayoral election and are helping the numerous campaigning groups in the various Combined Authority areas to collaborate.

Our Cycling Campaign Officer, Roxanne De Beaux, was selected as one of Cycling UK's 100 Women in Cycling and attended an event in Birmingham where many new connections were made.

In 2017 we hosted the Dutch Cycling Embassy in Cambridge. This event came about through networking with the Embassy of the Netherlands at APPCG and Bike Week events by our Cycling Campaign Officer, who then connected the Embassy with the Cambridgeshire County Council. The Embassy brought a number of cycling industry leaders from the Netherlands to Cambridge to run workshops with officers about Dutch cycling infrastructure. This event also had media coverage including ITV Anglia news.



Camcycle hosted a workshop and tour of Cambridge for Andrew Gilligan to aid in his report about cycling for the National Infrastructure Commission.



A panel discussion at Cambridge 105 Radio with Wheels for Wellbeing.

We also hosted Isabelle Clements and Alex Ingram from Wheels for Wellbeing and facilitated a meeting between them and city council officers as well as local charity You Can Bike Too to talk about the needs of cyclists of all abilities and all types of cycles.

Working with other local campaigning groups

This year we partnered with the Ely Cycling Campaign to host the Reach Ride, with a group starting from Ely and meeting us at Reach. We also helped organisers of the nascent Waterbeach Cycling Campaign bring together residents and stakeholders from Waterbeach to talk about and respond to the many new developments springing up in and around the area. Several members of Camcycle have helped form a new West Cambridge Active Travel group, composed of employees, staff and students on the West Cambridge site, to advocate for better walking and cycling conditions in West and Northwest Cambridge.



Our election surveys and hustings events help our supporters to vote for candidates who will do the most for cycling.

Election surveys

Once again, we held our election surveys for the Cambridgeshire County Council elections. We have been running these surveys for 10 years and they have become a fixture of the election process in Cambridge, providing constituents with a quick method of assessing candidates' support for cycling and allowing them to vote accordingly. Our surveys also get picked up by the media, further helping to promote our cause. In the past couple of years, it has been hard to source good questions - we really would like more involvement from the membership to ensure that we ask the right questions. It would also be helpful if those members active in local political parties could help by supplying contact details for candidates earlier, to give candidates more time to respond before answers are published. We plan to improve on this in 2018 by starting engagement earlier.

The survey is for the benefit of our members: the more help you give the better we can make this.



4. INCREASING OUR NUMBERS AND REACH

Membership of Camcycle

On November 25, membership stood at 1,239, an increase of about 25 from this time last year. We often don't know how new members found us, but some mentioned seeing our stall at an event, following us on Twitter and hearing us on the radio. Most members have email access which makes much of our membership communication both quicker and cheaper. Most of those members also receive our regular email updates which keep members up to date more frequently than can be done in the bimonthly Newsletter or at monthly meetings. More renewals are made by direct debit (introduced in 2014) or standing order, although there are still some standing orders that haven't been updated for the membership type changes from April 2015.

Many thanks to David Earl who has continued to provide valuable help and support as well as further enhancing Cameo, the membership software he wrote for us - other local groups looking after membership may also wish to look at Cameo. Thanks also to treasurer Chris Howell and bookkeeper Richard Burgess for helping with the financial aspects of the membership processes.

Membership statistics

1239 individual members

796 subscriptions

Membership types

Donor 45

Household 252

Individual 384

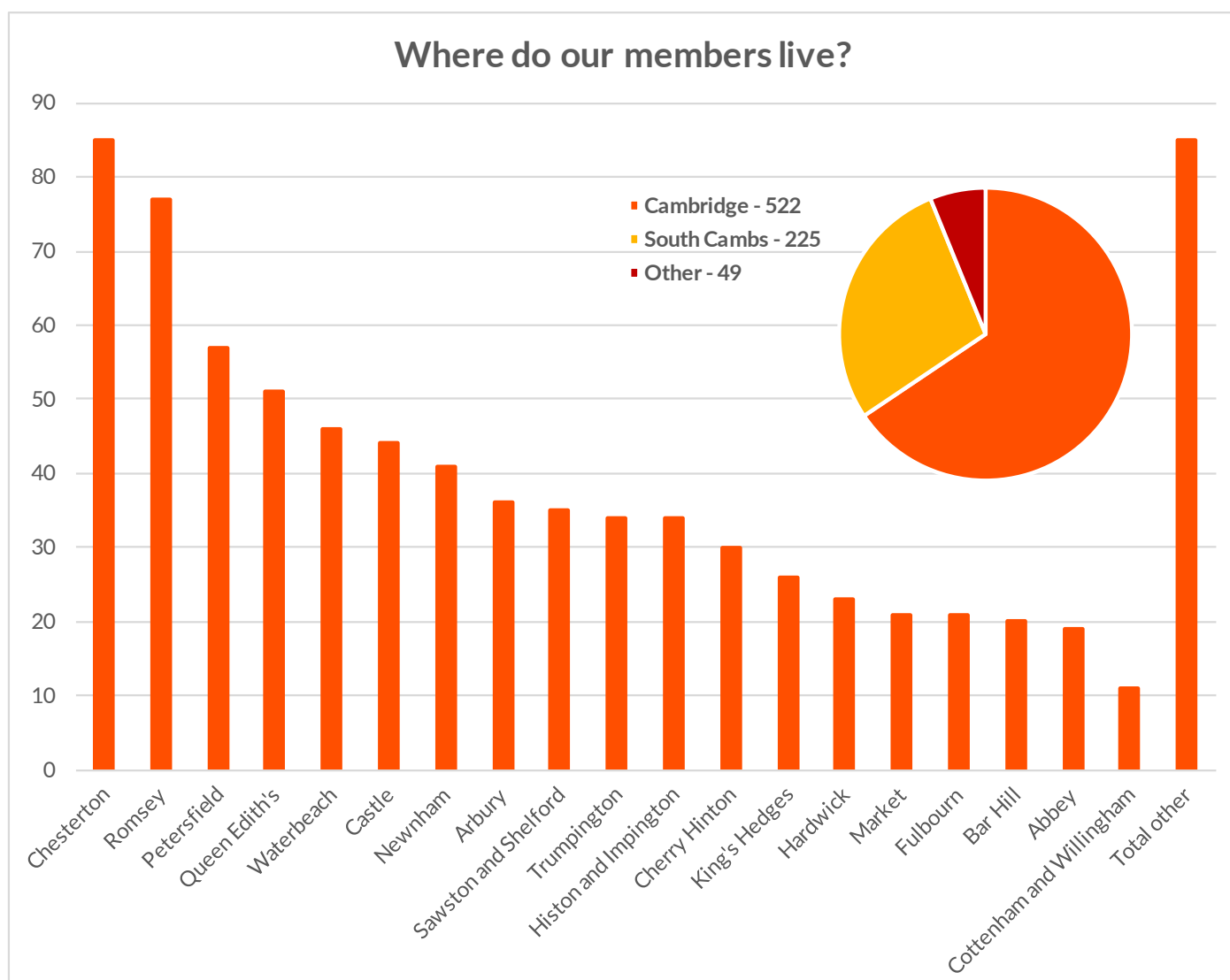
Budget 103

Group 12

TOTAL 796

15% of memberships are yet to be converted to the new rates

Where do our members live?



Activities to increase membership

We're aiming to increase membership numbers further and are looking into possible ways to do that. A mid-year membership drive saw leaflets distributed in our newsletters and a request to share them with family and friends. We have also been preparing the systems and processes for gift memberships and plan to launch this in time for Christmas. Encouraging more local businesses to offer discounts to Camcycle members, and doing a better job of promoting these offers, may also help to increase the perceived value of membership and attract new members. We will be exploring options to do this in 2018.

Monthly meetings

We continue to attract interesting speakers to our monthly meetings. Highlights this year included:

- Two lively workshop meetings which involved active participation from members. We were asked to brainstorm how to engage volunteers in one workshop and think about our values in another. This new format of the meeting was successful and enjoyable and we hope to continue with some more workshops next year.
- In May Erik Tetteroo and his team from the Dutch Cycling Embassy spoke about cycling infrastructure and the culture of cycling in the Netherlands.
- In August we had an entertaining talk from travel writer Andrew Sykes about his journey from the South to the North of Europe complete with a soundtrack and videos.
- In October the inspiring Isabelle Clements from the charity Wheels for Wellbeing visited Cambridge and along with our friends at You Can Bike Too gave us a valuable insight into being a 'non-bicycle' cyclist.

Our monthly meetings also always allow time for members to discuss current issues and ideas. The Trustees think it is important that we consult our members in as many ways as possible so that they are represented. Our meetings are open to all and are a good opportunity for various stakeholders and potential members to find out more about what we do. We also endeavour to arrange meetings between our guest speakers and relevant stakeholders to help increase their knowledge and understanding of cycling issues.

By live tweeting and live-streaming our meetings, we are able to increase our reach to a larger audience and make the most of the messages shared by our high-profile speakers. Our meetings are often attended by local journalists and influential bloggers.

Our schedule for 2018 is already coming together and it looks set to be an interesting year.



Members and guests enjoy a monthly meeting.



Members workshop 'values' at one of our monthly meetings.

Newsletter

Our newsletter is one of our most important campaigning tools as well as a key membership benefit. It is of such a high quality that it is likely few readers realise it is produced entirely by volunteers.

The quality of our newsletter has gone from strength to strength in 2017. Following the rebranding and implementation of a new template, it has now comfortably settled into its new style. Our volunteers have worked incredibly hard to produce the content, source advertisers, take the photos, proofread articles, lay out the pages, produce the web content, stuff envelopes and then distribute them throughout Cambridge.

Our Newsletter editor Sarah Rodger has done an amazing job coordinating this process as well as curating the content and stepping in to help in all areas of the process. But this has proved to be too great a task for one volunteer. As such, in 2018 we are restructuring the Newsletter team to create more volunteer roles and make them more manageable.

To Sarah and the Newsletter team, THANK YOU for all of your hard work and dedication to produce such an important piece of our campaigning puzzle.

A Camcycle photography group was started in 2017, organised by volunteers Lucy Price (a professional photographer) and Sarah Rodger to provide positive images of the Cambridge cycling culture to use in the newsletter and promotional materials. This will continue in 2018 and both accomplished and aspiring photographers, as well as willing models (and their cycles), are invited to join.



Freshers' Leaflet

Our Freshers' Leaflet, now known as our 'Welcome to Cycling' leaflet, has been a flagship project for us this year. Aiming to fill a clear need for better information for student cyclists, we started this project a few years ago with a basic leaflet created with simple desktop tools. The idea of the leaflet was well received; however various stakeholders, including the very helpful Senior Porter at Lucy Cavendish College, had a number of suggestions for how it could be improved.

We sought funding to allow us to update our materials and thanks to the city council's Cycling Promotion Fund and additional contributions from the Co-op Local Community Fund we were able to hire a designer to create something special.

The new leaflet includes advice on the topics seen as most critical to new student cyclists, and a map of the inner-city streets. We've kept it simple and straightforward to make reading and absorbing the information as easy as possible, especially for new students at language schools who may not yet have a strong grasp of English.

Within a week of our first delivery of leaflets, we had distributed nearly all 10,000 to colleges, schools and bike shops, in addition to the thousands of digital copies that were also sent out to students. We aim to



Our 'Cycle Lighting' poster informs cyclists of the legal requirements for cycle lighting.

improve this process next year and expect to distribute at least 20,000 leaflets. Of course, these leaflets are not just appealing to students, and while they were the primary focus of this project, we have also been able to expand our distribution to workplaces and beyond.

A key feature of this project is that all the elements from the leaflet design can be reused in other ways. We now have a range of character cyclists to use in our branding across a range of materials. The design work was also done in such a way that it can be reused in the animated 'Welcome to Cycling' video we are now creating with the remainder of our Local Community Fund funds. We are working with the same designer for some other promotional materials and this work will add even more diverse 'characters' to our Camcycle team.

Thanks to the Cycling Promotion Fund we were also able to produce our Bike Lights poster to promote the use of lights when cycling and set out clearly what the legal requirements are. This was created just in time to distribute at the e-Luminate Festival in February and since then we have distributed many more to bike shops, workplaces, colleges, schools and at our events. An updated version of our City Centre map which highlighted the one-way street system in the city centre was also produced with Cycling Promotion funds.



Your guide to safe and considerate cycling in Cambridge, the cycling capital of the U.K. The bold and friendly design of our 'Welcome to Cycling' leaflet has been a great success.

CAMCYCLE



Handing out our new leaflets to students at the Anglia Ruskin University Travel Fair.

Volunteering

We are a democratic, member-led charity, with over 1,200 members, many of whom actively contribute to the work of Camcycle either through participation in our discussions about Camcycle cycling issues or through the many different volunteering roles that keep Camcycle running. We are not a charity where members simply get a limited vote once a year - our decision-making processes, both online and in person, provide a range of opportunities to get involved. Members and volunteers are the lifeblood of Camcycle. While we now have an employee, her role is to facilitate the activities of volunteers, taking care of the things like fundraising, planning and coordinating so that volunteers can better focus on campaigning and outreach.



A quick lunchtime volunteering session at the Camcycle office to prepare our 'Welcome to Cycling' leaflets for distribution.

In 2017 an increase in campaigning activity merged with the implementation of key strategic projects to support our growth. In many cases, this has increased or changed the work our volunteers do. It is important that we continue to recruit new volunteers in 2018 to ensure there is enough support to keep up with the work and to ensure the workload remains at sustainable levels for volunteers and our employee. Methods to recruit volunteers have included attending the 'Volunteer for Cambridge Fair', writing profiles of volunteers in every newsletter to show the diversity of people and activities involved in Camcycle and promoting volunteering opportunities in our email updates. In 2018 we need to write volunteer policies, improve guidance for volunteers and introduce some measures for recording and tracking who our volunteers are and how they want to help.

For our Trustees, there is also the added challenge of finding the balance between the strategic and governance responsibilities required of Trustees and the day-to-day operational and campaigning volunteer activities they also enjoy. To help with this challenge in 2018 we will be introducing an 'advisory board' to provide strategic and fundraising advice and helping us to increase our influence. We will also be conducting a review into the ideal structure, systems, processes and policies for Trustees, sub-committees and general volunteering.

Volunteering for Camcycle

Governance

- Being Trustees
- Writing charity policies
- Reviewing strategy
- Managing our employee

Campaigning

- Reviewing planning applications
- Writing letters
- Attending consultation events
- Participating in discussions to reach consensus
- Writing campaigning/cycling policies
- Writing major publications e.g. manifesto
- Meeting with developers
- Meeting with councillors
- Organising petitions
- Liaising with other local groups

Administration

- Managing membership subscriptions
- Bookkeeping, payroll and other financial activities
- Updating our website

Outreach

- Organising events
 - Monthly meetings
 - Stall events
 - Social events
 - The Reach Ride
- Producing our newsletter
 - Coordinating
 - Editing
 - Proofreading
 - Writing
 - Taking photos
 - Design
 - Stuffing envelopes
 - Delivering newsletters
- Communications
 - Social media posts
 - Blog posts
 - Writing content for the weekly update email



5. IMPROVING OUR REPUTATION AND INFLUENCE

Website

Work on modernising our website has continued. Following the logo change and rebranding last year, we have completely refreshed the visual design to give a more up-to-date appearance. In particular, this gives a much-improved experience on mobile devices. We have made internal changes to the site to facilitate any future design changes: these can now be made by installing any theme designed for use with a WordPress site.

In 2018, we need to continue work on our website improvements, ideally seeking funding to invest in a designer to give the website more appeal, now that the back-end work has been done to enable this.

Special thanks to Trustee Neil Spenley for his hard work in updating our website with content, design and the back-end infrastructure.

Social media

Social media continues to play an important role in achieving our charitable aims, allowing us to communicate in real time about cycling issues in Cambridge. Social media also allows us to reach more people and it is a reality that for many groups, such as young people, social media is their primary news source.

We began live-streaming some of our monthly meetings over Facebook and have live-streamed from some of our stall events to increase engagement with our online followers. Live streaming our meetings is helpful for those who are unable to attend, and it increases the geographic area we can reach, with people from all over the country and the even world following at times. The videos are then also available for future reference to maximise the reach of our events.

Quality content is becoming more important for social media with images and videos resulting in increased engagement. Keeping up with this expectation puts increasing pressure on our resources including requiring updates to our website's metadata (to allow link sharing), increasing our library of photos, production of graphics and production of videos. Our 'Welcome to Cycling' project has provided a range of useful graphic resources and in 2018 will also provide animated videos ideal for social media sharing.

A volunteer with strong social media skills would be very welcome in 2018.

Weekly update

Our weekly update email is continuing to improve. Our system for formatting and sending our emails has been developed to allow better designs and use of images. At times, it is challenging to produce the emails and the associated content due to time constraints and our campaigning workload. It is a conundrum that the more we have to do, the more we have to report, and the less time we have to report it. The emails do appear to have increased engagement with our activities. In 2018, we hope to start producing and analysing some statistics to help gauge what is most effective and important to communicate.





Trustee Franny Ritchie in an interview for local TV.

Press

The press team had a successful year in 2017 - we have a new column in the Cambridge Independent, while Robin Heydon has continued his weekly column in the Cambridge News. We have also continued to develop relationships with local news outlets like Cambridge TV and Cambridge 105 Radio and featured in a number of stories on regional TV and radio including ITV Anglia and BBC Radio Cambridgeshire. The Campaign has successfully positioned itself as the go-to cycling resource within Cambridge and the region, providing both expertise and social commentary.

In 2018, we hope to maintain our current upward trajectory, to cement our presence in local news and build bridges to regional and potentially national news outlets.

Podcast

This year, trustees Hester and AI have started a new podcast on cycle campaigning issues. This is intended to be an accessible series covering all sorts of things, centred around Cambridge but also nationally relevant. We've struggled so far to stick to a regular schedule and need to do better at publicising, but we have had good feedback and have invested in a good microphone to improve our recording quality.



Rotating our social events around Cambridge has motivated new members to get involved.

6. BUILDING A SUSTAINABLE FOUNDATION

Fundraising

Income generation has become more important to Camcycle in order to establish a sustainable foundation and to retain our employee. It is clear that demand for our work is continuing to grow beyond the level that our current staff and volunteers can service. To grow to meet this challenge, our income must increase.

Our Income generation follows six streams:

**Membership
subscriptions
£16,289**

Membership is increasing steadily. Increasing distribution of our membership leaflets and improving our communication about membership and its benefits may also help to increase subscriptions. This will be explored in 2018 as will the introduction of gift memberships.

**Grants
£12,814**

The challenge with fundraising through grants is always to achieve a balance between funding for our core operational costs and funding for special projects, which are often more appealing to grant funders but may result in more work for our charity to manage without covering the costs of our core work.

Grants awarded in 2017 included:

£6,513 – The Co-op Local Community Fund has been used to fund additional design, printing and distribution of our 'Welcome to Cycling', leaflet allowing us to improve its quality and reach even more people, especially students. This grant will also be used to produce animated videos and other digital content to support the leaflet as well as to cover costs related to engaging with student cyclists. An additional £7,500 will be awarded in 2018 which will allow us to further expand on this work. Thank you to Co-op members and staff who supported Camcycle.

£2,500 – A number of small grants from Cambridge City Council's Walking and Cycling Promotion Fund have been used to fund our work on the Reach Ride, our 'Welcome to Cycling' leaflet, our bike light poster, City Centre cycle map and update of our Cycling Parking Guide. We have also been awarded an additional £1,500 funding for the 2018 Reach Ride.

£2,500 – The GS Plaut grant has contributed to the printing and distribution costs of our newsletter.

Several other grants were applied for in 2017 with results to be discovered in 2018. Grant fundraising in 2018 will be focused on unrestricted core funding for capacity building projects.

*Accepting the generous funds
from the Co-op Local
Community Fund.*



**Individual
giving
£10,606**

£4,339 – The Big Give Christmas Challenge (Christmas 2016) match funding campaign was a great success in generating donations from our supporters. We were accepted for the Big Give again in 2018 and with a pledge funder and match funder in place we hope to raise at least £4,500 to contribute to unrestricted campaigning costs.

£3,227 – Individual donations increased in 2018, perhaps due to the increasing awareness of donations as a method of supporting Camcycle and increased engagement with our organisation and our impact in Cambridge. In 2018, we need to increase the profile of individual giving to Camcycle, particularly on our website and through social media. We will also work on building networks to reach out to potential major donors who are passionate about supporting cycling.

£3,040 – Gift Aid claims added to subscriptions and donations.

**Advertising
£405**

Newsletter advertising wavered this year as some regular advertisers did not renew advertising owing to closure or financial pressure and there were also some delays with invoicing. It's clear that even our low advertising rates are not always appealing to local bike stores and so we must seek out other potential advertisers to support the production of our Newsletter. Our invoicing processes have been improved with the introduction of our new accounting systems and this has helped to make the process more efficient. Advertising looks set to increase in 2018, with the goal of covering 100% of the newsletter production and distribution costs appearing more achievable. Advertising sold for the first edition of 2018 is nearly double the entire annual income for 2017.

**Merchandise
£986**

Our greetings cards project began in time for Christmas 2016. Steady sales at our stall events and to local retailers during 2017 have now put this project past the break-even point. A large repeat order from Rutland Cycling for Christmas 2017 showed that projects like this can raise funds for Camcycle while also promoting our organisation through new channels. Stocking other merchandise has been challenging due to the amount of work for small return and lack of systems to manage it. This is something to be revisited in 2018.



Corporate giving

Corporate giving amounts are currently captured in donation and subscription streams. Following improvements to our accounting processes we will be able to measure these better in future reports.

A number of Cambridge businesses support Camcycle through group memberships and/or direct donations. Work has started on building a more formal corporate partnership programme. However, to implement such commercial arrangements further work is required to set up the financial and legal processes and supporting systems structures to facilitate these arrangements. Managing these relationships may also require an increase in staff capacity to ensure we can meet our commitments.

At the very least in 2018 we need to review our group membership options, rates and communication and continue to build relationships with businesses in Cambridge to find out the best way we can help them to achieve their transport goals. We also need to ensure we are promoting our group members, as a way of showing thanks and to assist with our campaigning by showing that these organisations support our objectives.

**Thank you to everyone who has supported Camcycle this year!
Every contribution helps us in our work for more, better and safer cycling.**



Camcycle celebrating the Local Community Fund with Terry Eastcott from the Co-op. Thanks for all of your support Terry!

FINANCIAL REVIEW

Summary

This year has been one of consolidation for the Campaign's finances and financial processes, and it remains in a strong financial position. Unrestricted reserves remain significantly above our targeted level of £12,000, increasing slightly in the year to £34,619 (from £33,542 last year), thanks to support for our employee coming from restricted funds donated for this purpose.



The last expected £40,000 instalment of this donation towards establishing the Campaign's employee was very gratefully received last year from a major donor, but this resulted in overall income being reduced this year from £65,168 to £41,444. Other income, including core membership and donations and new grants for specific projects from a number of different sources, has increased.

Expenditure increased as we moved into a small office at the Bike Depot (home of Outspoken Cycles) and increased our campaigning activities, as well as spending on the projects for which we received grant funding.

Accounts preparation

The task of our new Treasurer, appointed at last year's AGM, has been made immeasurably easier by strong support from a number of Trustees, including Monica Frisch, acting treasurer at the start of the year, Richard Burgess who helps with the bookkeeping, and Sue Edwards who ensures membership subs and donations are accurately recorded in a timely manner, as well as help from former Treasurer Chris Dorling and our employee Roxanne De Beaux.

A new accounting package, Xero, was successfully implemented from the start of this financial year, which has made it easier to record accounting transactions and regularly report financial information.

Accounts continue to be prepared on a receipts and payments basis - this will be kept under review as the organisation grows in size, as its accounting systems can support accruals accounting in the future. In line with rules for charities with an income over £25,000, our accounts are currently being independently reviewed prior to submission to the Charity Commission.

Income

As noted, total income fell in the absence of a major donor contribution to the employee fund, but unrestricted income increased to £26,791 (from £25,167 last year), with core subscriptions income increasing 8% to £16,289, thanks to a modest increase in members, and as more members moved to the new subscription rates. Two successful Gift Aid claims were made for donations up to September 2015, with more to be claimed in the forthcoming year. Advertising income was down on last year, owing to late invoicing of regular advertisers in our newsletter - this income is expected to increase in future. A range of greetings cards with artwork produced by local artists to support the Campaign have been sold through our campaign stalls and a number of local retailers, providing profitable revenue this year, and stocks remaining to be sold in future years.

Thanks to Roxanne's efforts, supported by Trustees, the Campaign has been successful in securing a number of grants towards specific campaigns and events, as well as an appeal for donations through the Big Give appeal. These funds have directly helped with the popular Reach Ride and supported increased campaigning work needed for scrutiny of the Greater Cambridgeshire Partnership proposals and for projects designed to promote cycling, including amongst students. Some of these projects were delivered during the year, other funds remain to be spent and are included in restricted reserves.

Expenditure

Total campaign expenditure increased to £53,807 (from £43,458 last year). Employee costs increased as we started contributing to a pension scheme, there were £4,690 of costs for our new office, and events and campaigning spending increased to £4,712, reflecting increased activities, some supported by grants.

Reserves

Total reserves fell from £80,161 to £67,798, representing a deficit of £12,363 in the year, as the restricted employee fund was used. Unrestricted reserves rose slightly to £34,619 (from £33,542 last year).

The reserves policy was reviewed during the year, and it remains the Trustees' view that a minimum of £12,000 should be kept in unrestricted reserves to provide for 3 months of employee costs and fulfil a year of membership commitments. Whilst current unrestricted reserves are currently significantly above this level, these are expected to fall over the next couple of years until general income increases.

Looking forwards

The objective of the Campaign's financial strategy is to continue to develop a broad base of sustainable income over time to maintain core professional staff, as a vital support to expand and enable volunteers and for our campaigning activity. Some progress has been made towards this aim during the year, although much of the Treasurer's efforts have gone on the handover of systems and accounts, and there is scope to grow all income streams to meet these objectives.



FINANCIAL STATEMENTS

Cambridge Cycling Campaign

Registered Charity 1138098

A. RECEIPTS AND PAYMENTS ACCOUNTS

For the year ended 30/09/2017

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts				
Subscriptions	16,289	-	16,289	15,064
Donations	3,227	4,339	7,566	3,811
Gift Aid	3,040	-	3,040	-
Grants	2,500	10,314	12,814	44,500
Interest	344	-	344	305
Advertising	405	-	405	1,283
Merchandise	986	-	986	205
	-	-	-	-
Sub total (Gross income for AR)	26,791	14,653	41,444	65,168
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	26,791	14,653	41,444	65,168
A3 Payments				
Employee Costs	9,398	26,343	35,741	33,160
Office Costs	4,690	-	4,690	-
Events and Campaigning	2,962	1,750	4,712	2,317
Membership Servicing	185	-	185	256
Newsletter	5,390	-	5,390	5,503
Affiliation, Training & Conferences	1,471	-	1,471	603
Other Overheads	798	-	798	636
Stock Purchase	820	-	820	358
Recruitment	-	-	-	625
	-	-	-	-
Sub total	25,714	28,093	53,807	43,458
A4 Asset and investment purchases, (see table)				
Mobile Phone	-	-	-	509
	-	-	-	-
Sub total	-	-	-	509
Total payments	25,714	28,093	53,807	43,967
Net of receipts/(payments)	1,077	- 13,440	- 12,363	21,201
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	33,542	46,619	80,161	58,960
Cash funds this year end	34,619	33,179	67,798	80,161

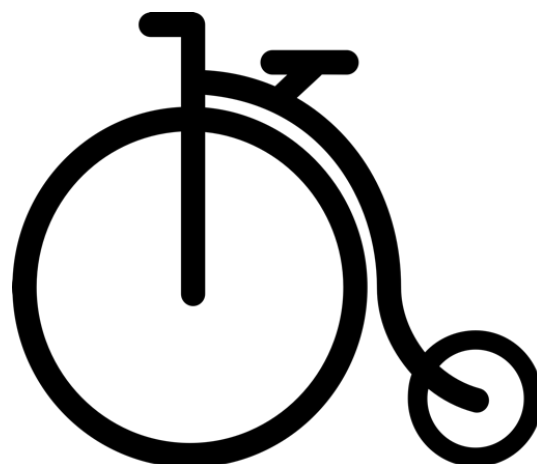
Cambridge Cycling Campaign

Registered Charity 1138098

B. STATEMENT OF ASSETS AND LIABILITIES AT THE END OF THE PERIOD

For the year ended 30/09/2017

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Cash and Bank	34,619	17,774
	Deposit Account	-	15,405
		-	-
	Total cash funds	34,619	33,179
	<i>(agree balances with receipts and payments account(s))</i>	OK	OK
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)
	Filing Cabinet	Unrestricted Funds	59
	Stall Bike	Unrestricted Funds	250
	Projector	Unrestricted Funds	381
	Laptop and Accessories	Unrestricted Funds	1,346
	Mobile Phone	Unrestricted Funds	509
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)
	Accounts Payable	Unrestricted Funds	1,811
	Subscription overpayments	Unrestricted Funds	46



NEXT STEPS FOR CAMCYCLE

We have a number of activities that will be progressed in 2018 including formulating a set of agreed values for the Campaign, establishing an advisory board to help us improve the running of the charity, publishing our manifesto, building a corporate sponsorship programme and undertaking any organisational improvements required to ensure the success of our strategic projects while continuing to increase the impact we can make through our campaigning work. Key to this in 2018 will be raising sufficient funds to employ a second person to assist the Campaign with administrative, communications and volunteer facilitation activities.

FUTURE CAMPAIGNING

On the campaigning side too there is a lot of work ahead of us for 2018.

The Chisholm Trail took a huge step forward in 2017 with the granting of planning permission for the Abbey-Chesterton Bridge. We will need to be campaigning in 2018 to make sure that the approaches and routes to the bridge are designed appropriately for the number of cycling and walking trips expected but also sensitively to the local environment.

Large housing developments throughout Cambridge, such as those at Darwin Green, Eddington and Cherry Hinton, will be adding huge demands to the local transport infrastructure. We need to be there campaigning for junction designs that cater for cycling and walking, and cycle lanes for new residents to get safely and conveniently out of the developments into Cambridge.

We have made great progress allying with local residents' associations to put forward a brighter vision for Milton Road. Yet the Greater Cambridge Partnership still dithers on the final design, and those shown to this point dilute the cycling and walking improvements. We will need to keep up the pressure to achieve the best results for people walking and cycling.

A new town is on its way to Waterbeach; without Campaign pressure, the internal layout could be car-focused with little chance of meeting its glossy-brochure promise of residents walking and cycling. In 2018 we will be working with and assisting the local Waterbeach Cycling Campaign to achieve a design that works for walking and cycling.

The Greenways are also a major opportunity for cycling in the Greater Cambridge area, connecting necklace villages to the city and each other. It will be vital that we work with the Greater Cambridgeshire Partnership and other local stakeholder groups to achieve the right balance between high-quality cycling routes and the natural, rural environment of the greenbelt. This will be quite a task as there are 12 Greenways proposed and potentially more to follow.



STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document/Charitable objects

Cambridge Cycling Campaign is an unincorporated association.

The Charity's objects (the Objects) are:

to promote cycling for the public benefit in and around Cambridge as a means of furthering the following charitable purposes:

- i. the promotion of public health,
- ii. the promotion of the conservation and protection of the environment,
- iii. the promotion of cycling for the public benefit, by promoting, assisting, facilitating and protecting the use of bicycles and similar vehicles on public roads and publicly accessible routes,
- iv. the promotion of public safety, particularly on the highways,
- v. the promotion of healthy recreation in the interests of social welfare, and
- vi. the advancement of education

by whatever means the Trustees think fit, including the provision of cycling facilities, services, training, educational activities, and lobbying and campaigning in matters relating to cycling and other forms of transport.

Trustees

Under the constitution, the Charity is managed by up to 15 volunteer Trustees. All Trustees must stand down at the AGM and re-stand if they wish to continue. Mid-year committee vacancies are filled by appointment by the Trustees.

Trustees meet bimonthly to assess the Charity's work and consider strategic direction. Day-to-day activities are coordinated by email and weekly teleconference.

In the 2016-17 year, refresher training on Trustee responsibilities was arranged.

Membership

The membership has the opportunity to be involved in all our public consultation and policy responses, via our online forum, Cyclescape. Members can opt-in to weekly emails on our activities, and receive, by paper or electronically, our six annual newsletters.

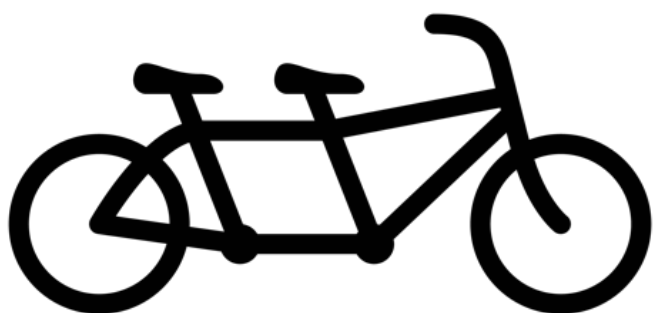
2017 Trustees

Robin Heydon, Chair
Hester Wells, Secretary
Chris Howell, Treasurer
Richard Burgess
Jim Chisholm
Matthew Danish
Sue Edwards
Monica Frisch
Willa McDonald
Tom McKeown
Franny Ritchie
Sarah Rodger
Martin Lucas-Smith
Neil Spenley
Al Storer

We hold monthly meetings, often with guest speakers, which are open to the general public and are also a key part of meeting and hearing from members. Our non-trustee volunteers are also normally drawn from the membership. Volunteers write public responses, work on stall events, write and edit for the Newsletter. Communication and participation of the membership is important to us to ensure our responses and policies are representative and inclusive and have access to local knowledge across a wide area around Cambridge.

Policies

We have created a number of charity policies in the year, to support the organisation's growth and meet requirements for funders and insurers. This includes policies on equal opportunities, safeguarding children and vulnerable adults, environment, and health and safety. A number of other policies are in progress, for publication in 2018, and there is likely to be significant work required to prepare Camcycle for the introduction of the General Data Protection Regulations in May 2018.



IMPACT

A more healthy, sustainable, vibrant and influential city enabled through 'more, better and safer cycling'

LONG-TERM OUTCOMES

More people cycling

- Cycling networks throughout the city and connecting with the region
- Access to employment and education sites
- Independent travel for children and all ages and abilities

A safer environment

- Reduced crashes, injuries and deaths
- Safe and efficient junctions for all highway users
- Protected cycle lanes
- Traffic-calmed local streets
- Secure, sufficient and convenient cycle parking
- Driver and cyclist education
- Improved air quality

Strong cycling culture, celebration of a cycling city

- Politicians owning and promoting the cycling agenda
- Council officers with the aspiration and skills to deliver best-practice cycling infrastructure
- Developers and contractors meeting cycling standards
- Members of the public supporting and asking for cycling infrastructure
- Strong buy-in from residents' associations

OUTPUTS

Local authority policy

- County Council creation of Local Cycling Walking Implementation Plan
- Clear and increasing funding for cycling in Combined Authority transport strategy
- Strong cycling policies in Local Plan
- Good design standards agreed and implemented

Implementation and construction

- Successful LA cycling projects e.g. Cambridge Greenways
- Early developer engagement for high-quality cycling designs
- More planning applications meeting and exceeding policy

Enforcement

- Police promoting, educating and enforcing safe driver behaviour
- Police using evidence-based approach to prioritising safe cycling actions
- Real and consistent action on cycle theft

Strong local community

- More collaborations with local community groups
- Residents' Associations pushing for cycling
- Local communities equipped with knowledge, materials and campaigning support from Camcycle

A strong cycling campaign

- Strong reputation as experts and go-to organisation for cycling advice
- More members and volunteers enabled to be activists for better cycling
- A cycling manifesto/vision that inspires

ACTIVITIES

- Serving members
- Bi-monthly magazine
- Weekly email newsletter
- Grow membership

- Responding to planning apps
- Responding to consultations
- Encourage public engagement

- Determine and write policies
- Develop volunteers support packs and guidance
- Member-led organisation

- Set positive media agenda through engagement on all channels
- Attending public meetings

- National policy influencing
- Networking, influencing key businesses, political stakeholders
- Study tours

RESOURCES

- Campaign employee
- Volunteers
- Members

- Camcycle office
- Stall bike & collateral
- Website


- Publications
- Manifesto
- Policies

- Newsletter
- Email newsletter
- Leaflets & maps

- Knowledge
- Member forum
- Networks

CAMCYCLE

in 2017



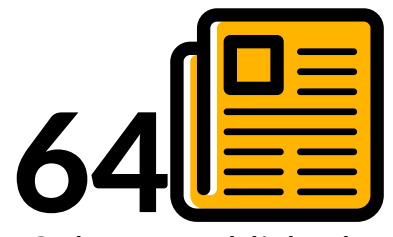
1239
Camcycle members



12 Monthly meetings



800
Reach riders



64
Columns published
in local newspapers



4,500
Print newsletters distributed



13
Stall events



330
Estimated number
of planning
applications
reviewed

Cambridge Cycling Campaign
Registered charity no: 1138098

Bike Depot
140 Cowley Road
Cambridge
CB4 0DL



'Welcome to Cycling'
leaflets distributed

10,000

contact@camcycle.org.uk

www.camcycle.org.uk

@camcycle