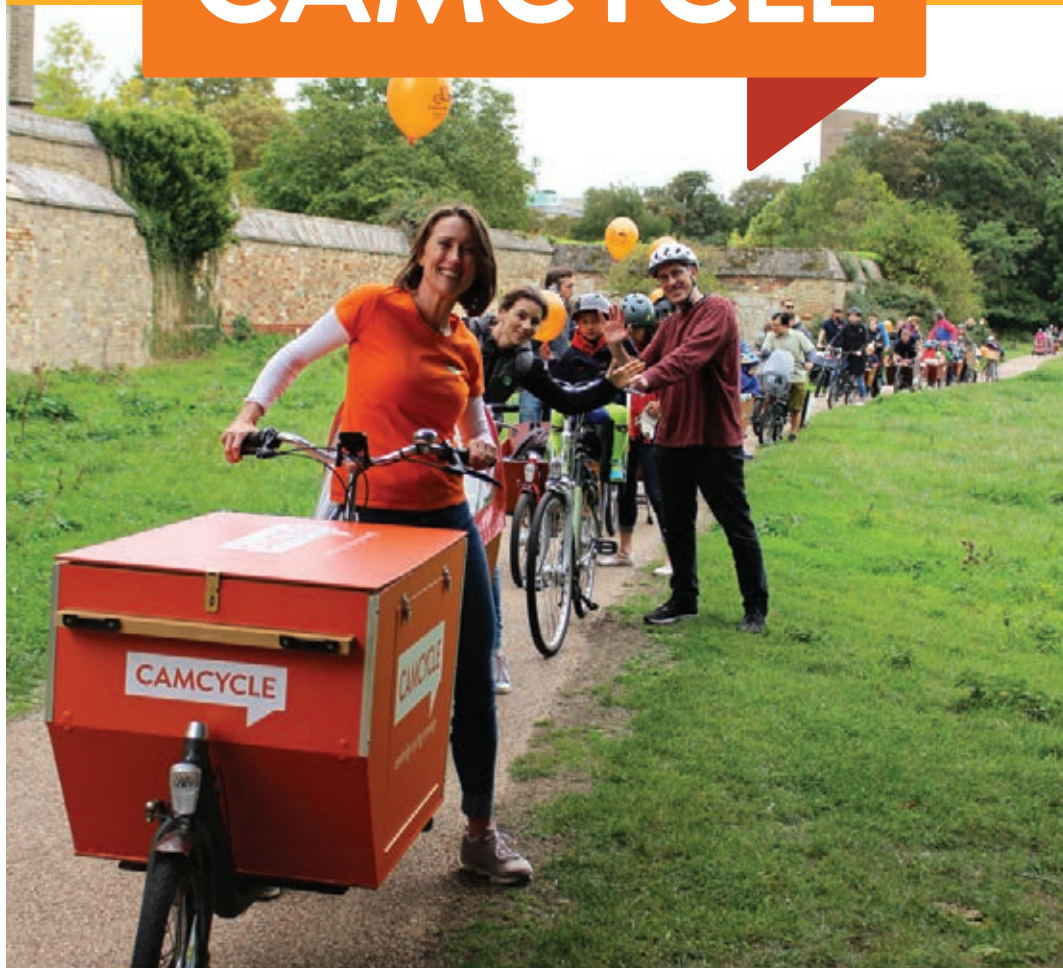


ANNUAL REVIEW 2018

CAMCYCLE



MORE, BETTER AND SAFER CYCLING

ABOUT US

Founded in 1995, Camcycle works for more, better and safer cycling for all ages and abilities, in and around Cambridge.

Each year, our charity makes a difference to those who work, live and travel in and around the city of Cambridge. Many of the cycling facilities such as paths, lanes, cycle parks and bridges would not exist without the campaigning of our dedicated team of staff and volunteers and the support of our more than 1,300 members.

We continue to work closely with local politicians, businesses and other organisations to represent the views of cyclists in Cambridge and to create a healthy, sustainable and congestion-free city.



Support our work and help create a vibrant and people-friendly city!

Become a member – Benefits include our quarterly magazine, email updates and discounts in local stores.

Volunteer – help at events, review planning applications, deliver magazines or help in the office. We have all kinds of volunteering opportunities.

Donate – Your support will ensure we have the resources to maintain our campaigning work.

Sponsor one of our events – The Cambridge Festival of Cycling is a great way to support our work and promote your brand.

Become a corporate partner – By supporting Camcycle you are supporting safe cycle commuting for your staff and a more productive and healthier workforce.

Contact Us

Web: www.camcycle.org.uk

Email: contact@camcycle.org.uk

Twitter: @camcycle

Facebook: CambridgeCyclingCampaign

Instagram: @camcycleuk

Address: The Bike Depot, 140 Cowley Road, Cambridge, CB4 0DL

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FROM THE EXECUTIVE DIRECTOR ROXANNE DE BEAUX

"I love Camcycle!" This comment was first made to me at the 2017 Mill Road Winter Fair by a passer-by. The same statement was repeated again just a few hours later by someone else. Our Cambridge Cycling Survey in 2018 also saw a raft of unprompted compliments from respondents thanking us for our hard work and encouraging us to keep it up. Such strong and positive emotional reactions from people who were not deeply involved with our campaign signify to me a shift in the perception of our charity in Cambridge and a sign that the hard work to broaden our engagement over the last few years has been a success.

The work of our new Communications and Community Officer Anna Williams is building on this momentum and is reflected by an increase in members, volunteers, donors, social media followers and diversity. Anna has only just begun her work and I am confident we will see even more impact in 2019 as we move forward on a number of key communications projects.

In September 2018 I gave a presentation called *Cambridge: Where women already cycle* at the Women and Cycling Conference. I was surprised at how many attendees were unaware of just how amazing the Cambridge cycling phenomenon is and I realised how important it is that we promote our success here to encourage other cities and to help move national cycling policy and investment further. However, with the continued growth of cycling along the London Cycling Superhighways and in London's Mini-Hollands and the emerging leadership for cycling in Manchester, Cambridge may soon have some challengers for the title of Cycling Capital of the UK.

I would like to thank the Camcycle members and trustees who have trusted me with their treasured cycling campaign over the last four years. These years have probably required more hard work than any of us imagined but we have built on two decades of success to further enhance this organisation into one that the community loves, and we can be proud of the positive impact we continue to have on this unique city we are fortunate to call home.

CAMCYCLE STAFF

Executive Director
Roxanne De Beaux

**Communications and
Community Officer**
Anna Williams

Paid summer intern 2018
Emma Pritchard

IN 2018, WE...

CAMPAIGNED



Setting out our vision for a thriving Mill Road



Securing a cycle-friendly junction for Gilbert Road



Successfully opposing the removal of segregated lanes

CELEBRATED



The start of the Chisholm Trail and Abbey-Chesterton bridge



Trustee Hester Wells being honoured by Cycling UK



Winning an award for Best Charity Magazine

WELCOMED



Two new employees to the Camcycle office



New faces to our Reach Ride and cycling festival



More new members and supporters!



FROM THE CHAIR OF TRUSTEES ROBIN HEYDON

Camcycle in the last few years has gone from zero employees to two (and briefly this summer to three) with a number of active volunteers also joining us during that time. It takes time and preparation to find the right person, and we experienced some temporary upheaval as we redirected resources to the recruitment process. However, Anna Williams joined us in May as our Communications and Community Officer, and her work has been transformative. I think it is now time to think about trying to move towards another permanent employee as we need additional support to for our Festival of Cycling and to help with the increasing administrative burden of running our growing charity.

The Cambridge Festival of Cycling in 2018 was a fantastic celebration of cycling in Cambridge. We live in such a unique place that we need to shout about how great it is and why it is so important. We will be running the festival again in 2019 with more sponsorship and more events. If you want to get involved, please get in touch. If you would like to help volunteer at one of our events, even just to meet and greet people, then please do volunteer. No prior experience of volunteering or in-depth knowledge of cycle infrastructure is required.

As Cambridge grows, so do the demands on our existing members and volunteers to ensure that new developments around Cambridge are built in accordance with the local plans and meet our expectations for how they should enable cycling. To sustain this work, we need to change how Camcycle is structured. Other organisations, such as London Cycling Campaign, function as a federated campaign with local grass-roots campaigns based in distinct geographic areas and a regional campaign looking after the major policy and procedural issues. We believe that a similar model will need to be created here. We already support campaigns like the Waterbeach and A10 Cycling Campaigns, and we hope to improve our support and help setup additional campaigns such as a Northstowe Cycling Campaign. We would offer our resources to help create materials, our campaigning experience, and the local campaign teams would have the in-depth knowledge of the issues that need to be dealt with.



There are also going to be some interesting discussions about the structure of public transport and how cycling integrates with it. For many, public transport is the only viable way to travel longer distances in a short amount of time. Instead of building huge park and ride sites that require ownership and use of a car to access decent public transport, we would prefer high-quality frequent bus services that connect villages with each other and the city. Cycling to public transport stops must however be encouraged by connections with high quality cycleways to the places where people work and live. This will become a major campaigning issue over the next few years.

Finally, the local plans for Cambridge and South Cambridgeshire have finally been approved. However, the next local plan process will start in 2019. We need to prepare for and provide excellent inputs to this process. Along with this are the many proposals from the Greater Cambridge Partnership, and the Cambridge and Peterborough Combined Authority that will come forward in the next year. Rural cycleways could extend the cycling culture of Cambridge and the nearby necklace villages into the wider area, extending cycle tourism and supporting local businesses with huge economic benefits to be realised. We will need to campaign for a full cycle network throughout Cambridgeshire that can be funded and built out, probably in connection with a high-quality public transport system, and a rethinking of the space allocation in central Cambridge.

Rural cycleways could extend the cycling culture of Cambridge and the nearby necklace villages into the wider area.

CAMCYCLE TRUSTEES 2018

Chair
Robin Heydon

Secretary
Hester Wells

Acting Secretary
Willa McDonald

Treasurer
Chris Howell

Richard Burgess
Jim Chisholm
Matthew Danish
Sue Edwards
Tom McKeown
Martin Lucas-Smith
Al Storer

UPDATE ON OUR STRATEGY

In our 2017 Annual Report we presented our Strategy on a Page which outlined our strategic objectives as part of a three-year plan. We have continued to make good progress on most of our strategic objectives and this progress is summarised below.



CAMCYCLE - STRATEGY ON A PAGE (October 2018)

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 2016, 2017, 2018 as part of a three year plan:

Grow Reach Ride participation and publicity	Campaign for highest standards Dutch-quality infrastructure	Determine our policy positions, develop, publish and distribute policy documents	Increase numbers (to 1,500) and diversity of members.	Strengthen online/digital presence & communication	Increase and diversify income generation to sustain employee
Participate in local events for positive representation of cycling	Scrutinise and hold planning applications and consultations to account	National participation to influence policy	Expand volunteer base and provide better support and resources	Ensure more, faster, proactive communication and media engagement	Improve/implement technical systems to optimise member & volunteer management
Start the Cambridge Cycling Festival and associated events	Build long-term relationships with developers and consultants	Improve connections with other cycling groups in the region	Upgrade stall bike to enable more frequent and appealing stalls	Build relationships with external stakeholder groups	Optimise management and volunteer structures to maximise reach
Develop consulting arm of Camcycle *			Organise activities and events to appeal to wider range of people, members, volunteers		Implement internal policies, processes to meet admin and legal requirements
					Grow capability to two employees

* This is a long-term objective on which work has not yet started

Objective achieved
Making progress
No progress

We plan to update our strategy in 2019 following a facilitated process, however in the interim we have simplified our strategy to better focus our activities. Our progress for 2018 is reported to align with these transitional objectives.

CAMCYCLE - TRANSITIONAL STRATEGY ON A PAGE - 2019

Our mission:

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

We will achieve this by:

Increasing engagement reach and influence

Campaigning for quality infrastructure and policies

Sustainably growing Camcycle



PAGES 10-23



PAGES 24-37



PAGES 38-43

INCREASING ENGAGEMENT, REACH AND INFLUENCE



With over half of the population of Cambridge cycling at least once a week, it is important that Camcycle grows its reach and influence to encompass a diverse range of members and supporters. Although we believe our membership is larger than that of any political party in Cambridge, it still makes up only around 1% of the city's population. Growing our membership gives strength to our voice among decision-makers and an authenticity to our vision to work for all ages and abilities in and around the city.

We reach out to new supporters through events, our magazine (which is distributed to local community hubs as well as members) and digital channels including our website and social media channels. High-profile events such as the Cambridge Festival of Cycling and Reach Ride are highly effective for raising awareness, while our attendance at local events and fairs allows us to engage with a wider public and gain insight into cycling issues specific to each area. Our campaigns and events often make headlines in the local media and regular newspaper columns generate valuable publicity for our aims.

Developing useful resources such as our Welcome to Cycling video and Guide to Picnic Rides creates useful content which not only helps position us as an authority on everyday cycling but can be shared far beyond our 7,000 followers on social media.

EVENTS

Cambridge Festival of Cycling

In September 2018, we were delighted to realise our long-held aspiration of organising a festival of cycling to celebrate Cambridge's cycling culture and share our vision for more, better and safer cycling for all ages and abilities. What began as a few ideas in the office soon grew into a vibrant month in the city featuring over 20 cycling-themed events including social rides, guest speakers, exhibitions and a film screening. Organised with a limited budget and tight timescale, our employee team (including paid summer intern Emma Pritchard) were kept extremely busy and the teams of volunteers who helped out at each event were essential to the festival's success.

Working with local media including the Cambridge Independent, who partnered the festival, raised awareness of the event and our charity. It was also a great opportunity to work with many partner organisations who planned and promoted events and greatly expanded our reach and influence. We look forward to developing these relationships and nurturing new ones when we repeat the event in 2019.

The highlight of the festival was the first Cargo Carnival, which saw over 70 cycles parade around the city centre, marking World Car Free Day by celebrating all the things that could be transported by pedal power. Reviewing the feedback from the 2018 festival, it's clear that the Cargo Carnival should return again and we hope to put more emphasis in 2019 on events which encourage and inspire those new to cycling.

Many thanks to all those who supported the festival, in particular our generous sponsors. If you would like to be involved in 2019 – as a volunteer, organiser, sponsor or partner – please get in touch.

Record-breaking Reach Ride

We experienced record-breaking temperatures and a record-breaking turn out for the 2018 Reach Ride. More than 1,000 people joined us on our ride to Reach on a beautiful sunny day. One of our supporters calculated that the aggregate distance pedalled by all participants was greater than the entire length of the equator!

Special thanks to our 2018 Cambridge Festival of Cycling sponsors:

- Cambridge Independent
- Cambridge City Council
- Greater Cambridgeshire Partnership
- Outspoken Cycles
- Power to the Pedal
- Mythic Beasts





“Camcycle is, I think it’s fair to say, probably the premier campaigning organisation in Cambridge – very, very effective, you do a brilliant job. Keep putting the pressure on.”

Cambridge MP Daniel Zeichner, Space for Cycling Ride 2018

We’re working on plans for the 2019 Reach Ride, but unless the County Council repairs the poor state of some of the roads, the ride will be too dangerous and uncomfortable, and we may need to cancel the event.

Space for Cycling Ride

In April the campaign organised a Space for Cycling ride as part of a national campaign by Cycling UK to highlight the need for safe and accessible routes for cycling. Our ride was one of many held in cities across the UK to coincide with International Earth Day and demand support for cycling ahead of local elections.

Around 50 cyclists gathered outside the Guildhall before processing around town ringing bells and chanting demands. Riding alongside us was Daniel Zeichner, MP for Cambridge, who delivered a speech in Station Square. He thanked us for a ‘civilised and nice morning’ and praised our campaigning efforts, as the ‘premier campaigning group in Cambridge’.

The lovely spring weather made for a high-spirited, enjoyable event. Our orange flags and T-shirts made a bold statement as we ‘marched’ around Mill Road, Station Square and other areas that lack Space for Cycling to demonstrate the need for change.

Following great feedback about the ride, we’re planning another Space for Cycling ride in 2019 on Saturday 13 April.

E-Luminate bike parade

Around 50 Camcycle members and supporters enjoyed opening the e-Luminate Festival with our parade of cycles and people decorated with lights. We caused quite a spectacle cycling around the city centre with bells ringing and lights on display. Unfortunately, the e-Luminate festival has been cancelled for 2019, but we’re looking at other opportunities for our popular cycle light parade.

Monthly Meetings

Camcycle holds a regular meeting for members and supporters on the first Tuesday of the month, at the Friends Meeting House, Jesus Lane. The meeting opens with refreshments to give a chance for informal discussion and networking. It is an opportunity to share progress on campaigns, discuss strategy amongst members and for attendees to bring up new issues.

There is also a range of invited speakers, workshops and film showings to make these meetings interesting, informative and a draw for attendees outside of the current membership as they are open meetings which anyone can attend.

In January trustee Matthew Danish moderated a debate on the Campaign’s response to the death of two Cambridge cyclists. Workshops at the April meeting focused on our campaign strategy for junction redesigns, maintenance of cycle routes and the Greater Cambridge Partnership’s cross-city cycle routes.

We hosted a viewing of the film *Beauty and the Bike* at the February meeting, which attracted lots of new faces from Transition Cambridge, and led to good discussion and cross-fertilisation of ideas.

We have had researchers in to present their work. In March, Lucy Marstrand gave a talk on her research ‘Transport culture and curriculum: what’s stopping walking and cycling from being mainstream?’, which looked at local authority Heads of Transport to find out more about the qualifications of the people who design the transport environment around the UK and investigated cycling content in University transportation courses. Julien Bouvet spoke to the June meeting on his research that looks at merging culture and environmental studies. In December, students from





Cambridge University came to tell us about Cambike Sensor, their low-cost particulate sensors that have been crowd-collecting air-quality data from volunteers' cycle trips around Cambridge.

We've invited other charities to tell our members about their work. The September meeting heard from Alec Seaman of World Bicycle Relief, a global bicycle charity which mobilises people in developing countries with access to education, healthcare and economic opportunity. Attendees at the October meeting had a look at a St John Ambulance cycle and inside the accompanying panniers and discovered how cycling is used to help save lives.

Cambridgeshire and Peterborough Combined Authority Mayor James Palmer told the November meeting about his plans for transport in Cambridge. He gave details for the autonomous metro lines into Cambridge, transit-focused housing developments along the metro lines and cycle routes to connect to the metro stations.

Work is underway to deliver an interesting programme of meetings for 2019 and we encourage and invite members to get involved in the organising and running of the meetings particularly in making suggestions for speakers.

Stall bike events

Outreach events with the Camcycle stall bike are essential opportunities to raise our charity's profile, growing our membership and supporter numbers and gathering feedback on local cycling issues. Engaging with the public on local campaigning issues is often very rewarding for our volunteers and by cycling our materials to events we can demonstrate how tasks usually done by motor vehicle can be replaced by cargo cycles.

Our busiest event season was the summer, with the new Camcycle cargo bike taking its maiden visit to the first Eddington Cycling Festival. The bespoke design drew considerable interest and attracted three new members. Next came the Chesterton Festival, Histon and Impington Feast and a new event: a summer fete at Milton Road Primary School. It was wonderful to see a high proportion of families arrive at the event by cycle and our children's cycling book quiz was a popular



activity with the children. It's the first time our stall has been to a school event; many thanks to the parents who invited us. We'd welcome more invitations to local schools or organisations, so do get in touch if you have an idea for an event we could attend.

By August, our stall bike had been branded in Camcycle orange and made quite an impact surrounded by picnic items at two new events in John Lewis, who had offered us a space to promote our charity. It was great to work with such a supportive team from the store and to have the chance to reach a new audience of people interested in cycling issues.

September saw us out and about at the Cambridge Festival of Cycling, taking the bike to our own events such as the Cargo Carnival, 'Why we Cycle' film screening and 'Bikes and Bloomers' afternoon (see photo above) as well as hosting the stall at existing events like Transport Plan Plus's Green Transport Day and Addenbrooke's Campus Cycle Hub. We finished the year with our best ever visit to the Mill Road Winter Fair, signing up 10 new members and having some excellent conversations about our vision for Mill Road.

"I am a great supporter of Camcycle and thank you for all that you do to promote cycling and make it safer with your meetings, social events, newsletters, emails and Cyclescape forum."

Cambridge Cycling Survey respondent



Celebrating our award (top) with a pizza evening for volunteers



COMMUNICATIONS

Transforming Camcycle's newsletter into a quarterly magazine

For more than two decades, Camcycle's printed publication has been a key campaigning tool. It is the way we update members about our work, convey our vision to stakeholders and decision-makers and share the benefits of cycling with wider audiences in the Cambridge area and beyond. It also has a strong online readership with many articles continuing to be relevant several years after they were originally published.

The content and layout have always been of such high quality that many readers did not realise the bi-monthly newsletter was produced almost entirely by volunteers, many of whom have been long-term contributors to the project. We were therefore delighted when, in July 2018, this hard work was recognised with a prize for 'Best Charity Magazine' at the Cambridge Community Magazine Awards. The judges said they were amazed at the variety of content. We're so proud of all the volunteers who have worked on the publication since 1995 – planning, writing, proofreading, producing photos and illustrations and stuffing and distributing the final printed copies. We'd particularly like to thank two

key volunteers who stepped down from their duties in 2018: Sula Armstrong who has spent nearly a decade converting almost 60 issues of the newsletter into easily-accessible web versions and Lisa Woodburn who has managed the distribution for 18 years and over 100 issues. We are hugely grateful to both volunteers for their time and dedication.

In September 2018, we celebrated our award with a pizza evening for the newsletter team, an event at which we also began planning for the next phase of success: the move to a quarterly magazine format. We are making this change to ensure the publication is sustainable – both financially and in terms of volunteer time – and to focus on consistently setting the agenda for decision-makers, clearly communicating our vision and aspects of our policy and manifesto. We'd also like to reach a larger audience of cyclists across the Cambridge area with articles which appeal to a broad range of interests. We launched the Winter issue of the magazine in December 2018 and have had good feedback so far. We were particularly pleased with the many new contributors, including new editors Rosie Humphrey and Adam Jenkins who took up their roles this year. We welcome others who would like to join this winning team!

Social media

Social media has proved to be an essential campaigning tool in 2018, allowing us to communicate in real-time about cycling issues and quickly mobilise support around key campaigns. We have considerably grown our reach, particularly on Instagram, and are pleased to see support for our work has increased from local businesses and families. Our Twitter account (with over 5,700 followers) continues to see a high level of engagement through replies/discussions. It is clear that social media is an important tool for reaching out to potential new members and supporters, securing attention from local press and decision-makers and expanding our influence in the Cambridge area and beyond.

In 2019 we would like to grow our followers further, develop our video content (including more live-streaming of events which is helpful for those who cannot attend) and maximise awareness of existing content from our website, blog and magazine.




SOCIAL MEDIA FOLLOWERS

People who want to know about our work:

 **Twitter: 5,721**
Up 10% in 2018

 **Facebook: 1,126**
Up 14% in 2018

 **Instagram: 488**
Up 366% in 2018

 **LinkedIn: 57**
Up 100% in 2018

“The weekly newsletter helps me work out what is important and gives me a regular reminder of the great work the campaign staff and volunteers are doing. I also have followed some of the ‘call to action’ message such as the Chisholm Trail consultation responses. I find it probably the most useful resource of my membership.

Camcycle member



Weekly email updates

With so much change and development happening in and around Cambridge, our weekly email newsletters have been vital to keep members updated with news on campaigns and events. The updates have successfully motivated members to take action on campaigns (for example, writing to local councillors about the Histon Road/Gilbert Road junction) and have been effective at recruiting volunteers (for example, our voiceover artist for the Welcome to Cycling video and leaflet distributors for our Mill Road vision workshops).

In 2019 we plan to grow our email communications to other stakeholder groups such as supporters (those who have signed up to our email list at stall bike events), local decision-makers and bike shops. We also hope to expand our use of targeted email lists, for example, to help set up some working sub-groups to campaign on local issues in the different areas of the city.

Press

Building on the success of previous years, Camcycle has continued to stimulate discussion with thought-provoking columns in both the Cambridge News and the Cambridge Independent. We were delighted to partner with the Cambridge Independent on the Cambridge Festival of Cycling, achieving seven weeks of continuous coverage in August and September and two features on the front cover!

Our campaigns and events have gained good media coverage, which has undoubtedly led to increased success. Our Mill Road vision, Chisholm Trail developments and our rejection of shared-use design at the Histon Road and Gilbert Road junction were much discussed in local media, while a regular slot on Cambridge 105 enabled us to raise other topics including the Greenways and Petersfield election survey. The Cambridge Festival of Cycling launched with interviews on BBC Radio Cambridgeshire and a feature piece on ITV Anglia. The event also helped us develop relationships with local bloggers and social media influencers which will help us grow our reach and reputation among more varied audiences.



Local cycling newsletters

With so much happening in the Romsey and Mill Road area this year, we decided to try distributing newsletter-style leaflets to share our activity with local residents.

At least 3,000 copies of Romsey Cycling News were dropped through letter boxes in April and informed Romsey residents of our street cycle parking campaign, our election survey, the successful implementation of two-way cycling on one-way streets and the upcoming Reach Ride.

We had several responses to our newsletters, the majority of which were positive. The newsletters also encouraged a few people to become members of Camcycle and attend some of our events.

Thank you to the many volunteers who helped with distribution of our newsletters. We were so pleased to see many new volunteers help out too.

After the success of the Romsey Cycling News we delivered around 5,000 copies of our ‘Mill Road Cycling News’ in November throughout Romsey and Petersfield to promote our Mill Road Vision and workshop events, to provide an update on our street cycle parking project and to inform residents of the proposed temporary closure of the Mill Road bridge.

We want to distribute similar newsletters in other areas of Cambridge and are looking for volunteers to coordinate local distribution.



“We would love to have a few copies of your excellent Welcome to Cycling in Cambridge leaflet to give to our new students in October.”

University of Cambridge college



CYCLING RESOURCES

Welcome to Cycling video

This year, we built on the success of our Welcome to Cycling leaflet with our series of Welcome to Cycling videos (camcycle.org.uk/welcometocycling).

We created ten short videos ideal for sharing on social media, and we have also combined them into one longer video of about 5 minutes. The video includes Cambridge icons and landscapes in the background, a variety of everyday people on a mix of everyday cycles and our top 10 tips for safe and considerate cycling including “Let others know where you are going”, “Traffic lights are for cyclists too”, “Know your road signs” and “Remember your bike lights”.

We launched the video during our Festival of Cycling, and it is now free for anyone to use to promote safe and considerate cycling. We made a particular effort to share the video with colleges and universities during Freshers Week asking them to promote it to students.

A huge thanks to the Coop Local Community Fund for funding this project, to designer Alison Norden for creating the video and to Camcycle volunteer Helen East for her voice-over work which gave the video that extra professional edge.

Welcome to Cycling Leaflets

We continued to distribute our Welcome to Cycling leaflets and Cycle light posters in digital and printed format to colleges, university departments, language schools and at our many events throughout the year. They have been a great resource for people who are new to Cambridge and cycling and have generated many discussions about safe and legal cycling.

‘Don’t forget your bike lights’ USB merchandise

We originally had funding from the Co-op Local Community Fund to purchase cycle lights and bells to help increase engagement with students. However, when testing the various merchandise options, we determined the quality of the lights and bells was not good enough for safe cycling. Instead, we opted to purchase Camcycle branded USB recharging devices which are ideal for recharging cycle lights and phones



and included a friendly reminder ‘Don’t forget to charge your bike lights’. These were very popular at our events with freshers in 2018, however they would only be given to students who could prove an understanding of cycle light requirements.

Picnic Ride guide

To promote our event at John Lewis, we developed a mini ‘Camcycle guide to Picnic Rides’, based on recommendations from our members and supporters. The guide featured a mixture of short and long rides in and around Cambridge and was a popular giveaway at the event. We followed this up with a ‘winter ride guide’ in the first issue of our quarterly magazine. Providing cyclists and would-be-cyclists with resources to encourage and support their cycling is something we’d like to develop further in print and digital media in 2019.

Cambridge Cycling Survey

Over September and October 2018, we ran our first Cambridge Cycling Survey which had over 1,100 responses. The data from this will be published in 2019 and used to guide and support our campaigning work as it highlights the issues people face when cycling in Cambridge.



NATIONAL IMPACT

Our cycle lighting poster is used far beyond Cambridge: while attending the Cycle City Active City conference in Manchester in June 2018, we were thrilled to see it featured in a presentation by the Department of Transport!

**“Proud member.
Great organisation
doing their best for
active travel to make
Cambridge a better
place for all.”**

*Cambridge Cycling Survey
respondent*



MEMBERSHIP

At the end of the financial year, membership stood at 1287 members (an increase of 68 from 2017) and was further boosted in the final quarter of 2018, reaching a new record of 1,329 individual members. This followed the success of the first Cambridge Festival of Cycling, an increased profile for campaigns on Histon Road and Mill Road and outreach activities such as the Romsey and Petersfield leaflet distribution and the Mill Road Winter Fair. It's clear that an alignment with the cycling issues that matter to prospective members combined with personal engagement from staff and volunteers is key to growing subscriptions. We are pleased to see donor memberships continuing to increase, providing a very important source of income to support our work.

In 2018, we trialled a membership incentive at the Mill Road Winter Fair, offering mugs to those who purchased household or donor memberships and successfully signing up 10 new members. We are also working on improving the online sign-up process, both for those joining at home and at stall bike events. We continue to be hugely grateful to Camcycle member David Earl for his creation and development of the Cameo membership software without which many of the tasks undertaken by staff and volunteers would not be possible. Thanks also to Treasurer Chris Howell and bookkeeper Richard Burgess for their support with the financial aspects of the membership process.

In 2019, we plan to grow membership further through targeted campaigns and undertake some analysis of current membership satisfaction and support. By redeveloping our website and new member packs as well as delivering a diverse range of Camcycle events, we hope to increase the number of members who are active as campaigners and volunteers.

Leaflet distribution in Romsey and Petersfield and exclusive member mugs for the Mill Road Winter Fair were two of our successful membership initiatives in 2018.

VOLUNTEERING

Camcycle is a democratic, member-led charity, with over 1,300 members, many of whom actively contribute to the work of Camcycle either through participation in our discussions about 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.

In 2018, new volunteering opportunities arose through the Cambridge Festival of Cycling and our distribution of paper newsletters. Involvement of many new volunteers provided proof that there are many people who wish to support our work, but who are not able to take on campaigning work that is perceived to require a significant amount of policy knowledge or ongoing commitment. We need to do more in 2019 to harness the growing interest in volunteering for Camcycle. Improved use of our membership database to track volunteer interests and improve communication will help with this.

This year we also celebrated our magazine volunteers with an event funded through the prize from our Best Charity Magazine award (see page 16). Our pizza and ice-cream social and planning session was a great success and we hope we can continue this as an annual tradition to reward our hardworking magazine volunteers. We are also planning to introduce more ways to acknowledge and reward all of our volunteers.

Methods to recruit volunteers have included attending the 'Volunteer for Cambridge Fair', promotion of volunteer opportunities in our weekly updates and sending targeted emails to members in relevant local areas. With improved processes for tracking and communicating with volunteers, we can, in 2019, invest more in volunteer recruitment. There is also more scope to promote volunteering on social media.



**“I started volunteering
in August 2018, and
since then I've been
involved in social
rides, the Mill Road
project, and writing
for the magazine.
It has been really
rewarding and
interesting and I'm
looking forward to
the exciting things
coming up in 2019.”**

*Liz Irvin, Camcycle volunteer
(shown above talking to visitors
at a Mill Road drop-in workshop)*

CAMPAIGNING FOR QUALITY INFRASTRUCTURE AND POLICIES

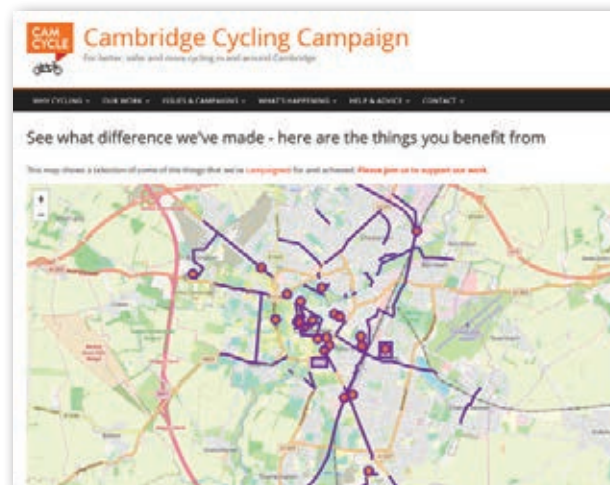


The best way to further Camcycle's formal mission of more, better and safer cycling is to campaign for infrastructure that is safe, direct, accessible and enjoyable to use.

Unfortunately, we are often presented with aspirational cycle-friendly developments or routes, only to find, when looking at the details, that the infrastructure is just not good enough. Camcycle plays a crucial role in shining a spotlight on these issues and generating public and political pressure for improvements.

Developers are now seeking our advice earlier in the design process to help improve their proposals and increase the likelihood of approval. This is great news for cycling infrastructure and the people who will use it, but is putting more pressure on our staff, volunteers and resources as this can be time-consuming work.

Our volunteers work incredibly hard to trawl through thousands of pages of information every year to find and summarise applications and consultation documents, formulate our responses and determine 'calls to action' for our supporters. With our improving communications capabilities, we're generating more public awareness and support for our campaigns and it is this public support that leads to change.



MAP OF CAMPAIGNING SUCCESSES

We've added a new feature to our website - a map of campaigning successes. This interactive map shows some of the schemes around the city where our campaigning work has been instrumental to getting improvements.

► www.camcycle.org.uk/campaigning/successes/

NEW DEVELOPMENTS

Wing Development

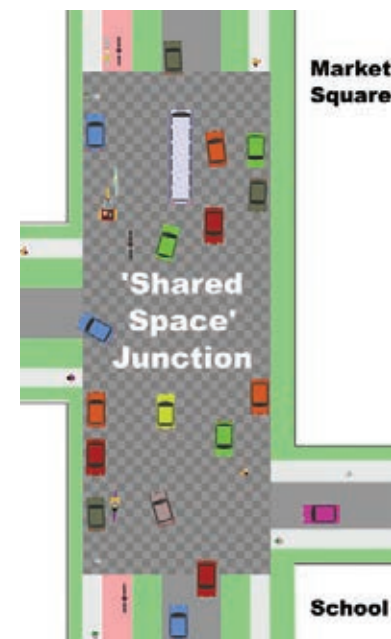
The major infrastructure plan for the Wing development came up for review in the spring. We responded with great interest because it is creating a new neighbourhood on the border of Cambridge and because the famous Jubilee Cycleway, which crosses the site, is part of our Reach Ride route every year.

Following our objections to the original proposals, which included turning the Jubilee Cycleway into a shared-use pavement alongside a road, the developers agreed to a much-improved route for the Jubilee Cycleway with a fully segregated route, the peaceful surroundings of a park, some natural surveillance from neighbouring houses and safer and easier to use crossing points.

There are still issues with these proposals, including 'shared zones' at many junctions. There are lessons to be learned about intervening at the earliest opportunity to counter such mistakes.

Waterbeach Development

Waterbeach New Town is a proposed development, brought forward by two different developers, for somewhere between 8,000 and 10,000 dwellings along with a sixth form college, a couple of secondary schools



A proposed junction in the Wing development on a primary road adjacent to primary school.



Map for a 'People First Vision' for Waterbeach by Waterbeach Cycling Campaign

and five primary schools. We have been working hard for many years with developers, council officers and the Waterbeach community to ensure this development provides world-class cycling infrastructure.

In 2018, we needed to object to the draft supplementary planning document (SPD) that was prepared by the district council. Following our work, the SPD was improved, including relocation of the primary school away from the main road into the development. (Placing the most vulnerable people with the most vulnerable lungs next to the largest source of air pollution in the whole town was just wrong.). However, there is still a long way to go.

We have constantly been arguing that a development layout that makes cycling the quickest, easiest and most direct possible option for local trips. This is a proven model that is widely used in the Netherlands for both new towns and retrofits of older neighbourhoods. After a long series of meetings, we believe that

some progress is being made and next year it will be critical to deliver a cycling and public transport-based transportation system, else we fear it will become a car-dominated development.

As part of this work, we have been working closely with and supporting as much as possible the Waterbeach Cycling Campaign. We would like to thank the hard work of Paul Bearpark and Tom Stroud from Waterbeach who helped arrange a number of these meetings and translated the 'back of a napkin in the pub' sketch of what Waterbeach master plan should look like into a full policy document in less than two days.

Mill Road Depot

We continued to campaign on the Mill Road Depot site, the first stage of which has now been improved. The site

is just by Mill Road Bridge, and it should be a car-free site. We managed to get the level of car storage down, though much remains. The site does, however, include a reasonable level of cycle parking for each dwelling, and our long-awaited Chisholm Trail runs along the site, both key campaigning successes. The second phase of the development will include a community centre, and we have been pushing for more cycle parking than proposed.

Cambridge North Station

In November 2017 the developers of the Cambridge North Station site submitted an application for a new office building which would narrow the space for walking and cycling providing only a 3m shared-use pavement hard up against the building. Incredibly, the County Highways authority spoke in favour of the proposals.

Councillors joined us in strenuously objecting to the application and overruled the officer recommendation thereby refusing the application.

We've since seen a much-improved new design that keeps the segregated cycleway separated from the building by a dedicated footway and provides a better arrangement for cycle parking inside. We have continued to engage to help smooth out details, and we are expecting construction to commence in early 2019.

Cambridge station area

Throughout 2018 we consistently kept up the pressure on the developers of the recently redeveloped CB1 station area to fix some of the outstanding problems with pollution, noise and car traffic on the streets around the station, to protect the space for future expansion of Cycle Point, and to secure an all-ages and abilities route for the Chisholm Trail across the Station Square. We've met with the developers numerous times to discuss the site but they seem determined to proceed with further development before fixing the existing problems and in late 2018 they submitted a planning application to build a multi-storey car park and more offices which we will continue to strongly campaigning against until the existing issues are resolved.

The Cambridge station area will be a campaigning priority in 2019 to ensure that the problems are resolved before further development can take place.

"Keep up the good work Camcycle! In particular, your work in the villages and towns around Cambridge is vital so that people know that cycling does not have to be limited to cities."

Cambridge Cycling Survey respondent



'We have long campaigned for Dutch-style infrastructure in Cambridge'

"The proposed design will improve access for both cyclists and pedestrians and give motorists better visibility, ensuring safer journeys for everyone.

We look forward to further public engagement as the details are developed, and we hope that the county council's work on this junction will set a trend towards better and safer roundabouts across the country."

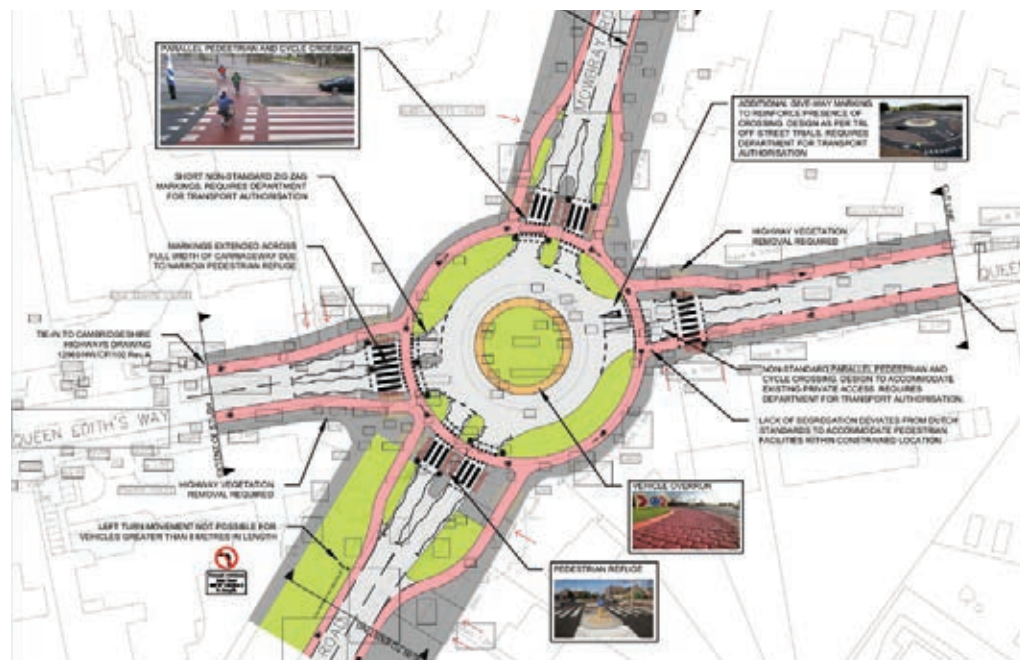
Extract from our response to the proposal in the Cambridge News, 13 June 2018

MAJOR HIGHWAYS SCHEMES

Fendon Road Roundabout

Our campaigning for Dutch-style infrastructure in Cambridge has been successful at the Fendon Road and Queen Ediths Way roundabout. This will be the first roundabout in the UK built to a Dutch design, that aims to improve safety for cyclists and pedestrians by introducing a number of features. A narrowing of the carriageway width will encourage slower approach and departure speeds for drivers. Zebra crossings will be provided on each of the four roundabout arms, and in parallel, a cycle path in contrasting red-mac gives these users priority over motorists in the main carriageway.

We had particularly pushed the County Council to use these Dutch design features at this location, helping to bring in the Dutch Cycling Embassy as consultants to refine its design. The County Council has since made a successful bid to the government's £7 million 2018-19 Cycle City Ambition safety programme, receiving £550,000 towards construction. Work is expected to begin early in 2019.



Mill Road

In July, a sinkhole appeared on Mill Road and caused the street to be closed to through-traffic for emergency repairs. The two days that followed were oases of calm and tranquillity on the usually busy streets, with people travelling by foot or cycle able to move around comfortably and safely.

This event inspired a re-launch of Camcycle's Mill Road campaign, with an article published in *Newsletter 139* under the same headline that had been used 10 years prior: 'Mill Road reclaimed for humans – a vision'.

Since then, Network Rail announced that Mill Road bridge would need to be closed for eight weeks in the summer of 2019. Camcycle believes this is an excellent opportunity to trial elements of our vision for a Mill Road with no through-traffic. We have held public workshops to gather ideas from residents and people who shop and commute on Mill Road, and we have advocated for cycle and pedestrian access to be maintained during the closure. The most recent update from Network Rail is that this access will be maintained, and also that they will invest in the community to keep the street thriving.

Camcycle will continue with data collection to gauge the effects of the bridge closure, to use in the future campaign for a longer trial or a permanent change to the street.

Nuffield Road

Improvements to Nuffield Road were due to take place in 2018 as part of the GCP's Cross City Cycling scheme. However, late in 2017, it was revealed that the proposal for a segregated cycleway which had gained support at the consultation stage had been dropped in favour of 1.5m painted advisory cycle lanes.

Supporting local residents who had raised concern over this change at local area committee meetings, we highlighted the issue in the media to gain extra awareness and succeeded in pausing the implementation until stakeholders can agree a better design. Improvements to the junction with Green End Road will still go ahead in Spring 2019, following the completion of the new segregated cycle lanes between this junction and Milton Road.





Milton Road

In the Milton Road workshops in late 2017, we introduced the idea of a cycleway for the shops at Mitcham's Corner, protected by car parking interspersed with trees, instead of a precarious unprotected cycle lane squeezed between parked cars and a bus lane. We also obtained agreement in principle on providing a single-stage crossing of Elizabeth Way for the inbound cycleway.

We were shocked that the Milton Road consultation published in September 2018 included design choices such as a shared-use pavements and extremely narrow shared-use pinch-points at key junctions.

We joined local residents' associations under the Milton Road Alliance banner to rally against these proposals and ran a leafleting campaign to encourage residents and businesses to respond to the consultation.

We showed that there is very strong opposition to shared-use pavements alongside roads in the city, nearly unanimous in fact, while at the same time there is very strong support for protected cycleways that are separate from footways. Unfortunately, the county highways department is still resistant to this safe infrastructure, especially when it comes to junctions. We are continuing to work together with project team officers to find acceptable solutions for everyone, and we hope that the recent successes on Histon Road will lead the way.

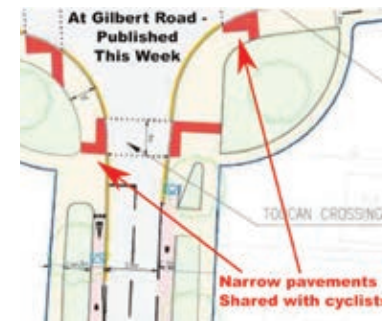
Histon Road

Histon Road hit the headlines this year when, after years of extensive public engagement, an astonishing 'final concept' proposal was submitted to the November 2018 GCP Joint Assembly meeting. This proposal dropped or watered down many of the ideas that we and the residents' associations had built consensus on and which the GCP officers had, at the last public outing of the design, indicated as being the design that would be submitted to the Joint Assembly.

We withdrew our support for the scheme as it no longer represented value for money, would not enable more people to cycle on Histon Road and because shared-use pavements were unacceptable for all users. There was strong community backing for our vocal objections.

Fortunately, a proposed junction design in Manchester was published, showing a different way of arranging the segregated cycleways. We alerted the GCP project team to this example and they worked quickly to produce a version for Gilbert Road based on the same ideas. This new design turned out to be acceptable to both officers and community, and we are happy to say that protected and segregated cycleways have now been approved by the Executive Board as part of the Gilbert Road junction design.

We will continue to push for sensible resolutions to outstanding problems with the other junctions in the scheme, general lack of pedestrian priority, pinch points on pavements, and a loading bay in the cycle lane.



Proposals unveiled for the Wilbraham Road junction on the Chorlton Cycleway by Manchester City Council persuaded the Histon Road project team to rework the Gilbert Road junction design.



Leaflet produced in collaboration with other members of the Milton Road Alliance



“Thank you! Keep at it, meaningful change is a long hard slog, and we must never give up!”

Cambridge Cycling Survey respondent

Work on the Chisholm Trail began in 2018 and the Abbey-Chesterton bridge is planned to open in 2019.



OFF-ROAD CYCLE ROUTES

The Chisholm Trail

The Chisholm Trail was first proposed by Camcycle trustee Jim Chisholm some 20 years ago and was adopted as part of planning policy by the City Council in 2005.

It will eventually provide an almost traffic-free route between Milton Country Park in the north and Trumpington Meadows Country Park in the south. Along the way it will link to both existing Guided Busway paths as well as several of the proposed ‘Greenways’.

While planning permission was granted within the scope of our previous annual report there were still agreements about flood risks, ecological compensation and mitigation, as well as land leases to be negotiated. This year has seen confirmation that work is starting in earnest. There are now visible signs of activity on the ground, including the beginnings of work on the Newmarket Road underpass.

Perhaps by this time next year, we will be celebrating the new walking and cycling bridge over the river Cam.

Greenways

The Greenways programme from the GCP presents exciting potential for safe walking and cycling routes between villages and Cambridge. We have engaged with the project team at numerous consultation events and workshops.

Our responses to the various Greenways plans have included requests for physical protection from motor traffic for people walking and cycling alongside busy roads, grade-separating the crossings of slip roads, adequate width and segregation on busier routes, improved landscaping along routes, better approaches to bridges and pointing out other sensible routes and links that the Greenways project should cover. The Greenways team have been appreciative of our contributions and we hope to see this reflected in the proposals when they are published.

CYCLE PARKING

Cambridge Station Cyclepoint

Our campaigning efforts have paid off this year. We've finally seen a clean-up of the Cambridge Station Cycle Point and have made progress with getting some collaboration between the various stakeholders involved in dealing with cycle theft. Thanks to our campaigning the Sheffield stands in Cycle Point are now outfitted with security nuts, which should prevent one of the more insidious kinds of theft. We can't promise there will be more action taken on stolen cycles, but at least since the police, station staff and various contractors have improved their communication with each other the reporting of thefts should be more straightforward.

Street Cycle Parking

The Street Cycle Parking project to get more racks in Romsey began a three-year plan in January 2018. It led to the distribution of more than 3,000 copies of Romsey Cycling News at local election time to raise the profile of the problem and was followed by a summer survey of residents which received over 100 replies. A report of the survey was published thanks to the help of our summer paid-intern Emma. A list of potential locations has been compiled and we are in discussion with





residents, council officers and local councillors on how these can be developed.

THE GREATER CAMBRIDGE PARTNERSHIP

We've continued to keep up the pressure on GCP consultations, as well as trying to work more proactively with the GCP wherever appropriate. We attend the occasional GCP 'sounding group' meetings to help improve the way the GCP engages with the community. We've been involved in the Local Liaison Forums for Milton Road, Histon Road and the Chisholm Trail (see above) and provided feedback on cross-city cycling improvements and the Greenways. Often, the result of our work is positive, and we see officers taking our suggestions forward to improve facilities for walking and cycling; however, we have also frequently been frustrated when many hours of work and consultation involvement seem to have little impact on GCP schemes which roll ahead with substandard cycling infrastructure, in particular, dangerous junctions. By speaking at GCP Joint Assembly and Board meetings we have been able to keep the pressure and public attention on cycling issues.

LOCAL HIGHWAYS IMPROVEMENT

In October 2017 Camcycle submitted Local Highways Improvements Proposals to provide for more inclusive walking and cycling in Kings Hedges and Arbury by removing obstructions at 7 sites. In March 2018 these proposals were accepted for funding and, despite some delays due to staff shortages at County Highways works should be completed by March 2019. In 2018 both Camcycle and the University of Cambridge's Cycling and Walking Sub-Group submitted LHI proposals (Matthew Danish and Daniel Thomas coordinated both submissions). These will be evaluated for funding in January 2019.

PLANNING APPLICATIONS

We've responded to more planning applications than ever this year, and this is mostly due to the incredible

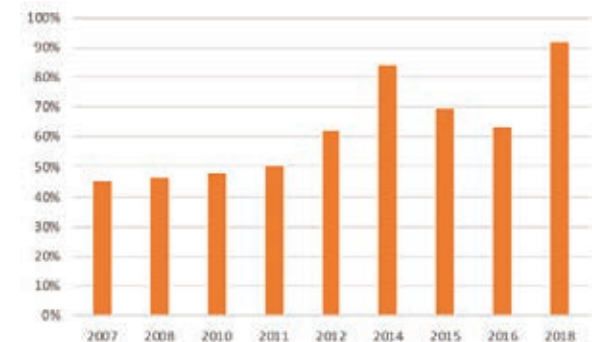
work of volunteer and Camcycle trustee, Matthew Danish, who has been very efficient in posting the applications on Cyclescape for discussion and then writing and submitting responses. This has resulted in improved developments as councillors and officers push applicants for revisions to their plans or add 'conditions' to ensure cycling receives adequate provision. Matt also organised a 'planning application responders' workshop to develop the skills of more volunteers so that we can help to share the workload and knowledge. The range of issues repeatedly raised in new developments is being folded into our new policy papers.

ENFORCEMENT

Cambridgeshire Police have started taking some action on close passing. A few operations have been held, including one on Road Safety Day when Roxanne De Beaux joined the police to share the perspective of people who cycle. There is still a long way to go for the police to perfect their activities, but we are pleased to see some action being taken at last and we plan to keep working with the police to develop this operation in Cambridge. Following our suggestion, we are grateful that a number of officers have also participated in cycle skills training which they found very useful to better understand what cyclists do when riding on the road, and why.

ELECTION SURVEY

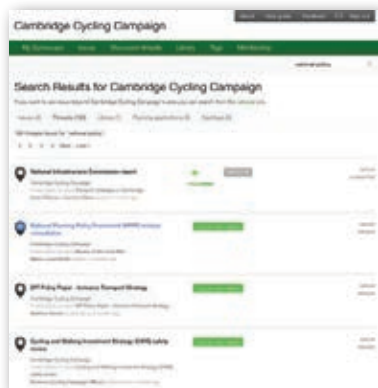
Once again, we ran our election survey in May, asking all candidates in the City Council elections their thoughts on a variety of cycling and transport issues, both local and strategic. The survey questions were customised by members to cover the cycling issues relevant to each ward. We had a record 92% response rate of all candidates - a staggeringly high level which shows the level of engagement we have managed to achieve with local Councillors and those standing.



"Thank you for carrying out some good work! Represent!"

"The city's people need your proactive leadership!"

Responses from the Cambridge Cycling Survey



Camcycle's member forum, Cyclescape, helps us formulate our response to national consultations.



INFLUENCING NATIONAL POLICY

Camcycle is involved in influencing national cycling policy. Consultations are discussed by members on our Cyclescape forum to formulate our response. A volunteer, or trustee, will then write up the response based on the discussion. After a period of proofreading, comments on content and revision, the response is formally approved by a trustee. Once sent any response is made available for anyone to view on our website.

During 2018 we responded to the Department for Transport consultation on reporting road accidents to the police. Our first comment was to point out that "we do not use the term 'accidents', preferring the more widely used terms 'collisions' or 'crashes'. With virtually every crash, at least some blame will be attached to at least one person. Crashes do not happen by 'accident'. We think the Government should change the Road Traffic Act 1988 to enable a term other than 'accident' to be used in this context." We made a number of detailed suggestions to widen the changes beyond 'driver' to include all road users, improve automated collection of incident data and additionally to collect incident data from the ambulance service. Our full response is available on the Camcycle website.

Members discussed these issues on Cyclescape and Camcycle raised awareness of them on our blog and in our newsletter inviting members to make their own personal responses to the consultation.



'Running out of road' in Cambridge

In 2017, we hosted Andrew Gilligan in Cambridge to aid in his research on cycling in Cambridge, Oxford and Milton Keynes for his report for the National Infrastructure committee. The report 'Running out of Road' was published in July 2018 and included many of the points we raised. It made clear that Cambridge has all the ingredients required to increase the number of people cycling (culture, environment, investment, skills), but we are missing the political will and vision to make it happen. The report was sceptical of heavy infrastructure schemes like metros and made many recommendations for getting on with providing cycling infrastructure.

The report was later debated in the House of Commons with Cambridge MP Daniel Zeichner called on Mayor James Palmer to fund cycling infrastructure, criticising the Combined Authority mayor for including cycling in his transport strategy statement but not including cycling and pedestrian schemes in his proposals.

DEVELOPING CYCLING POLICIES

Our long-needed Policy project has made significant strides this year thanks to a concerted effort from Camcycle trustees Robin Heydon and Martin Lucas-Smith. Some 50 areas of policy have now been drafted as bullet-points, covering everything from shared-use, to car storage, to helmets, and almost any area we have campaigned on over the years. With support from our talented Communications Officer, Anna, we will be turning these into four-page leaflets, consulting our members and begin publication in 2019. This will mean that on almost any issue, we will have clear policy, enabling us to respond more effectively to consultations, and for decision-makers to know up-front what our views will be.

This policy work will make our future campaigning more efficient, making it easier for volunteers to contribute, reducing the burden of approvals processes by allowing more delegation and to help us expand our campaigning reach.

"I pay tribute also to the contributions of the Cambridge Cycling Campaign and a succession of councillors and campaigners who have championed transformational cycling investment locally for over 20 years which means that, while we still have a long way to go, we have far better cycling infrastructure than comparable cities."

Leader of the City Council and member of the Greater Cambridgeshire Partnership board Lewis Herbert in response to the "Running out of Road" report

SUSTAINABLY GROWING CAMCYCLE



As our influence continues to grow so too does the demands on our time and resources. We've invested a huge amount of volunteer and staff time and effort over the last few years to ensure Camcycle has a solid foundation to support future growth.

We now use a cloud-based finance system which has simplified our accounting and will support the increasing complexity that comes with diversifying our income as well as the growing amount of transactions we now need to process. We have continued to develop our membership management system which has made membership management processes and communication much more efficient. The next step will be to further develop the system to support volunteer, donor and event management.

We've also had to ensure we are meeting our obligations as a charitable organisation a particular focus in 2018 was ensuring we had appropriate policies and processes in place to comply with the new General Data Protection Regulations, with a new Privacy Policy implemented.

KEY PROJECTS

Stall Bike

With support from the Co-op's Community Fund, advice from the School Run Centre, and the skills of Steve Puleston from Bespoke Cambridge and Footprint Sign and Graphics, we procured and customised a new stall bike. The electric assist and efficient storage box enable a wider range of volunteers to ride the bike to our outreach events. It now lives, when not in use, in our new police-approved Asgard lockup at Outspoken's Bike Depot. The lockup also helps with storage of materials previously cluttering the office.

We've had great success with the bike over the summer and autumn; attending a number of events for the first time and seeing several new volunteers riding the bike.





Improvements to the homepage (above) and campaign pages (below) will help the website work harder.



Website

Recent work on our website has revealed that it has high levels of traffic (over 5,000 page visits per day) reaching an audience well beyond the Cambridge area. However, we believe that the site could work a lot harder for each of our audiences, providing clearer information on cycling for those new to Cambridge, increasing online donations and membership sign-ups and supporting our current campaigns with timely and well-organised content.

In 2019, transforming the website will be one of our key communications goals; achieving this will not only improve how we are perceived by visitors to the site but will also help progress Camcycle's work on other projects. One gain we're particularly looking forward to is the increased ability for staff and volunteers to contribute to and edit the website. Work on this has taken a big step forward in 2018 as we have been busy preparing the site for a full conversion to WordPress and we are grateful to trustee Martin Lucas-Smith for his considerable contribution.

With over 5,000 pages built up over 20 years, we are keen to preserve this remarkable archive of cycle and

transport developments in Cambridge while expanding and building on the website's success to achieve a greater reach and influence in the coming years. We welcome members' thoughts and contributions and will be working collaboratively to achieve these much-needed changes in 2019. We are in the process of seeking grant funding for what will be a significant improvement.

GOVERNANCE

Governance is a major issue for any large organisation. Camcycle now has over 1,300 members and each year appears to cover an ever-increasing geographic area. We are also running larger events and more events every year. The Reach Ride last year attracted over 1,000 people cycling and the new Cycling Festival was a huge success with more than 20 events and is likely to grow in future years. This year we have been concentrating on two governance issues: risk management, and charity decision-making.

This year the Camcycle trustees implemented new risk management processes to ensure we have identified all risks to the charity and determined the best ways to reduce the frequency or the severity of those risks.

We have also started to improve the decision-making of the charity as a whole. In the past, the committee has driven campaigns, written most of the newsletter, and set the policies, but this is unsustainable as the charity grows in size and scope. Cyclescape has allowed much to be delegated to volunteers, and trustees have been able to focus on the important governance, strategic, and financial issues that are essential to running the charity. To reflect this, we have decided to reduce the number of Trustees on the charity board to ten. We plan to create subcommittees that will be chartered to hold responsibilities around particular campaigns, with the ability to publish their own documents on behalf of the charity and their own preapproved budgets to purchase campaigning materials. We believe that this structure will help the charity to grow both in size and in capability to continue with more of the same excellent campaigning.

“Keep up the good work! As a relatively inactive member of Camcycle, I massively appreciate the huge efforts made by a small number of people, most of whom are volunteers.”

“Cambridge deserves better cycle infrastructure and needs a robust cycle lobby to campaign for it.”

Responses from the Cambridge Cycling Survey



GROWING OUR CAMCYCLE TEAM

Communications and Community Officer

In January 2018, a major donor supported our proposal to match-fund a second employee for Camcycle. The recruitment process resulted in over 80 applicants for the role and in May 2018, our new Communications and Community Officer Anna Williams joined the team to manage our internal and external communications and to support and grow our community of members and volunteers.

Anna brings to Camcycle a range of marketing communications skills gained across both the commercial and charitable sectors and experience working with volunteers in local environmental organisations. She has also been a member of the Campaign for over 15 years and has several years' experience working on volunteer projects including writing and designing for our magazine.

We are already seeing the benefit of Anna's contributions with increased engagement on social media, a significantly improved standard of content across all of our communications channels and better reactivity to campaigning issues. Our magazine has also had a stunning upgrade.

In 2019 Anna's work will see us become more strategic with our communications to help us 'set the agenda' for cycling in Cambridge, to increase the diversity of our engagement and representation and to improve the overall quality of our communications. Anna will also be leading the redesign of our website to improve both the look and the functionality of this vital resource.

Paid Internship

In May 2018, we introduced our first paid internship programme following a grant from the Cole Charitable Trust to support a programme of high standard, benefitting the intern's professional development and Camcycle's project work. We developed our programme to meet the standard set by the CIPD (Chartered Institute of Personnel and Development) Internship Charter

"I'd like to build on the work of Roxanne and Camcycle's passionate members and volunteers to help create a vision for an inspiring cycling future."

Communications and Community Officer, Anna Williams



ensuring that our internship is paid, high-quality, open and accessible and that our intern is supported with a planned programme of mentoring and development. The programme will run for 3 years with a placement of at least 6 weeks each summer.

Our first intern was Emma Pritchard who exceeded all our expectations. Emma's contribution to our Festival of Cycling, Street Cycle Parking campaign, Cambridge Cycling Survey and several other projects was remarkable. The trustees agreed to extend Emma's internship for an additional month so that we could continue to benefit from her great work. Thank you, Emma!



FINANCIAL REVIEW

The year was one of significant growth, as the charity recruited its second permanent employee, thanks to a generous major donation from a long-standing supporter and member of the campaign for this purpose. Income also increased in a number of other areas. The additional staff resource has already had a positive effect on the impact and reach of the campaign, whilst several projects and campaigns, such as the stall bike renewal, were completed during the year, all increasing costs.

Overall it was a successful year financially, although a challenge remains to grow core sustainable income in future years.

FINANCIAL OVERVIEW

	Year Ending Sep 2018	Year Ending Sep 2017	Change in year
Total Receipts	£90,994	£41,444	£49,550 120%
Total Payments	£85,500	£53,807	£31,693 59%
Closing Cash Reserves	£73,291	£67,798	
<i>Receipts and Payments basis, before independent review</i>			

PREPARATION OF ACCOUNTS

Accounts preparation is helped by our now established systems - Xero for accounting and payroll, and our bespoke membership database Cameo, and the team including Richard Burgess and membership secretary Sue Edwards, without which the treasurer's role would be immeasurably harder.

INCOME

As Camcycle continues to grow, diversifying our income will become more important and we must increase our efforts to raise funds. In our 2018 financial year, total income received increased to £90,994, thanks mainly to a major individual donation to support a second employee, and other significant donations from individual supporters.

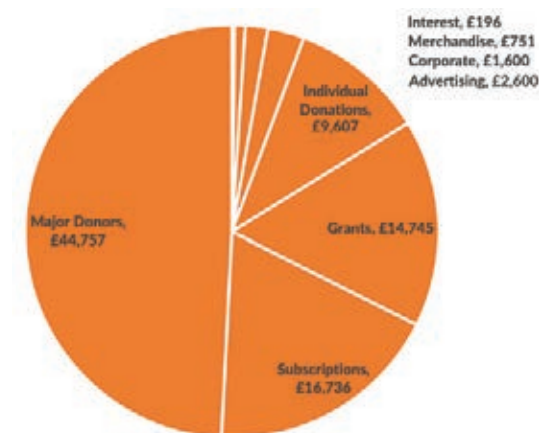
We'd like to thank all of our members, donors and supporters for their generous financial contributions to Camcycle which have made our work possible.

Major donors – £44,757

Major donors have funded a number of key initiatives over the past year including the hiring of our second employee, furnishing of our office and staff training. Critically, some donations have been unrestricted allowing us to use them for essential running costs.

Membership subscriptions – £16,736 (YE Sep17 £16,289)

Membership subscriptions continue to grow in line with the increasing membership numbers and we expect to achieve an even larger increase in membership numbers and income in 2019 through dedicated membership recruitment projects along with the continual improvement of our membership communications, materials and processes. Membership subscriptions increased by 27 in the 2018 financial year resulting in a total of 1,287 members across 817 subscriptions.



Grants – £14,745 (YE Sep17 £12,814)

Grants from the Co-op Local Community Fund, Cole Charitable Trust and the City Council Cycling Promotion Fund and others were used to fund our stall bike project, paid internship, the Reach Ride and our magazine.

Individual giving – £9,607 (YE Sep17 £10,606)

Our 2017 Christmas Challenge match funding campaign raised £5,244 (our target was £4,500). We therefore increased our target in 2018 and were able to raise nearly £10,000 which will be included in our 2019 accounts. Our aim is to increase Christmas Challenge income in future years.

We are also seeing increased numbers of smaller donations in addition to membership subscriptions, a sign that a fundraising culture is growing around Camcycle. Included in this amount is £2,949 of Gift Aid claimed in the 2018 financial year.

Advertising – £2,600 (YE Sep17 £405)

Our aim is to increase advertising income to cover the entire cost of producing and distributing our magazine. With a focussed effort on selling advertising in 2018 we were able to get a lot closer to this goal and we are on track for further income growth in 2019. Advertising sales were increased by targeting new and diverse clients, selling packages of multiple ads at discounted rates and including social media posts.

Corporate giving and sponsorship – £1,600

Corporate giving and sponsorship have been identified as key areas for income growth in 2019. The 2018 Festival of Cycling was successful in generating sponsorship, however this income will be realised in our 2019 accounts. We expect to see a substantial increase in sponsorship income in 2019 and have already started discussions with several sponsors.

Merchandise and event income – £751 (YE Sep17 £986)

We reduced efforts to sell merchandise in 2018 as managing the stock required too much staff time. With improvements to our website in 2019 the opportunity to open an online store will be explored.



A new media pack helped secure additional magazine advertising in 2018.

EXPENDITURE

Staff and office – £60,364 (YE Sep17 £40,966)

Employee costs increased by 35%, as we recruited our second permanent employee, as well as a summer intern. There were also related costs such as additional IT costs and staff training, that were supported by further individual donations.

Campaigning and events – £5,806 (YE Sep17 £4,712)

In line with increased activity generally, costs also increased on support for core campaigning activities (e.g. leaflet printing), and events such as the Reach Ride. Some of the costs from the new Cambridge Festival of Cycling in September were paid in the year, so are included in the accounts.

Membership servicing and newsletter – £6,163 (YE Sep17 £5,575)

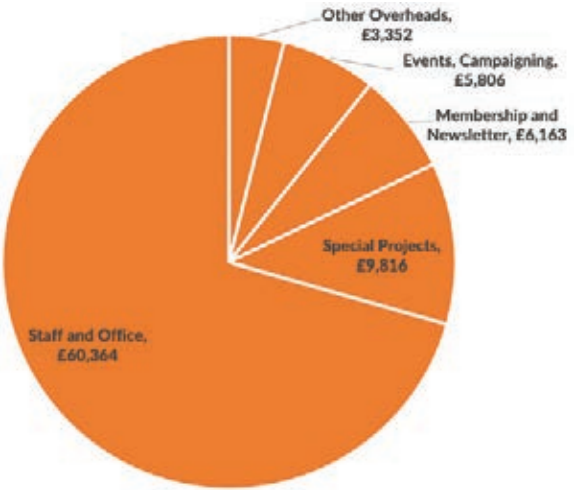
The increase reflects the growth in membership numbers and the improved quality of our newsletter to become a magazine. This is offset by increased advertising revenue.

Special projects – £9,816 (YE Sep17 nil)

Other expenditure was made on grant funded projects, including support for our student bike lights campaign, and the long-planned replacement of the stall bike.

Other overheads – £3,352 (YE Sep17 £2,254)

Includes insurance, affiliations, bank charges, travel, IT systems etc.



A huge thank you to
everyone who has supported
us in 2018. We couldn't have
done it without you!

