

CAMCYCLE

25  
YEARS

# Cycling for all

Annual review 2019 | Celebrating 25 years of Camcycle





A big thank you to all our members and volunteers who have achieved so much for cycling over the last 25 years



**1995**

Formation of Cambridge Cycling Campaign at a meeting on 16 June. One of the first aims was to lobby against a ban on cycling in the city centre

**1998**

Idea for the Chisholm Trail first proposed in our newsletter

Our successful postcard campaign persuades councillors to close Bridge Street to motor traffic

**2002**

Campaigns for more cycle parking lead to the launch of the UK's first secure, city-centre cycle park in Park Street

**2005**

City centre cycling ban lifted

# Working for more, better and safer cycling since 1995

For 25 years our organisation has made a difference to those who work, live and travel in and around the city of Cambridge. Many of the cycling facilities such as cycleways, cycle parks and bridges would not exist without the work of Camcycle's dedicated team of volunteers and staff, the support of over 1,400 members and the collaboration of many others who have worked with us.

There is still more to be done. We continue to work closely with local politicians, businesses and other organisations to represent the views of people of all ages and abilities who cycle in the Greater Cambridge region and to help create healthy, sustainable and congestion-free places to live, work and visit.



Join us as a Camcycle member, volunteer, partner or donor in 2020 and help us give the gift of cycling for all.

## Our vision

PAGES 4-7



## Our values

PAGES 8-15



## Our work

PAGES 16-26



## Our finances

PAGES 27-31



**2009**

The CycleStreets free cycle journey planner is launched, a national version of the Campaign's earlier online journey planner

**2012**

We support Cambridgeshire Police's Lights Instead of Tickets scheme to promote safe and legal cycling

**2015**

Five years after becoming a registered charity, we appoint our first employee, Roxanne De Beaux

**2018**

With the help of our second employee and first paid summer intern we launch the Cambridge Festival of Cycling





# Our vision

We'd like to see a thriving and sustainable region of healthy, happy people where everyone feels able to enjoy the benefits of cycling.

Imagine a place where children could independently cycle to school with friends. Imagine quieter streets with less traffic and cleaner air, which drew people out to socialise with neighbours, tackling loneliness and building strong communities.

Imagine building a local business in a thriving and successful town or city, where locals and visitors gathered to shop, eat, and spend time together. Customers could arrive by cycle and park conveniently nearby and many deliveries would be done by zero-carbon cargo trike.

Imagine being new to the Cambridge area and finding a high-quality cycle network right outside your door, accessible to all types of rider and cycle, integrated with great public transport and easy to navigate.

Together, let's build this place.



**Healthy, happy people**

Less air pollution

Reduced carbon emissions

Lower travel costs

Reduced inequality

Improved mental health

Increased independence for children and those with reduced mobility

Lower rates of inactivity



**When more people cycle, our region is better for everyone**

Reduced congestion

Successful shops and businesses

Strong communities

People-friendly town and city centres

**A thriving, sustainable region**



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

**When cycling is better, it is safer for all ages and abilities**

**When cycling is safer, more people cycle more often.**

Traffic-free routes in green spaces

Safer routes to school and work



**Places where anyone can begin or continue to cycle**

## Cycling to work

is linked to a lower risk of developing cancer by 45% and cardiovascular disease by 46%.

British Medical Journal, 2017

## Children who cycle to school

are less likely to be overweight than those travelling by car or public transport and are exposed to lower levels of dangerous air pollution. They are able to concentrate better too.

BMC Public Health 2019, Medical Research Council 2016, Danish Mass Experiment 2012

## Better cycle facilities

can increase spending in shops by up to 30%, with people who cycle, walk or take public transport spending 40% more each month than car drivers.

Transport for London, 2018

## Cycle-friendly places

are pleasant and efficient to travel around with cycling providing happier, more reliable journeys and cycles taking up a third of the space of cars.

Westminster University 2013, Cyclescheme 2015, British Cycling 2014

# Helping to create a thriving and sustainable Cambridgeshire

Our Executive Director and Chair of Trustees look to the future and call for you to support our work in the Greater Cambridge region



**Roxanne De Beaux**  
Executive Director

To achieve a sustainable future for the people of Cambridgeshire, it is important that we move from a society that prioritises the private car to one that provides safe, attractive and convenient options for integrated public transport and cycling.

The strategies, investment decisions and projects to achieve this are now in the hands of the Cambridgeshire and Peterborough Combined Authority and the Greater Cambridgeshire Partnership.

In 2019, thirty of our members participated in a strategy day to grapple with the big challenges facing Camcycle as the environment is significantly different to that 25 years ago when the organisation was founded. As we develop our new strategy, key themes are emerging. We need to balance the grassroots, volunteer-led strength that is part of our Camcycle DNA with our need to grow and represent a wider region at a new level of local authority, that of the Combined Authority and the GCP.

To do this we will need more members, more volunteers, more resources, more funding and more staff. This won't be an easy task, but to campaign for cycling for all and to target the people who have the power to make that change, we will need to work for the whole region and have the whole region behind us. In 2020 we will need to continue our work on the policies and tools to help more groups and volunteers around Cambridgeshire with their campaigning and work with these groups to design a regional model so that we can work together on united campaigns for significantly more investment in cycling for the whole region.

After all, cycling is for everyone, even if they don't live in Cambridge.

## Camcycle staff 2019

**Executive Director**  
Roxanne De Beaux

**Communications and  
Community Officer**  
Anna Williams

**Paid summer interns**  
Beth Barker  
Ellie Gooch



**Robin Heydon**  
Chair of Trustees

As Camcycle turns 25 we can look back at a remarkable list of achievements that have made cycling better for people living in and around Cambridge.

Nearly every patch of cycling infrastructure in our city has been influenced and improved by Camcycle's efforts. While there is a lot to celebrate, there is still plenty to do. The area in which we need to work also increases geographically as the Greater Cambridge region grows.

In 2020 our staff team will continue to grow as we hire a new administration officer to support the day-to-day operations of the organisation and help us work towards Camcycle's bold strategic aims. As we expand our reach, we expect to employ a fourth staff member to support our policy work which is in high demand; this will require another step increase in our income.

We've been working to further diversify our income over the last year. We've welcomed more donors and higher average gifts. We've also increased income from advertising, sponsorship and membership subscriptions as Camcycle membership numbers steadily increase.

Camcycle grew out of the frustration of a cycling ban in Cambridge city centre and is now one of the most effective cycle campaigning organisations in the UK. Most of this success is because of the members who back the organisation. Their support for our work is critically important for making sure that our message is heard. They volunteer at events, write letters about local issues and stay updated through our Camcycle magazine and weekly updates. For our 25th anniversary year we are planning a big party, on cycles, in Cambridge. We hope you will join us in our celebrations.

## Camcycle trustees 2019

**Chair**  
Robin Heydon

**Secretary**  
Willa McDonald

**Treasurer**  
Chris Howell

Matthew Danish  
Sue Edwards  
Martin Lucas-Smith  
Tom McKeown

## WAYS TO SUPPORT OUR WORK IN 2020

### Become a member

Benefits include our quarterly magazine, weekly email updates and discounts in local bike shops.  
[camcycle.org.uk/membership](https://camcycle.org.uk/membership)

### Volunteer with us

Develop your skills and meet new people through a wide range of volunteering opportunities.  
[camcycle.org.uk/volunteer](https://camcycle.org.uk/volunteer)

### Work with us

Join us as a corporate partner, sponsor or advertiser to back our campaigns, support cycling to work and encourage healthy, productive employees.  
[Email contact@camcycle.org.uk](mailto:Email contact@camcycle.org.uk)

### Donate

Your gifts ensure we have the resources we need to maintain and grow our vital campaigning work.  
[camcycle.org.uk/donate](https://camcycle.org.uk/donate)



# Our values



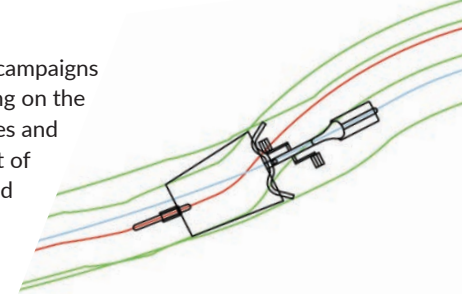
We are extremely proud of who we are, what we do and all the wonderful people who make it happen. Six values guide our work for more, better and safer cycling for all ages and abilities in and around Cambridge.

## We are inclusive

*Camcycle is an open and democratic membership charity. We work to achieve our vision of a place that is safe and accessible for all types of rider and cycle, where everyone feels able to enjoy the benefits of living in a cycling region, even if they don't cycle themselves. All are welcome to attend our meetings and events and contribute to our work. We strive to reflect and represent the diverse communities in and around Cambridge.*

In 2020, we are focusing our campaigns around 'Cycling for All', building on the emphasis on cycling for all ages and abilities which has been a part of our mission for many years and the considerable amount of work we have done on inclusive cycling in 2019.

Our responses to planning applications highlight barriers to access and cycle parking that is unsuitable for larger cycles and inconvenient for those who find it difficult to lift their cycle. In December 2019 we spoke at the planning committee and achieved a condition to improve designs for cycle parking at the new Park Street car park and hotel, having previously had successful meetings to remove plans for semi-vertical cycle stands at the development. We've advised developers and engineers on best-practice accessible design for inclusive cycling, on proposals ranging from the Mill Road Depot site to the Greater Cambridge Partnership's new south-west 'travel hub' near the M11. One of our technical volunteers has also been working on a new 'bicycle swept path' analysis tool (above), to help us evaluate the suitability of proposed access controls and pathways.



"I have taken part in several Reach Rides and the Cargo Carnival this summer. I loved how welcome we were made to feel."

*Cargo Carnival participant*



Inclusive cycling feature in the Winter issue of Camcycle magazine



# We are informed

*Our members and supporters bring a wide range of campaigning expertise and personal experience to our work. All our cycling policies are evidence-based and we actively seek out information and best practice from other places in the UK and around the world. Regional knowledge is enhanced by our close relationships with local authorities and community groups. We share information freely and widely via face-to-face meetings, printed materials and digital media.*

With so much development taking place around Cambridge, Camcycle staff and volunteers have played a vital role in keeping local cyclists informed, particularly on occasions where communications from the relevant authorities have been poor.

In June 2019, we shared information on a closure of the Busway cycleway to Histon, distributing a diversion map before any official information for pedestrians and cyclists had been released by the county council. Thanks to our relationship with the communications team at the Greater Cambridge Partnership we were also among the first to know about the closure of the riverside jetty alongside the works for the Chisholm Trail and Abbey-Chesterton bridge and again distributed a diversion map and information, both digitally and via printed signs along the route.

We continue to keep ourselves updated with cycling inspiration and best-practice and welcomed several experts to speak at Camcycle meetings in 2019 including Professor John Parkin, author of *Designing for Cycle Traffic*, who also spoke to transport engineers and local cycling officers at a jointly-arranged seminar at Anglia Ruskin University.

**97%**  
of members feel that Camcycle keeps them updated on local cycling issues\*



**"I most value the use of Camcycle magazine for research and for informing myself when discussing cycling issues with other people locally, nationally and regionally."**

*Respondent to Camcycle member survey, April 2019*

# We are influential

*Our work achieves change. We are respected by local decision-makers and our views are sought by planners and developers. We have 25 years' experience of liaising with a range of stakeholders and are proficient at communicating with technical and corporate audiences and the general public. We continue to build our local and national networks and expand awareness of our cycling charity, so that we can increase our impact in every aspect of what we do.*

As Councillor Lewis Herbert (Leader of the City Council and, at the time, Chair of the Greater Cambridge Partnership) pushed a spade into the soil at the Chisholm Trail start-of-works ceremony he praised the campaigning of Camcycle member Jim Chisholm. In his speech, he said "It is a tribute to Jim's fortitude that after 20 years, we're able to commence work on this ... It shows the benefit if people push and campaign and the value of partnerships."

Camcycle is proud of its role as a 'critical friend' to local authorities, speaking often at local committees and meetings and meeting with officers and developers. In 2019, Cambridge MP Daniel Zeichner joined our Space for Cycling ride and spoke on our behalf in Parliament. Locally, councillors in Romsey championed our idea for a parklet on Mill Road and brought a trial to reality during the summer closure of the railway bridge. The parklet was welcomed by many people in the local community and gained positive coverage in both the Cambridge Independent and Cambridge News.

We contribute our expertise to many new developments around the region and were pleased to discover at the end of 2019 that the first primary school in Waterbeach New Town has been redesigned without road access to the front of the school to promote active travel and a pleasant community atmosphere, while reducing levels of air pollution and road danger. This welcome success was the result of hard work by Camcycle volunteers and Waterbeach Cycling Campaign in collaboration with the developers and county council education department.

**"Camcycle tell me the A428 at Caxton Gibbet – a new development – is not going to be consistent with the design guide for cycle traffic. Why not?"**

*Cambridge MP Daniel Zeichner addresses Jim O'Sullivan, CEO of Highways England at the Parliamentary Transport Committee in October 2019*



**75%**  
of members had responded to a consultation after being prompted by Camcycle\*

\*Camcycle member survey, April 2019





### IN 2019, OUR VOLUNTEERS...

- wrote responses to planning applications
- took our stall bike to local events
- were interviewed for TV and radio
- edited, wrote, delivered and took photos for our magazine
- worked together to shape our strategy
- delivered leaflets and put up posters
- posed for photos for Sustrans
- put up shelves in the Camcycle shed
- tested our CamcycleQuest clues
- counted traffic
- wrote policies
- decorated cycle wheels
- ...and much, much more.

[camcycle.org.uk/volunteer](http://camcycle.org.uk/volunteer)

## Our work is positive

*We share a clear and uplifting vision of the future and are motivated by the benefits that cycling brings to people and their communities. We encourage local individuals to inspire others through their experiences and we share positive examples of cycling from around the world. We aim to set the agenda for change by working closely with local residents and groups, providing a supportive and rewarding environment for staff and volunteers and together creating a thriving and sustainable region of healthy, happy people.*

In addition to being a fast, cheap and reliable form of transport, cycling is fun! Our communications and events celebrate cycling and the diverse range of people who ride, from babies in cargo bikes to women's groups who build the confidence of those new to the saddle.



Hundreds of people joined us at the events of the second Cambridge Festival of Cycling in September 2019 and nearly a thousand people cycled to Reach Fair with us on the 13th Reach Ride in May. By the end of the year, we had passed the milestone of 1,400 members. We gained over 1,300 followers on our social media channels during 2019 and continue to share positive stories on cycling through our magazine, with articles including topics such as school streets, student cycling, the rise of e-bikes, local bike shop heroes and what it's like to cycle when you're new to Cambridge.

In 2019, we continued to build links with local communities, supporting groups including Eddington and Girton Safer Cycling and Walking, the A10 corridor campaign, Waterbeach Cycling Campaign and Ely Cycling Campaign. We promoted the launch of the Active Travel in Histon & Impington group and began a new walking and cycling subgroup in Chesterton. We also worked with volunteers from the Mill Road community on the Mill Road Summer campaign to help bring trade and activity to the area during the bridge works.

**"The future doesn't have to be about new technology. Maybe the answer – cycling – has been with us in Cambridge all along."**

*Camcycle Executive Director Roxanne De Beaux sharing our vision at the Greater Cambridge Partnership's Citizens' Assembly in September 2019*





## Our work is practical

*Camcycle is a critical friend to those we advise, providing considered and realistic cycling solutions based on evidence from best-practice design, on-site research and successful examples in Greater Cambridge and beyond. Practical tasks allow volunteers to get involved at a variety of levels from hosting events and delivering leaflets to writing survey questions and conducting traffic counts: all roles have a positive impact on our work.*

**"I started volunteering in August 2018 and have been involved in social rides, the Mill Road project and writing for the magazine. It's been really rewarding and interesting."**

Camcycle volunteer

We measure, we count, we carry, we post, we sketch and we write. We arrange meetings with developers and speak at council committees. We cycle the Camcycle stall bike to community fairs and organise our own rides and events to celebrate cycling. And, most of all, we spend time listening to the needs and concerns of our members, local stakeholders and everyone who cycles or would like to cycle in the Greater Cambridge area.

In 2019, we responded to over 100 planning applications and consultations and sent thousands of individual emails as part of our work for more, better and safer cycling. We engaged more people than ever on social media and used their comments to enrich our campaigns.

Over 50 volunteers helped us deliver our magazines and local newssheets and we began a new Thursday session for regular volunteers. They sorted our shed, delivered *Welcome to Cycling* leaflets, wrote our election survey questions, helped us work on our website and values projects and laminated piles of posters to promote the Reach Ride.

We provide practical solutions to the issues we want to see solved and in 2019 have been striving to be more active in our approach, proposing ideas for Chesterton Road and more filtered streets across the city to close off rat runs and make walking and cycling safer.

We also want to improve the safety of the southern Busway cycleway and a group of volunteers have been collecting traffic count data and meeting with local councillors to progress ideas.



In 2019, we took the  
Camcycle stall bike to  
**19 events**

## Our work is professional

*We deliver effective campaigns which achieve change for cycling through the combined strength of our staff and volunteer teams, which work together to provide Camcycle with a range of highly professional skills and expertise. We maintain our reputation through high-quality communications to members, stakeholders and the public, transparent charity policies and a consistent and organised approach to our activities. We are proud of our successes and honest about our mistakes, striving for continual improvement of all aspects of our work.*

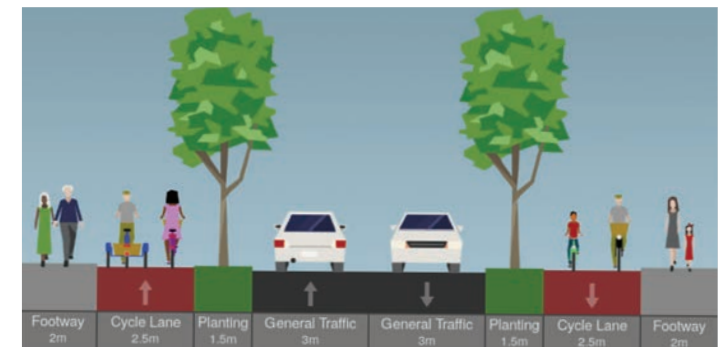
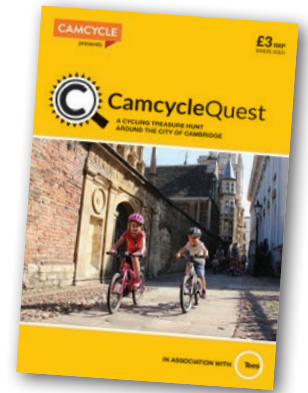
**"Camcycle came in store with their wonderful bike to talk about safe cycling and cycle routes in Cambridge and they really engaged with our customers."**

John Lewis marketing team

We have a deep level of experience in cycle campaigning and infrastructure design which allows us to speak with authority when we advise local authorities and developers. Our advice has been shown to influence positive outcomes for cyclists and we keep our knowledge updated through excellent national contacts, attending conferences and inviting guest speakers to our meetings. In 2019, staff and trustees made several study tours to the Netherlands and our Executive Director completed a four-week programme on Planning the Cycling City at the University of Amsterdam.

From consultation response letters to our multi-award-winning magazine, we deliver a consistent high quality across our communications and maintain an independent non-partisan perspective on local issues.

In 2019, we expanded our work with corporate partners, collaborating with Tees Law on CamcycleQuest (a new cycling treasure hunt) and gaining support for the 13th Reach Ride from Tour de France sponsor Continental Tyres. 16 businesses advertised in our magazine and CamcycleQuest guide, and nearly 200 local businesses follow us on Instagram. In February 2019, Outspoken Cycles, Outspoken Training and Zedify signed up to our new corporate supporters programme which we will continue to expand in 2020.





# Our work

For 25 years, our mission has remained unchanged. We continue to campaign for more, better and safer cycling, but have expanded the ways we work towards those goals.



## More cycling Campaigning for change

**“Camcycle would like to ask the Executive Board to confirm that investment in cycling will continue at or above existing levels into the second tranche of City Deal funding.”**

*Question raised by Camcycle trustee Matthew Danish to the Greater Cambridge Partnership, October 2019*



In recent years, money from the Greater Cambridge Partnership (GCP) has been invested in many cycling schemes across the city. 2019 saw the opening of several new and improved sections of cycleway including protected cycle lanes with side road priority at the north end of Green End Road, new lanes on Arbury Road and Fulbourn Road, and widened routes to Fen Ditton, Sawston and Barton. It's great to see a glimpse of what a cycling network for all ages and abilities could look like and we gathered local children for the opening of the Green End Road lanes to show GCP stakeholders the type of future their funding could unlock.

However, there is still much work to do and, in addition to lobbying for improved designs on the Milton Road and Histon Road schemes, in 2019 we campaigned for continued investment in cycling. We asked the GCP to commit to deliver a joined-up cycle network, tackle dangerous junctions and implement demand management schemes to enable better journeys for all.



### THE CHISHOLM TRAIL

21 years after Camcycle member Jim Chisholm proposed an idea for a traffic-free walking and cycling route across the city, work finally began on the scheme in early 2019. It has often been a difficult journey to get to this point, so we are hugely grateful to Jim for his vision and persistence and look forward to seeing the new Abbey-Chesterton bridge lifted into place in spring 2020.

**25**  
YEARS



# More cycling

## Spreading the joy of cycling

"I started using a trailer for deliveries after a conversation with Anna from Camcycle. I can get from A to B a lot more quickly on my bike using cycle routes, bridges and back roads than I can in a car.

There's always a shortcut on a bike."

Marie Mensah, The Little Cambridge Bookshop



In 2019,  
Camcycle events  
attracted over  
**2,000**  
people

There is a common misconception that cycling isn't a realistic form of transport for families or businesses; in 2019 Camcycle has been working hard to dispel that myth.

Our second Cargo Carnival, the flagship event of the Cambridge Festival of Cycling, was bigger and better with nearly one hundred people joining the parade around the city centre, showcasing many ways to carry children and cargo by pedal power. Hundreds more people joined the festival at Lammas Land and we welcomed new stallholders including cargo bikes from Thorne Wines and Calverley's Brewery. Once again the cycle tryouts were popular with local families, with several visitors later telling us they had tried and ordered life-changing cycles for their growing families. Cambridgeshire County Council was a new sponsor for the event using funding from CityChangerCargoBike, an EU Horizon Cycle Logistics project which supports initiatives promoting the use of cargo cycles.

Camcycle continues to share inspiring stories of cargo bike businesses through our social media channels and via local media including *The Indie*, *Cambridge Independent* and *Cambridge 105* radio. We also work hard to lobby for cycling infrastructure and facilities suitable for larger and adapted cycles, successfully campaigning in 2019 for more space for cargo cycles in the design for the new Park Street car and cycle park and for retrospective planning permission for one of our members for a storage shed suitable for a cargo cycle (top right).

**25**  
YEARS

### THE REACH RIDE

In 2007, Camcycle member Simon Nuttall organised the first ride to Reach Fair. The aim of the ride was to provide a welcoming event for all ages and abilities and to encourage people to explore a scenic rural route with support from our volunteers. Thirteen years on, around 1,000 cyclists join the ride each year on many different types of cycle. We remain immensely proud of this uplifting event and are grateful to all the volunteers who make it possible.





## Building supportive partnerships

Thank you to everyone who worked with us in 2019 to celebrate and promote cycling.



### Supporters, speakers and hosts of events:

- Continental Tyres
- The Reach Fair
- Outspoken Cycles mechanics
- Cambridge Ladybirds Women's Institute
- The Global Sustainability Institute at Anglia Ruskin University
- Cambridge Eco Living Festival
- John Lewis and Partners
- Professor John Parkin
- Becky Hair
- Extinction Rebellion Cambridge
- Kieran Perkins, 5th Studio
- Paul Gasson, Waltham Forest Cycling Campaign
- Tess Jones
- Axel Zeitler, Eddington and Girton Safer Cycling and Walking Group

### Partners and supporters of the Cambridge Festival of Cycling:

- Cambridge Museum of Technology
- Cavendish Laboratory Outreach Programme
- CTC Cambridge
- Cambridge City Council
- Greater Cambridgeshire Partnership
- Rob Ainsley
- Mike Burrows
- Sam Brockie
- Joe Todd
- Richard Matthews
- The Handlebards

- Childerley Hall
- Outspoken Cycles
- The School Run Centre
- Electric Bike Sales
- Thorne Wines
- Beanissimo
- The Little Cambridge Bookshop
- Milton Country Park
- Wicken Fen
- Cambridgeshire Collection
- Cambridge Central Library
- Rock Road Library
- Rutland Cycling
- Open Eddington
- Museum of Cambridge
- Great St Mary's Church
- Love to Ride

### Media and digital partners:

- Cambridge Independent
- The Indie
- Cambridge 105 radio
- Behind the Bike Shed podcast
- Cambridge Camera Club
- Mythic Beasts

### CamcycleQuest sponsors, advertisers, stockists and prize donors:

- Tees Law
- Greater Cambridgeshire Partnership
- Rutland Cycling
- Cambridge Classics
- Cycle September
- Townsends Light Blue Cycle Centre
- Knitting Needle Lane
- School Run Centre

- Outspoken Cycles
- Electric Bike Sales
- The Cambridge Gift Shop
- Kingsway Cycles
- Cambridge Chamois Cream
- Dinky Doors
- Better: the feel good place
- Wicken Fen Nature Reserve
- Caroline Gray

### Magazine advertisers

- Continental Tyres
- Rutland Cycling
- Cambridge Classics
- Greater Cambridge Partnership
- Outspoken Cycles
- Kingsway Cycles
- Knitting Needle Lane
- Power to the Pedal
- Electric Bike Sales
- Circe Cycles
- The School Run Centre
- Burwash Manor
- Biz Bike
- Cityscapes
- The Little Cambridge Bookshop
- Oxwash

### Supporters programme

Thanks to:

- Outspoken Cycles
- Outspoken Training and
- Zedify

for joining our new supporters programme.

**Get in touch to become a Camcycle corporate supporter.**

[camcycle.org.uk/supporters](https://camcycle.org.uk/supporters)



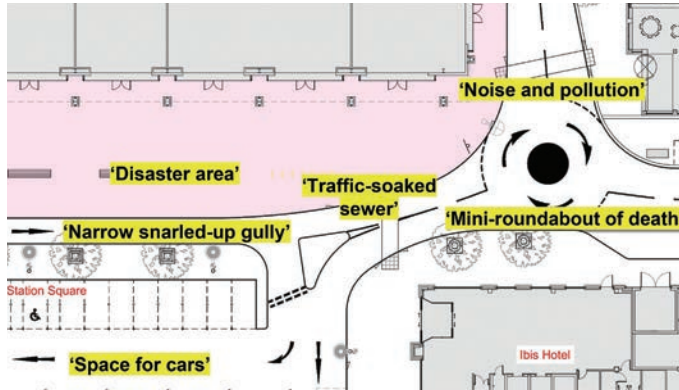
# Better cycling

## Working together for improved journeys for all

In 2019,  
we responded to over  
**100 planning applications**

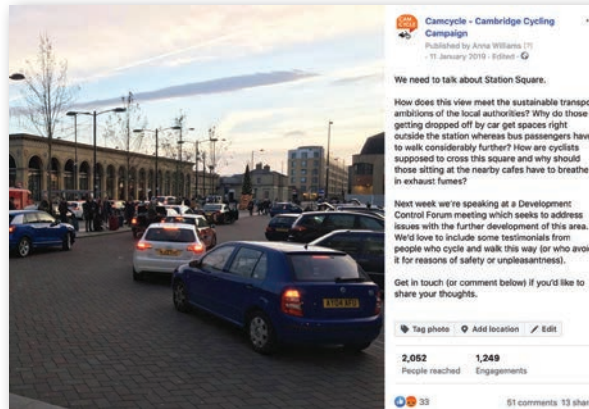
“Mr Danish read out responses from the public, some of whom had branded the square a ‘traffic soaked sewer’. Other respondents labelled parts of the square a ‘disaster zone’, with one branding a traffic feature a ‘mini roundabout of death’.”

*Cambridge News report on Cambridge City Council Development Control Forum, January 2019*



“We need to talk about Station Square” began a post that we put up on our social media channels in January 2019. The discussion that ensued encompassed those who walked, cycled, dropped off relatives, visited, caught buses and drove taxis in Station Square and one message came through loud and clear: this place doesn’t work for us. Respondents mentioned confusion, congestion, danger, noise and air pollution, and we used their comments to illustrate our presentation at the Development Control Forum we had convened with two other petitioners. We wanted the developers who had put in a planning application for a new office building, hotel and multi-storey car park in the station area to acknowledge the issues they had already created and to rectify problems with the large volumes of motor traffic rather than inviting in more. We also highlighted the impending commitment to build 1,000 more cycle parking spaces by 2020 and the need for a good link across the square for the Chisholm Trail.

A glimmer of hope for better design came with the objection to new access routes in front of the station by the county highways authority, but we continued to highlight the issues in the area by including Station Square in our Space for Cycling protest ride in April. The planning application is currently still awaiting approval.



### MORE AND BETTER CYCLE PARKING

Cycle parking has been on the agenda since the earliest days of Cambridge Cycling Campaign and our members have worked hard over the years to increase both the quantity and quality of provision. Significant successes have been both large and small, from the Station Cyclepoint and Grand Arcade cycle park (with contraflow access on Corn Exchange Street) to residents’ cycle parking on Thoday Street.

25  
YEARS



### MILTON ROAD ALLIANCE

In 2016, following proposals by the Greater Cambridge Partnership (then City Deal), Camcycle worked in collaboration with Milton Road Residents’ Association and Hurst Park Estate Residents’ Association on an alternative vision for Milton Road. The new designs saw the road as a living place, not just a transport corridor and the work of the alliance continues to have a positive influence on change in the area.

25  
YEARS



# Safer cycling

## Advocating for riders of all ages and abilities

**30 key policies**  
in which we set out our priorities for cycling will be published in 2020

**"We have parents writing to us with concern for the safety of their children on the junctions and crossings designed and built by Highways England. The distances to cross and speeds of motor traffic are such that any vulnerable user who moves slowly will be at substantial risk of serious injury."**

*Camcycle letter to Highways England CEO Jim O'Sullivan*



On 22 June Highways England shut down the Busway between Orchard Park and Histon as they widened the A14 overpass. One small sign appeared five days ahead of the closure and the badly-signed diversion via a tiny pavement on the east side of the B1049 was worsened the next month when the pavement was closed, forcing people from Histon and Impington to cycle with motor traffic on a huge trunk road roundabout.

Elsewhere in the region, Highways England continued to show their disregard for those walking and cycling by building new roundabouts and access roads with extremely dangerous crossings. A new roundabout was planned for the A428 at Caxton Gibbet where people crossing will have to traverse five lanes of fast-moving traffic without the aid of a bridge, underpass or signalised crossing. We contacted Cambridge MP Daniel Zeichner and he twice raised our concerns about Highways England in Parliament, highlighting the A14 failures in July and questioning Chief Executive Jim O'Sullivan on the Caxton Gibbet junction in October.

In our correspondence with Highways England the agency continues to defend its decisions with a disingenuous argument that cycle design guidelines don't apply to shared-use facilities (even though all its paths are shared-use). We think this deliberately endangers everyone who walks, cycles or rides a horse on Highways England infrastructure and will continue to campaign for better crossings and facilities for all.



### ADVANCE GREEN LIGHTS FOR CYCLES

The first advance green light in the UK was installed in 2013 at the junction where Hills Road meets Lensfield Road and Gonville Place. We had been campaigning for these for some time on the grounds of increased safety. We wrote to the Department for Transport to support the county's proposal for the signals as it made improvements to the Hills Road junction.

**25**  
YEARS



### WELCOME TO CYCLING

To promote safe and considerate cycling among students and those new to Cambridge, we worked with volunteers and a local illustrator to produce leaflets to distribute to educational institutions in and around the city. In 2018 we gave out 10,000 copies of our leaflet and translated our ten key tips into a video to share on our website and across social media channels.

**25**  
YEARS





Photo montages from 2018 and 2019 showing ideas to improve Mill Road and Chesterton Road.

## CAMPAIGNING FOR SAFER, LIVEABLE STREETS

Bridge Street today is a nicer place to shop, eat and travel through thanks to one of our early successes. The road was the first to be restricted to through-traffic by rising bollards as part of the county council's core traffic scheme, but the proposal was controversial and would have been abandoned were it not for the widespread postcard campaign we organised. The senior county council officer told us that the campaign had been critical in persuading councillors to approve the scheme.

We continue to campaign for a reprioritisation of road space across the city to enable people to walk and cycle more. We lobby for protected cycle lanes, filtered permeability (where there is limited access for motor vehicles) and liveable streets with wider pavements, community art, increased planting and 'parklets' (areas reclaimed from parking spaces where people can gather and spend time).



# Our finances



2019 was another year of growth for Camcycle with increased diversity of our income leading to a stable position for us to recruit a third member of staff in 2020. Income is still heavily reliant on one major donor, so further work to increase income from other channels is required.

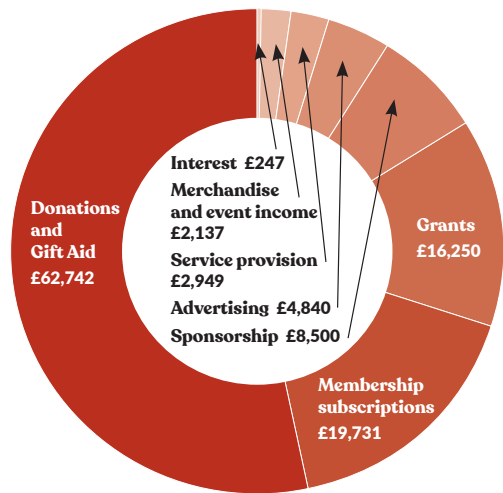
## Financial overview

	Year Ending Sept 2019	Year Ending Sept 2018	Change in year
Total Receipts	£117,397	£90,994	£26,403 <b>+29%</b>
Total Payments	£106,456	£85,500	£20,956 <b>+25%</b>
Closing Cash Reserves	£84,232	£73,291	£10,941 <b>+15%</b>

We target a minimum unrestricted reserves level sufficient to meet 6 months of staff and office costs and 12 months of membership servicing costs. At the end of the 2019 financial year, we had total cash reserves of £84,232, higher than our target minimum reserves, although with the imminent recruitment of a third staff member, we expect reserves to fall.

### Income £117,397 (2018: £90,994)

In 2019 our income increased by 29%. The biggest increases were in donations and event income through sponsorship. Payment for service provision was a new income category.



### PREPARATION OF ACCOUNTS

Improvements to our accounting processes continued in 2019. We updated and remapped our accounting codes for better alignment of our activities and improvement of our reporting and analysis. We worked towards accrual accounting and we expect to transition to accrual accounts completely in 2020. For the year ending September 2019, we have reported on a receipts and payments basis. There are some changes in reporting categories across financial years.

Accounts preparation was further streamlined in 2019 as we improved process and system features of our accounts software Xero and our membership database Cameo. Thank you to our Treasurer Chris Howell and volunteer team Sue Edwards, David Earl and Richard Burgess for supporting our accounting processes during the year.

### Donations £62,742 (£54,765)

#### Major donors £49,592 (£44,757)

We saw an increase in the number of major donors (those giving over £600) and an increase in the average size of these gifts. The largest gift (over £35,000) was from a long-standing Camcycle member. A new donation policy was introduced in late 2019 to provide more guidance on the acceptance of major donations and the way we report on these from 2020 onwards. This policy can be read at [camcycle.org.uk/charity](http://camcycle.org.uk/charity)

#### Individual donations £8,245 (£6,658)

The Big Give Christmas Challenge match-funding campaign was our greatest source of individual donations in 2019 raising £4,129 from personal donations (further income from matching funds is reported in grants). In general, we are seeing an increase in donations throughout the year, perhaps as a result of more awareness of the impact Camcycle has and the need to support our work. Improvements to our website and donation forms scheduled for 2020 will likely help increase donations in future, as will increased fundraising promotion.

#### Gift Aid £4,015 (£2,949)

#### Corporate donations £890 (£400)

### Grants £16,250 (£14,745)

Our grant income in 2019 continued the pattern of steady growth and was mostly for events including the Reach Ride and the Festival of Cycling. There is potential to increase grant income, though it is very challenging to obtain grants for the essential campaigning costs of staff and operating expenses.

### Membership subscriptions £19,731 (£17,936)

In the 2019 financial year, membership increased by 97 resulting in a total of 1,384 members across 884 subscriptions. In October 2019 we passed the benchmark of 1,400 members.

### Sponsorship £8,500 (Nil)

Sponsorship increased significantly in 2019 with Continental Tyres coming on board as our first commercial sponsor of the Reach Ride, increased sponsorship of events during the Festival of Cycling and the introduction of the CamcycleQuest in association with Tees Law.

### Advertising £4,840 (£2,600)

The improved quality of our magazine and increased circulation has made it more appealing to advertisers. Along with a focus on advertising sales, particularly bulk sales, this has increased advertising income by 86% from 2018.

### Service Provision £2,949 (Nil)

We provided our branding, communications and social media expertise on a cost-neutral, non-profit basis to the Mill Road Summer project. This was funded by Govia Thameslink and allocated by the Romsey Mill Road Summer committee.

## Major contributions in 2019

Thank you to everyone who supported Camcycle in 2019 with donations, grants and sponsorship.

### Contributions over £1,000

A long-standing member donated £7,600 to Camcycle.

In 2019 we welcomed Tees Law as our partner for CamcycleQuest and thanks to their financial support we were able to make our vision of a cycling treasure hunt a reality.

The Cambridge City Council Cycling and Walking Promotion Fund again supported our Reach Ride and Cambridge Festival of Cycling.

We welcomed Continental Tyres as our major sponsor for the Reach Ride. They've also advertised in every edition of our magazine.

The Cole Trust continued their support of our paid summer internship programme. This was so successful last year that a private donor (a long-standing Camcycle member) and the Cobb Charity also contributed to the programme so that we could hire two interns.

Our Cargo Carnival was supported by CityChangerCargoBike, an EU Cycle Logistics programme via Cambridgeshire County Council.

The Reed Foundation contributed £2,000 to our Christmas Challenge match fund.

Outspoken Cycles, Outspoken Training and Zedify joined our new supporters' programme. Outspoken Cycles also advertised in every edition of our magazine and sponsored our Cargo Carnival.

### Contributions over £10,000

A major donation of over £35,000 was made to the campaign by a long-standing member to support our staff costs.

### Contributions over £600

A number of Camcycle donors pledged to our Christmas Challenge match fund. There was one £1,000 pledge from an anonymous donor. All other pledges were from Camcycle members.

Cambridge Classics purchased full-page ads in all of our magazines and our CamcycleQuest guide.

Rutland Cycling purchased full-page ads in all of our magazines and our CamcycleQuest guide.

A number of Camcycle members also made additional donations during the year to support various projects and purchases.



## Expenditure £106,456 (2018: £85,500)

Expenditure also increased in 2019, mostly through increased staff costs and increased events costs. This was a major driver of our increased impact during the year. Other costs remained relatively consistent though there was a reduction in the training and conference costs.

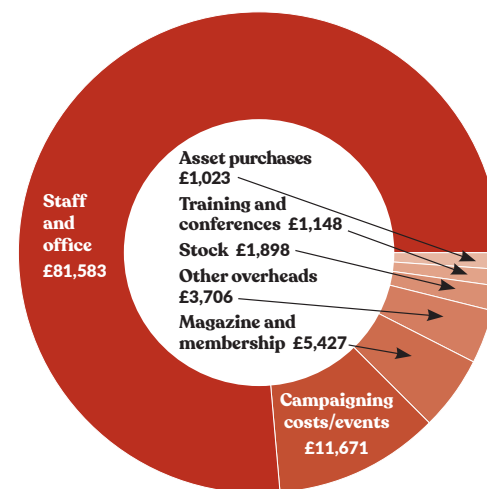
### Employee and office costs £81,583 (£54,263)

2019 was the first full-year of costs for our Communications and Community officer and increased salary for our Executive Director. Salary levels are set carefully by the Trustees and benchmarked against other organisations. We also hired two paid interns during the summer (up from one in 2018). Office costs remained steady.

### Events and campaigning costs £11,671 (£5,806)

This report includes some costs from the 2018 Festival of Cycling as well as the 2019 Festival of Cycling. With increased sponsorship, we were able to increase the promotion and impact of our events. We also added a new activity – CamcycleQuest – which increased our expenditure, plus new events during the Cambridge Festival of Cycling such as CamcycleTech.

Campaigning costs increased in 2019 and were mostly associated with our new local 'Cycling News' leaflets distributed to residents in the Mill Road and Chesterton areas, and Mill Road workshops to gather views on how to improve Mill Road. We expect to distribute more Cycling News leaflets to more areas in 2020 which will further increase campaigning costs.



### Magazine and membership servicing £5,427 (£6,163)

This was mostly the costs of printing and distributing our magazine. By moving to four issues a year and reducing printing costs we have reduced the annual cost of the magazine by around £500 while also increasing distribution, quality, length, impact and advertising income.

### Asset Purchases £1,023 (£9,840)

In 2018, asset purchases was much higher as this included IT equipment for our new employee and our new cargo bike and customisation. In 2019, we purchased a gazebo and new furniture for the office which was made possible by donations and grants for those purposes.






**A huge thank you to everyone  
who has supported us in 2019  
and over the last 25 years.**

**We couldn't have done it  
without you!**



**CAMCYCLE**

cambridge cycling campaign

The Bike Depot, 140 Cowley Road, Cambridge CB4 0DL | [contact@camcycle.org.uk](mailto:contact@camcycle.org.uk)  
[www.camcycle.org.uk](http://www.camcycle.org.uk)  [camcycle](https://twitter.com/camcycle)  [camcycleuk](https://www.instagram.com/camcycleuk)  [CambridgeCyclingCampaign](https://www.facebook.com/CambridgeCyclingCampaign)

Registered Charity Number: 1138098