

CAMCYCLE

25  
YEARS

# Spaces to Breathe

Annual review 2020



In 2020, Camcycle reached 1,559 members, launched a new campaign for Spaces to Breathe, cycled around the UK's first Dutch roundabout, celebrated the installation of the Abbey–Chesterton bridge, gained 1,400 new followers on social media, worked with local groups to save Adams Road from becoming a busway and protect space at Cambridge station for the Chisholm Trail, helped deliver over 5,600 hand-sewn scrubs and masks, wrote hundreds of letters, consultation responses and newspaper articles, delivered over 20,000 leaflets, created 28 new videos, appointed our third staff member and celebrated our 25th birthday!



## Help us work for a new golden age of cycling in and around Cambridge

For over 25 years, the Cambridge Cycling Campaign, now known as Camcycle, 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 efforts of our dedicated team of volunteers and staff, the support of over 1,500 members and the collaboration of many others who have worked with us.



There is still more to be done. The Covid-19 pandemic has brought many challenges, but also new opportunities. In 2020, Prime Minister Boris Johnson declared a new golden age of cycling and the Department for Transport published updated guidelines on inclusive cycle infrastructure design. The huge national increase in cycling over the lockdown period made it clearer than ever that when conditions feel safe, more people ride. We need to continue to create those safe places, working with local groups, decision-makers, businesses and residents to achieve high-quality routes and spaces to breathe for people walking, cycling and spending time outdoors.

Join us as a Camcycle member, volunteer, partner or donor in 2021 and help us achieve more safe spaces to breathe for all ages and abilities.

### Our vision

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#### Healthy, happy people



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# 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**

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**

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

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

Increased personal safety

Reduced road injuries

Lower traffic speeds

Safer routes to school and work

Successful shops and businesses

Strong communities

**A thriving, sustainable region**



People-friendly town and city centres

Traffic-free routes in green spaces



**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





# Healthy happy people

In 2020, cycling became even more important to our region's health and wellbeing. We began our campaign for safe Spaces to Breathe during the Covid-19 pandemic and beyond, and our cycling volunteers supported the vital work of local community groups.

**2020 has been very challenging but, looking back, it could turn out to have been an important inflection point for cycling and our charity.**



**Robin Heydon**  
Chair of Trustees

We started the year well, hiring Rosamund to work in the office as our new Administrative Officer, only to go into lockdown three weeks later. Focus shifted to first ensuring that everyone was safe, then distributing staff work computers to their homes, starting up regular Zoom calls with volunteers and encouraging flexible working.

We have seen some fantastic new infrastructure built, the Fendon Road roundabout and the Abbey-Chesterton bridge being my two highlights. The next big change was the government's announcement that we need to provide more space for active travel. This caused a number of roads to be opened up to people cycling and walking by reducing through motor traffic. Nightingale Avenue and Storey's Way are just two small examples that, whilst not as dramatic as a new bridge or reduced traffic levels on Mill Road, are just as strategically important.

The push from central government meant that other groups of people around the region came to Camcycle for help. Groups in Huntingdon, St Ives and Milton all asked us to help them work out what to ask for and how to campaign for it. If all the groups in the greater region are aligned we should get the best possible solutions to enable everybody to cycle. We have progressed our policy project to help this alignment, and the trustees are starting to look at how we could hire another person to encourage local groups around Cambridge. With LTN 1/20, the potential of increased funding for cycling and a proven appetite to try things out using ETROs, I'm hopeful that 2021 will be a better year for us all and for everyone that cycles.

## Camcycle trustees 2020

### Chair

Robin Heydon

### Secretary

Willa McDonald

### Treasurer

Chris Howell

Alessandra Caggiano  
*(co-opted in September 2020)*  
Matthew Danish  
Sue Edwards  
Finlay Knops-Mckim  
Martin Lucas-Smith  
Tom McKeown  
Alec Seaman

**Thank you to everyone who supported our work in 2020, including our new campaign for Spaces to Breathe**

### Camcycle members

are at the heart of our organisation – benefits include our magazine, email updates and discounts at cycle shops. [camcycle.org.uk/membership](https://camcycle.org.uk/membership)

### Volunteers

develop their skills and meet new people through a wide range of opportunities that support our work. [camcycle.org.uk/volunteer](https://camcycle.org.uk/volunteer)

### Partners

work with us in a variety of ways e.g. by supporting us as a corporate partner or advertising in our magazine. Email [contact@camcycle.org.uk](mailto:contact@camcycle.org.uk)

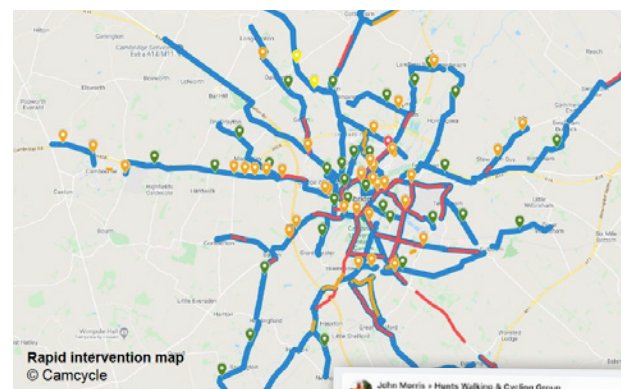
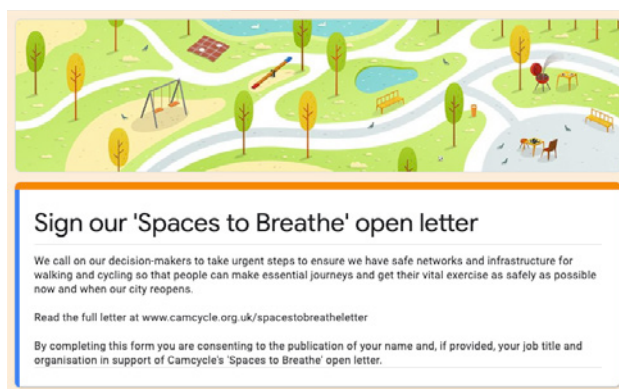
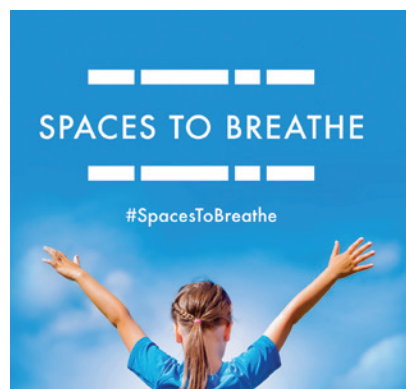
### Donors

support Camcycle with gifts that ensure we have the resources we need to maintain and grow successful campaigns. [camcycle.org.uk/donate](https://camcycle.org.uk/donate)



# Spaces to Breathe

Our collaborative campaign for safe spaces to walk, cycle and spend time outside is one of the most important and influential projects we've ever worked on. Spaces to Breathe are still needed to keep people safe and healthy during the Covid-19 pandemic and beyond.



**“Pre Covid-19, Waterbeach was over-run with traffic at school pick-up and drop-off times. We were despairing of how to protect children and promote active travel. Though we are eager to return to ‘normal’, we must take every opportunity to improve on the previous situation and change priorities.”**


*Tim Gent, Governor at Waterbeach Primary School and signatory of our Spaces to Breathe letter*


When the UK was put into lockdown on 23 March to protect residents during the Covid-19 pandemic, cycling and walking were encouraged for essential journeys and daily exercise. However, it soon became clear that there were many places across the region where it was difficult for people to maintain a safe distance from others when out and about.


Camcycle began quickly collating ideas for temporary infrastructure, working with local groups to gather feedback from across the county and presenting the ideas to local decision-makers. We urged them to develop plans for the active travel routes which would most effectively help keep people safe, free up space on the roads and public transport, and gain maximum funding from the Department for Transport's active travel fund (launched in May).


Our Spaces to Breathe campaign won support from local people and national cycling experts, pages of press coverage and results on the ground: from widened pavements in Huntingdon to modal filters in Cambridge, people walking and cycling gained new safe routes. It also opened up the conversation on how to build back better after the pandemic: it's time to continue this progress in 2021 and beyond.



 **495**  
signatories to our Spaces to Breathe open letter

 **498**  
social media posts tagging #SpacestoBreathe

 **204**  
ideas shared via our online Spaces to Breathe form

 **£2.4m**  
awarded to Cambridgeshire and Peterborough for Covid-19 active travel schemes

## Campaign aims

To ensure that:

- People who need to cycle to or for work, including healthcare workers and cycle couriers, are kept safe on their journeys
- People who need to travel for other essential reasons, such as picking up groceries or going to school, can do this safely while protecting themselves and others
- People who would like to take daily exercise for the benefit of their physical and mental health are able to do so without the worry of struggling to stay a safe distance from others on popular routes
- We all continue to support our healthcare workers by reducing the burden on the NHS from both coronavirus and road collision patients.

# Working together throughout the pandemic

Thank you to everyone who has supported Camcycle through the last 12 months and helped us support our local community.



## Adjusting our focus

On 13 March, we announced our response to the Covid-19 pandemic, including the closure of the Camcycle office. With help from Zedify, we moved staff computers and furniture to their homes. Later in the month, the staff and trustee teams re-established priorities, putting all physical events on hold and shifting our focus to activities which would build our capabilities for the future such as writing our cycling policies and improving our systems.



## Redeploying our volunteers

When our insurer gave us the green light to use our stall bike for essential deliveries, Alan Ackroyd was ready to go! He was just one of the many volunteers who stepped up to help local community groups deliver fabric for scrubs and masks, the hand-sewn products to local hospitals and hospices, food parcels, laptops, medicines and other supplies in support of local groups such as Connection through Crafting, Abbey People, and Cambridge Online.



## Moving meetings online

Camcycle quickly moved to meeting online, continuing to support our volunteers through weekly catch-ups and hosting guest speakers on the first Tuesday of each month. Despite missing seeing members in person, we have made the most of the new format, sharing all our monthly meetings with a new online audience, attending more council meetings than ever before and presenting our ideas to national and international audiences.



## Supporting our community

The cycling-related advice and information we provided to the local community acknowledged that everyone was facing different circumstances. We supported bike shops with a list of opening hours, published book reviews and film recommendations for those shielding at home and started sharing a series of inspiring cycling quotes on social media to provide motivation for those who wanted to get out and ride.



Arm has long encouraged its employees to cycle (top), Daniel Lee from Teasels (left) shares many of our goals and we're thrilled to have been selected for support by Co-op stores in North Cambridge.

## Diversifying our income

In a normal year, Camcycle events are a key source of income for our charity, attracting grants, sponsorship and merchandise sales. In 2020, we relied more heavily on donations and we are thankful that members, supporters and business partners gave generously.

Technology company Arm donated £5,000 to support our work for more, better and safer cycling through their Covid-19 Community Fund. We also benefitted from the Waitrose Community Matters scheme via the Trumpington store.

At the end of 2020, we gained a new corporate supporter in Teasels Design, an organisation which shares our goal to create healthy and sustainable places. We were also chosen as one of the local causes to benefit from the Co-op Community Fund. This income will help support us during the 2020/21 financial year, including continued work on our Spaces to Breathe campaign.

Thank you to all the organisations who have supported us in 2020 by advertising in our magazine, providing regular column inches in the media, hosting our websites and contributing to our work for more, better and safer cycling through our supporter programme.

## Magazine advertisers

- Continental Tyres
- Rutland Cycling
- Cambridge Classics
- Greater Cambridge Partnership
- Outspoken Cycles
- The School Run Centre
- Oxwash
- Flit Bike
- Teasels Biodiverse Design and Consultancy
- Raleigh

## Media partners

- Cambridge Independent
- Cambridge News
- Mythic Beasts

## Corporate supporters

- Outspoken Cycles
- Outspoken Training
- Zedify
- Teasels Biodiverse Design and Consultancy

For more information about working with Camcycle, please email [contact@camcycle.org.uk](mailto:contact@camcycle.org.uk)



# A thriving sustainable region

The Cambridge area is changing fast and climate change is an issue of growing concern. Camcycle is proactive and engaged in local politics, consistently demonstrating the role cycling can play in a green and flourishing vision for the places where we live and work.



Terry Hanby, Cambridge Camera Club

**2021 is going to be another unusual year for Camcycle, but there are huge campaigning opportunities ahead and we must work hard to make the most of them.**



**Roxanne De Beaux**  
Executive Director

It is clear that we will not be getting back to 'normal' in the next twelve months. It is not just the issues directly related to the pandemic that will affect our work, but also the uncertainty these times bring which make it very hard to plan ahead. However, we rose to the challenge in 2020 and I am confident that Camcycle will do so again this year with strong campaigning and a supportive community.

We know that we won't be able to meet each other in person in the near future, and it seems inevitable that there will be some forms of social restrictions for the entire year. Sadly, that means there will be no Reach Ride, Festival of Cycling, social catch-ups or monthly meetings until we are absolutely certain it is safe to gather in large groups again.

But this time will not be wasted! As the pandemic has allowed people to see how safe, clean and quiet our streets can be when we reduce traffic, more people than ever are imagining a different ideal for our public places. It is our role to help our community articulate and advocate for the changes they want to see, including temporary and trial schemes for walking and cycling, School Streets programmes and new permanent active travel infrastructure.

We will also be working behind the scenes to make Camcycle stronger than ever and continuing to grow our reach by supporting more regional campaigners in their villages and towns. There are some very exciting things to look forward to including the opening of the first sections of the Chisholm Trail. Hopefully we can meet each other for a cycle on the Trail soon!

## Camcycle staff 2020

**Executive Director**  
Roxanne De Beaux

**Communications and Community Officer**  
Anna Williams

**Administrative Officer**  
Rosamund Humphrey

**Policy interns**  
Beth Barker  
Ellie Gooch

**Join us as a volunteer this year as we work for more, better and safer cycling in another year of unusual challenges**

## Shaping our campaigns

We will build on our successful Spaces to Breathe campaign in 2021 and highlight the importance of safe space for cycling as we recover from the Covid pandemic physically, mentally and economically.

We must also do more to raise awareness of the role that cycling will play in averting the climate crisis.

## Strengthening our charity

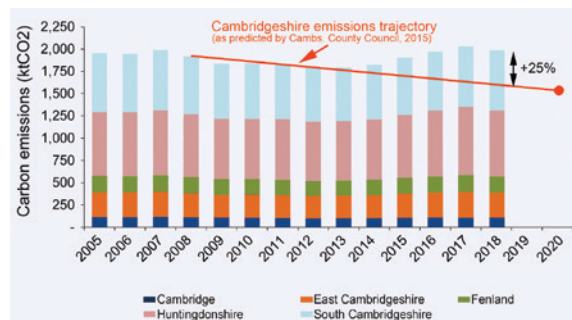
We'll be aiming to grow our membership, enable more volunteers, publish more cycling policies, improve our processes and systems and raise more funds.

To help us with a growth in regional campaigning, we're also looking at recruiting another staff member to help provide the technical knowledge and advice that is in so much demand.



# Cycling for all

Throughout 2020, we've been raising questions at meetings of the city and county councils, Combined Authority and Greater Cambridge Partnership. We've called for a commitment to investment in cycling for all ages and abilities and faster progress on inclusive active travel schemes.



**“Camcycle supports a more widescale programme of roadspace reallocation to create safe and attractive active travel routes... However, we believe that the recommendations underestimate the impact that could be achieved by fast, ambitious action... We'd like to again emphasise that the GCP must heed the advice of the Citizens' Assembly and be much bolder with your approach.”**

*From a question raised by Camcycle at a meeting of the Greater Cambridge Partnership Executive Board*

In our October column in the *Cambridge Independent*, we asked if Cambridge's status as the UK's cycling capital might be leading local authorities to rest on their laurels. As Tony Eva from Carbon Neutral Cambridge pointed out at our meeting in July, carbon emissions from transport are actually 25% up on the county council's own predictions (see CNC chart above). A rapid growth in active and public transport is needed now, along with bold schemes to reduce the number of car journeys.

Regional authorities are not short of evidence on transport, but more political will is needed to solve the growing issues of health, air quality, congestion and climate change. In 2020, we've spoken up to protect key active travel routes like the Chisholm Trail, campaigned for inclusive designs at the Coldham's Lane roundabout in Cambridge and Lancaster Way roundabout in Ely and called for the new government guidance (LTN 1/20) to be applied to all new developments and road renewals (see page 20).

We also want to see strong democracy and community engagement on transport issues. We joined Smarter Cambridge Transport in a campaign against the abolition of the Cambridge Joint Area Committee and have been working hard to help local people have their say on the large number of consultations which took place during the year.



Plans for the Coldham's Lane roundabout (above) and Lancaster Way roundabout (left) were reassessed following campaigns for safe walking and cycling at these locations.

# 12

Greenway routes approved by the Greater Cambridge Partnership, along with the most inclusive design for a new Madingley Road route

# 1,518

signatures against the abolition of the Cambridge Joint Area Committee, the largest petition on the county council's website

# £7m

of extra budget confirmed to ensure the Chisholm Trail is completed to a high standard

## Campaign aims

To ensure that:

- All improvements are considered as part of a walking and cycling network. Large schemes such as the Greenways and Cross-City Cycling projects need to be joined to existing routes and missing links made safe for people of all ages.
- Dangerous junctions are redesigned with the safety of people walking and cycling prioritised over motor traffic flow.
- Better journeys are enabled for everyone through bold schemes to reduce car journeys. Decisive action is needed to ensure demand management benefits are achieved and revenues generated are used to enable cycling for more people and provide high-quality public transport services.



## Supporting local groups across the region

The strongest campaigns come from the grassroots, so this year we've been working with passionate campaigners across Cambridgeshire to achieve better walking and cycling where they are.



### Protecting cyclists on Adams Road

Residents on Adams Road had built a strong campaign against the Greater Cambridge Partnership's proposal to route a busway along the street. We mobilised our membership to support Save Your Cycle Route's petition, joined them in a protest with Cambridge MP Daniel Zeichner, raised questions at GCP meetings and were interviewed for ITV News Anglia. In May, the GCP announced that Adams Road would no longer be a route option for the new buses.



### Advising campaigners in Hunts

Under the leadership of local councillor John Morris, the Hunts Walking & Cycling Group has gone from strength to strength in 2020 and been a valued partner in our Spaces to Breathe campaign, achieving changes such as the widened pavement shown above. Camcycle began regional online meetups this year and have supported and amplified the work of local groups wherever we can through our magazine, blog and social media channels.



### Supporting a new group in Milton

Milton Cycling Campaign was founded in May 2020 to gather Spaces to Breathe ideas from local residents and encourage more people to cycle. Following a survey of local businesses, in September they applied for a £15,000 Zero Carbon Communities grant from South Cambridgeshire District Council – and were successful in their bid. Camcycle have supported the group with local leaflets and campaigning advice.



### Celebrating School Streets

Seven schools in Cambridgeshire began School Street trials in September 2020. We went along to St Philip's Primary School in October to find out more about the scheme from parents and volunteers. It has been great to see the number of families now walking and cycling to school and the video we created following our visit is now one of the most-viewed on our YouTube channel. We hope it inspires more schemes across the county.



Coldhams Lane Romsey Residents Association would like to see improvements to their car-dominated street (top); Cllr Susan van de Ven from the A10 Corridor Cycle Campaign and Sam Davies from Queen Edith's Community Forum spoke at Camcycle meetings.

### Amplifying local voices

In 25 years of campaigning, we have built up respect from decision-makers and a strong following of members and supporters. We try to share this platform for change with as many local groups as we can, inviting them to speak at meetings and feature in our regular communications.

In August, we had a special monthly meeting featuring five local groups – Save Your Cycle Route, Cycle Safety in Storey's Way, the A10 Corridor Cycle Campaign, Arbury Road East Residents' Association and the Hurst Park Estate Residents Association. Coldhams Lane Romsey Residents Association shared their ideas in October and Sam Davies spoke about the Queen Edith's Community Forum in December. Many of these groups have also written for our magazine this year, along with Ely Cycling Campaign, BHDDMadcycle (Bar Hill, Dry Drayton, Madingley, Cambridge Cycle Path) and the RedCross Areas Residents Association.

### Reaching out to more communities

We know that local newsheets are a great way of raising awareness of what we do, attracting new members and helping residents take action on issues of concern in their neighbourhoods. Delivering leaflets is also a great way for members to begin volunteering with Camcycle.

This year, we published three newsheets for Mill Road, expanded our deliveries for Chesterton and added two new areas – Milton village and Abbey ward – to our distributions. Thank you to everyone who has helped us produce, coordinate and deliver these leaflets – get in touch if you would like to help Camcycle reach out to residents in your area.



For more information about volunteering with Camcycle, email [contact@camcycle.org.uk](mailto:contact@camcycle.org.uk)





# More, better & safer cycling

For over 25 years, our mission has remained unchanged. As we work towards our goal of a place where everyone feels able to enjoy the benefits of cycling (even if they don't ride themselves), six values guide what we do and how we do it.

## 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, well into retirement, coronavirus struck and I discovered Camcycle. What a helpful organisation! They showed me (with a map) that I wasn't trapped indoors, but free as a bird to discover parts of the city and county I had been totally unaware of."**

Linda Taylor,  
Camcycle magazine

Thanks to the Sustrans Greater Cambridge Bike Life report, launched in March 2020, we know more about who cycles in this region, the most popular and diverse place for cycling in the whole of the UK. In this area, 46% of people from ethnic minority groups cycle, along with 26% of people over 66, 43% of women and 31% of people with a disability.

Camcycle advocates for inclusive cycling at every level, working to remove barriers which exclude those who want to ride and sharing the experiences of those whose stories aren't often told. We began the year campaigning against exclusionary barriers on King's Parade and at the Cambridge Biomedical Campus – thanks to strong campaigning from volunteers on the ground and a push for signatures on a local petition, the latter barriers were removed after just 27 days (see bottom left).

We continue to share the experiences of cyclists of all kinds in our quarterly magazine and seek to broaden the conversation on cycling in the press: features on handcyclist Steve Streets and young campaigners on Arbury Road were two of the stories picked up by the *Cambridge Independent* this year.

We are proud to see that our membership is becoming more diverse, but we know we have much more to do to improve the inclusiveness of our campaigning and our understanding of the needs of differing groups. Work on this issue will be an important focus for us in 2021.



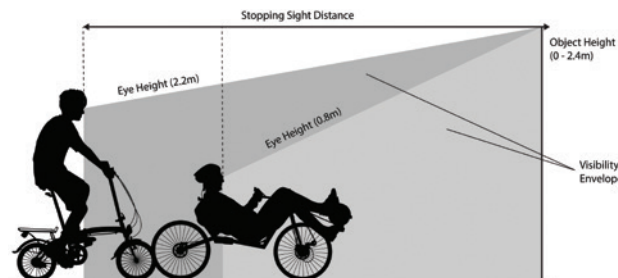


# We are informed

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.

“Thank you for all the amazing work that Camcycle are doing in Cambridge. You do a great job raising awareness of active travel, poor air quality, changes in legislation, inappropriate design, opportunities for education ... the list goes on.”

Local councillor and attendee of our LTN 1/20 webinar



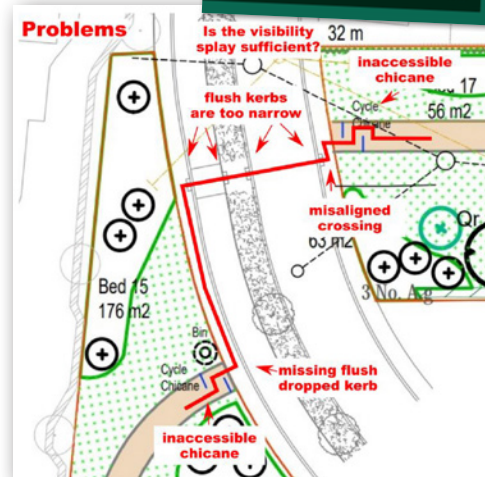
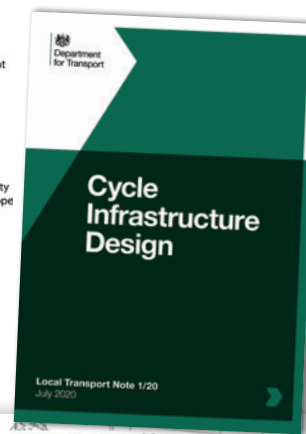
Having long called for an update to the out-of-date cycling guidelines in Local Transport Note (LTN) 2/08, we were delighted to welcome the publication of LTN 1/20 at the end of July, along with the bold ambitions for cycling laid out in the government's *Gear Change* report.

Phil Jones, one of the key advisors on the document, makes clear that one of the most significant changes on previous guidance is the focus on what is *inclusive*, not just what is *safe*. We invited him to speak at a webinar we had organised for local councillors, where they could ask questions about the guidelines and hear from Camcycle about how they could be applied to projects across Cambridgeshire. There should be no more excuse to see terrible infrastructure in new developments like Northstowe, where cyclists must navigate 10 tight right-angle bends as they cross the road from one section of cycle path to another (right).

Following the webinar, we sent the footage to all local councillors by email, one of the monthly updates we have been sending to keep them informed of the latest cycling news. Camcycle is already using LTN 1/20 to scrutinise planning applications and it has been great to see from the response to schemes such as Devonshire Quarter that our decision-makers are doing so too.

## LTN 1/20 informs Devonshire Quarter refusal

UK-wide cycling and planning organisations took note when, in October, members of the city council's planning committee voted 5 to 2 to reject proposals for two new buildings in the area near Cambridge station. The decision followed a strong campaign from local groups including Camcycle and Smarter Cambridge Transport, but also specifically cited the way the designs failed to abide by the standards laid out in LTN 1/20. It's an excellent precedent to have been set by the UK's cycling capital and we hope to see this level of scrutiny continue in 2021.



## Monthly meetings 2020

Despite the challenges of moving online, our monthly meeting programme this year has been one of the best ever, welcoming an inspiring mix of local and national speakers to broaden our knowledge and build valuable new links.

Recorded versions of every meeting since April can be found at [camcycle.org.uk/videos](https://camcycle.org.uk/videos)



### January: Memories and Memorabilia

With speakers including Clare Macrae, David Earl, Jim Chisholm and Debby Banham

### February: Cargo bikes for business

With Tom de Wilton from Oxwash eco-laundry

### March: Campaigning for success

With Simon Munk from London Cycling Campaign

### April: Unravelling the Cycling City

Lessons from Amsterdam with Roxanne De Beaux

### May: Beyond the Bicycle

With Mark Philpotts aka the 'Ranty Highwayman'

### June: 25th birthday special

With stories from our staff and volunteers

### July: Cycling and Climate Change

With Tony Eva from Carbon Neutral Cambridge

### August: Working for change

With guests from five local campaign groups

### September: School Streets

With insights from London from Sylvia Gauthereau

### October: Cycle Sisters

With Cycle Sisters trustee Khadijah Zaidi

### November: The Cycling Cartoonist

A conversation with Dave Walker

### December: Local activism and community organising in Queen Edith's

With Sam Davies of the Queen Edith's Community Forum

# 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.*

**“Camcycle’s Spaces to Breathe campaign is exactly the breath of fresh air we need to turn the misery of the Covid crisis into a more positive future. Re-balancing our streets in favour of those walking and cycling is good for our air quality and for all our health. Let’s do it.”**

Daniel Zeichner,  
MP for Cambridge

Camcycle gains positive change for cycling through our strong network of members and supporters: 75% of those who completed our member survey in 2019 said they had responded to a consultation after being prompted to do so by a communication from Camcycle. In 2020, emails to decision-makers from residents helped persuade them to vote against officer recommendations on several occasions, standing up for cycling safety on behalf of residents at Station Square, Coldham’s Lane roundabout and the Cambridge Retail Park, among others.

Moving to online meetings has not slowed the pace of our engagement with stakeholders: trustees and staff continue to meet with a wide range of individuals and groups, seeking to collaborate to achieve the best outcomes for people cycling. In 2020, our Executive Director hosted a series of global webinars for the Urban Cycling Institute at the University of Amsterdam (which were later turned into an online course), was interviewed for Department for Transport research and persuaded Chris Boardman to support a campaign to encourage online sites such as Gumtree and eBay to do more to address the issue of cycle theft.

We have been regular attendees at the online ‘Ideas with Beers’ gatherings arranged by leading urban engineer Brian Deegan and won praise from national cycling experts for our presentations on Spaces to Breathe. Our campaign for recognition of the importance of social or ‘side-by-side’ cycling in the Highway Code, was discussed in the All-Party Parliamentary Group for Cycling and Walking and later taken up by both Cycling UK and British Cycling.



In July,  
city councillors  
**voted 6 to 2**  
against the removal of a  
bollard on Cambridge  
Retail Park following  
a strong Camcycle  
campaign



# 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.*

**“I cycle between Addenbrooke’s and north Cambridge every day (when we’re back in the office). I’m very excited to see the new bridge open – a big thank you to Camcycle and Jim Chisholm and everyone who’s campaigned for it.”**

James, interviewed beside the  
new Abbey-Chesterton bridge

We believe in a world made better by cycling and we celebrate the joy of riding wherever we can! Despite not being able to gather in person for a 25th anniversary celebration in June 2020, we marked the occasion with two monthly meetings of memories, social media feeds full of archive photos for Volunteers’ Week, a bumper summer issue of our magazine and a special thank-you video for everyone who has cycled in the Cambridge area and supported our work since our foundation in 1995.



Many of the things we campaign for take a while to come to fruition and none more so than the Chisholm Trail, first proposed back in 1998. The installation of the Abbey-Chesterton bridge, a key part of the northern section of the Trail, caused much excitement amid local communities with updates on the progress of the giant crane used to lift it into place filling many social media feeds! Meanwhile, in the south of the city, we enjoyed testing out the first Dutch roundabout in the UK. Our comment that it felt like ‘a small piece of Dutch cycling heaven’ made headlines in both the UK and the Netherlands.

The campaign for a better Mill Road is another project for which we are determined to keep sharing an inspiring vision. Our Mill Road 2021 campaign was announced in the local paper under the headline ‘Let’s be positive’ and we continue to work to engage the community in discussions about constructive solutions to the street’s key issues.





# 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'd like to express a huge thank you to all of the people at the core of Camcycle's campaigning – I've only contributed sporadically over the years, but you folks give so much over such a long period of time for the benefit of all cyclists, and indeed the whole population of our city."**

*Facebook comment on our 25th anniversary*

## North East Cambridge: 10 big questions in less than 10 minutes

Greater Cambridge Shared Planning is currently consulting on plans for North East Cambridge and we encourage as many local people as possible to share their views before the deadline of 5pm on Monday 5 October. We've written a [summary of the main cycling issues](#) and compiled a [guide to answering the 10 big questions the planners would like everyone to answer](#), but if you're extra short on time, here are some short responses you can paste and edit.

You'll need to [register on the planning site](#) with a name, email and postal address to submit comments – this will take around two minutes to do and is necessary because of national regulations for plan-making. Note that a confirmation code will be sent to your email account. Your name will be published alongside your responses but your address, email and phone number, if you provide them, will not be published. Alternatively, if you prefer not to use the online system, you can use the [downloadable Word form](#) and post or email your response. Our first blogpost on the development gives [more information on finding out more about the plans and submitting your views](#).



With so many consultations happening in our region this year, often involving hundreds of pages of technical documents, Camcycle has been busy summarising schemes and highlighting important survey links and email addresses to help members and supporters have their say.

Volunteers began the year – before the need for social distancing arose – handing out information leaflets to people at the Cambridge Biomedical Campus and Adams Road, encouraging them to send emails objecting to new barriers and a busway proposal that would endanger cyclists. Online we have highlighted consultations through social media and sent out reminders as part of our weekly updates.

Some consultations will have a huge impact on cycling provision for the future, so we spent extra time preparing evidence-based guides to help our members respond: in February we prepared a ten-page document of sample answers for the Greater Cambridge Local Plan and, in September, we wrote guides to help people respond to proposals for new development in North East Cambridge.

Researching and summarising consultations and preparing responses can be very time-consuming, so we would welcome interest from more volunteers who would like to get involved. The bigger our team, the more impact we can have with this important work.

## #MILLROAD2021

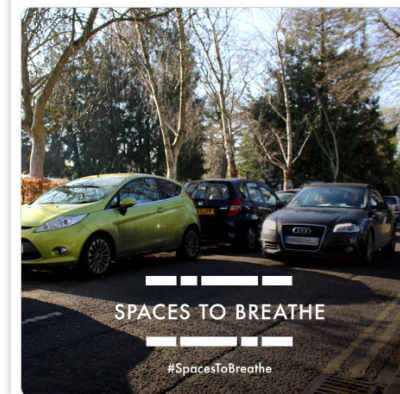
## 24 HOURS LEFT TO SHOW YOUR SUPPORT

[policyandregulation@cambridgeshire.gov.uk](mailto:policyandregulation@cambridgeshire.gov.uk)  
[tinyurl.com/millroadsurvey](https://tinyurl.com/millroadsurvey)

[camcycle.org.uk/millroad2021](https://camcycle.org.uk/millroad2021)

Camcycle  
@camcycle

Another consultation ending today concerns a key active travel route to Addenbrooke's. Please write to [policyandregulation@cambridgeshire.gov.uk](mailto:policyandregulation@cambridgeshire.gov.uk) (quoting reference PRO633) in support of on-road parking and waiting restrictions on Red Cross Lane, Stansgate Avenue and Greenlands.



## Helping members have their say

Consultations and planning applications we promoted to our members in 2020 include:

- Cambridgeshire County Council Climate and Environment Strategy
- GCP Madingley Road Cycling and Walking Project
- GCP City Access: Downing Street changes
- Greater Cambridge Local Plan
- Cambridge South Station
- Devonshire Quarter development, Cambridge Station
- Cambridge City Council Cargo Bikes Loan Scheme
- Cambridge Autonomous Metro (CAM)
- East Barnwell Conversation
- DfT Future of Transport regulatory review
- DfT Decarbonising Transport conversation
- Cambridge Retail Park bollard removal
- GCP Eastern Access
- GCP Waterbeach to Cambridge
- North East Cambridge Area Action Plan
- Ministry of Housing: Planning for the Future
- DfT Highway Code review
- DfT Roads Policing review
- DfT Managing Pavement Parking
- Red Cross Lane area parking TRO
- Government Spending Review
- Lancaster Way roundabout
- University of Cambridge: Eddington Phase Two
- England's Economic Heartland Transport Strategy
- Cambridgeshire and Peterborough Independent Commission on Climate Change
- Cambridge City Council Climate Change Strategy
- Cambridge South East Transport Better Public Transport and Active Travel
- GCP City Access/Covid-19 Experimental TROs
- Mill Road ETRO
- King's Parade vehicle restrictions

# Our work is professional

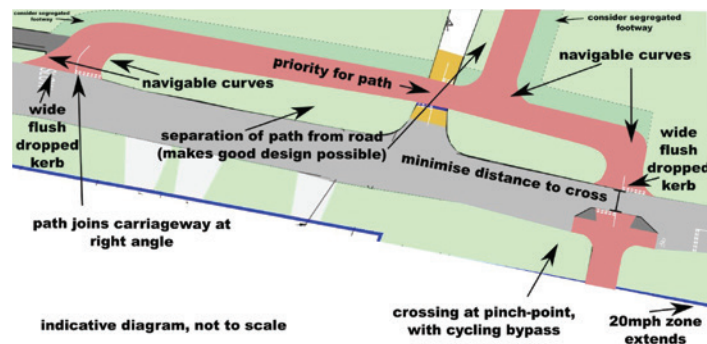
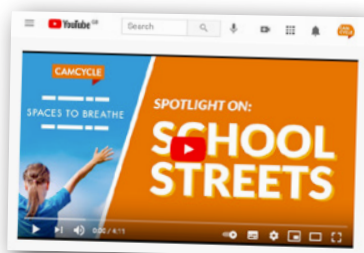
*We deliver effective campaigns which achieve change for cycling through the combined strength of our staff and volunteer teams, which work together to provide Camcycle with a range of highly professional skills and expertise. We maintain our reputation through high-quality communications to members, 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.*

Our deep level of experience in cycle campaigning allows us to speak with authority when we respond to planning applications and share our views with local authorities and developers. We often produce technical diagrams to illustrate our points (see image on access to the Netherhall Farm development, below), communicating clear recommendations backed up by the latest evidence and guidance on cycle infrastructure design.

In all our communications, both internal and external, we strive to embed a tone of professionalism and respect for our audiences. Organisational policies – for example, on social media use and media engagement – guide our work and we are currently updating our cycling policies (see right), so that we can more clearly articulate our position on issues relating to cycling and empower others to do the same.

The pandemic has brought about changes to the focus of our work, and we have been able to make good progress on key systems and governance projects, including transitioning all our website onto the Wordpress platform. This will make it easier to make much-needed updates to structure and content in 2021. We have also grown our YouTube channel, which now has 90 subscribers and 28 videos: these support our campaigns and help our monthly meeting and infrastructure videos reach a wider audience.

Member communications remain extremely important to us: our quarterly magazine and weekly emails are vital ways to share news of our work, especially while we are not able to meet in person.



**“Camcycle were a breath of fresh air in the campaigning. Really expert, professional and respected”.**

Dan Strauss,  
Save Your Cycle Route

## Policy project

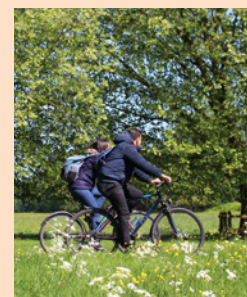
Clarifying our policies on cycling and showing how they relate to our goals of more, better and safer cycle journeys has become more important as we attract more volunteers and begin to advise new groups across the region.

In 2020, we employed Ellie Gooch and Beth Barker, who had been Camcycle interns in 2019, to progress these policies and build on work done by volunteers including Robin Heydon, Martin Lucas-Smith, Nigel Deakin and Sarah Hughes.

Developing these policies in a democratic way is important, so in addition to seeking member views at the beginning of each policy, we are publishing each paper in a draft format initially so that they are publicly available for comment. We have also been working with stakeholders to inform our views, for example consulting Cambridge Past Present and Future on our policy on Green Spaces.

Campaigning feeds into our policy work and vice-versa: this year our micromobility policy was vital when talking to Voi, the provider of Cambridge's new e-scooters (right), and the campaign against barriers at Cambridge Biomedical Campus informed our policy on Obstructions in Cycleways and Access Controls.

We currently have 31 policy sentences on our website and four full draft papers. Four more will be added soon and 25 more are in the research stage.





# Financial overview

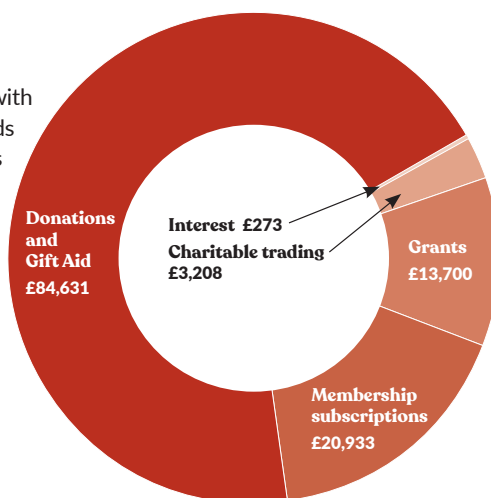
Despite the challenges the pandemic created in 2020, it was a good year for Camcycle financially. We managed to maintain income at a consistent level, with a slight reduction in expenditure owing to the reduction in in-person events. While sponsorship and event income were reduced, our strong campaigning during this time inspired more donations. We're pleased to see that our income is becoming more diversified, but we would like to further reduce overreliance on key major donors and increase income to sustain an additional staff member. All funding, from any source, is subject to our Donation and Funding Acceptance Policy (view at [camcycle.org.uk/charity-policies](https://camcycle.org.uk/charity-policies)).

	Year Ending Sept 2020	Year Ending Sept 2019	Change
Incoming resources	£122,745	£121,159	+£1,586 <b>+1%</b>
Resources expended	£97,712	£105,105	-£7,393 <b>-7%</b>
Closing reserves	£133,161	£108,128	+£25,033 <b>+23%</b>

## Income £122,745 (2019: £121,159)

Our 2020 income remained reasonably consistent with our 2019 income, however the source of these funds changed as a result of the pandemic. These changes are reflected in the reduction in charitable trading income of £16,465, mostly from lost sponsorship and event income, and offset by an increase of £12,813 in major donations following strong campaigning throughout the year.

Thank you to everyone who joined Camcycle, renewed their membership and/or donated to support our work in 2020. In a small organisation every contribution is noticed and celebrated and makes a difference to the work we can do.



## Preparation of accounts

This is the first year that we are reporting using accrual accounts (meaning income/expenditure is recorded as the activity relating to a transaction occurs, rather than when the monetary payment is received or made.) Our numbers for the 2019 financial year have also been presented in accrual accounts to provide helpful comparisons, however these numbers will look different to those presented in our reports last year.

Thank you to our volunteer team Sue Edwards, David Earl and Richard Burgess for supporting our accounting processes during the year. We'd also like to thank Peter Gotham for his guidance and help with the conversion to accrual accounts and the creation of our 2020 financial reports.

A huge thanks must also be made to our outgoing Treasurer Chris Howell for his contribution to Camcycle over the last few years. Chris has transformed our financial systems and processes and supported the growth of Camcycle as it has increased income and employed additional staff members. Thank you Chris!

## Donations £84,631 (£67,671)

### Major donors £62,405 (£49,592)

We welcomed more major donors (those giving over £600) to Camcycle this year along with an increase in the average size of these gifts. The largest gift (over £36,000) was from a long-standing Camcycle member.

In line with our donation and funding policy (introduced in late 2019) we have reported in more detail about major donations (see page 30). Our donation acceptance policy can be read at [camcycle.org.uk/charity-policies](https://camcycle.org.uk/charity-policies)

### Individual donations £8,797 (£8,245)

Our 2019 Big Give Christmas Challenge was the biggest driver of donations in 2019/2020 raising £5,505 through 59 donations which were matched by pledge funders.

### Gift Aid £8,111 (£8,944)

This year we were paid unclaimed Gift Aid amounts related to previous years' Big Give fundraising campaigns. This amount is reported in the 2019 figure thus increasing it above the 2020 amount. Gift Aid is continuing to increase in line with increased donations.

### Corporate donations £5,318 (£890)

Thank you to ARM for their generous donation of £5,000 this year.

## Membership subscriptions £20,933 (£19,295)

Our subscription numbers continued to increase in 2020 with the associated increase in membership income. By the end of the financial year in September 2020, we had 1,529 members, up from 1,384 members at the end of the September 2019 financial year. (At the end of December 2020 membership stood at 1,559).

In 2020 we updated our online membership form to make it easier to join and to encourage the use of direct debit payments.

## Grants £13,700 (£14,250)

### Non-governmental £3,700 (£8,250)

Grants were reduced as a result of the impact of the pandemic on our operations and ability to deliver some projects.

### Government grants £10,000 (£6,000)

This year we received a £10,000 Covid-19 grant from Cambridge City Council under the Government's Business Grant scheme offered to all organisations eligible for Small Business Rate Relief. It was not possible to apply for the other grants we would normally expect to receive from local authorities as the Reach Ride and Cambridge Festival of Cycling could not take place because of the pandemic.

## Reserves policy

We target a minimum reserves level sufficient to meet 6 months of staff and office costs and 12 months of membership servicing costs. At the end of the 2020 financial year, we had total reserves of £133,161, higher than our target minimum reserves, although with the increased costs of our new third staff member and the possibility that we could soon hire another, we are expecting these reserves to fall.

## Charitable trading £3,208 (£19,673)

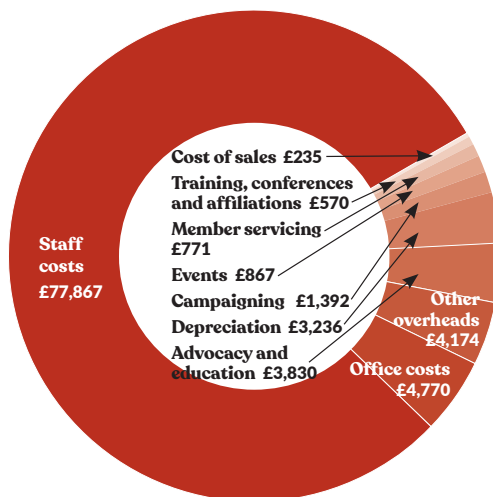
This category of income was reduced as a result of the pandemic which meant we were unable to earn income from events including sponsorship and ticket sales. Most of these funds were earned through magazine advertising and corporate subscriptions.

## Expenditure £97,712 (2019: £105,105)

Many of our usual activities were cancelled or moved online in 2020 resulting in reduced expenditure of £7,393.

### Staff costs £77,867 (£76,437)

Our new Administrative Officer joined our staff team taking our permanent staff numbers up to three. We were also joined during the year by an intern to support our policy writing project on a part-time basis. The increased staff costs of our new employee were offset by the reduction in intern employment costs compared to last year when we employed two interns full-time for the summer.



### Office costs £4,770 (£5,127)

Staff moved to working from home in March, however we kept our office for storage, postal needs and for the occasional times the space was required. We also took the opportunity to move to a much-needed larger office in the same building; however, the landlord has not yet increased the rent as the space is not being used during the pandemic.

### Events £867 (£6,673)

Our event costs were significantly reduced as we were not able to host the Reach Ride, the Cambridge Festival of Cycling nor our monthly meetings for most of the year. We did purchase a Zoom Pro membership to facilitate online events and meetings.

### Cost of Sales £235 (£1,898)

Owing to the pandemic, we were unable to attend events where we would normally sell or give away merchandise, therefore there was little expenditure in this category.

### Campaigning costs £1,392 (£2,599)

Direct campaigning costs were lower this year. That does not reflect a reduction in the amount nor effectiveness of our campaigning, but rather a reduction in our ability to hold events and produce and use printed materials and other equipment.

### Advocacy and Education £3,830 (£4,539)

This category mainly covers the production and distribution of our magazine. Costs were reduced here as we were unable to send magazines to offices and businesses that were closed during the pandemic.

### Depreciation £3,236 (£2,977)

Under accruals accounting, fixed assets have been capitalised, and depreciated over their useful life, resulting in a depreciation charge. This charge increased in 2020 due to a laptop purchase in the year.

### Other overheads £4,174 (£2,821)

The major changes in this category were the rise in our insurance costs due to the increased size and risk (as perceived by insurers) in our organisation and activities, and the cost of a facilitator for our strategy day.

## Major contributions in 2020

Camcycle's work is funded by membership subscriptions, grants, donations, sponsorship, advertising and through our supporters programme. Our donation acceptance policy outlines what funding we accept and how we report on the funding we receive. Funders receive no special influence over our policy-making beyond any normal influence enabled by membership of Camcycle.

We'd like to acknowledge the following organisations and people for their generous gifts during our 2019/2020 financial year:

### Donations and grants over £5,000

Longstanding member of Camcycle	£38,800
Cambridge City Council	£10,000
Government Covid-19 grant	
Robin Heydon	£7,600
Local family trust	£6,000
Arm	£5,000

### Donations and grants under £5,000

Binks Trust	£3,000
Trustee and longstanding member of Camcycle	£3,100
National charitable trust	£2,500
Trustee and longstanding member	£1,100

### Donations and grants under £1,000

Continental Tyres Magazine advertising
Rutland Cycling Magazine advertising
Matthew Danish
Longstanding member
Longstanding member
Longstanding member and previous trustee

## Full report and accounts

For further details of the 2019/20 financial year, view the trustees' report and accounts on our website at [camcycle.org.uk/annualreports](http://camcycle.org.uk/annualreports), where you can also find reviews of past years' activities.



**A huge thank you to everyone  
who has supported us in 2020.**




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



Bill Blake Heritage Documentation

**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