

CAMCYCLE

ZERO CARBON STREETS

Annual review 2021





Over 2,000
people visited Cambridgeshire County Council's consultation on a second tranche of active travel schemes using Camcycle's bespoke link. We delivered 7,500 leaflets in North Cambridge to promote the survey

Over 200
cycle parking stands were installed in Milton and Impington by Milton Cycling Campaign with Camcycle's support

74%
increase in cycle journeys on Luard Road since the trial modal filter was installed. Councillors voted to make it (and five others in Cambridge) permanent



690
people signed our petition for Safe Junctions

272
individuals gave donations to support our work

124
people became members of Camcycle in 2021

91%
of members told us they respond to consultations we promote



TRANSFORMING COMMUNITIES

Camcycle's work makes a difference.

Each year our membership grows because people in and around Cambridge can see the results of our work on their local streets. Since 1995, the Cambridge Cycling Campaign, now known as Camcycle, has been working hard for more, better and safer cycling for those who work, live and travel in our region.

Many facilities across Cambridgeshire such as cycleways, cycle parks, low-traffic streets and walking and cycling bridges would not exist without the efforts of our dedicated team of volunteers and staff, the support of over 1,600 members and the collaboration of many others who have worked with us.

At the end of 2021, the Chisholm Trail opened up new opportunities for thousands of people to walk, cycle and access green space, and showed just what a small group of committed campaigners can achieve. Now it's time to empower even more people to work for change in their communities and together create the thriving, sustainable places of the future.

Show your support as a Camcycle member, volunteer, partner or donor in 2022 and help our charity continue its vital work.

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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.



OUR VALUES

Camcycle is:

INCLUSIVE: an open and democratic membership charity
INFORMED: creating evidenced-based policies and campaigns
INFLUENTIAL: our work achieves change

Camcycle's work is:

POSITIVE: sharing a clear and uplifting vision of the future
PRACTICAL: providing considered and realistic cycling solutions
PROFESSIONAL: combining the strength of our staff and volunteers

Read more about what we do and how we do it at camcycle.org.uk/values

OUR 2022-25 STRATEGY

By 2025, we want more people to be involved with the work of Camcycle, an organisation which influences decision-making at a regional level. Cycling will be recognised as an essential solution to recovery from the Covid-19 pandemic and the growing climate crisis. We will be a professional, representative and strong organisation that cannot be ignored.



Camcycle trustees, staff and members have developed these four objectives for the next four years.

OBJECTIVE 1:

Grow influence at the regional level where transport decisions are made

To achieve a region of high-quality connected cycling infrastructure we need more members and volunteers and to be part of a network of engaged campaign groups with aligned policies and messages.

Key activities include engaging with local decision-making at all levels, hiring a new infrastructure campaigner, publishing all our cycling policies, and strengthening our member and volunteer processes.

MEMBER PRIORITIES

- Respond to planning applications/ consultations and encourage members and supporters to do so
- Meet with and write to decision-makers and encourage members and supporters to do so
- Ask questions at local authority meetings

OBJECTIVE 2:

Create agenda-setting campaigns that get others involved and make change happen

To achieve a positive and inclusive cycling environment where cycling is seen as a solution to big issues such as pandemic recovery and climate change, we need to enable more people to become advocates.

Key activities include continuing to develop bold campaigns that set the agenda and help people take action, creating an inspiring manifesto for change and working together to design our region's cycling future.

MEMBER PRIORITIES

- Talk more about reducing car journeys as a way to improve cycling
- Develop our own detailed plans for a joined-up cycle network
- Focus on climate change and work with other environmental groups

OBJECTIVE 3:

Reach out to local communities and share the joy of cycling for all

To achieve more people of all ages and abilities cycling for utility, work and fun we need to embed our values in all that we do, demonstrate that we are a trusted source of cycling advice and grow a programme of welcoming events.

Key activities include engaging with more diverse communities, supporting activities that encourage and enable cycling, sharing useful resources and improving our website.

MEMBER PRIORITIES

- Work with partners on initiatives to help new people start cycling
- Take our stall bike to local festivals and events
- Host events such as the Reach Ride and Festival of Cycling

OBJECTIVE 4:

Nurture a sustainable organisation to enable our campaigning successes

To achieve a strong, diverse organisation with the skills and resources to deliver our campaigns we need to ensure good governance, exemplary operations and financial sustainability.

Key activities include broadening trustee recruitment to better reflect the communities we serve, reviewing and improving all our systems, diversifying our income and engaging professional support for HR and finance.

MORE CYCLING

A single cycle journey may bring great benefits to the individual who rides it, but increasing the number of trips taken by cycle benefits *everyone*! In 2021, we campaigned for more routes and more inclusive cycle facilities, while helping more people use their voices to call for change.



We ended 2021 on a high with the opening of the Chisholm Trail, an amazing example of Camcycle's work.



Robin Heydon
Chair of Trustees

The new Abbey-Chesterton bridge is wonderful and, with over 2km of new or resurfaced paths either side and an underpass beneath Newmarket Road, the Trail opens up thousands of safe journeys for people walking and cycling in this area. We're extremely grateful to Jim Chisholm and other campaigners within our organisation for their hard work and dedication to this project over the past two decades.

Better cycling routes have also been achieved in other parts of Cambridge: the first CYCLOPS junction in Cambridgeshire was installed on Histon Road this year (following our successful campaign for this protected design in 2018) and six experimental low-traffic schemes were made permanent including Luard Road, Nightingale Avenue and Storey's Way.

Camcycle trustees 2021

Chair

Robin Heydon

Treasurer

Peter Gotham

Secretary

Finlay Knops-Mckim

Alessandra Caggiano

Matthew Danish

Sue Edwards

Christopher Loughlan

Martin Lucas-Smith

Tom McKeown

Alec Seaman

2021 was the year that LTN 1/20, the name of the government's cycling design guide, became common terminology in local authorities' transport meetings. Our biggest ever election survey engaged voters across the county. The new Mayor, Dr Nik Johnson, said that the Cambridgeshire & Peterborough region could not fail on active travel and pledged support for schemes including Mill Road, where the removal of the bus gate was one of the year's significant low points.

We continue to work hard to engage and inform local people, supporting new groups and empowering individuals to share their voices. Our consultation guides encouraged thousands to have their say and Save Our Cycles helped many more protect their cycles from theft. Over £35,000 was raised for our new Zero Carbon Streets campaign enabling us to recruit a new infrastructure campaigner. Their input will help us grow our impact even further in the coming year.

Thank you to everyone who supported our work in 2021, including our new campaign for Zero Carbon Streets

Camcycle members

are at the heart of our organisation – benefits include our magazine, email updates and discounts at cycle shops. 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

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

Donors

support Camcycle with gifts that ensure we have the resources we need to maintain and grow successful campaigns. camcycle.org.uk/donate

THE CHISHOLM TRAIL

Congestion, climate change, inactivity: back in 1998, Jim Chisholm (right) realised that a safer route across the city from north to south would help more people choose walking and cycling for their everyday journeys and reduce traffic on the roads. In 2021, the first part of his vision was made a reality.



"I am proud that we were able to achieve Jim Chisholm's dream, and I pay tribute to his vision and campaigning tenacity. His efforts have made a tremendous difference for tens of thousands of people."

Cllr Elisa Meschini, Chair of the Greater Cambridge Partnership

Contractors were busy on the Chisholm Trail throughout 2021 following the installation of the Abbey-Chesterton bridge in 2020. In December, the first section (from Cambridge North to Coldham's Lane) opened to the public: a wonderful Christmas present for local residents.

Camcycle staff and volunteers keenly followed progress, sharing photos with members, putting up posters to inform residents about diversions and meeting with contractors and decision-makers to advise on the design of sections such as Fen Road and Coldham's Lane.

While it has been wonderful to see so many people enjoying the Trail already, we continue to work for improvements to aid accessibility for all and to ensure that the second section of the Trail provides a safe, direct and inclusive route to Cambridge station.

Thanks to everyone who has helped us bring this dream to reality including Sustrans' John Grimshaw, Cycling England, local cycling officers Clare Rankin and Patrick Joyce and the Greater Cambridge Partnership.



1998

was the year Jim proposed his idea for a cross-city route

4,000

walking and cycling trips are predicted here each day

24 hours

time taken to excavate the Newmarket Road site for the new underpass

1,021 days

from the ground-breaking event to the final opening. Thank you for your patience!

"I live near here and have been enjoying walking over the bridge and going to the shops, it's wonderful. We have to build bridges to bring people together from different sides of the world and from different sides of Cambridge. Cyclists can travel to the railway station, walkers can enjoy both sides of the river: it's fantastic!"

Karamjit Gill Singh (above)

ZERO CARBON STREETS

If 10% of the UK population were to replace one car trip each day with a journey by cycle, overall transport emissions would decrease by about 10%. On Earth Day 2021, we launched a new campaign to empower communities across Cambridgeshire to work for the active travel improvements needed for a sustainable future.

“We are already actively benefiting from Camcycle’s years of campaigning experience and seemingly relentless energy and enthusiasm for getting more people cycling and for safer streets. Let’s get more people on bikes in St Ives!”

Helen Dye, St Ives Eco Action



Cycling for climate (clockwise from top left): social media post from the launch of Zero Carbon Streets, column in the Cambridge Independent, new cycling parking installed by Milton Cycling Campaign, still from our campaign video.

“What fights climate change? Bikes fight climate change!” Riders of all ages cycled with us to sound the climate alarm in November (left) as global decision makers met in Glasgow for COP26.

In Cambridgeshire, local groups aren’t waiting for leaders to act; they are already setting to work. Zero Carbon Streets is Camcycle’s new campaign to help support and empower more communities to deliver improvements for walking and cycling in their neighbourhoods. A 2021 report from the Cambridgeshire & Peterborough Independent

Commission on Climate revealed that transport makes up 44% of Cambridgeshire’s carbon footprint (higher than the UK average), so rapid change is needed now.

Groups like Hunts Walking & Cycling and Milton Cycling Campaign are already benefiting from our support; Milton volunteers have spoken out strongly for safer facilities along the A10 and installed hundreds of new cycle parking stands. In 2022, our new Infrastructure Campaigner will take the lead on this campaign and help increase our impact across the county.

167 individual donations to Zero Carbon Streets via the Big Give Green Match Fund and 2021 Christmas Challenge, raising over £30,000

Over 200 new cycle parking stands installed by Milton Cycling Campaign through the Zero Carbon Communities Fund

100+ 8 people joined us for our Pedal on COP26 ride in November local groups featured in Camcycle magazine

CYCLING FOR ALL

This ongoing campaign calls for a commitment from local decision-makers to invest in and deliver cycling for all ages and abilities. As we continue to widen our regional focus, we quadrupled the size of our election campaign and rode to a meeting at Alconbury on pool bikes from Huntingdonshire District Council.

"I will be looking to make sure that [cycle routes] are safe, user-friendly, accessible. For everybody in society – from the lowest socio-economic groups to the ones who've got the most money – we want to deliver cycling."

Dr Nik Johnson, speaking at the Camcycle Mayoral hustings



In 2021, the government reiterated its support for active travel, with 'Increasing cycling and walking' the first of six commitments in its Decarbonising Transport report.

Therefore, it has been even more important for us to keep up the pressure on local transport authorities, ensuring they put cycling at

the heart of their strategies and receive the maximum funding they can from national sources. In August we wrote to Transport Minister Chris Heaton-Harris following the revelation that Cambridgeshire & Peterborough was the only combined authority to have funding halted on its active travel 'Capability Fund'. Following reassurances from



Roxanne meeting Cllr John Morris to cycle to New Shire Hall in Alconbury (top), our School Streets webinar with South Cambridgeshire District Council (centre), Robin speaking at the county council's Highways committee.

Mayor Dr Nik Johnson, the money was unlocked by the Department for Transport later in the year.

We invited over 400 candidates to share their views in our 2021 election survey – our biggest ever – and hosted a Mayoral hustings. We continue to speak at as many council meetings as we can. We are also dedicated to increasing engagement in transport consultations, for example, helping over 2,000 people respond to Cambridgeshire County Council's survey on the second round of experimental active travel schemes.

Helping members have their say

Consultations, surveys and petitions we promoted to our members in 2021 include:

- Traffic orders for five new School Streets
- Cambridgeshire & Peterborough policing priorities January 2021
- Experimental order allowing EVs in bus lanes
- A14 bridge barrier petition
- DfT consultation on use of longer lorries
- University of Cambridge Let's Talk Transport
- East West Rail route options
- GCP Foxton Travel Hub
- New vision for Cambridge Biomedical Campus
- GCP second phase of measures in Newtown
- Cambridgeshire Local Cycling and Walking Infrastructure Plan
- Changes to Cambridge Market Square
- Transport improvements around St Ives
- Queen Anne Terrace Cycle Park survey
- Cambridge Biomedical Campus wayfinding
- Wheels for Wellbeing annual survey
- Cycling UK's campaign for road justice
- Smarter Cambridge Transport GCP petition
- Cambridgeshire & Peterborough Police and Crime Plan
- Living Streets 'Cut the Clutter' campaign
- GCP Cycling Plus
- Cambridgeshire Active Travel Schemes
- Oxford-Cambridge Arc
- Sidney Street/Hobson Street buildings/passage
- Camcycle member survey 2021
- Camcycle Safe Junctions petition
- Greater Cambridge Local Plan First Proposals
- Cambridge & Peterborough Local Transport and Connectivity Plan
- GCP Making Connections
- GCP Eastern Access
- Soham Active Travel
- Camcycle Windsor Road cycle route petition
- Fenland Walking, Cycling and Mobility Aid Improvement Strategy
- Cambridgeshire County Council budget plan
- Cambridge North development consultation
- Transport and Travel in Godmanchester

CAMCYCLE EVENTS

We made a cautious return to some in-person events this year while hosting a wonderful range of speakers at our online meetings.



When we asked our members for the highlights of their year, the Camcycle social ride for a picnic in Eddington made the top of one person's list. "It was so nice to see everyone," he wrote.

After too many months of social distancing, when we were able to get out and about, members and supporters were eager to join us. We talked non-stop about the Chisholm Trail when we took our stall bike to the Stourbridge Medieval Fair and we encouraged people to register their cycle frame numbers at a stall outside the Guildhall in July.

After September's social ride, we joined the A10 Corridor Campaign for their annual awareness ride in October, took part in the national 'Pedal on COP26' event in November with a ride from Mill Road to a climate march in Cambridge city centre, and gathered for a glittering festive lights ride in December.

In 2022, we're hoping pandemic conditions mean that we can continue to meet more in person for social and campaigning events. We're particularly keen to welcome back our famous Reach Ride!

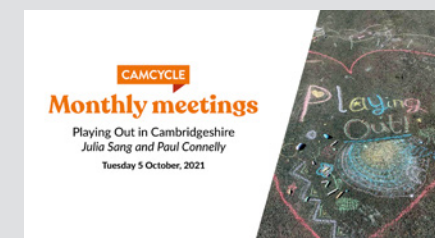
"My family and I really enjoyed the ride last Saturday. It was really uplifting to cycle with such a large group of like-minded people delivering a common message. The occasion clearly made an impression as my daughter has gone into school today with her Camcycle badge to tell all her friends!"

Camcycle member who attended our COP26 ride

Monthly meetings 2021

Owing to the ongoing pandemic, our monthly meetings have remained online, but we continue to attract an excellent range of inspiring speakers.

Recordings of every meeting since April 2020 can be found at camcycle.org.uk/videos



January: Camcycle AGM

With Melissa Bruntlett, co-author of *Building the Cycling City* and *Curbing Traffic*

February: The difference an LTN makes

With award-winning cycling advocate Sarah Berry

March: Lessons from the low-car life

Anna Williams, Yasmin Emerson and Helen Mulligan talk about their family experiences

April: Mayoral hustings

With Dr Nik Johnson and Cllr Aidan Van de Weyer

May: The role of micromobility

With John Hamer from Voi

June: Growing cycling at the University of Cambridge

With Transport Manager Mike Davies

July: Try Before You Buy e-cargo bikes

With Mark Searle from Outspoken Cycles

August: Revolutions: How Women Changed the World on Two Wheels

With author Hannah Ross

September: Bikeability and cycle-savvy driving

With John Jackson and Benjamin Smith

October: Playing Out in Cambridgeshire

With Julia Sang and Paul Connelly

November: Low-traffic neighbourhoods aren't new!

With Martin and Simon from CycleStreets

December: Winning hearts and minds

With London Cycling Campaign's Clare Rogers

BETTER CYCLING

A cycle route is only as good as its weakest link. We continue to campaign to break down all kinds of barriers to cycling so that everyone who wants to ride – whether for everyday journeys or leisure – feels confident and enabled to do so.

Despite the challenges of the pandemic, Camcycle has thrived over the last two years and will continue to do so.



Roxanne De Beaux
Executive Director

Like everyone else, we (staff, trustees and volunteers) are tired after these demanding times, but seeing the impact of our work in the smiling faces of people walking and cycling on the Chisholm Trail is motivating us to do it all again this year.

In Spring 2022, our new Infrastructure Campaigner will join the Camcycle team. This will be a big leap forward for Camcycle as it has always been a challenge to meet the growing demand for our knowledge and advice. Our new recruit will support local campaigners to develop ideas and campaigns for Zero Carbon Streets in their communities. They will also help us shape our policies and facilitate our responses to consultations and new developments.

As we grow our team and our impact, we also need to grow our resources. We've had great success with fundraising in 2021 and will need to continue increasing and diversifying our income in the coming years to ensure ongoing sustainability. Part of the focus on sustainability has also included a review of our charity structure: work on the transition to a Charitable Incorporated Organisation will continue in 2022.

Since 2020, there has been significant progress in government cycling policy: 'Gear Change' set out a new vision for cycling, 'Local Transport Note 1/20' created new standards for cycling infrastructure, and improvements to the Highway Code should make cycling safer. We're beginning to see the impact of these changes and, with the imminent introduction of Active Travel England, we can expect strong national policy to support our local campaigns.

Camcycle staff 2021

Executive Director
Roxanne De Beaux

**Communications and
Community Officer**
Anna Williams

Administrative Officer
Rosamund Humphrey

Cargo bike project intern
Sarah Hughes

Join us as a volunteer this year and bring your unique skills to our work for more, better and safer cycling

Key activities for 2022

- Welcome our new Infrastructure Campaigner to the Camcycle team
- Support campaigners across the region with our Zero Carbon Streets campaign
- Increase and diversify our income
- Prepare Camcycle for the transition to a CIO
- Publish another round of policy papers
- Enjoy the Reach Ride!

Key campaign objectives

- New infrastructure meeting or exceeding best national standards
- Lower rates of cycle theft
- Reduced traffic and healthier streets in more neighbourhoods
- Good progress on Phase 2 of the Chisholm Trail and the Greenways
- New developments planned to prioritise active travel
- No discriminatory barriers on cycle routes
- Greater diversity in cycling and campaigning

SPACES TO BREATHE

We believe that local people need safe spaces to walk, cycle and spend time outdoors, during the Covid-19 pandemic and beyond. We celebrated in 2021 as several trial measures were made permanent, but also experienced sadness and frustration as Mill Road became a dangerous route once more.

“Covid showed us all that lower traffic really does help our communities: it pulls them together, allows people to get to green spaces and allows people to communicate with their neighbours. That’s vital going forward; we shouldn’t lose those lessons that were learnt.”

Cllr Alex Beckett, speaking as a member of the Cambridgeshire County Council Highways and Transport committee



We are grateful to everyone who has helped us campaign for Spaces to Breathe since Spring 2020: sharing suggestions for improvements, responding to consultations, counting traffic, delivering leaflets, writing to local newspapers and showing your support on social media.

The many months of hard work paid off in November when eight experimental active travel schemes were made

permanent, including six modal filter schemes in Cambridge.

Some residents (such as those on Storey’s Way and in Newtown) had called for these changes for many years, others (such as those on Luard Road) were new to campaigning, but all made a vital difference in achieving safer routes for people walking and cycling and more pleasant streets for those who live and work in them.

As the low-traffic schemes were approved, Cllr Mark Howell said he was pleased that evidence showed they had been successful in their aims, but the county council must be bold from the beginning of such schemes and willing to innovate for public safety. It is therefore frustrating that many communities are still waiting for the results of the summer consultation on the second tranche of Active Travel



7,500
leaflets delivered around North Cambridge and Mill Road encouraging people to have their say on active travel

2,000+
people clicked through to the second Active Travel Fund consultation using Camcycle’s bespoke link

62%
of respondents to the Mill Road consultation supported an extension of the bus gate trial

74%
increase in cycle journeys on Luard Road since the modal filter was installed

1,200
people now use Carlyle Road as a safe cycle route between 7am and 7pm each day

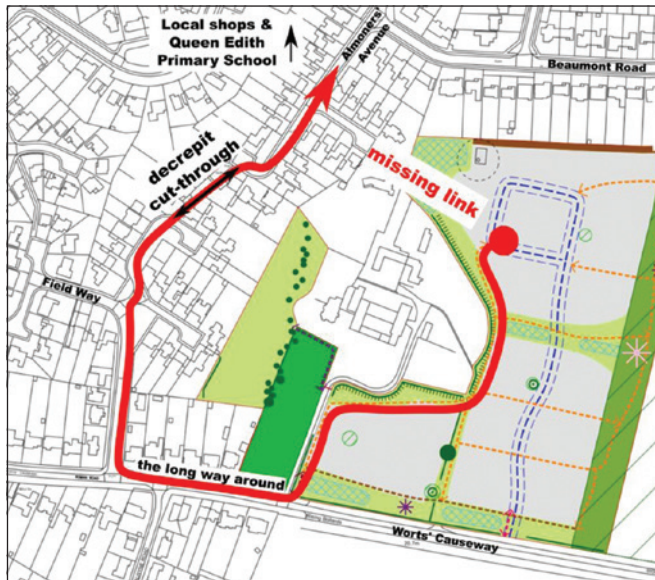
INCLUSIVE DESIGN

Wouldn't it be nice if every active travel journey felt as joyful as the first ride around the new CYCLOPS junction (right) and not winding and unsafe like the developer's proposal below? In 2021, we've been campaigning for routes that are safe, direct, coherent, attractive and comfortable. They should prioritise people walking and cycling over drivers and be inclusive and accessible to all.

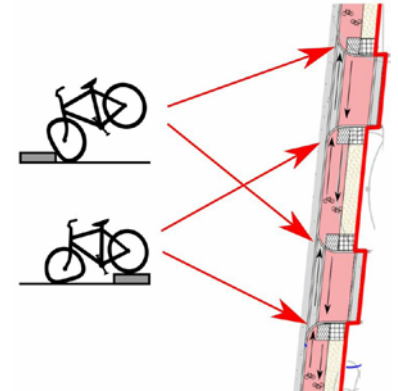


“Encouraging more walking and cycling is a key policy driver – something we all want to achieve, so we’ll be using LTN 1/20 in terms of guiding safe design.”

David Allatt, Assistant Director of Transport Strategy and Network Management, Cambridgeshire County Council



Clockwise from top: flyer from our Windsor Road campaign, our criticism of 'Tesla lanes' makes headlines, we call out St John's wonky cycleway, the exclusionary A14 bridge barriers, BBC interview on Busway path improvements



The path to a high-quality joined up cycling network does not run smooth. In 2021, we've reiterated the need for local authorities to adopt Local Transport Note (LTN) 1/20 when designing and upgrading cycle facilities and we continue to comment on planning applications, speak up in council meetings and encourage our supporters to sign petitions when needed to make this point.

Nearly 700 people signed our petition against the dangerous and exclusionary barriers installed near the new A14 active travel bridges at the start of the year. In July the council

finally promised to remove them, but we're still waiting. We've also been campaigning against electric cars in bus/cycle lanes, dangerous crossings on new National Highways projects, unsafe cycle routes, unsuitable cycle parking, car-dependent housing developments, threats to the Chisholm Trail and anything else that gets in the way of a safe and accessible journey for all types of rider and cycle.

It's immensely rewarding when the work pays off: riding on the new CYCLOPS junction at Histon Road that we helped design in 2018 was one of the year's top highlights!

“Safety is one of the fundamental principles of Local Transport Note 1/20, which is why we continue to recommend the wholehearted application of the government's guidance. The Gear Change policy makes it clear that obstructive measures, such as barriers, should have no part in active travel infrastructure.”

Camcycle letter to the council about the A14 bridge barriers

CAMCYCLE SUPPORTERS

We couldn't do what we do without our staff, trustees, volunteers, members, partners and donors. You're all brilliant!



Clockwise from top left: our cargo bike intern Sarah; volunteer ride marshal Valerie; Anna receives cargo bike training from Gary at Outspoken; trustee Finley Knops-Mckim and colleagues at Cambridge Design Partnership (CDP); Jim giving Cllr Katie Thornburrow a tour of the Chisholm Trail; Guildhall stall volunteers and the Reach Ride recce team.

In 2021, Camcycle people delivered over 25,000 leaflets, wrote over 9,000 posts on Cyclescape (our campaigning discussion forum), created inspiring content for 204 pages of our magazines, wrote 64 newspaper columns, spent 10 hours talking to visitors at Camcycle stalls, cycled 29 miles to inspect the route of the 2022 Reach Ride and so much more! Camcycle gained 124 new members and 272 individuals donated to our work.

We set up new subgroups to work on the issues of cycle theft, cycle parking and traffic reduction and gained funding through City Changer Cargo Bike, a Horizon 2020 Cycle Logistics programme delivered in partnership with Cambridgeshire County Council, to host a new internship. One respondent to our member survey said we 'punch above our weight' in terms of influence: this is only true because of all of you. Thank you!

"Mythic Beasts has been supporting Camcycle with free hosting and domain names since 2008. We're strongly minded to support organisations that make a long term difference. We want Cambridge to have better cycling infrastructure and find that Camcycle is genuinely effective at achieving this."

Pete Stevens, Mythic Beasts

Thank you to all the organisations which have supported us in 2021 by donating to our campaigns, 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 corporate supporter programme.

Zero Carbon Streets donors

- Cambridge Design Partnership
- Reagent Tests

Magazine advertisers

- Continental Tyres
- Rutland Cycling
- Outspoken Cycles
- The School Run Centre
- Voi
- The Bicycle Collective
- Teasels Biodiverse Design and Consultancy
- Cyclechic
- Cambridge Electric Transport
- Raleigh
- Cambridge Rowing Experience

Media partners

- Cambridge Independent
- Cambridge News

Corporate supporters

- Outspoken Cycles
- Outspoken Training
- Zedify
- Mythic Beasts

Event hosts

- Cambridge Past, Present and Future
- Cambridge Carbon Footprint

Find out more about working with us by emailing contact@camcycle.org.uk

SAFER CYCLING

Our streets should be safe and feel safe – for everyone, of all ages and abilities. We work for a world where anyone who would like to cycle can do so in confidence, knowing that they will arrive safely at their destination and be able to secure their cycle safely when they get there.



SAFE JUNCTIONS

Too many people lost their lives cycling and walking in 2021. We mourned with those who grieved and determined to work even harder to ensure that no more lives were lost, no more families left suffering. We called on local authorities to make junctions safe.



Some of our campaigns are planned long in advance and some arise out of a pressing need to take action. That's what happened in October 2021, when Anna Garratt-Quinton, a young physiotherapist working at Addenbrooke's, was killed cycling near the roundabout just outside the hospital. United in grieving with the Cambridge community, Camcycle decided to place a white 'ghost bike' in her memory and begin a new campaign for safe junctions across the county. Nearly 700 people signed their names and shared stories of the junctions they thought most needed

improvement. Junctions like the BP roundabout near Ely (above), where motor traffic flow has been placed above the needs of people walking and cycling, or the Catholic Church junction in Cambridge, expensively refurbished from an active travel budget just a few years ago, but which still feels unsafe.

By the end of the year, the Addenbrooke's roundabout had been added to the scope of the Greater Cambridge Partnership schemes in this area. Safer designs are also proposed to be installed on two of the worst junctions on Newmarket Road.

Highway Code changes for 2022

In 2020, we submitted feedback to the Department for Transport's consultation on changes to the Highway Code and we are pleased to see that several changes are due to come into force in 2022.

Some of these changes involve junctions: Rules H2 and H3 tell drivers to give way to pedestrians and cyclists when turning into a junction and Rule 186 makes it clear that drivers should always give way to people cycling on roundabouts.

SAVE OUR CYCLES

Cycle theft costs Cambridge residents an estimated £3 million a year and its impact on people's lives and livelihoods goes far beyond cost. The Save Our Cycles campaign was just one part of the extensive work we put in to tackle this issue in 2021.

Cambridgeshire Police are working with partners to reduce cycle theft. We're grateful for Camcycle's efforts with the Save our Cycles campaign as we expect that increased registrations of bike frame numbers will allow us to apprehend more offenders.

Inspector Ed McNeill,
Cambridgeshire Police



Tackling the bike thieves: Save Our Cycles poster, still from our video showing how to find your frame number, Jef Sharp from the Life on a Bike shop promotes the campaign, photo from our visit to the council's CCTV hub.



Cycle theft has been an issue we have campaigned on since our organisation's formation in 1995 and, after several recent frustrating years, it feels as if progress is finally being made.

Camcycle is pleased to be collaborating with stakeholders including the police, city and county councillors and officers, Greater Anglia, Cambridge University, Anglia Ruskin University and the business community (via Cambridge Ahead) on a number of initiatives aimed at tackling cycle theft across enforcement, infrastructure and education.

We launched the campaign to 'Save Our Cycles' in May, encouraging local people to 'lock it and log it' to reduce the risk of theft. BikeRegister tell us the number of people who have registered their frame number has significantly increased and the police report that cycle theft is down and recoveries are up.

We work closely with Omar Terywall (left) and his 'Stolen Bikes in Cambridge' team as well as participating in two regular cycle theft stakeholder groups in the city and hosting our own subgroups on cycle theft and cycle parking design.

7,500
leaflets delivered to local partners and bike shops

21,000+
cycles in Cambridgeshire now registered on the BikeRegister database

100+
cycle thieves arrested since March 2020

2,000+ views
of our 'Find Your Frame Number' video on YouTube

CAMCYCLE IN THE MEDIA

We gained a broad spread of media coverage in 2021 including several cover stories, raising the issues local cyclists cared about.



2021 was one of our best years for media coverage, with cycling stories frequently making the front pages of our local newspapers.

We've given interviews for regional TV news on potholes, Mill Road, the Busway cycleway and the Chisholm Trail, and spoken on the radio about topics including King's Parade, Arbury Road and e-bikes. Our team has a monthly column in the *Cambridge Independent* and our

Chair, Robin Heydon, has a weekly column in the *Cambridge News*. We were particularly pleased to expand our regional coverage this year when we launched our Zero Carbon Streets campaign across Cambridgeshire.

In addition to driving the conversation in traditional media, we have over 11,500 followers on our social media channels, which often leads to lively discussions on the latest cycling issues.

Media coverage

Publications and outlets that have shared Camcycle stories this year include:

- Cambridge Independent
- Cambridge News
- Cambridge Network
- Cambridge Matters
- Cambs Times
- Ely Standard
- Fenland Citizen
- Hunts Post
- Royston Crow
- The Telegraph
- BBC Radio Cambridgeshire
- Cambridge 105 Radio
- BBC Look East
- ITV News Anglia
- Road.cc
- Thisismoney.co.uk (part of the Daily Mail group)
- Cycling UK

Social media

We gained 1,381 new followers in 2021. Topics that gained the most reach and engagement included The Chisholm Trail, new CYCLOPS junction at Histon Road, the ghost bike for Anna Garratt-Quinton and our campaigns on Mill Road, modal filters and exclusionary barriers.

- @camcycle 7,599 followers
- @CambridgeCyclingCampaign 2,248 followers
- @camcycleuk 1,354 followers
- camcycle.org.uk/videos 154 subscribers
- camcycle.org.uk/linkedin 221 followers
- @camcycleuk 13 followers

Statistics from 31 December 2021

"I love Camcycle's communications - especially the positive tone, which seems to increase influence! I also love the way the communications are very inclusive of all cyclists."

Respondent to the Camcycle 2021 member survey

FINANCIAL OVERVIEW

Despite the challenges the pandemic has created, the last two years have been financially stable for Camcycle. We have managed to maintain income at a consistent level and built up enough reserves to sustain an additional staff member. This means we are now able to recruit an Infrastructure Campaigner, who should join us in spring 2022.

While sponsorship and event income have reduced, our strong campaigning during this time inspired more donations and grants. We're pleased to see that our income is becoming more diversified, but we would like to further reduce reliance on key individual donors and increase income to support the investments we are making in our staffing and infrastructure. The pressures of climate change, ongoing development and increasing investment in active travel infrastructure in the Cambridge region make investments in growing our impact very timely.

	Year Ending Sept 2021	Year Ending Sept 2020	Change
Incoming resources	£122,761	£122,745	+£16 0%
Resources expended	£114,581	£97,712	+£16,869 +17%
Closing reserves	£141,341	£133,161	+£8,180 +6%
Comprising:			
Restricted funds to be spent in the next year	£41,599	£27,152	+£14,447 +53%
Unrestricted reserves	£99,742	£106,009	-£6,267 -6%

Income: £122,761

(2020: £122,745, 2019: £121,159)

Our 2021 income remained fairly consistent with our 2020, and indeed 2019 income. However, the sources of these funds changed as a result of the pandemic. These changes are reflected in the reduction in charitable trading income from £16,465 in 2019 to £2,240 in 2020-21. This was mostly from lost sponsorship and event income. In 2020 we received Covid grants. This year strong campaigning throughout the year enabled us to continue to diversify our income.

The increase in donations and grants for particular activities ('restricted funding') has driven our increase in total reserves. The carry-forward balances are largely for ongoing staffing costs, including £16,428 towards our Infrastructure Campaigner.

Thank you to everyone who joined Camcycle, renewed their membership and/or donated to support our work in 2021 and for the future. In a small organisation, every contribution is noticed and celebrated and makes a difference to the work we can do.

Reserves

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 2021 financial year, we had total general, unrestricted, reserves of £99,742 (2020: £106,009, 2019: £80,594). In addition we held future funding, largely for staff costs, represented by 'restricted reserves', of £41,599 (2020: £27,152, 2019: £27,534).

The reserves are higher than our target minimum, although with the increased costs of staffing we are expecting them to fall.

Donations £81,237

(2020: £84,631, 2019: £67,671)

Major individual donations £49,093

(2020: £62,405, 2019: £49,592)

We welcomed more major donors (giving over £600) to Camcycle this year, mostly from long-term supporters, including the continuing support of a long-standing member who gave the largest donation (over £34,000). In line with our donation policy (introduced in 2019) we have listed major donations on page 34.

Other individual donations £15,224

(2020: £8,797, 2019: £8,245)

This year we built on the ongoing success of match funding campaigns. Our Big Give Christmas 2020 Challenge saw a record 92 donations and 85 people were inspired to donate to our Zero Carbon Streets Challenge through the new Big Give Green Match Fund. The total raised across both campaigns (including major donations) was £26,251.

Gift Aid £11,920

(2020: £8,111, 2019: £8,944)

Gift Aid has increased, especially as a result of increased fundraising via Big Give campaigns.

Corporate donations £5,000

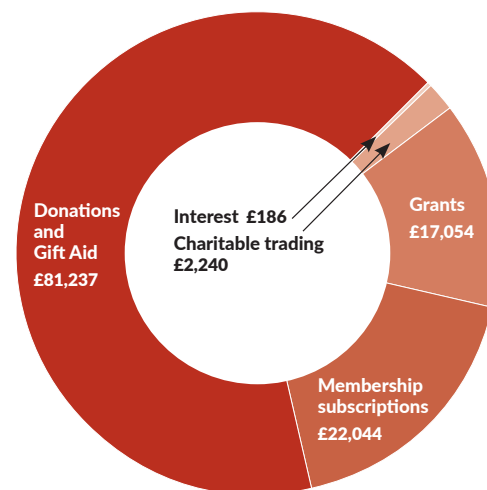
(2020: £5,318, 2019: £890)

Thank you to Cambridge Design Partnership for their generous donation of £5,000. (In 2020, ARM donated £5,000).

Membership subscriptions

£22,044 (2020: £20,933, 2019: £19,295)

Our subscription numbers and income continued to increase in 2021. Membership grew by 104 to 1,643 members.



Grants £17,054

(2020: £13,700, 2019: £14,250)

Non-governmental £14,054

(2020: £3,700, 2019: £8,250)

In 2019-20 grants were reduced as a result of the impact of the pandemic on our operations and ability to deliver some projects. This year we have raised significant additional 'restricted' project funding.

Government grants £3,000

(2020: £10,000, 2019: £6,000)

Last year we received a £10,000 Covid-19 grant. This year we received modest project grants from local councils. We expect to see grant income increase in future as we resume the delivery of events and projects that the councils may help to fund.

Charitable trading £2,240

(2020: £3,208, 2019: £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.

Major contributions in 2020/21

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 and can be read at camcycle.org.uk/charity-policies. Here we report all donations over £600. 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 2020/2021 financial year:



Major donations and grants over £5,000

Longstanding member of Camcycle	£34,700
Robin Heydon	£7,600
Cambridge Design Partnership	£5,000

Grants, donations and payments under £5,000

Charitable trust, requesting anonymity	£4,000
Binks Trust	£3,000
Longstanding member and previous trustee	£2,400
Co-op Local Community Fund	£2,000
South Cambridgeshire District Council <i>School Streets project</i>	£2,000
Camcycle member	£1,400
Trustee and longstanding member	£1,100
Longstanding member	£1,100
Cambridge City Council <i>Save our Cycles project</i>	£1,000
Cole Trust	£1,000

Grants, donations and payments under £1,000

Continental Tyres <i>Magazine advertising</i>	£720
Rutland Cycling <i>Magazine advertising</i>	£600
Longstanding member and previous trustee	£600
Longstanding member	£600

Conduit funding

South Cambridgeshire District Council <i>Milton Cycling Campaign cycle parking project</i>	£15,000
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Expenditure £114,581 (2020: £97,712, 2019: £105,105)

Many of our usual activities continued in online formats in 2021 resulting in reduced expenditure. However, we have continued to invest in building the charity.

Staff costs £91,659

(2020: £77,867, 2019: £76,437)

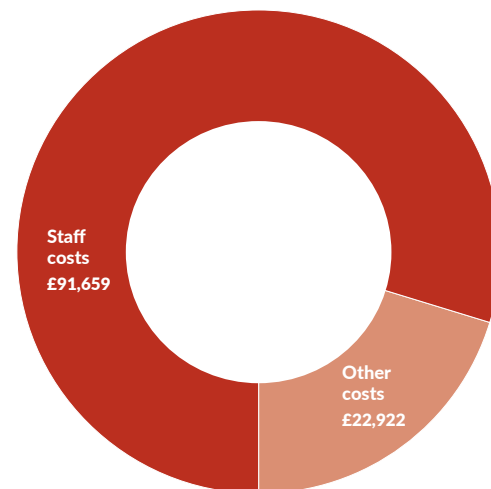
In 2021, salary costs increased for existing staff due to inflation and increased working hours for our Administrative Officer and Communications and Community Officer. We also hired an intern for a few months to support our policy project.

Other costs £22,922

(2020: £19,845, 2019: £28,668)

Additional costs include those for events and campaigning, office costs, insurance and the production and distribution of our magazine.

Overall, our non-salary costs are lower than in 2018-19 as a result of less face-to-face activity owing to the pandemic.



Full report and accounts

For further details of the 2020/21 financial year, view the trustees' report and accounts at camcycle.org.uk/annualreports, where you can also find reviews of past years' activities.

Accounting

Thank you to our membership volunteers Sue Edwards and David Earl for supporting our accounting processes during the year. We'd also like to thank our outgoing Treasurer Chris Howell for his guidance and help with Peter Gotham's pickup of this role. Thank you to Peter for his dedication in getting to grips with our accounts over the last year and to Brian Corbett for completing the examination of our accounts so efficiently.

We have agreed to engage a firm to deal with some of the bookkeeping in 2022, which will free up more time for the staff and trustees to work on strategy and fundraising.

Legal status

At the AGM in January 2021 it was agreed that the Trustees should research whether the Charity should become a Charitable Incorporated Organisation. At present Camcycle is unincorporated.

We have conducted a review, including looking at comparable charities and taking specialist advice, and have decided to move forward. Any final decision will require member agreement, and we plan to bring the necessary decisions to a general meeting later this year.

CAMCYCLE

cambridge cycling campaign

Registered Charity Number: 1138098

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