

SUSTAINABLE COMMUNITIES

Annual review 2022





24 September
biggest Cargo Carnival parade

Barriers at Warren Road were removed within a week. The exclusionary barriers at the A14 active travel bridges at Bar Hill and Swavesey were also replaced with bollards thanks to our campaigning.



150+
volunteers support our work

72%
supported a new bus gate on Mill Road bridge in the 2022 public consultation



13 October
new modal filter in Church Street, Chesterton

6,800
views of our Local Heroes cargo bike promotion videos

299
individual donations made to Camcycle

Over 5,000

people visited the Greater Cambridge Partnership's consultation on a Sustainable Travel Zone for Cambridge using our bespoke links. With other members of the Cambridgeshire Sustainable Travel Alliance we distributed over 50,000 leaflets.

84 unique election surveys prepared for 4 different regional elections and 388 separate candidates

BETTER PLACES FOR EVERYONE

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 1,670 members, and the collaboration of many others who have worked with us.

We have a vision for a region where children can independently cycle to school with friends, quieter streets draw people out to socialise with neighbours and thriving local businesses are easily accessed on foot or by cycle. A high quality cycle network is accessible to all types of rider and cycle and integrated with great public transport. Together, let's make it a reality.

Show your support as a Camcycle member, volunteer, partner or donor in 2023 and help our charity continue its vital work.

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LOOKING BACK, MOVING FORWARDS

Together we have transformed our charity into a local institution.



Robin Heydon
Chair of Trustees

Camcycle trustees 2022

Chair
Robin Heydon
Treasurer
Peter Gotham
Secretary
Christopher Loughlan

Gabriel Bienzobas
Alessandra Caggiano
Phil Carter
Matthew Danish
Sue Edwards
Pip Emery
Martin Lucas-Smith
Paul Robison
Rosie Tween

It has been eight years since Martin Lucas-Smith encouraged me to stand as Chair. At that time, we had no members of staff, no office, no computers, no phones, and just enough money. Cash saved up was increasing but we had little capacity to spend it. Then the changes started happening. We raised enough money from donations and increased membership to fund our first employee, Roxanne De Beaux. She came in and with encouragement from me and other trustees set about transforming the charity.

Branding was revamped from the old green logo to the orange and red speech bubble and the clean iconography of the different types of cycle. We adopted the shortform name Camcycle. The newsletter became the magazine, bigger and better but published only four times a year, supplemented by weekly news delivered electronically. We are still a campaigning group, but our public persona became that of a positive, practical, and professional organisation.

Roxanne grew the staff team, hiring Anna, and then Rosamund, and Josh. Along the way we've had many fantastic interns who have joined us over the summers, and others, like Sarah, who joined us on short contracts funded by grants we had received. Having this many people in the office means we have engaged with various services to make sure we are doing the best for everyone.

Together, we have transformed this charity into a local institution. We have a stronger membership base, more diverse income streams, and a better foundation for the future. We have become better at campaigning. I may be standing down as Chair in 2023, but I believe that this charity will continue to be more influential, better informed and more inclusive in the years to come. A Chair is only as good as the staff and the trustees they work with and I can't speak highly enough of those I have worked with during my time in this role. Thank you for your time, energy, and most of all your belief that we collectively can make Cambridge, and the surrounding region, a better place to live, work, and cycle.

Please continue to support our work for more sustainable transport.



Roxanne De Beaux
Executive Director

Camcycle staff 2022

Executive Director
Roxanne De Beaux
Communications and Community Officer
Anna Williams
Infrastructure Campaigner
Josh Grantham
Administrative Officer
Rosamund Humphrey
Cargo bike project intern and temporary campaign support officer
Sarah Hughes
Summer interns
Alex Swanston
Victoria Wright

In 2022 the Camcycle staff team grew with the employment of our Infrastructure Campaigner, Josh Grantham. A key task for Josh was expanding our Zero Carbon Streets campaign (see page 10). Through his work we've connected with many new communities as local cycling and walking groups, environmental groups, parish councils and district councillors have reached out to us for help in developing ideas for walking and cycling across Cambridgeshire.

Our outreach work culminated in the formation of the Cambridgeshire Sustainable Travel Alliance in which we joined with other local and national transport, environmental and health organisations to call for a positive response to the Greater Cambridgeshire Partnership's consultation on a Sustainable Travel Zone for Cambridge (see page 20). In 2023 we must continue this campaign as our decision-makers will need to make what could be the biggest transport decision in Cambridgeshire history. Whatever the outcome, it is vital that we continue to progress the conversation for more sustainable transport in Cambridgeshire.

The updated combination of technical, communications and organisational skills within the Camcycle team has enabled an exponential improvement in our campaigning ability. It has been particularly pleasing to see how quickly we have been able to produce and promote our consultation guides, leading to excellent results as many more people submit responses.

Tremendous fundraising efforts over the last few years have enabled us to invest in this great step forward for our organisation. However, we now face the task of maintaining and continuing to grow our income in increasingly challenging economic times. This comes with the added challenge – and opportunity – that will come with transitioning Camcycle to a Charitable Incorporated Organisation.

Thank you to all of our (over 1,670) Camcycle members for your donations, volunteer efforts, consultation responses and support over the last year. It is our members who make our success possible.

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.

A thriving, sustainable region



OUR STRATEGY

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

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, developing links with regional groups through our new infrastructure campaigner, publishing all our cycling policies, and strengthening our member and volunteer processes.

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.

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.

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.

OUR VALUES

Camcycle is:

INCLUSIVE: an open and democratic membership charity
INFORMED: creating evidence-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

OBJECTIVE 1

GROWING REGIONAL INFLUENCE



The majority of transport decisions in our area are made at a county or Combined Authority level, so it's becoming increasingly important to unite with other groups across the region to strengthen our individual causes and make our voices heard.

Shortly before the launch of the Melbourn Greenway consultation, Camcycle's Infrastructure Campaigner Josh (right) joined members of the A10 Corridor Cycling Campaign for a rainy ride with Mayor Dr Nik Johnson (second from right) to demonstrate the need for a safe cycle route between Melbourn and Royston.



Camcycle had meetings this year with Cambridge MP Daniel Zeichner (above) and Anthony Browne, MP for South Cambridgeshire.

In 2022, the appointment of Josh as our new Infrastructure Campaigner has enabled us to attend many more local transport meetings, particularly those of the Cambridgeshire and Peterborough Combined Authority and the Greater Cambridge Partnership, the two key sources of active travel funding for our area. We have also increased our scrutiny of Cambridgeshire County Council, the main delivery body for cycling infrastructure, raising questions on everything from the Active Travel Strategy and Local Cycling and Walking Infrastructure Plan to residents' parking and the impact of delivery robots.

There continues to be a large number of transport-related consultations, from these authorities and others, and Josh's work has enabled us to produce several detailed guides to help our members and supporters respond in favour of cycling, along with responses to many local planning applications.

We have hugely valued working with other local campaign groups this year, sharing our individual expertise and cycling knowledge to work together on strong joint campaigns, most notably as part of the Cambridgeshire Sustainable Travel Alliance (see page 20).

MEMBER PRIORITIES

Respond to planning applications and consultations and encourage others to do so

Meet with and write to decision-makers and encourage others to do so

Ask questions at local authority meetings

12 detailed consultation guides provided on our website to help people shape responses

11,922

click-throughs to 15 local consultations using shortlinks promoted by Camcycle

56 56

questions were raised by Camcycle at local transport meetings

members copied us into emails when they wrote to object to the proposal to install EV chargers on pavements

ZERO CARBON STREETS

In 2022, new employee Josh Grantham took the lead on our Zero Carbon Streets project. He's been providing technical support and campaigning advice to regional groups and helping them play their part in reducing Cambridgeshire's carbon footprint from transport.

In Josh's view, there are currently **ZERO** cycle paths in Willingham that meet anything like the minimum standards for cycling infrastructure. I hope that Camcycle and our Parish Councillors will be able to work together and identify the best ways to improve provision for cyclists and pedestrians.

Dan Lentell, South Cambs District Councillor for Over & Willingham



Previous page: Josh on a tour of Willingham. Clockwise from top: discussing options for improvements in Swavesey, 'pirate-style' campaign map of hazards on the route to Waterbeach, and gaining inspiration in Waltham Forest, London.

In 2021, the Cambridgeshire & Peterborough Independent Commission on Climate revealed that transport makes up 44% of Cambridgeshire's carbon footprint (higher than the UK average). Better cycling and walking can play a significant part in tackling this issue and we know that local groups have lots of ideas for active travel improvements.

The level of outreach and advisory work needed was becoming overwhelming for Camcycle's volunteers, so we were delighted, thanks to your generous donations to the Zero

Carbon Streets campaign, to be able to employ Josh in April.

His experience in active travel design, transport consultancy, sustainability and engineering has been invaluable as he has drawn up options for the Coldham's Lane junction with the Chisholm Trail, created suggestions for making Garden Walk in West Chesterton a more liveable street and provided advice on lighting and surfacing for the Mere Way route to Waterbeach, among other projects. Thanks to all the local people and groups for their collaborative work for change.

470

kilometres covered by Josh in his first eight weeks at Camcycle, including tours to review the southern Busway path and active travel facilities in Histon & Impington, St Ives, Huntingdon and Waterbeach.

£20,185

raised via the 2022 Big Give Green Grant to support the Zero Carbon Streets project

97%

of respondents to the Wilbrahams' Environment Group survey said they would cycle more with access to safe routes

2022 ELECTION SURVEY

With some closely-fought election contests expected in May 2022, we expanded our annual survey to Peterborough with the help of the Peterborough Cycle Forum and worked with groups in Huntingdonshire and South Cambridgeshire to compile questions for those districts. Later in the month, we used our united voice to speak out about the loss of active travel funding.



“Thank you for the election survey. We used the candidates’ answers to your impressively detailed local questions to decide who to vote for. And it really did change our household’s vote!”

Camcycle member

Our election survey makes a difference and we know many Camcycle members and supporters appreciate the hard work put into this annual campaign by staff and volunteers. With increased levels of regional decision-making and better cycling infrastructure urgently needed across the area, we decided to expand the survey to Peterborough (above) and

also included Huntingdonshire District Council elections for the first time.

This was a huge undertaking and we are grateful to everyone who helped us compile the questions and contact local candidates, including representatives from Peterborough Cycle Forum, CTC Cambridge, Milton Cycling

84 unique election surveys were compiled across **4** different regional elections
and sent to **388** separate candidates, of whom 130 provided online responses



Campaign, Hunts Walking & Cycling Group and St Ives Eco Action.

Later in May, we discovered that the Combined Authority had gained just £635,000 from the latest government round of active travel funding, 4% of the funds allocated to the top-ranking transport authority and the equivalent of just 74p per regional resident. We joined with cycling groups from Ely, Huntingdonshire and Peterborough to raise this issue and continue to work together to scrutinise local decision-making.

Helping members have their say

In addition to our election campaign, we promoted the following consultations and surveys to our members in 2022:

- Fenland walking, cycling and mobility strategy
- Mill Road consultation survey and workshops
- Electric charging point Traffic Regulation Order
- Cherry Hinton distribution centre planning application
- St Philip's School Street Traffic Regulation Order
- GCP Parking Issues consultation
- Windsor Road councillor engagement exercise
- Cherry Hinton North streetscene survey
- Anglian Water treatment works relocation
- Equiano Bridge renaming survey
- Combined Authority draft Local Transport and Connectivity Plan
- A14 roundabout crossing councillor engagement exercise
- GCP Cambourne to Cambridge Environmental Impact Assessment
- GCP New Road Classification for Cambridge consultation
- Beehive Centre redevelopment consultation
- Mere Way and Cambridge Research Park active travel links
- Comberton Greenway
- Haslingfield Greenway
- Coventry University roundabout study
- Future of East Barnwell consultation
- Chisholm Trail phase 2: Cromwell Road and Coldham's Lane junction
- Brompton utility cycling research
- National Trust Burwell Lode bridge research
- Melbourn Greenway
- Cambridgeshire County Council draft active travel strategy
- Draft transport strategy for Fenland
- Draft transport strategy for Huntingdonshire
- Milton Road Area Residents' Parking Scheme
- Traffic Management Act Part 6: Downing Street trial
- Barton Greenway
- Sawston Greenway
- Horningsea Greenway

CAMCYCLE SUPPORTERS

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



"I have really appreciated being in this group, you do amazing work and I have praised the cycling infrastructure in Cambridge to anyone who would listen."

Camcycle member

In 2022, Camcycle reached 1,675 members, received 299 contributions from individual donors and was supported in our work by over 150 volunteers! From researching meeting papers to marshalling rides and delivering leaflets to selling merchandise, you have all been invaluable in our work for more, better and safer cycling.

We are also thankful to the many organisational partners, who support our work practically and financially. It has been particularly rewarding to be part of the Cycle Crime Prevention Task and Finish Group this year: reported thefts have reduced by 61.9% since 2019 thanks to the hard work of this positive collaboration.

Join us as a Camcycle member
camcycle.org.uk/membership

Become a Camcycle volunteer
camcycle.org.uk/volunteer

Donate to support our work
camcycle.org.uk/donate

Thank you to all the organisations which have supported us in 2022 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.

Magazine advertisers

- Continental Tyres
- Rutland Cycling
- Outspoken Cycles
- The School Run Centre
- Pedal and Brass
- Cyclecentric
- Conker of Cambridge

Media partners

- Cambridge Independent
- Cambridge News

Corporate supporters

- Outspoken Cycles
- Outspoken Training
- Zedify
- The Fellows House
- Mythic Beasts

Event hosts

- Greater Cambridge Partnership
- Cambridge United Football Club
- Cambridge United Community Trust
- Cambridge University Library
- Shelford Parish Council

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

OBJECTIVE 2

CREATING AGENDA- SETTING CAMPAIGNS

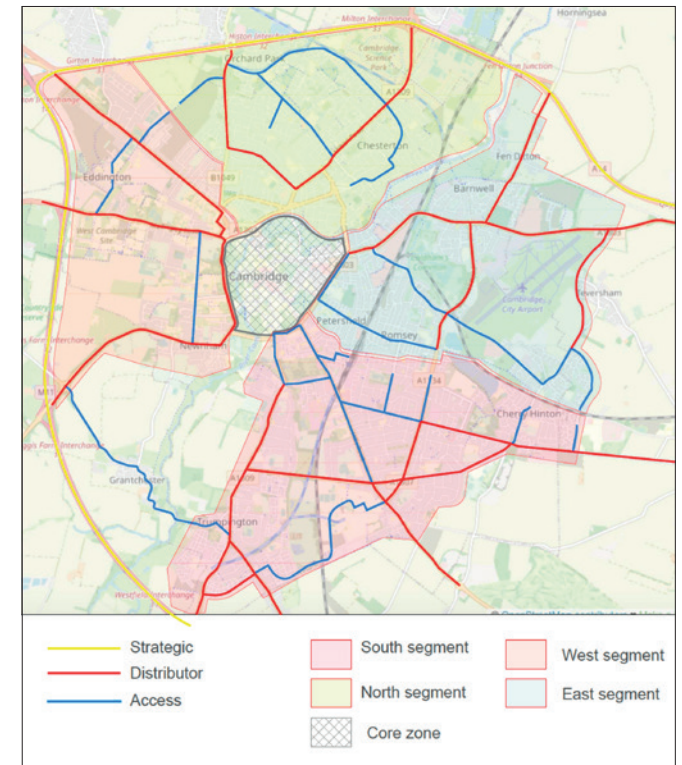
Camcycle's campaigns make waves and drive conversation, in print, online and in person. We want to inspire more transport advocates to get involved with our work and more decision-makers to take the bold steps needed for a sustainable transport future.



Camcycle responded to the GCP's consultation on a new Road Classification for Cambridge by producing example mock-ups of some city-centre streets (left) and detailed street hierarchies for each road user. The diagram on the right shows one 'circulation plan' option for motor vehicles.

2022 was a year of big transport discussions as the Greater Cambridge Partnership held consultations on proposals for a new Road Classification and a Sustainable Travel Zone for Cambridge, the Cambridgeshire and Peterborough Combined Authority consulted on its draft Local Transport and Connectivity Plan and Cambridgeshire County Council consulted on a draft Active Travel Strategy.

Pulling all the threads together is an endless challenge, but Camcycle continued to scrutinise proposals, develop detailed and technical responses and translate the plans into clear communications for public discussion. The mock-ups of city centre streets created by summer intern Victoria Wright sparked discussion in the press and on social media and Josh gathered online and in-person feedback from members to help develop our own initial ideas for a new street hierarchy for Cambridge. We were very inspired by Ghent Deputy Mayor Filip Watteuw, who talked to Camcycle in May about his city's circulation plan: the video has been viewed by nearly a thousand people on Facebook and YouTube.



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 green groups

18 page response to the GCP Road Classification consultation including 9 diagrams.

21,061 people reached via our social media posts showing city centre street mock-ups

22 page response to the Combined Authority Local Transport and Connectivity Plan

30 transport, health and environmental groups joined Cambridgeshire Sustainable Travel Alliance

LOVE CARGO BIKES

The first cargo bikes came to Cambridge in 2002 and in the past two decades, their popularity has boomed with families and businesses. In 2022, we collaborated with Cambridgeshire County Council on a campaign to promote and celebrate their benefits and encourage more people to give them a try.



“It is so good to see the growth of cargo bikes in the city and across the county. Cambridgeshire County Council is right behind this change; we’d like to see these machines taking the key roles for transport in our city.”

Cllr Neil Shailer, speaking in his role as Cambridgeshire County Council’s Non-Motorised User Champion

Reducing car miles driven in the Cambridge and Peterborough region is a key goal of the Combined Authority: Camcycle has calculated that its target to reduce mileage by 15% by 2030 (from a 2019 baseline) is equivalent to 732 million miles.

We believe that cargo bikes could play an important role in the transition to more sustainable transport and jumped at the chance to help promote these

amazing machines as part of City Changer Cargo Bike, a Horizon 2020 Cycle Logistics programme delivered in partnership with Cambridgeshire County Council.

Launched on Valentine’s Day, our ‘Love Cargo Bikes’ campaign captured the stories of dozens of families and businesses across Cambridge and beyond. Content was developed for online and print purposes to highlight the wide range of

cargo bikes on offer and provide information and inspiration to encourage people to give them a go, including via the council’s ‘Try Before You Buy’ scheme hosted by Outspoken Cycles.

Huge thanks go to our cargo bike project intern Sarah Hughes for all the hard work and passion she put into this campaign: her engaging videos have massively boosted our subscribers on YouTube and



were frequently shared on social media.

Sarah returned in a volunteer capacity in September as lead organiser for our Cargo Carnival, hosted in collaboration with Cambridge University Library. After three years away, the cargo bike parade was our biggest yet and the popularity of the whole event with attendees has ensured we are keen to see it return in 2023.

6,800
views of our ‘Local Heroes’ cargo bike videos on YouTube

120+
people joined the Cambridge Cargo Carnival parade in September, our biggest ever cargo bike celebration ride

80+
signed up to test ride cargo bikes at the Cargo Carnival

IF NOT NOW, THEN WHEN?

The proposal to create a Sustainable Travel Zone for Cambridge including a weekday road charge that would provide road space and funding for better buses, walking and cycling is one of the biggest moments for transport in our city's history. As part of a new campaigning alliance we led a positive campaign urging local people to get involved.



We encourage our supporters and the wider public to support the excellent work of the Cambridgeshire Sustainable Travel Alliance. They have created a very useful five-minute guide to the GCP consultation.

*Michael Solomon Williams,
Campaigns Manager, Campaign
for Better Transport*



Proposals for a Sustainable Travel Zone (STZ) in Cambridge were revealed by the Greater Cambridge Partnership in August; when Camcycle was interviewed by BBC Look East and ITV News Anglia about the plans we said that the predicted 50% reduction in traffic and consistent funding stream could be transformative for cycling.

By the time the consultation launched in October, a survey of our members had shown that 88% supported the principle of an STZ, although many would like to see changes to the details of the scheme. We believe that if an STZ was delivered fairly and effectively it would change transport for the better in our region, unlocking many more options for sustainable journeys and helping local authorities address issues such as climate change, health and inequality.

With Cambridge Living Streets and Cambridge Area Bus Users, we formed the Cambridge Sustainable Travel Alliance to encourage people to respond in support of the STZ, giving details of how they'd like to see the plans changed. We worked with a national agency on a campaign that asked 'If Not Now, Then When?' and spread this message far and wide with generous support from the Foundation for Integrated Transport. Our STZ campaign and Alliance work will continue in 2023.

IF NOT NOW, THEN WHEN?

For better walking, cycling & buses, we need YOUR voice!
Support the Sustainable Travel Zone package today.

Have your say at
tinyurl.com/STZ-now

23,000+

responses to the GCP's Making Connections 2022 consultation

5,000+

click-throughs to the survey using our tinyurl shortlinks

50,000+

If Not Now, Then When? posters and leaflets distributed

90+

volunteers involved with the campaign

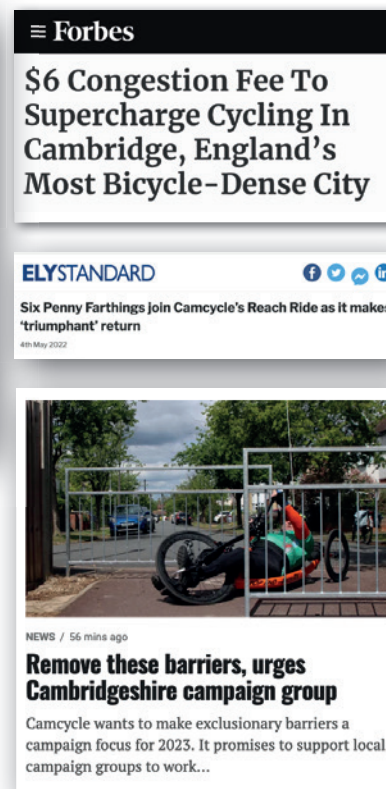
Cambridgeshire Sustainable Travel Alliance

The following organisations are signed up as partner members:

- A10 Corridor Cycling Campaign
- Asthma + Lung UK
- Cambridge Area Bus Users
- Cambridge Carbon Footprint
- Cambridge Electric Transport
- Cambridge Friends of the Earth
- Cambridge Living Streets
- Cambridge Parents for the Sustainable Travel Zone
- Camcycle
- Campaign for Better Transport
- Cam Vale Bus User Group
- Carbon Neutral Cambridge
- Clean Air Cambridge
- CTC Cambridge
- Cyclecentric
- Cycling UK
- East Cambs Climate Action Network
- Electric Bike Sales
- Ely Cycling Campaign
- Hunts Walking & Cycling Group
- Meldreth, Shepreth and Foxton Rail User Group
- Milton Cycling Campaign
- Outspoken Cycles
- Outspoken Training
- RailFuture East Anglia
- St Ives Eco Action
- Sustrans
- Transport Action Network
- Voi
- Zedify

CAMCYCLE IN THE MEDIA

From photo galleries to in-depth debates, we gained a wide range of media coverage in 2022, raising awareness of local cycling issues.



We expanded our local media coverage in 2022, reaching out to audiences across the region with cycling stories of interest to people in Huntingdon, Ely, Wisbech and Peterborough.

Forbes and The Times featured comments from Camcycle and the Cambridgeshire Sustainable Travel Alliance on proposals for a Sustainable Travel Zone in Cambridge, and Roxanne, Anna and Josh were kept busy with interviews on local television and radio.

We continued to spark discussion with our regular columns in the *Cambridge News* and *Cambridge Independent*: in the latter, we were very pleased to share the thoughts of our two summer interns and new trustee and handcyclist, Rosie Tween.

From Highway Code updates to the Reach Ride, and the Chisholm Trail to winter gritting, we are always happy to talk about cycling in the media or to lead the discussions on our social media channels where we have over 12,500 followers.

Media coverage

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

- BBC.co.uk
- BBC Look East
- BBC Radio Cambridgeshire
- Cambridge 105
- Cambridge Independent
- Cambridge News
- Cambridge Network
- CambsNews.co.uk
- Cambs Times
- Cam FM
- Cycling UK
- Ely Standard
- Fenland Citizen
- Forbes.com
- Hunts Post
- ITV News Anglia
- Peterborough Matters
- Peterborough Telegraph
- Road.cc
- Royston Crow
- That's TV West Anglia
- The Times
- Wisbech Standard

Social media

We gained 1,134 new followers in 2022. Popular discussion topics included events, infrastructure, barriers and maintenance.

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

"These are great articles. Very inspiring!"

"Big thanks to everyone involved for all your work on this [Love Cargo Bikes campaign]. It feels so positive for raising the profile of cargo bikes in and around Cambridge."

Susan Rooke and Simon Manville, Project Manager and Senior Project Officer, Cambridgeshire County Council

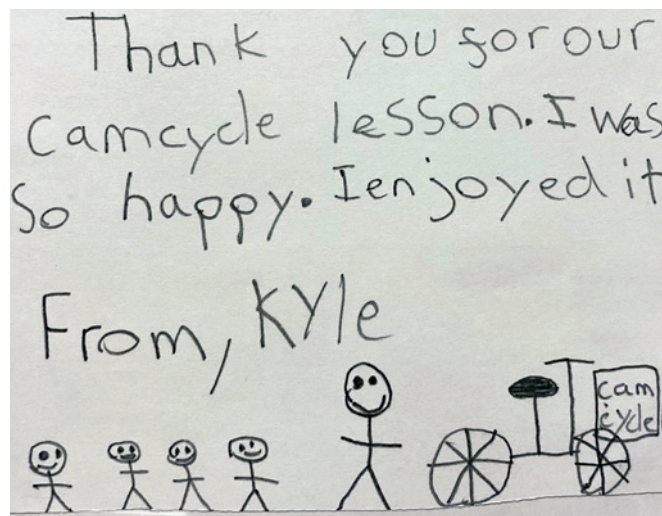
OBJECTIVE 3

REACHING OUT TO LOCAL COMMUNITIES



Cambridge is one of the most inclusive areas for cycling in the country and Camcycle wants to help even more people start to ride. Reaching new people and understanding the cycling issues faced by different communities is an important focus of our work.

Camcycle volunteers talk to a local family at the Arbury Carnival. This was the first time we had attended this event, but it won't be the last: the stall was extremely busy with lots of discussion on local cycling issues including queries about cycle training and repair.



Outreach to the younger generation included visiting Shirley Community Primary School to talk about cycling and climate change (above) and leafleting at Cambridge Regional College and Hills Road Sixth Form College.

After a cautious return to stall bike events the previous year, our electric cargo bike was extremely busy in 2022 and we visited several new events including the Arbury Carnival and Greener Queen Edith's Day.

In other outreach activities, Roxanne gave a presentation on cycling to work and office cycle parking at an event hosted by the British Council for Offices, Anna took part in Cambridge Carbon Footprint's Human Library, Josh attended Cambridge University's Green Fair and Climate and Sustainability Fair and Rosamund joined the Road Safety Day of Action.

This was the first of a series of events we took part in with Cambridgeshire Police and the Vision Zero Partnership promoting the 'Save Our Cycles' campaign against cycle theft. Over 200 bikes were marked and attendees given information about how to register their bike online and lock it securely.

We worked with other partners to help people get cycling, promoting South Cambridgeshire District Council's scheme to provide cycles to Ukrainian refugees, Love To Ride's Biketober programme and JoyRiders Cambridgeshire's free rides for women.

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 Cambridge Festival of Cycling

11 cycling groups for different types of ride and rider featured in Camcycle magazine

1,120+

participants on our big free cycle rides: Reach Ride, Chisholm Trail celebration and the Cargo Carnival parade

11 community events visited with the stall bike (4 new)

114 volunteer sessions completed at Camcycle events and out and about with the stall bike

CHISHOLM TRAIL CELEBRATION

Opened on a foggy late December day in the middle of a Covid-19 outbreak, phase one of the Chisholm Trail didn't quite get the launch we would have hoped for. Seven months later we worked with the Greater Cambridge Partnership and Cambridge United to give it the celebration it deserved.



"It's fantastic to be involved in this event. Since the Trail has opened, it has had a really positive impact on the programmes that we deliver, particularly our walking and running groups, and so we are delighted to celebrate its completion."

Simon Wall, Cambridge United
Community Trust

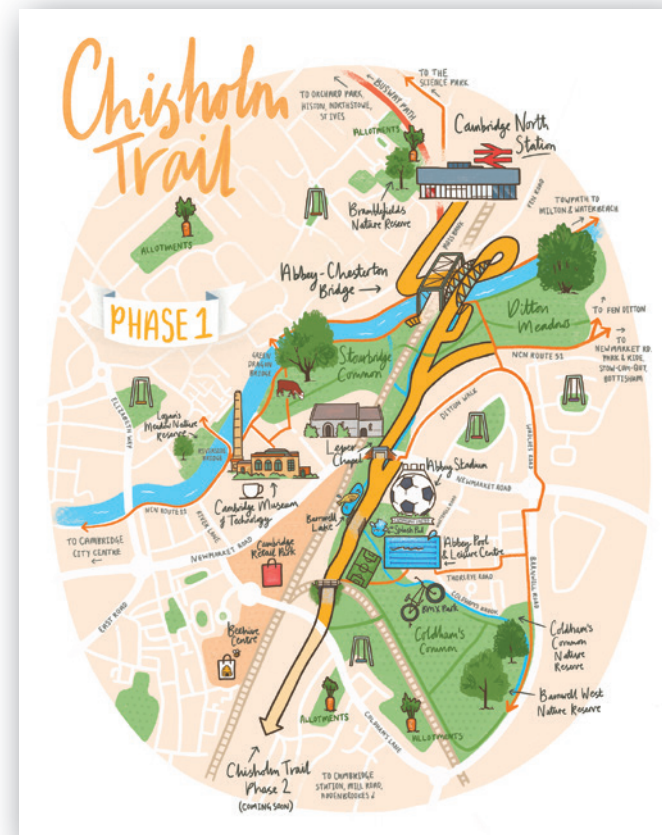
Over 100 people joined us on a sunny Saturday in July to walk, wheel, scoot, rollerskate and cycle along the Chisholm Trail from Cambridge North station. The event was hosted by Camcycle with support from the Greater Cambridge Partnership (GCP) and Cambridge United Community Trust. After photos around the Abbey-Chesterton bridge and near the Newmarket Road underpass, we presented

our own Jim Chisholm with a Lifetime Achievement Award at the Abbey Stadium.

It was wonderful to see so many happy faces enjoying the Trail, from those who had worked so hard to see it delivered to local members of the community for whom it had opened up new journeys. For this event, we commissioned a special illustrated map of Phase One

by designer Alison Norden and included it in an information leaflet with a Trail quiz to help local people explore the route.

We continue to campaign hard for Phase Two of the Trail. In 2022, a new section was created through the Timberworks development and the GCP consulted on proposals for the junction with Coldham's Lane and Cromwell Road.



CAMCYCLE EVENTS

In 2022 our two flagship events, the Reach Ride and the Cambridge Festival of Cycling, returned. It was wonderful to see so many familiar faces and to welcome new ones to the world of group gatherings on wheels!



"It was really good fun cycling through town to the noise of a hundred different bike bells and my son, who is five, had a great time sitting on the back and waving at people. It may have encouraged them to think 'What could I do with one of those myself?'"

*Rich Woodham,
Cargo Carnival participant*

After a couple of strange pandemic years, we were glad to start getting back to normal activities in 2022. On Bank Holiday Monday the weather was perfect for cycling to Reach Fair: over 800 people joined us for the ride, including six Penny Farthings and groups hosted by Ely Cycling Campaign and the King's Lynn & West Norfolk Bicycle Users Group.

September saw our biggest ever Cargo Carnival ride along with stalls and tryouts at the University Library, a social ride to Great Shelford, a film screening and other activities as part of the Cambridge Festival of Cycling.

We couldn't run any of these events without our wonderful Camcycle volunteers: thanks for all that you do.



"What a fantastic event the Reach Ride is! So many smiles."

Jeremy Peters, Reach Ride volunteer photographer



Monthly meetings 2022

In 2022, we hosted a combination of online, in-person and social meetings. Many recordings can be found at camcycle.org.uk/videos

January: Camcycle AGM

With Adam Tranter, Cycling & Walking Commissioner for the West Midlands and the founder of the *Bike Is Best* campaign

February: Community action on climate

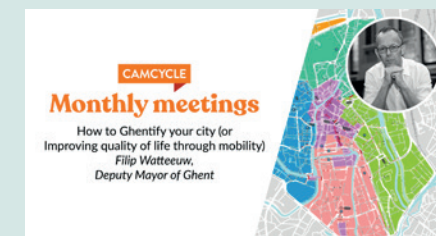
With Rhiannon Osborne of Cambridgeshire & Peterborough Independent Commission on Climate and Helen Dye of St Ives Eco Action

March: Working together

With Gabriel Bienzobas and Edward Taylor from Milton Cycling Campaign

April: Living Streets

With Cambridge group Chair David Stoughton



May: How to Ghentify your city

With Filip Watteeuw, Deputy Mayor for Mobility, Public Space & Urban Planning in Ghent, Belgium

June: GCP Road Classification consultation

Informal workshop and social at The Alex pub

July: Tackling cycle theft

With Omar Terywall, founder of the Stolen Bikes in Cambridge Facebook group

August: Volunteer stories

With Camcycle members David, Jim, Sue, Alan, Tim and Lucy

September: The Soul of a Cyclist film screening

Part of the Cambridge Festival of Cycling

October: Overcoming adversity through handcycling

With Camcycle trustee Phil Carter

November: Sustainable Travel Zone consultation

With GCP Technical Director Alistair Cox

December: Winter social at The Alex

OBJECTIVE 4

NURTURING A SUSTAINABLE ORGANISATION



As a small charity with a big impact, trying to achieve the best possible outcomes for cycling means resources are often stretched. In 2022, as we expanded our regional focus we continued to build the funds and processes needed to support the charity's growth.



With four permanent employees and three who joined us on a temporary basis, we are acutely aware of the need to build the systems and processes required to ensure our organisation is sustainable and to make Camcycle a great place to work.

In March, we became accredited as a Living Wage Employer, one of around 90 organisations in the Greater Cambridge area. This means that we pay our staff – including interns – a minimum of the Real Living Wage, ensuring they receive a fair day's pay for their efforts and are supported to live and work in the local area. Later in the year, trustees expanded benefits to staff with extra financial support tailored to the increasing cost of living, and vouchers from cycling food delivery company Foodstuff as a thank you for times when the team had worked above and beyond to meet campaign deadlines. In 2023, we are working with an HR organisation to further improve employee support.

With two temporary interns, our staff team reached six over the summer. Sarah Hughes also worked with us on a temporary basis for several months in 2022.

The biggest Camcycle team news was the appointment of Josh Grantham as Infrastructure Campaigner in April. We also gained valuable support from interns Sarah Hughes, Alex Swanston and Victoria Wright and are grateful for all they contributed. We are proud to have now hosted interns from every district in Cambridgeshire!

This year, we co-opted five new trustees, strengthening the skills of the Camcycle board. Welcome to Gabriel Bienzobas, Phil Carter, Pip Emery, Paul Robison and Rosie Tween. In 2023, Matthew Danish and Martin Lucas-Smith are retiring as trustees and Robin Heydon is stepping down as Chair: all have given extremely generously of their time and talents to Camcycle over the years and we thank them for all the ways they have helped make the charity what it is today.

Read on for details on finances and fundraising.

Legal status: transitioning to a CIO

At the 2021 AGM, it was agreed that the Trustees should research whether the charity should become a Charitable Incorporated Organisation (CIO). After a period of review, we have decided to move forward. We are presenting a follow-up motion at the 2023 AGM and hope it will be passed by members.

Changing to a CIO will give Camcycle the legal capacity to do things (such as entering into contracts) using the name of our charity as a separate legal entity instead of the names of our trustees. In the event of any legal disputes, these would be pursued against the CIO, in contrast to our current unincorporated association structure in which the trustees are personally liable. As our charity is growing and becoming more complex, this presents too many risks to the individuals involved in our work and limits options for the expansion of our activities.

FINANCIAL OVERVIEW

Pandemic- and recession-related financial challenges continued in 2022, however Camcycle's financial position has remained stable.

Sponsorship and event income remained low, but we had increases in membership subscriptions and individual donations, with particularly strong performances from our fundraising campaigns.

Our new Infrastructure Campaigner joined the team halfway through the financial year and this has resulted in a corresponding increase in our financial outgoings. In the 2022/2023 financial year we must ensure an uplift in income to sustain our staffing costs, or we will soon fall below our safe level of reserves.

	Year Ending Sept 2022	Year Ending Sept 2021	Change
Incoming resources	£159,595	£122,761	+£36,834 +30%
Resources expended	£158,067	£114,581	+£43,486 +38%
Closing reserves	£142,869	£141,341	+£1,528 +1%
Comprising:			
Restricted funds to be spent in the next year	£63,687	£41,599	+£22,088 +53%
Unrestricted reserves	£79,182	£99,742	-£20,560 -21%

Income: £159,595 (2021: £122,761)

Our 2022 income represented a significant increase on the income for 2021, and indeed 2020 (£122,745). The source of these funds changed as a result of the success of our Zero Carbon Streets fundraising, and the impact of the pandemic.

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 allowed us to maintain our total reserves although, as noted above, the full-year effect of the new Infrastructure Campaigner role will require us to further increase income.

Thank you to everyone who joined Camcycle, renewed their membership and/or donated to support our work in 2022 and for the future. In a small organisation like ours, every contribution is noticed and celebrated and makes a difference to the work we can do.

Reserves

Our policy is to 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 2022 financial year, we had total reserves of £142,869 (2021: £141,341). This includes future funding, largely for staff costs and due to be spent in the year to September 2023, represented by 'restricted reserves', of £63,687 (2021: £41,599).

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

Donations £93,140 (2021: £81,237)

Major individual donations £59,014 (2021: £49,093)

We welcomed more major donors (giving over £600) to Camcycle this year, mostly from long-term supporters, including the continuing support of the largest donation (over £39,000) from a longstanding Camcycle member. In line with our donation acceptance policy we report in more detail on page 34. This policy can be read at camcycle.org.uk/donate

Other individual donations £20,756 (2021: £15,224)

Our Big Give match funding campaigns (Christmas Challenge and Green Match Fund) were again the biggest driver of donations, raising £40,333 (2021: £26,251) through 161 gifts (including major donations) which were matched by pledge funders and grants.

Gift Aid £12,270 (2021: £11,920)

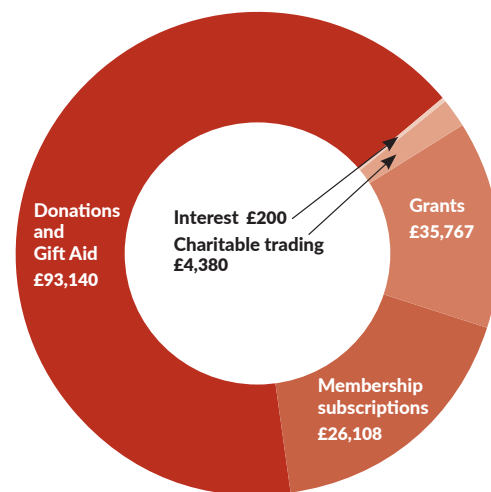
Gift Aid has increased, especially as a result of increased fundraising via Big Give campaigns.

Corporate donations £1,100 (2021: £5,000)

Thank you to the staff at Reagent Research for their generous donation of £1,000. Corporate donations remain an area for improvement, however there were limited resources to enable us to prioritise it in 2022.

Membership subscriptions £26,108 (2021: £22,044)

Our subscription income continued to increase in 2022. At the end of the financial year we had 1,636 members.



Grants £35,767 (2021: £17,054)

Non-governmental £24,767 (2021: £14,054)

In addition to a number of regular small grants, we were awarded grants from the Co-op Local Community Fund and the National Lottery to support our Zero Carbon Streets campaign and the employment of our Infrastructure Campaigner.

Government grants £11,000 (2021: £3,000)

Camcycle received local authority grants towards specific events/projects: the Reach Ride, Festival of Cycling events and the Love Cargo Bikes campaign.

Charitable trading £4,380 (2021: £2,240)

Most of these funds were earned through magazine advertising and corporate subscriptions.

Major contributions in 2021/22

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/donate. It makes clear that funders gain no special influence over our policy-making beyond any normal influence enabled by Camcycle membership.

Here we report all donations over £600. We'd like to acknowledge the following organisations and people for their generous gifts during our 2021/2022 financial year:



Our Executive Director Roxanne announces the receipt of a grant from the National Lottery Together for our Planet Fund with the help of social media influencers Travis and Sigrid.

Major donations and grants over £5,000

Longstanding member of Camcycle	£39,013
National Lottery Together for our Planet fund	£9,500
Robin Heydon	£5,250
One-off donation from a longstanding member to support the Green Match Fund campaign	£5,000

Grants, donations and payments £1,000-£5,000

Cambridgeshire County Council <i>Love Cargo Bikes project</i>	£5,000
Cambridge City Council Cycling and Walking Promotion Fund <i>Cambridge Festival of Cycling</i>	£5,000
Co-op Local Community Fund	£4,766
Binks Trust	£3,000
Cole Trust	£3,000
Charitable trust, requesting anonymity	£2,500
Cambridge City Council Cycling and Walking Promotion Fund <i>Reach Ride</i>	£2,000
Reagent Research	£1,000
Continental Tyres <i>Reach Ride</i>	

Four recently joined members (within the last four years) and five longstanding members also donated amounts over £1,000 and under £5,000 over the course of the year.

Donations and payments up to £1,000

Continental Tyres Magazine advertising	£720
Four longstanding Camcycle members and one donor via payroll giving contributed amounts over £600.	

Expenditure £158,067 (2021: £114,581)

Campaigning £47,127

Campaigning activities included the Zero Carbon Streets campaign as well as responding to and promoting consultations and planning applications, which incur significant staff time.

Advocacy £29,370

Advocacy activities included grant-funded projects such as our Save our Cycles materials and the Love Cargo Bikes campaign project for which we employed an intern. Policy work and the publication and distribution of our magazine are also in this category.

Events £29,163

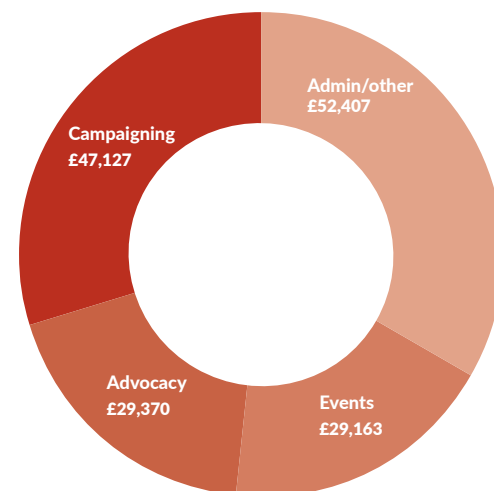
This year saw the return of the Reach Ride and the Cambridge Festival of Cycling. The promotion and materials for both events were funded by grants (staff costs were not covered by grant funding). Staff time was also dedicated to events including Camcycle monthly meetings and the celebration of the opening of the Chisholm Trail.

Administration/other £52,407

Administration costs include staff time to support campaigns and ensure our organisation operates sustainably, plus the additional equipment, materials, applications and external advice to support finance, HR, governance and general operations. Fundraising is also included in this category.

This is the first year we have divided staff and overhead costs across organisational activities and we are continuing to refine this approach. Costs increased in 2021/22 as we added another staff member to the team, increased our activities, invested in more professional support, and saw the return of face-to-face events.

Staff costs are our largest cost category. This year, expenditure increased to £125,490 (2021: £91,659) with the addition of an Infrastructure Campaigner and interns employed for grant-funded projects.



Accounting

Thank you to our volunteer team Sue Edwards and David Earl, and our bookkeepers, TBD, for supporting our accounting processes during the year.

We are grateful to Brian Corbett for completing the examination of our accounts so efficiently.

For further details of the 2021/22 financial year, view the trustees' report and accounts on our website at camcycle.org.uk/annualreports, where you can also find reviews of past years' activities.

CAMCYCLE

cambridge cycling campaign

Registered Charity Number: 1138098

The Bike Depot, 140 Cowley Road, Cambridge CB4 0DL | contact@camcycle.org.uk

www.camcycle.org.uk



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Participants on the 2022 Reach Ride