

CAMCYCLE

BUILDING AN ACTIVE REGION

ANNUAL
REVIEW
2023



OUR VISION

A thriving and sustainable region of healthy, happy people where everyone feels able to enjoy the benefits of cycling

A thriving, sustainable region



OUR VALUES

Our work is shaped by six values. Read more at camcycle.org.uk/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



Lucinda Price

WELCOME TO CAMCYCLE

Our work makes a difference. Each year our membership grows because people across Cambridgeshire can see the results of our work on their local streets.

Camcycle isn't just about cycling. And cycling doesn't just benefit those who ride. Since 1995, we've been working hard for better and safer cycling – first in Cambridge, and now with partners across the whole Cambridgeshire & Peterborough region, because we are united by transport policies set at a regional level.

When more people have the choice to cycle for everyday journeys in our region, life is better for everyone. The air is cleaner, the streets are less congested and children are able to travel independently, freeing up time for parents and carers. Businesses thrive, communities grow more social and we begin to address big issues such as climate change and health. Join us and help make it happen!

Show your support as a Camcycle member, volunteer, partner or donor in 2024 and help our charity continue its vital work.

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CHAIR'S REPORT



Paul Robison
Chair of Trustees

If the strength of an organisation can be judged by how it responds to challenges, then Camcycle is in robust good health. Our membership continues to grow as more people look to the future and see that our current travel habits and infrastructure are incompatible with local plans for population growth.

Headlines (and Camcycle workloads) in 2023 were dominated by the Greater Cambridge Partnership's proposed Sustainable Travel Zone. As it was such a divisive subject, we were acutely aware of the need to check that our response aligned with our members' views, so we surveyed four times. Thank you to the large number of members who took the time to fill out each survey. The trustees were keen to stress that if the proposal were ultimately to fail (as anything involving road user charging usually does), that it would not be Camcycle's failure. I believe that we came out of it with our reputation for integrity and respectful debate distinctly enhanced.

For Camcycle, other positive things have come out of it too. The Cambridgeshire Sustainable Travel Alliance, ably coordinated by Sarah Hughes, should endure and will be useful in the future. And we have continued to gain members who were dismayed to see the can being kicked down the road and supported an organisation that was pushing for positive change.

The Greenways have returned to centre stage. They have been strengthened by our work and by the efforts of our members in responding to the many consultations of 2023. We are pleased that the consultation guides produced by Josh and Anna (with lots of member input) continue to be useful. But there is still much to

do if the Greenways are to be the world class routes that Cambridgeshire deserves.

On the financial front, inflation and the cost of living crisis have increased costs. We need to give our excellent staff fair pay rises and other costs have gone up too. On the other hand, we have been successful – thanks to the efforts of those same people – in raising a record amount from generous donors via the Big Give and significant new income from grants. This increase in costs is why we propose to increase membership rates. Our financial administration has been greatly strengthened by the addition to the team of Sarah Ackroyd, thereby bringing back in-house work that was outsourced during the pandemic. This also means that the Treasurer role is now strategic rather than hands-on.

The Reach Ride was a highlight of the year, as ever: thank you to the team of volunteers and staff, ably coordinated by Rosamund, who made it possible. We hope to be able to reinstate the Festival of Cycling and the Cargo Carnival in 2024.

On a personal note, I am looking forward to joining the County Council's Cycling Centre of Excellence, although sad that this means I have to step down as a trustee. It has been a privilege to work with such a wonderful team. In particular I would like to thank Rosie Tween for her support as Vice Chair. I hope our legacy will be a staff team who feel fully empowered to follow the strategy set by members, trustees and the staff themselves.

Camcycle trustees 2023

(all those who have served as a trustee for part or all of the year)

Chair

Paul Robison

Vice Chair

Rosie Tween

Treasurer

Peter Gotham
Karl Fenlon

Secretary

Christopher Loughlan

Gabriel Bienzobas
Alessandra Caggiano
Phil Carter
Nigel Deakin
Sue Edwards
Pip Emery
Robin Heydon
Anthony Painter
Mark Searle
Sarah Whitebread
Ed Williams



CEO'S REPORT



Roxanne De Beaux
Chief Executive Officer

Camcycle staff 2023

Chief Executive Officer
Roxanne De Beaux

Communications and Community Officer
Anna Williams

Infrastructure Campaigner
Josh Grantham

Administrative Officer
Rosamund Humphrey

Finance Assistant
Sarah Ackroyd

In 2024, Camcycle will be developing our next strategy. A lot has changed since the last time we did this; we've survived a pandemic, seen a change in travel behaviours associated with more working from home, had highs and lows in national policy from *Gear Change* to the *Plan for Drivers*, and, locally, had the proposal and retraction of the Sustainable Travel Zone. We have all of this and more to contend with in our next strategy, and it is vital that our members are a driving force in determining the direction of Camcycle for the coming years.

We've made great progress on our existing strategic objectives of growing our influence, leading agenda-setting campaigns, celebrating the joy of cycling and building a strong foundation, and these objectives are still relevant for future years. However, there is a real opportunity for Camcycle to have an even greater impact across the region. Indeed, it is often demanded of us. So, in 2024, I hope to see Camcycle explore how big and how far we should go.

While we think about the long term, our Zero Carbon Streets project will go from strength to strength and contribute to building an active region. We'll continue to grow campaigns and relationships with parish councils, residents' associations and groups such as Fenland Parent Power, using the knowledge gained to create resources that can help other communities work for change.

Camcycle and Cambridge will also continue to inspire people around the world. I'm very proud of the organisation we have grown together and our achievements of more, better and safer cycling, for all ages and abilities in and around Cambridgeshire. I'm excited to see what Camcycle does next.

OUR CURRENT 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 big issues including 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.

Please save the date for our next strategy day, to be held on **Saturday 18 May, 2024.**



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OUR CAMPAIGNS

In 2023, we were more active across our region than ever before, supporting local groups in their work for better walking, wheeling and cycling. As well as responding to upcoming issues, consultations and planning applications and developing evidence-based policy positions, our work is focused around the following campaigns.

ZERO CARBON STREETS

Zero Carbon Streets is a campaign which uses Camcycle's technical and policy expertise to help Cambridgeshire communities develop their ideas for better active travel routes and help play their part in reducing the region's emissions from transport.



SAFE JUNCTIONS

Our Safe Junctions campaign calls on local authorities to take rapid action on dangerous junctions across Cambridgeshire and Peterborough and take their commitments to Vision Zero (no serious injuries or deaths by 2040) seriously.



BARRIERS TO CYCLING

Camcycle believes active travel should be safe and inclusive for all. We work with partners across the region on campaigns to remove or replace barriers that prevent a path being accessible for anyone walking, cycling or using a mobility aid.



SAVE OUR CYCLES

Save our Cycles shows everyone who loves their cycle how to 'lock it and log it' to keep their property safe. We work with a multi-agency cycle crime partnership and community groups such as the Stolen Bikes in Cambridge team to tackle the problem of cycle theft from every angle and help people to keep cycles safe and secure.



39

consultations, surveys and petitions promoted to our members in 2023

1,400+

bikes marked and registered by the police and our team of volunteers

30

pages of planning responses and several big wins

13,591

followers of Camcycle on our social media channels



NATIONAL & REGIONAL INFLUENCE

Mixed messages on sustainable transport have abounded in 2023, at both national and local levels. Camcycle has been increasingly raising our voice to set the record straight and call for urgent action.

A policy paper recently uncovered by the charity Transport Action Network shows that the government began considering curbs on cycling and walking schemes in March 2023 'in response to concerns about 15-minute cities'. The resulting two-thirds cut to the active travel budget and new *Plan for Drivers* meant that national targets for 2025 were put out of reach and progress at a local transport level was also made more difficult. Frustrated at the change in national discourse, one new member told us it was the motivation they'd needed to finally get involved with our work.

During the year, we have used our voice to speak out for the action needed on sustainable transport and worked with national and regional groups on a united message for change. Roxanne chaired a panel session at the national 'Cycle County Active County' conference in Oxford (above) and spoke alongside Cambridgeshire Sustainable Travel Alliance Officer Sarah at a Low Traffic Future workshop in London. We're also regularly involved in the national 'Active Travel Cafe' forum, sharing and gaining inspiration to fuel the successful campaigns of the future.

CAMBS SUSTAINABLE TRAVEL ALLIANCE

Over a year on from the launch of the Cambridgeshire Sustainable Travel Alliance, our coalition of transport, environment and health organisations continues to press local authorities for a transport network that protects our future and offers genuine choice. The founding member organisations – Camcycle, Cambridge Living Streets and Cambridge Area Bus Users – meet weekly to agree shared responses to transport meetings and issues and the organisation communicates regularly with member organisations and supporters. Generous funding from the Foundation for Integrated Transport enabled the employment of Sarah Hughes as the Alliance's Campaign Officer. Sarah's transformational input has enabled the Alliance to achieve an impressive influence through a YouGov survey, briefing papers, consultation responses and transport reports.

300+ bus users were surveyed in Cambridge, Huntingdon and Ely. The report featured in local press and led to meetings with the Combined Authority.

39% of respondents in a representative YouGov survey supported a road charge in Cambridge. 83% said authorities were failing to address the issue of transport affordability.

JESUS COLLEGE INTELLECTUAL FORUM

In October, Roxanne was appointed as an honorary Senior Research Associate at the Jesus College Intellectual Forum, an interdisciplinary centre focused on bringing people together to discuss the important topics of our time. Chris Boardman, the Active Travel Commissioner for England, was appointed a Jesus College Visiting Fellow in 2023; he met Camcycle staff and members in December when he visited to give a talk to the Intellectual Forum and take a tour on the Chisholm Trail with Mayor Dr Nik Johnson.



ACTIVE TRAVEL CAFE

Roxanne is co-facilitator of a weekly online forum in which transport planners, campaigners, engineers and councillors from around the UK unite to share active travel news and ideas. In March, Rosamund gave a presentation about Camcycle's election survey which inspired groups including Stevenage and Herts CTC, Portsmouth Cycle Forum and Bristol Cycling Campaign to try similar things in their areas.



LOCAL TRANSPORT PLAN

Changes were made to the Cambridgeshire & Peterborough Combined Authority (CPCA) Local Transport & Connectivity Plan following the 2022 public consultation. The CPCA took many of our points on board; significantly the new strategy focused around the transport decarbonisation principles of 'Avoid-Shift-Improve'. The plan was approved in November 2023 (see page 29).

"[The] Local Transport and Connectivity Plan must use the Avoid-Shift-Improve model to put journey reduction and active travel at the top of the hierarchy"
Camcycle's LTCP consultation response, August 2022



Jeremy Peters

POWERFUL PARTNERSHIPS

The call for more, better and safer cycling is made stronger when it's made with others. We grew several great partnerships in 2023 and will be building on this success in 2024. Find more examples of partnership working in the following pages.

ENTERPRISE CAR CLUB

At the end of 2023, Camcycle united with Enterprise Car Club in a partnership which offers reciprocal benefits to the members of each organisation in order to support an increase in sustainable travel. The partnership was negotiated by trustee Pip Emery who uses the service herself and thought the project made the perfect complement to our Zero Carbon Street project. Research shows that each car club vehicle on the road replaces 20 private cars.

Our launch generated great engagement on social media, helped us welcome some new members and led to enquiries from campaigners in Oxford, Bristol, York and Manchester.



Churchill College



CAMBRIDGESHIRE POLICE

Over the last few years, we've been working with Cambridgeshire Police and Cambridge City Council as part of a cycle crime task force. The group uses different measures to tackle the issue of cycle theft through education, engagement and enforcement. In 2023, volunteers from Camcycle and CTC Cambridge have been supporting the police to mark and register cycles for free on BikeRegister at locations across the city: this deters thieves and increases the chance that a stolen cycle will be returned to its owner.

1,400+

bikes marked by the police and our team of volunteers

33 arrests supported by 16 new CCTV cameras covering 650 cycle parking spaces in Cambridge city centre

56%

reduction in cycle thefts in Cambridge since 2018

SUSTRANS

Camcycle and Sustrans share the aim of making cycling as inclusive and accessible as possible. In 2023, we took Regional Project Officer Alistair Crisp on a barrier tour of Cambridge before he inspired members with a presentation on Sustrans' National Cycle Network barrier removal project. In July, we worked with Sustrans again, finding a diverse range of local walkers and cyclists to feature in the next Greater Cambridge Walking and Cycling Index report.



Thank you to the organisations which have supported us in 2023 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
- Outspoken Cycles
- Kingsway Cycles
- The School Run Centre
- Love To Ride

Media partners

- Cambridge Independent
- Cambridge News

Corporate supporters

- Outspoken Cycles
- Outspoken Training
- Zedify
- Mythic Beasts

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



CAMBRIDGE

Nearly two-thirds of our members live in Cambridge and there has been plenty to keep us busy in the city over the last 12 months. The Sustainable Travel Zone may have failed to win political support, but several modal filter trials were retained and a new filter for Mill Road bridge was approved. We've also had success with planning applications in 2023, helping to make our city a more cycle-friendly place for the future.

'Nowhere is the future being shaped more decisively than in Cambridge', said housing minister Michael Gove, as he reaffirmed his commitment to the growth of the city in December. There are many questions still to be answered about his proposed 'new urban quarter' of 150,000 homes, not least around the transport infrastructure needed to support them. We await more news in 2024.

The city is already being reshaped, often for the better, with new cycle routes being created or enhanced. We worked closely with local residents to improve the Greater Cambridge Partnership (GCP) Milton Road scheme: it's good to see parts of it already increasing independence for riders as young as two years old (below). The modal filter at Storey's Way has a new permanent layout, there's finally an accessible cattle grid from Mill Lane to Laundress Green, and a new active travel link from Windsor Road to Darwin Green was opened.

Our Zero Carbon Streets project has seen us work with local people in Arbury, East and West Chesterton, Abbey and Queen Edith's, and we continue to engage with local consultations and planning applications to help shape the city into a place where anyone who wants to feels able to cycle.



SUSTAINABLE TRAVEL ZONE



Following the closure of the 2022 public consultation on a Sustainable Travel Zone (STZ) scheme for Cambridge, Camcycle was invited to appear on a BBC *Politics East* debate about the plans in February 2023. Our CEO Roxanne was filmed for a short clip to inform the discussion (above). She said: 'We need the Sustainable Travel Zone to reduce the number of cars on our roads and provide the space and funding we need to improve our public transport and our walking, cycling and wheeling infrastructure... We need fairer choices for all, no matter what form of transport they choose.'

Between the publication of the GCP's consultation report in May and the abandonment of the STZ scheme in September, Camcycle worked closely with our partners in the Cambridgeshire Sustainable Travel Alliance (see page 11) to contribute positively to discussions on the scheme, summarising information on our blog and in our magazine, raising questions at GCP meetings and producing briefing papers for local councillors.

Our press statement 'Inaction is a political choice' was widely picked up in September; since then we have been busy researching what alternative options might be feasible and how best to campaign for their implementation.

73%

of respondents to the GCP's Making Connections consultation wanted to see more cycling and walking connections in Cambridge

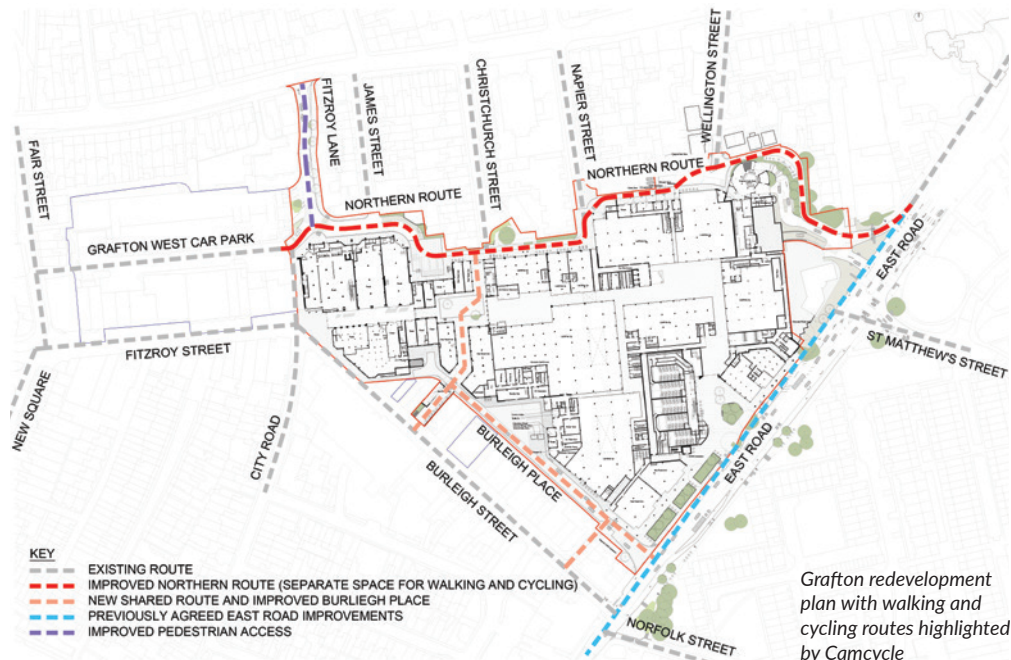
4

member surveys helped us shape Camcycle's position on the STZ

83%

of Camcycle members supported our position on the STZ in October 2023.





Grafton redevelopment plan with walking and cycling routes highlighted by Camcycle

PLANNING APPLICATIONS

"The proposed cycle routes on the illustrative master plan are disjointed and lack a cohesive connectivity, requiring cyclists to take routes that are off the main desire lines between access points into the site.

It is recognised that direct straight routes can rarely be achieved, but the forcing of the primary cycle route to the north of the site, seems to preclude simple direct access to the bulk of the development on the southern side of the site, which may lead to conflicts between pedestrians and cyclists and between cyclists and motor vehicles. This layout needs to be reviewed."

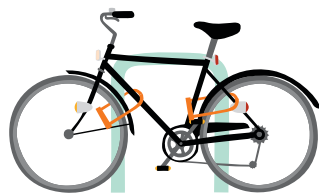
Dr Jon Finney, Cambridgeshire County Council, commenting on the Beehive site application

Josh's technical expertise combined with the diligent work of our volunteers means that we are becoming increasingly effective with our responses to planning applications, an important part of our campaigning in a city which is growing and changing at pace.

2023's major win was the introduction of a new cycle route linking Burleigh Place to James Street and Christchurch Street included, at our suggestion, in plans for the Grafton redevelopment (top).

Our concerns about the route through the Beehive site were echoed by the county's Highways team (left) and we have helped improve cycle parking in many new developments.

For example, at Botanic Place, all the parking spaces will be provided via Sheffield stands instead of the initially-proposed (and less accessible) two-tier racks.



Camcycle's responses have improved cycle parking for sites including:

- Botanic Place, Hills Road
- St John's Innovation Park
- Parker's Piece temporary ice rink
- Northstowe community centre

MILL ROAD BRIDGE FILTER



Julian Edles / Mill Road For People

In March, councillors agreed to permanently implement a modal filter on Mill Road bridge, with restrictions for most motor vehicles. The scheme, which will improve safety for people walking, wheeling and cycling, was due to launch in summer 2023 but has been delayed by a legal challenge. The hearing, and eventual scheme (with

changes, if needed) are both expected to happen in 2024. Thanks to all those who have supported this campaign over many years.

7 March

Councillors on Cambridgeshire County Council's Highways & Transport Committee vote 8-7 in favour of a new modal filter on Mill Road bridge

72% of consultation respondents supported bridge restrictions for motor vehicles

ACTIVE TRAVEL TRANCHE 2

Despite the inclusion of modal filters and low-traffic neighbourhoods in the government's culture wars, councillors on the county's Highways & Transport Committee remained committed to safe routes this year. In December, all the second tranche of trial schemes were retained or made permanent including the modal filters on Church Street, Chesterton (right) and Vinery Road. The trial schemes of wand-separated lanes on East Road and at the Trumpington Road/Fen Causeway junction will be kept in place while further improvements are explored. Thank you to all our members who have sent supportive comments, written letters, completed surveys and more during a year of sometimes difficult campaigning.



SAFE JUNCTIONS



Addenbrooke's roundabout and the Hills Road/Lensfield Road junction are two of the most dangerous locations for cyclists. In 2023, Camcycle worked on responses to Greater Cambridge Partnership (GCP) consultations on these junctions, urging the GCP to be ambitious in their solutions to make them as safe as possible for people walking and cycling. We're pleased to see that, thanks to our work with local

residents and councillors, the improvements which will be made to the Addenbrooke's roundabout in 2024 are now acknowledged as the just the first step to more significant change. A more ambitious scheme is also being explored at Hills Road/Lensfield Road.

"We see [the approved changes to the Addenbrooke's roundabout] as phase one, let's get some improvements in now and work with partners on further phases."

Peter Blake, Transport Director, Greater Cambridge Partnership

"Hills Road/Lensfield Road is one of the most dangerous junctions in Cambridge ... changes are urgently needed to address safety issues and to act as an important step to give people better transport choice within the city."

Camcycle press statement



CAMCYCLE IN THE MEDIA

2023 was another huge year for media. As well as regular appearances in local press, Camcycle was approached for comment by The Times and The Telegraph. We've featured on a range of TV and radio channels, most often asked to speak about potholes!

CAMBRIDGE INDEPENDENT

We have a good relationship with the journalists at the *Cambridge Independent*, supplying regular statements on cycling and transport issues in addition to our monthly columns. In 2023, columnists Anna, Roxanne, Josh and volunteer Martin Willitts covered topics from climate change and cycle lighting to why we shouldn't be designing streets around bin lorries.

Camcycle featured in 33 out of the 52 newspapers in 2023 (63%), in stories including the Sustainable Travel Zone, Greenways, Mill Road modal filter and Hills Road/Lensfield Road junction plans, as well as the installation of our third ghost bike, launch of our 16th election survey, Big Give fundraising campaigns and the Reach Ride.



THE SUNDAY TIMES

In May, we helped *The Sunday Times* who were researching a story on the Dutch-style roundabout at Fendon Road.

We recruited volunteers for a video feature at the roundabout and worked with Transport Editor Nicholas Hellen as he researched a 1,000-word article to accompany the feature. He was keen to go beyond clickbait headlines, featuring quotes from Phil Jones (a transport advisor who helped author the government's cycling design guide, LTN 1/20) and Royal HaskoningDHV, the Dutch firm who advised on the design for the Cambridge roundabout. We also connected him up with Transport Initiatives who have been analysing the junction's safety record.

Media coverage

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

- BBC.co.uk
- BBC Politics East
- BBC Radio Cambridgeshire
- Cambridge 105
- Cambridge Independent
- Cambridge News
- Cambridge Network
- CambsNews.co.uk
- Cambs Times
- Ely Standard
- Fenland Citizen
- Heart Cambridgeshire
- Hunts Post
- ITV News Anglia
- ITV.com
- Road.cc
- That's TV West Anglia
- The Sunday Times
- The Telegraph
- The Times
- Wisbech Standard

Social media

We gained 856 new followers in 2023. Popular discussion topics included Mill Road, the East Road wands, the Milton Road scheme, our partnership with Enterprise car club and the Reach Ride.

- @camcycle 8,265 followers
- @CambridgeCyclingCampaign 2,810 followers
- @camcycleuk 1,580 followers
- @camcycle 343 subscribers
- camcycle.org.uk/linkedin 429 followers
- @camcycleuk 82 followers



SOUTH CAMBRIDGESHIRE

Nearly a fifth of South Cambridgeshire residents cycle at least once a week (double the UK average), but there is huge potential for growth, particularly between and within the villages surrounding Cambridge. The challenge is to built consensus on routes that work for all.

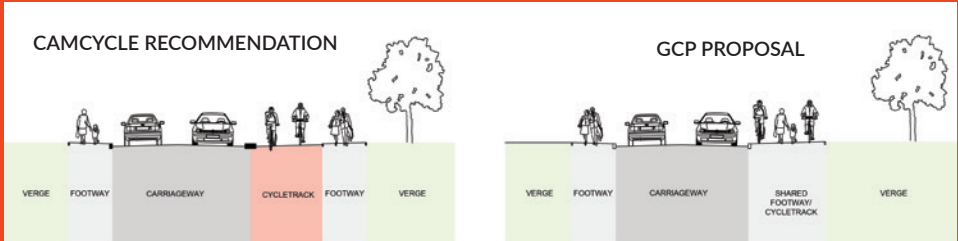
South Cambridgeshire saw a mixed bag of transport news in 2023. It was in this district that plans for a Sustainable Travel Zone for Cambridge fell apart, but good news came in the form of funding for a new bridge over the A505 to Royston in August and new Civil Parking Enforcement powers in December; Camcycle had backed campaigns for both.

We continue to support individuals and communities across the district as part of our Zero Carbon Streets campaign. Girton is one village keen to see improvements, particularly in light of the tragic death of Isla Cochrane by the Oakington Road. In 2023, we placed our third ghost bike there in a call for ‘road peace’.

In August, we united with The British Horse Society to highlight concerns about Mere Way (above) and continue to campaign throughout the district for high-quality rural routes with appropriate widths, lighting, junctions and surfaces.



GREATER CAMBRIDGE GREENWAYS



In 2011, Camcycle suggested that cycle links to Cambridge's ‘necklace villages’ should be a key project to be delivered over the next five years. Sadly, it has taken much longer than that, although what is now the Greater Cambridge Partnership (GCP) ‘Greenways’ programme has high levels of public support.

Greenways were a key focus in 2023 as we campaigned for high-quality routes. We talked to residents, met with parish councils, drew up alternative designs and even presented a school assembly in our efforts to grow community engagement and increase responses to the GCP's consultations. We'll continue to raise difficult questions and press for the best infrastructure for walkers, wheelers and cyclists as the routes develop in 2024.

3,900

click-throughs via our Greenway consultation links

7

detailed Greenway consultation guides produced.

6,000+

Cycling News leaflets delivered in Grantchester, Newnham, Milton and Waterbeach

GIRTON ON THE MOVE

In April, we supported Girton Parish Council to host ‘Girton on the Move’, a drop-in workshop for local residents. The aim was to gather people's views on active travel and talk through options for improvements into and around the village. We used a variety of ways to engage people of all ages and received good feedback on the event, which we hope to use as a template for other groups.



WELLCOME GENOME CAMPUS

In August, Camcycle objected to the design code for the expansion of the Genome Campus at Hinxton, challenging the developer's ‘car-centric approach to street design’ and the lack of walking and cycling links. The developer and design team responded by hosting several workshops to discuss how improvements could be made. The latest design guide includes policies and principles that prioritise active travel, and the primary and residential loop streets are now designed as cycle priority streets. While there are still some issues with the proposals along the A1301 and routes leading to the site, we are pleased to see our influence shaping this significant development.



Ely Cycling Campaign

EAST CAMBRIDGESHIRE

There is plenty of scope for more cycling in East Cambridge with improvements needed to both rural and urban routes. In 2023, Camcycle continued to call for a high-quality walking and cycling network while nurturing effective partnerships in the district.

Statistics from the 2021 census showed that 3% of working adults in Ely commuted by cycle, compared with 17% in Cambridge. Sadly, for many people in East Cambridgeshire, there are still too many barriers to riding, including dangerous junctions like the A10/A142 roundabout (above) and exclusionary routes, like the Burwell Lode bridge on NCN 11 (below).

Change is slow, and often frustrating, but local campaigning is paying off: the district council won funding for more Sustrans feasibility studies in 2023, the county council approved a citywide 20mph zone for Ely and officers are finalising designs on the Soham to Wicken route to be built in 2024. Camcycle has been campaigning for a suitable all-season surface along this route, as well as supporting partners including Ely Cycling Campaign on campaigns around North Ely cycle links, the A10/A142 junction and the Swaffhams & Bottisham Greenways.



Ely Cycling Campaign

A10/A142 ROUNDABOUT CAMPAIGN

We've been working with Ely Cycling Campaign for several years on their campaign for a safe active travel crossing at the 'BP garage' roundabout between Ely and Witchford. Sadly, our warnings that the 2020 works would worsen the situation weren't heeded, making the junction even more dangerous for people walking and cycling.

In 2023, local resident Sally Boor, tired of having to "[sprint] across whilst grabbing the arms of my children", started an online petition for change. We featured Sally's campaign in our magazine and helped gather signatories from our members and supporters. Sally gained cross-party support for a safe crossing and, in December, over a half a million pounds was allocated to feasibility studies by the Cambridgeshire & Peterborough Combined Authority (CPCA). The CPCA is also consulting on a proposal to double the infrastructure budget for this scheme from £3 million to £6 million.

1,757

signatures gathered on Sally's Change.org petition

3 political parties called for action and there were articles in the Ely Standard and CambsNews

£550,000

was approved in December by the Combined Authority to scope out a safe solution

ELY EARTH CAFE



East Cambs CAN

In March, we joined some of our partners in the Cambridgeshire Sustainable Travel Alliance at the East Cambs Climate Action Network's monthly Earth Cafe in Ely. We had good conversations on the

theme 'Sustainable Transport for East Cambridgeshire', met some local politicians and learnt more about the district's cycling issues. Camcycle memberships in East Cambridgeshire rose by 24% in 2023; at least one was as a result of this event.

"What a fab event tonight at our monthly #ElyEarthCafe.

Thanks to our speakers from @Camcycle @CBGbusUsers @ElyCycle and Jack Waterfall who covered a range of topics from access issues to active travel, buses and how we need to work together for sustainable transport in Cambs."

@EastCambsCAN (post on X)

EAST CAMBRIDGESHIRE ELECTION SURVEY

For our 16th annual election survey, we expanded our reach to the East Cambridgeshire District Council elections and were delighted with the response from local candidates. In a closely-fought contest, cycling issues were important to residents: they were raised on the BBC Radio Cambridgeshire debate for East Cambridgeshire, as well as in the debates for Cambridge and Peterborough.

We are continuing to build relationships with campaign groups and councillors in this region.



89%

of the winning candidates in East Cambridgeshire District answered the questions in our election survey (48% of all district candidates did so).



CAMCYCLE EVENTS

In-person events are an important part of our objective to reach out and share the joy of cycling for all. In 2023, we met lots of new people at regional events and on our popular ride to Reach Fair, in addition to nurturing our special Camcycle communities of members and volunteers.

2023 was a quieter year for events, as we didn't host the Festival of Cycling and paused monthly meetings for a while. However, another brilliant Reach Ride in collaboration with Ely Cycling Campaign saw nearly 800 people ride to Reach Fair, many for the first time. One new attendee was Wen Juan, visiting from China who said: 'This is my first time riding in Cambridge and the furthest distance I've ever ridden a bicycle. It's been wonderful for me and my family. The countryside was very nice, I can't express how beautiful it was. Thank you!'

At the colder end of the year, around 30 people joined us for our Festive Lights ride around Cambridge, including two Santas!

We also trialled a ride of campaigning areas before our summer social: this went down really well with a good turnout so will be on the list to repeat in 2024.



MEETINGS & SOCIALS

After many years of regular monthly meetings, Camcycle has paused its calendar to reconsider the best way of engaging with our members. We started 2023 with some great speakers – including Bikeability CEO Emily Cherry and Mark Cleland from the British Transport Police – and held summer, autumn and winter socials at The Alex in Gwydir Street.

In April, we held a special volunteer meeting to help prepare for the Reach Ride and election survey and, in October, a friendly crowd attended an early kick-off meeting for the next Reach Ride with planning discussions held over pizza and cake. We'll use feedback from our latest member survey to help shape our events in 2024.



STALL BIKE EVENTS

We took our stall bike to 10 community events in 2023, with the help of 35 volunteers, several of whom were new to the role.

New events for Camcycle were Strawberry Fair, Histon & Impington Eco Fest, Huntingdon Eco Fair and the Ely Cathedral Green Fair. Footfall was very weather-dependent, but we always enjoyed getting out and about to talk about cycling issues and it's one of our top ways to recruit new members. Several events, including the Stourbridge Medieval Fair and Mill Road Winter Fair, are now an established part of our calendar. We plan to refresh our merchandise and stall bike resources in time for the 2024 community event season.



CYCLE TOURS

In 2023, we hosted cycle tours for Sustrans, the Academy of Urbanism conference (in collaboration with national transport expert John Dales), Norwich Cycling Campaign and Norfolk County Council. It's always good to share knowledge with others and to play a part in influencing active travel policy elsewhere.

The representatives from Norfolk County Council were particularly impressed with Cambridge's cycle parking, cycle lane surfacing, quiet street layouts (they thought the removal of centre lines worked well) and the Fendon Road roundabout; it gave them confidence that installing something similar in Norfolk could work well.



FENLAND

Cycling levels in Fenland are the lowest in Cambridgeshire, despite the district having the highest level of non-car ownership outside the cities of Cambridge and Peterborough. In 2023, we have been working with many people who want to see that change.

March is just over half an hour from Cambridge by train, but has a very different level of cycling infrastructure. When we visited in October, we chatted to many people who were happy enough with the town's mix of shared paths, modal filters and some on-road lanes, and others who listed places that felt dangerous to ride. Francesca (below) had cycled to soft play in Guyhirn once with her young family, but wouldn't be repeating the experience!

With fast roads and few off-road routes, cycling can be very difficult outside Fenland's market towns, which is why Guyhirn parents feel their children's independence is being stifled. United in a group called 'Fenland Parent Power', facilitated by educational access charity The Brilliant Club, we've been pleased to support their campaign for a safe route to March and look forward to further collaboration in 2024.



GUYHIRN TO MARCH CYCLE ROUTE



Our Zero Carbon Streets campaign is all about supporting people to campaign for active travel improvements in their communities, so when we saw Fenland Parent Power raise a question about cycling at a Combined Authority meeting, we got in touch. Over the last nine months, we have supported their campaign for a safe route from March to Guyhirn in a variety of ways, from amplifying their voice in the media to writing letters to local transport authorities.

In November, Mayor Dr Nik Johnson backed the group's campaign and the county council identified funding for a feasibility study and public consultation on the route. We're so proud at what has been achieved so far through this partnership.

"We've been really grateful for the support that Camcycle has given us in testing the feasibility and working to make the route happen."

Harry Twohig, Communities Officer, The Brilliant Club

"I left the meeting [with the Mayor] uplifted and proud. It's a wonderful feeling knowing that the residents of the Fens can have a positive impact on this beautiful region".

Joanna Zachwieja, parent

FENLAND DISTRICT COUNCIL

In October, Josh and Anna visited Belinda Pedlar, Senior Transport Officer at Fenland District Council, to find out more about active travel issues and opportunities in the district, and discuss options around the March to Guyhirn route. Belinda told us that residents' views are key: the council's Walking and Cycling Survey (which we helped promote) has received four times as many responses as expected and will help shape future priorities.



FENLAND WALKING & CYCLING GROUP

In August, we provided advice to Ian Morley, who runs FLAB (Fat Lad at the Back) Social Rides in North Cambridgeshire. Ian is keen to promote and improve active travel in Fenland and to campaign for high-quality walking and cycling links to the forthcoming Fens Reservoir, north of Chatteris. We suggested sharing stories and gathering supporters through a Facebook group, following John Morris's successful model for Hunts Walking & Cycling Group. We also connected Ian to some other Fenland campaigners: we hope their growing voice for change will have a real impact in the area.



Clir Karl Webb

HUNTINGDONSHIRE

Camcycle continues to support our valued partners in Huntingdonshire to celebrate and advocate for better cycling for all in this district. Hunts Walking & Cycling Group ended the year with a brilliant campaigning win!

Members of Camcycle staff often cycle in Huntingdonshire en route to New Shire Hall in Alconbury: in July we went one step further and took the big orange stall bike! Despite the rain, Josh and the volunteer team enjoyed talking cycling at our first Huntingdon Eco Fair. Another first was an appearance on St Neots-based Black Cat Radio where Camcycle member Nick Gellatly did a wonderful job promoting the joy of cycling for Bike Week's 100th anniversary.

In the Winter issue of our magazine, St Neots councillor Stephen Ferguson wrote about reclaiming the Market Square and Helen Dye of St Ives Eco Action celebrated the Thicket Path. The issue also featured the trial of cargo bikes by the Huntingdon street cleansing team (below).



Huntingdonshire District Council

CYCLING BARRIERS



Hunts Walking & Cycling Group

Hunts Walking & Cycling Group have been a firm supporter of Camcycle's campaign to remove barriers to cycling, and the kissing gates to Views Common in Huntingdon on the north side of the old A14 were top of the group's hitlist. Following much correspondence with National Highways and some local press coverage, the gates were replaced in December by gates and cattle grids. This means the route from Stukeley Meadows to Hinchingsbrooke School, Cromwell Academy, Hinchingsbrooke Hospital and Hinchingsbrooke Country Park is now accessible for all.



Peterborough City Council

PETERBOROUGH

For the second year running, we partnered with Peterborough Cycle Forum on an election survey, but the city's most dramatic moment was the vetoing of the Local Transport and Connectivity Plan in September. Following a change of administration, the Plan was approved in November, setting a transport strategy for the whole region.

For the majority of Camcycle's members who live in Cambridge, news from Peterborough may seem somewhat distant, but our two cities are regionally united by the Cambridgeshire & Peterborough Combined Authority (CPCA), which is the strategic decision-maker on transport and the conduit for significant amounts of active travel funding.

In 2023, the CPCA appointed an Active Travel Lead, Yo Highton, who convened the region's Active Travel Specialist Advisory Board in October. Camcycle and Peterborough Cycling Forum represent local cycling advocacy on this Board, which will help the CPCA recruit an Active Travel Commissioner in 2024.

Although our partnership with Peterborough Cycle Forum is still in its infancy, we have helped to promote two cycling-related consultations, including one for the new River Nene 'Cygnets' bridge (above). We also worked together on the 2023 election survey: 33% of the winning candidates responded.

Finally, we continue to support each other on social media: after a long campaign, it was great to see the exclusionary barriers on NCN 12 replaced with a simple bollard (right).



Peterborough Cycle Forum

18 May 2023

was the day we formed a new Charitable Incorporated Organisation for Camcycle.

5 staff members support up to 15 trustees and over 100 volunteers.

28 years +

campaigning for more, better and safer cycling for all



OUR ORGANISATION

Building a strong, sustainable organisation is essential to ensure we maximise the success of our events and campaigns. In 2024, we gained a new staff member and began the transition to a CIO.

Over 15 years ago, when Camcycle members approved the motion to apply for charitable status at the 2008 AGM, they little imagined how far our organisation would come! We now employ five part-time members of staff (we welcomed Sarah Ackroyd, below, as our finance assistant this year) and have increased our income to £190,464. In 2023, we also facilitated the employment of Sarah Hughes as the Cambridgeshire Sustainable Travel Alliance's Campaign Officer, via funding from the Foundation for Integrated Transport.

Following unanimous support for the motion to transition to a CIO (Charitable Incorporated Organisation) at the 2023 AGM, we have begun this process, which will change our legal status and broaden our future opportunities.

Work is ongoing to review and improve all our internal systems and processes, with finance being the main focus in 2023. Read more about finance and fundraising on pages 32-35.



BOARD OF TRUSTEES

We have benefited from the skills of 16 trustees in 2023: 10 of whom were elected at our January AGM and six more who have been co-opted during the year. Our beloved Phil Carter died in April.

Following the 2024 AGM elections, we are likely to welcome a Board with a majority of new trustees. We thank those stepping down for the many contributions they have made to our charity: our achievements over the last few years couldn't have been made without them.

CAMCYCLE MEMBERS

In 2023, we passed a new membership milestone: 1,700 members! We are grateful for the contribution of each and every Camcycle member: their subscriptions, time, energy, ideas, responses to consultations and planning applications, and volunteer leadership all give our organisation its powerful voice and help make a difference for all those who live, work and visit our region.

In October, we held our biennial membership survey: 357 members took part, more than double the number of respondents than in 2021 (145). Over 40% said they had heard about Camcycle from a friend, family member or colleague and 13% had found us via our website. In 2023, other places new members discovered us include social media, our magazine (read in bike shops and regional libraries), newspaper articles and our hand-delivered 'Cycling News' leaflets.

1,706

members on 31 December 2023

43%

joined in the last 5 years

84% of members said they most valued the amount and range of our campaigning work. Other top motivations for membership were 'being kept updated with the latest cycling news' (77%) and 'the influence we have on decision-makers' (75%).

VOLUNTEERS

Camcycle volunteers support every aspect of our work, from proofreading planning application responses to organising our annual Reach Ride. In our member survey, 93% of volunteers said they found the work rewarding. Over 70 volunteers helped us at events in 2023 and the next largest group are those who deliver leaflets and magazines. Of those who didn't yet volunteer, 40% wanted to get involved with campaigns for better infrastructure: one way many start to do this is through our online member forum, Cyclescape.

In 2023, 13-year old Benjamin Parkins volunteered for us as part of his Duke of Edinburgh Bronze Award. We also worked with another young volunteer, Winter Glennon (right), who interviewed us as part of the Young Reporter Scheme.



FINANCIAL OVERVIEW

There were significant increases in salary costs this year with the first full year of employment of our Infrastructure Campaigner and the need to respond to the higher cost of living for our staff. With this knowledge, a deficit this year was expected and was realised at £6,811.

Our reserves are still healthy. However, we must increase income to avoid falling below our target reserves. As our organisation continues to grow, the reserves level we need will also increase. Increasing grant income also means more restricted funds that need to be carefully managed.

For most of this year, we have not had a treasurer. Financial management has been taken over by our CEO Roxanne De Beaux with the support of Finance Assistant Sarah Ackroyd and oversight of a trustee-led finance subcommittee.

| | Year Ending Sept 2023 | Year Ending Sept 2022 | Change |
|--|-----------------------|-----------------------|----------------------|
| Incoming resources | £190,464 | £159,595 | +£30,869 +19% |
| Resources expended | £197,275 | £158,067 | +£39,208 +25% |
| Closing reserves | £136,058 | £142,869 | -£6,811 -5% |
| Comprising: | | | |
| Restricted funds to be spent in the next year | £59,554 | £63,687 | -£4,133 -6% |
| Unrestricted reserves | £76,504 | £79,182 | -£2,678 -3% |

Income: £190,464 (2022: £159,595)

Our overall 2023 income increased again compared to the previous financial year, however, significantly more of this income was for restricted activities. A key funder was the Foundation for Integrated Transport, which contributed £47,000 to the Cambridgeshire Sustainable Travel Alliance and the campaign in support of the Sustainable Travel Zone.

Other areas of income were mostly consistent. Some notable changes were a decline in corporate donations and an increase in payroll giving. We continued to grow membership numbers and saw a subsequent increase in membership income and Gift Aid.

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 2023 financial year, we had total reserves of £136,058 (2022: £142,869). This includes future funding, represented by 'restricted reserves', of £59,554 (2022: £63,687).

As predicted in our previous annual report, increased staffing costs did cause our reserves to fall. While our reserves are still above our target level, we are at risk of falling below this in the next financial year without an increase in funding. With increased staffing and operational costs and the expectation of further growth of Camcycle, our target reserves level will increase and we must now look to methods of increasing these reserves to ensure we have financial stability and the resources we need to invest in increasing our impact.

Donations £100,541 (2022: £93,140)

Major individual donations £73,129 (2022: £59,014)

Major donations increased again this year, including the continuing support of the largest donation (over £39,000) from a longstanding 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 £8,602 (2022: £20,756)

Our two Big Give match funding campaigns are the biggest driver of individual donations, raising £39,071 (2022: £40,333) through 181 gifts (including some major donations), which were matched by pledge funders and grants.

Gift Aid £12,350 (2022: £12,270)

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

Payroll giving £5,020 (2022: £2,350)

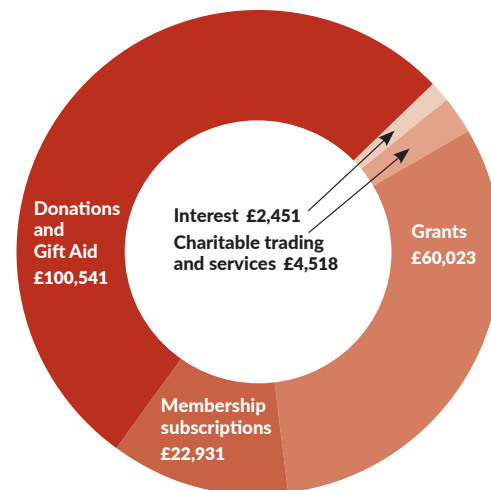
This is a growing income stream for us. We thank the employers who support their staff to donate to Camcycle in this tax-efficient way.

Corporate donations £1,440 (2022: £1,100)

Thanks to staff at Reagent Research for their generous donation of £1,000.

Membership subscriptions £22,931 (2022: £26,108)

Our subscription income decreased slightly in 2023. By the end of the financial year we had passed 1,700 members.



Grants £60,023 (2022: £35,767)

Non-governmental £55,061 (2022: £24,767)

In addition to a number of regular small grants, we received significant grant income from the Foundation for Integrated Transport to support the Cambridgeshire Sustainable Travel Alliance and the campaign in support of the Sustainable Travel Zone.

Government grants £4,962 (2022: £11,000)

Local authority income decreased in 2023 as we delivered fewer events and projects that could be funded. Due to the pressures of campaign activity, we did not hold the Festival of Cycling. The Reach Ride received £4,000 of funding from Cambridge City Council.

Charitable trading and services £4,518 (2022: £4,380)

Most of these funds were earned through magazine advertising and event sponsorship.

Major contributions in 2022/23

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 to acknowledge the generous gifts of those listed during 2022/2023 financial year:



Save Our Cycles booklets were printed with a grant from the Cambridge City Council Community Safety Partnership

Donations and payments of £5,000 and above

| | |
|--|---------|
| Foundation for Integrated Transport <i>Cambridgeshire Sustainable Travel Alliance</i> | £47,000 |
| Longstanding member of Camcycle | £39,522 |
| The Big Give Trust – Green Match Fund | £10,000 |
| Robin Heydon | £7,500 |
| Charitable Trust on condition of anonymity | £5,000 |

Donations and payments £1,000-£5,000

| | |
|--|--------|
| Cambridge City Council Cycling & Walking Promotion Fund <i>Reach Ride</i> | £4,000 |
| Charitable trust on condition of anonymity | £4,000 |
| Local family of Camcycle members | £3,700 |
| Camcycle member | £2,800 |
| Continental Tyres | |
| <i>Magazine advertising & Reach Ride sponsorship</i> | £2,720 |
| Camcycle member via payroll giving | £2,400 |
| Longstanding member | £2,100 |
| Local family of Camcycle members | £2,100 |
| Longstanding member | £1,300 |

Donations and payments up to £1,000

| | |
|---|------|
| Cambridge City Council Community Safety Partnership <i>Save Our Cycles</i> | £962 |
| Longstanding member | £850 |
| Longstanding member | £618 |
| Longstanding member | £600 |

Expenditure £197,275 (2022: £158,067)

Campaigning £85,750

(2022: £47,127)

Campaigning includes the Zero Carbon Streets campaign and responding to and promoting consultations and planning applications. The Sustainable Travel Zone campaign and our work with the Cambridgeshire Sustainable Travel Alliance led to a significant increase in campaigning activities and expenditure.

Advocacy and education £21,500

(2022: £29,370)

Advocacy activities included grant-funded projects such as our Save our Cycles material, policy work and the publication and distribution of our magazine.

Events £21,580

(2022: £29,163)

This year saw a reduction in event activity as we redirected our resources to campaigning. Our biggest event was the Reach Ride which was funded by grants and sponsorship.

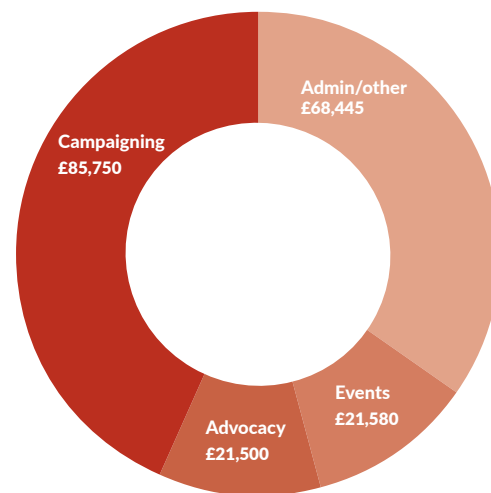
Administration/other £68,445

(2022: £52,407)

This includes staff support for campaigns and the sustainable operation of our organisation, plus equipment, materials, fundraising and external advice on finance, HR and governance. Bringing finance in-house and employing accountants for our accounts preparation led to a significant increase in admin costs.

Costs increased this financial year, particularly as a result of our increased salary costs with the first full year of our Infrastructure Campaigner, the employment of a Finance Assistant and the salary increases made in response to inflation. We no longer use the services of external bookkeepers.

We saw a sharp increase in campaigning costs owing to the funding we managed for the Cambridgeshire Sustainable Travel Alliance. Event costs were down as we did not hold the Festival of Cycling this year.



Accounting

Thank you to everyone involved in our accounting, including Sarah Ackroyd, Rosamund Humphrey, Sue Edwards, David Earl and the trustee members of our finance subcommittee.

Thanks also to Peter Gotham and Karl Fenlon for their contributions as treasurers during the year, to former treasurer Chris Howell for invaluable advice, and to local accounting firm PEM for the preparation and examination of our year-end accounts.

For further details of the 2022/23 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

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