

# CYCLING UK VOTING PAPER



## CYCLING UK BOARD OF TRUSTEE ELECTIONS 2016

**T HIS LEAFLET** contains all the information you need to vote in the 2016 Trustee elections. Trustees play a vital role in the governance of Cycling UK, so your vote is important. You can vote online or by post.

Below and overleaf you'll find statements from each candidate to explain who they are and why

they're standing. Then there's an explanation of the election process and instructions on how to vote. On the leaflet's back page, you'll find the voting form itself. If your voting form is missing or damaged, please contact Cycling UK membership on **01483 238301** during office hours or email **membership@cyclinguks.org**.

The Nominations Committee received an unprecedented number of high-quality applications. All were thoroughly evaluated and a number stood out: those candidates are listed here. These candidates exceeded the Trustee criteria by offering two or more of the additional skills, qualities and characteristics sought.

## TRUSTEE CANDIDATE DETAILS

### A. DR JANET ATHERTON OBE

**A CYCLIST FOR** four years, and Cycling UK member for three, I am passionate about cycling and want to help get more people riding more often. Having previously cycled rarely, local Cycling UK groups helped build my confidence. I now lead rides with Wirral Bicycle Belles. I believe my perspective will help Cycling UK

reach new cyclists. My profession is public health, and I have extensive Board experience in the NHS, local government and third sector. I also bring experience of implementing local cycling programmes and campaigning. Previously Director of Public Health, I am now senior adviser to Public Health England, NED for Healthier

Futures and Director of my own consultancy. I was President of the Association of Directors of Public Health UK 2012-2015, and represented members' views in national policy discussions. Cycling UK is nothing without its members and I will work hard to get members involved if elected. **Has been a member since:** 01/2014

### B. ROGER CANHAM

**THE ROLE OF** Trustee allows me a unique opportunity to combine my 25 years of hands on commercial experience with my passion for sport. My lifelong engagement with sport has given me a deep understanding of how active participation in exercise and sport changes lives. This passionate belief and the opportunity to help shape and drive

participation in cycling is something that I would be very excited to part of. Having run my own businesses, I am a very commercially driven individual. I see there being real benefits in bringing an entrepreneurial approach to driving and challenging the organisation. I have successfully leveraged my commercial skills in every

organisation I have worked in, whether that is chairing the local school, sporting bodies or large publicly listed corporations. I am energetic, measured, collaborative, honest and believe I can make a difference. **Has been a member since:** Not currently a member

### C. DR STEPHANIE COUSIN

**YOU CHOOSE CYCLING.** There are many other sports where you can be out in the fresh air, get a tan and natter with your friends, but only in Cycling can you be caught by 30 riders, left alone on the finishing climb to roll home in 31st place exhausted, only for an older citizen or a

child to pass by with a shopping basket on the front! In my day job as a civil servant, I balance internal and external budgets, I mitigate operational risks and I define the modern ways users interact with their government. At the weekend, I sip coffee at the village hall with

team mates, I take comfort that "It's not the fittest that wins the race it's the freshest!" and so I want to be your Trustee and make a significant difference to my fellow cyclists, all 67,000 of you! Thank you. – Stephanie. **Has been a member since:** 04/2012

### D. WALLACE DOBBIN

**I LOVE CYCLING** and I am a passionate believer in the benefits to individuals and society as a whole in encouraging everyone, young and old, to get on a bike. I have absolutely no doubt that we would be a healthier, happier and more tolerant a nation if more people were inspired and encouraged to take up cycling. I believe I

also bring a range of professional skills to the Board that would enable me to make a significant contribution to the work of Cycling UK. I am a qualified lawyer with extensive experience in corporate governance and risk management. I work in a highly regulated industry and have significant experience at

Board level, both in an executive and non-executive capacity. In addition to my private sector experience, I have served on the Boards of an NHS Foundation Trust and several charities. **Has been a member since:** Not currently a member

### E. JACQUELINE HILLS

**AS SENIOR DIRECTOR** Legal and Compliance with Office Depot, I have responsibility for governance, health, safety, environment and sustainability. My two passions in life outside of friends and family are cycling and gardening. My garden is a constant development project. My cycling keeps me fit and healthy and gives me

an opportunity to see new places by joining organised rides all over the UK. My passion is combining the two and encouraging more people to cycle or to cycle more often. The confidence of succeeding when "I never thought I could do that!" turns into "I did it!" never fails to bring a huge smile to my face. I hope to

support Cycling UK in setting some key goals that will really make a difference to cyclists across the UK. With a particular focus on young cyclists, our future members, I believe we can create a truly sustainable, successful charity. **Has been a member since:** 03/2015



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## F. RACHEL KIRKWOOD

**AS A CYCLIST** (triathlete, tourer, commuter, and always for fun), I believe firmly that safe cycling should be made as accessible to all as is feasible possible. My personal philosophy manifests as a set of guiding principles that reflects my personal beliefs, values, motives for how I conduct myself as a cyclist, an individual and a team player. As a

potential trustee, my approach is upbeat, appreciative, pragmatic and challenging. I offer some simple statements:

I promise if I were doing this for my family I would be doing it like this.

I promise if I was spending my money I would be spending it like this.

I promise if our roles were reversed; this how I would want to be treated.

I promise I will look out for you, to the best of my ability, with commitment and compassion. Here's to growing more safe, happy, supported cyclists.

**Has been a member since:** 08/2014

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## G. NEIL MARTINSON

**I'VE BEEN CYCLING** in London since I was a child – everyday, everywhere. Like millions of other people I ride with friends, ride on holiday and, of course, those charity rides. And like many I experience the daily fun and grind of finding safe spaces and places to ride. I can bring to Cycling UK

my experience and knowledge at the highest levels of communications and engagement for government, local government and the private sector. Being a trustee should be as much fun as cycling. It's about listening to the members, helping Cycling UK to grow and build on its achievements to

be even more effective. We need to work together if we are to make the changes we need to transform the UK for cycling. Making the UK safer for cyclists of all ages in all places has to be the number one priority.

**Has been a member since:** 10/2015

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## H. TONY PIEDADE

**I AM KEEN** road cyclist who has left many a drop of blood, sweat and tears on our British roads. I ride for fitness and enjoy exploring new parts of the UK on two wheels whenever I can convince friends to join me. Having ridden from Land's End to Gatwick, some 380+ miles over 5 days, I know what it's like to put in some hard graft.

Professionally I bring a combination of skills including Change Management, IT, Innovation, Marketing, Partnerships and Loyalty. I know what it's like to build large scale communities having founded the free cycling community [www.cyclingbuddy.com](http://www.cyclingbuddy.com), which now has members in over 120 countries around the world and remains

totally free recourse to help people find others to cycle with. As a trustee I hope ensure the organisation remains relevant for today's cyclist and ready to cater for the cycling needs of tomorrow.

**Has been a member since:** Not currently a member

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## I. GARY SLOAN

**I AM A LIFELONG** everyday cyclist – the sole means of transport for my shipyard worker grandfather who taught and bought me everything you need to ride a bike. My family spent our summer holidays cycling in Ireland and France. I played rugby to a reasonable standard and enjoyed hill running, particularly downhill. I help

run a Riding for the Disabled Group and am a member of the National Trust. As Assistant Director of the Open University in Ireland, I gained an understanding of governance across the devolved administrations of the UK which insights can support Cycling UK's ambition to increase its membership by 20% by 2020. I am

involved with Iron Donkey Bicycle Touring Company and helped establish Belfast City Bike Tours and Bike Hire Business, developing bike tours, marketing, social media – check our website, TripAdvisor, FaceBook and Twitter pages.

**Has been a member since:** Not currently a member

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## J. JANE WILEY

**I HAVE SPECIALIST** expertise in 5 of the areas required for the role, having experience as a Marketing Director, and I have many of the personal qualities, aptitude and skills required – exemplified by my management experience and years as a competitive triathlete. As a cyclist and triathlete, I have a passionate interest in cycling

– and am very supportive of Cycling UK's mission and values. While I have been a cycling fan all my life, I am acutely aware of the issues and opportunities of the recent boom in cycling and am attracted by an opportunity to both share my experience and give back. I have worked in a senior executive capacity for over 20

years. My CV highlights a track record of achievements in these roles. I have most recently completed the delivery of a new Marketing strategy inclusive of new website and digital platforms.

**Has been a member since:** Not currently a member

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**WE ARE ALSO RECRUITING ONE SENIOR INDEPENDENT TRUSTEE.  
THERE ARE TWO CANDIDATES FOR THIS ROLE**

## K. ROD FINDLAY

**I HAVE WORKED** in sport for 12 years and I have always been a keen cyclist. I completed the 2013 ABSA Cape Epic, a South African 8-day multi-stage mountain bike race. I have tried to give back to this sport that has given me so much pleasure, first as British Cycling North East Regional Secretary and then as a Level 2

British Cycling Coach with the Go Ride section at Gosforth Road Club.

The role of Trustee at Cycling UK would allow me to contribute in a way that draws on my professional experience as a sports lawyer/manager. I am Director of Strategy & Governance at England Golf with experience at 3

national sports governing bodies, and Sport England. I have served as a Non Executive Director – currently at the Ladies Golf Union and Mountain Training Trust, which runs the National Mountain Sports Centre, and previously at Badminton England.

**Has been a member since:** 10/1999

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## L. DR JULIAN HUPPERT

**THERE ARE MANY** reasons why cycling should be supported. It's a fun, cheap, healthy, environmentally friendly form of transport, and has been shown to boost the economy, improve mental health, reduce congestion, and save the NHS billions. However, far too few people cycle in the UK – we need to

make sure that changes. As the MP for Cambridge, I co-chaired the All-Party Parliamentary Cycling Group, and led the 'Get Britain Cycling' inquiry and report. I obtained more funding for cycling, secured in law a Cycling and Walking Investment Strategy, and persuaded Parliament to agree

a motion calling for a target of 10% of all trips to be by bike by 2025. But there is still much more to do to make this a reality. I hope with my experience in cycle campaigning and other areas, I can help Cycling UK ensure that at last we get the changes we need.

**Has been a member since:** 01/2014

### THE ELECTION PROCESS & HOW TO VOTE

**C**YCLING UK IS committed to widening participation in its governance. After consultation with members and a successful motion at the 2016 AGM, a new nominations process has been introduced to help ensure that all members of the Board have the essential skills, knowledge and experience to contribute effectively to the governance of the charity. The Board's role is to govern Cycling UK and provide overall strategic direction to achieve its aims. The fundamental responsibility of Trustees is to look after the resources given to Cycling UK by individuals and organisations, and ensure these resources are used effectively to achieve the particular purpose for which they were given.

**You are now being invited to vote in the 2016 Trustee elections and you are strongly encouraged to do so. We currently have TWO Trustee vacancies and ONE vacancy for the post of Senior Independent Trustee.**

We are governed by a Board that comprises up to 12 Trustees, including the Chair and Vice-Chair. The legal responsibilities of Trustees are determined by Charity and Company law, in which they are referred to respectively as 'trustees' and 'company directors'. At least 9 Trustees must be members of Cycling UK, elected by the membership. In addition, the Board may appoint 3 further Trustees, who do not have to be members of Cycling UK – one of whom will be the Senior Independent Trustee. The way we do this changed in 2016 following our governance review.

- Members who wish to stand for election were invited to submit an application. The Board's Nominations Committee assessed their application and considered the degree to which they have the personal qualities, skills and experience required – and how well they would complement the existing skill mix on the Board.
- Details of the candidates, their election statement and the Nominations Committee's views are contained in this form.
- Every member has one vote *per vacancy*.
- There is one UK-wide constituency.
- Voting is done by post or online. To help us keep our costs down, please vote online if you can.
- Should a candidate withdraw during the election process, votes for this candidate will be void.

The Nominations Committee is pleased to report that there was an unprecedented number

of high-quality applications to join the Board. The applications were screened by the Committee, following the thorough process agreed by the Board. The candidates put forward for election all exceeded the criteria for the role of Trustee by demonstrating two or more of the additional skills, qualities and characteristics we specified. These relate to:

1. the legal frameworks in the devolved nations which affect sustainable transport, health and wellbeing;
2. marketing and communications skills, and specifically an interest in digital strategy;
3. experience of operational and risk management;
4. commercial experience, with a particular focus on organisational growth and/or income generation; and
5. encouraging applications from younger people, women and ethnic minorities to ensure our Board is as diverse and inclusive as possible.

The Nominations Committee also considered how best to resolve two motions passed at the 2016 AGM.

The membership approved the recommendations of the governance review in the form proposed by the Board, which required that at least 9 Trustees be elected by the membership and provided for other members to be recruited from outside the membership as co-optees or to fulfil the role of Senior Independent Trustee, provided that they became members of Cycling UK upon taking office as Trustees. At the same meeting, the membership also passed a motion proposed from the wider membership that candidates for election as Trustees should have been members for at least 12 months.

Since all 9 of the current Trustees were elected by the membership, the Board could have filled the 2 vacancies for general Trustees by co-opting individuals. However, the Board and the Committee are keen to ensure that members have the opportunity to elect the new Trustees and to choose from the best candidates.

The committee has identified 4 excellent candidates for election who have been members of the charity for over 12 months. The committee also identified 6 similarly excellent candidates who do not meet that criteria. Having reviewed the applications, and in light of the uncertain effect of the resolutions, the committee felt that it was in the best interests of the charity for

members to be offered the opportunity to vote for these exceptional candidates whether or not they have been members for over 12 months. Those who have been members for over 12 months are clearly identified.

From the list of candidates, you are now invited to vote for the *two* candidates who you believe would be most suitable as Trustees for Cycling UK and the *one* candidate you would like to see as the Senior Independent Trustee.

#### HOW TO VOTE

We currently have **TWO** Trustee vacancies and **ONE** vacancy for the post of Senior Independent Trustee. Elections to the Cycling UK Trustee Board are conducted using the First Past the Post system of voting (also known as simple majority voting). You vote for your favoured candidates and those with the most votes become Trustees.

We currently have **TWO** Trustee vacancies so you have **TWO** votes for those positions. You also have **ONE** vote for the post of Senior Independent Trustee.

You have the option to vote online or by post. To support Cycling UK in saving money, we would strongly recommend that you vote online if you are able to do so.

1. The deadline for online and postal voting is **9.00am, Monday 31 October 2016**.
2. To vote online go to [www.ersvotes.com/cyclinguk2016](http://www.ersvotes.com/cyclinguk2016) and follow the instructions. You will need to enter your unique two-part security code, which is printed on this form. Then vote for your **TWO** preferred Trustee candidates and **ONE** Senior Independent Trustee. You must use all of your three votes.
3. To vote by post, please vote by putting a cross in the box next to your **TWO** preferred Trustee candidates and a cross in the box next to your **ONE** preferred Senior Independent Trustee. You must use all of your three votes.
4. If you are voting by post, this form must be returned to **FREEPOST ERS** before the closing date. *NB: This is the full address as required by Royal Mail. Please do not write anything else on the envelope as this will incur additional charges. No stamp is required on the envelope. Do not send it to Cycling UK.*

If you need help with electronic voting, please contact Cycling UK membership on **01483 238301** during office hours or email [membership@cyclinguk.org](mailto:membership@cyclinguk.org).

**PLEASE TURN OVER FOR THE VOTING FORM**

