

Voting paper

Cycling UK Board of Trustee Elections

You are now being invited to vote in the 2025 trustee elections and you are strongly encouraged to do so



The election process and how to vote

Who are the Board of Trustees?

Cycling UK is governed by a Board of 12 trustees, including a chair and vice-chair. Trustees come from a cross section of backgrounds and have a breadth of experience, but all possess a passion for cycling. Currently, at least eight trustees must be members of Cycling UK, elected by the membership. The Board may also appoint up to four further trustees, based on their particular skills, as co-opted trustees.

What does the Board do?

The Board's role is to govern the charity and provide strategic direction. Its fundamental responsibility is to ensure the resources donated and provided to Cycling UK by individuals and organisations are used effectively, and to achieve the particular purpose for which they were given.

The legal responsibilities of trustees are determined by charity and company law where they are referred to respectively as 'trustees' and 'company directors'.

Why are you holding elections?

Elections are held each year, with trustees serving for a term of three years. Each trustee is eligible to stand for up to three terms but has to go through a re-election process at the end of the third and sixth year.

How were the candidates chosen?

Cycling UK members who wished to stand for election were invited to submit an application. The Board's Nominations Committee assessed their applications and considered the degree to which they have the personal qualities, skills and experience required, and also how well they would complement the existing skills mix on the Board.

The applications were thoroughly evaluated by a process agreed by the Board, and details of the candidates, their election statement and the Nominations Committee's overview are contained in this form. We are presenting on the ballot paper those candidates whom we consider to be best placed to offer the skills needed to support the delivery of our strategy.

The candidates put forward for election all exceeded the

criteria in the person specification, demonstrating one or more of the additional skills, qualities and characteristics we specified, which relate to:

- 1) Charity/company law, governance and compliance
- 2) People engagement and culture
- 3) Brand, marketing and digital strategy
- 4) Fundraising and business development
- 5) Membership organisations and subscription services

Why should I vote?

It's vital every member has a say in how the charity is run and achieves its strategic aims. By voting, you will help to shape the future of the charity and ensure the democratic process is followed.

How do I vote?

Every member has one vote per vacancy. There is one UK-wide constituency. Voting is done by post or online, but to help us keep our costs down we urge members to vote online. Should a candidate withdraw during the election process, the votes for this candidate will be void.

We have **TWO** trustee vacancies so, from the list of candidates, please vote for your **TWO** preferred candidates, those whom you believe would be most suitable as trustees for Cycling UK.

Elections are conducted using simple majority voting.

The deadline for online and postal voting is 9.00am Tuesday 28 October 2025.

Vote online at www.cesvotes.com/cyclingukelection2025 and follow the instructions. You will need to enter your unique two-part security code – this is printed on this form. Then vote for your **TWO** preferred trustee candidates.

To vote by post, please vote by putting a cross in the box next to your **TWO** preferred trustee candidates. If voting by post, only this form must be returned to **Freepost Civica Election Services** 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 the envelope to Cycling UK.



2025 Trustee Elections

We are pleased to present to you three candidates for election to the Board of Trustees of Cycling UK as part of our election and nominations process. We welcome the commitment of one of our existing trustees, who is standing again for election, and recognise the valued contributions they make to the Board. We also welcome the fresh skills, perspectives and qualities brought by the other candidates, who are standing for the first time.

We are looking to fill two vacancies on the Board from the candidates elected by the members through this process.

We believe the candidates below bring a strong blend of skills and experience as members of the charity, and of cycling more broadly, which make them suitable candidates for election as trustees. All candidates are Cycling UK members.

As well as a passion for cycling, our trustees must have the essential skills, knowledge and experience required to become

an effective trustee. We are particularly keen to ensure we have candidates who bring experience and skills in:

- Charity/company law, governance and compliance
- People engagement and culture
- Brand, marketing and digital strategy
- Fundraising and business development
- Membership organisations and subscription services

The Board believes that these skills complement those of the other trustees and will be critical to support the delivery of our vision of happier, healthier and greener lives through cycling. We are extremely keen to have as diverse and inclusive a Board as possible, with people coming from a wide range of backgrounds, locations and perspectives.

Cycling UK Nominations Committee





A. Nadia Kerr

I have been a trustee for Cycling UK since 2023 and my work here is far from complete! I am deeply committed to the organisation's vision and the new strategy, blending my passion for cycling with my advocacy for road safety, most particularly for vulnerable road users. My experience as a solicitor specialising in cycling collision cases at Fletchers/Cycle SOS has allowed me to assist hundreds and hundreds of cyclists, not only in securing compensation but also in driving systemic changes that benefit vulnerable road users.

Beyond my professional work, I actively contribute to community initiatives by, for example, chairing a women's cycling group in South Manchester, speaking to community groups and supporting the campaigning work of Walk Ride Greater Manchester (of which I was a founding director). My public-speaking engagements, including providing evidence to the House of Commons Select Committee on Active Travel, reflect my dedication to shaping policies that promote safer and more accessible cycling.

In my leisure time, I am currently embracing the challenges of ultra-endurance cycling events on both road and gravel bikes, and I am loving my training rides. I attempted the London Edinburgh London audax event in August 2025 and I am fundraising for Cycling UK's Women's Safety Campaign.

I bring strategic, analytical, creative and legal expertise to the Board, striving to amplify Cycling UK's impactful work. As a commuter and an advocate, I aim to continue championing the transformative power of cycling and the organisation's inspiring efforts for cyclists everywhere.

B. Liz Dobson

I've been a regular cyclist since I was a child. I commute and shop by bike, ride socially, off and on road, and I go on bike holidays; I am an all-round passionate advocate for the joys and usefulness of embedding cycling in our lives. I am also active for change for a better world, in which I am proud to have campaigned for completion of the National Cycle Network connecting our village and the nearby town. I am a long-term cycling club member and, as well as leading rides regularly, I have recently become a volunteer for 'taster rides' so people can try cycling. I was a member of CTC in my younger cycle-touring years, and rejoined in 2023 in its new look as Cycling UK.

I have more than 25 years of senior and board level experience, covering charities and commercial, data and digital, the NHS and Citizens Advice. I bring knowledge of governance, financial and risk management, people and organisation, and of being part of an effective board. I have been riding for decades, and in that time I am heartened to have seen cycling both grow and become increasingly integrated into everyday activities. This is great! But there is still so much more that can be done, and it is the driving force of Cycling UK that makes this happen. This is why I am standing for a trustee role, to support this great organisation to keep doing great things.

C. Sara Hirsch

As a trustee, I'd be proud to help Cycling UK spark a movement – one that gets more people pedalling, shifts policy and makes cycling a joyful, everyday part of life across the UK. I've spent my career helping organisations connect with people – whether that's through creative campaigns, building trusted brands, or helping leadership teams turn big strategies into real-world impact. I want to bring that experience – and my lifelong love of cycling – to help Cycling UK inspire more people to get on their bikes.

From leading national campaigns like No Smoking Day to helping the Government engage the public on everything from customs to Covid testing, I've always been driven by the power of communication to change behaviour. I founded EY's Communications & Engagement practice, and recently transformed how British Gas Services talks to its employees.

I'm someone who believes cycling should be for everyone – no matter who you are or where you live. As a trustee, I'd bring strategic thinking, a collaborative spirit and a real drive to help Cycling UK grow its reach and influence. I've chaired a charity, led a school governing board, and advised students at Imperial College, so I know how to listen, lead and get things done.

I'm energetic, fun, a sometime DJ and I'm hooked on Pickleball. But whether commuting across London, heading out on weekend tours with my CTC London club, or seeing places like Jordan, Kerala and the Netherlands on two wheels, cycling is my true passion.





Member's name					
Membership number					
Security Code (online voting) Part 1 Part 2					

TRUSTEE (up to TWO votes per member) Put a single 'X' next to up to two candidates you wish to vote for					
	Vote here ↓	Vote here ↓	Vote here ↓	Vote here ↓	Vote here ↓
A Nadia Kerr					
B Liz Dobson					
C Sara Hirsch					

To vote online: go to www.cesvotes.com/cyclingukelection2025
To vote by post: return your completed form to Freepost Civica Election Services
All votes must be received by 9.00am Tuesday 28 October 2025