

Circulation:

**Board Members**

Janet Atherton  
Martyn Bolt  
Welna Bowden  
Jim Brown  
Julian Huppert

Rachel Kirkwood  
Jaki Lowe (Vice Chair)  
Jonathan Naughton  
Shivaji Shiva  
Ian Wescombe

**HQ Staff**

Paul Tuohy  
Sue Cherry (Minutes Sec)  
Matt Mallinder  
Roger Geffen  
Duncan Dollimore

## 1. Chair's Communication

The Vice Chair, Jaki Lowe advised the Board that unfortunately Dan Howard (Chair) was unable to make the meeting as he is unwell. Therefore Jaki Lowe would Chair the meeting and sent to Dan Howard good wishes for a speedy recovery from all of the Trustees.

Jaki Lowe highlighted this would be the last Board meeting for Kristian, Martyn and Jim as they stand down at the end of the year and special thanks would be given to them at the end of the meeting.

Jaki Lowe then opened the meeting with a welcome to everyone. She said it had been an especially busy period and wanted to record the excellent work of Duncan Dollimore and his team for their campaigning media TV and radio interviews recently and they had done a brilliant job for Cycling UK – well done to him and the team. This period has also seen the Trustees building its' capacity as a Board and the sub committees are working well and were all recognised for their efforts. Appreciation was also recognised for the contribution of Carol McKinley for all the work she has done supporting sub-committees and the Board. The SMT have recently had an away day to take forward work on the strategy and explore how they can make the improvements highlighted in the staff survey. The other excellent event to report on is the Big Bike Celebration attended by some Trustees who reported that right from the start the room was buzzing and they all came away exhausted but proud to be part of Cycling UK. The speakers were all brilliant, full of passion, interest and enthusiasm. Rachel Kirkwood said the whole event was really well run everything from strategy, planning and logistics worked really well and thanks to Matt Mallinder and his team for all the hard work – well done. The big question is – how will we beat it next year!

## 2. Apologies for Absence

Apologies for Absence were received for Jon Snow, Dan Howard, Simon Connell, Carol McKinley, Ian McCabe and Kristian Gregory.

## 3. Declaration of 'Conflicts of Interest'

Martyn Bolt asked that it be noted that he sits on the West Yorkshire Finance Transport Committee, as West Yorkshire is mentioned in the papers.

## 4. Notifications of 'Any Other Business'

Jonathan Naughton asked that Membership and Branding be looked at in relation to the success for our campaigning element influencing our Brand. Jaki Lowe confirmed this would be taken in the CEO report.

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Jaki Lowe reported there was an error on Item 11 – Marketing Plan - on the Agenda – this item had already been covered and agreed at the April Board meeting.

## 5. Minutes of the previous meeting held on Saturday 22<sup>nd</sup> July 2017

Page 2 – Item 8.2	Amend the beginning of the last paragraph so it now reads – Jonathan Naughton questioned whether the structure was fit for purpose.
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With the above amendment the Minutes were approved as a true record of the meeting.

### 5.1 Action Points from the previous meeting.

Jaki Lowe said the Equalities item had been dealt with at the April Board and the action point was to engage Carole Claridge to produce a working paper which has been done and a strategy and outline paper to come to the next board.

Welna Bowden referred to Action point 4 – Trustee Appraisals – saying that she had not yet had her appraisal. This was an oversight and would be arranged. Once this had been completed a report would be circulated to the Board.

Matt Mallinder confirmed – Action Point 7 Persona Project – this would be reported on once his new team were in post.

## 6. Matters arising from the previous meeting not covered on the Agenda

No matters arising were recorded.

## 7. Chief Executive's Report – (Confidential)

Paul Tuohy referred to his circulated report and highlighted that we have just completed a highly successful financial year. In line with an objective to seek to diversify income and partnerships, he attended a Public Health England Conference and with support from Janet Atherton was able to network to key influencers in this arena for future development. He reported that he would continue to seek to build new relationships with other funding bodies where cycling can be promoted as a preventative solution to public health. He informed the Board that with speakers such as Will Norman, the Mayor of London's Cycling Commissioner promoting their work on cycling in the capital, that Public Health England is warming to the prevention approach that cycling and walking offers. Cycling UK need to work on this pushing our BBR evaluation work as evidence.

Jonathan Naughton suggested a brain-storming meeting to write a short bullet pointed framework paper to present to the DfT. Janet Atherton thought this would be a good idea and Roger Geffen should also be included in this.

***Action Point 1: Roger Geffen to arrange a meeting to discuss and produce a framework paper.***

Matt Mallinder reported that the marketing team is performing well on Membership recruitment with renewals high and new members ahead of last year. However with all the recent media coverage it we would like to be higher on recruitment. That said he reported that since the July meeting, all three months have shown a net growth in membership from 64,260 to 64,657. To bolster this result, the team are working on a new Christmas advertising with a lights offer, prospect mailings and a new look membership pack welcome and renewal pack which will give the new member an enhanced experience. He felt the communications output is well balanced and the Google ad work is helping spread our name greatly. We are still not getting the support

that we would like from the trade press. When asked, the reply is “you are doing well so why would we write about you”, so we will keep pushing in this area.

In response to questioning from the Board, Roger Geffen updated the meeting on the latest Government policy developments, particularly in relation to its ‘cycle safety review’.

Welna Bowden highlighted the fact that Equalities under section 1 – Open to all – should be Red not Amber as she felt this work still needed to be completed. Paul Tuohy confirmed this item was scheduled to be discussed at the next SMT meeting and a strategy and action plan will then be produced for the board.

## 8. Governance – (Confidential)

### 8.1 Business Plan

Referring to the circulated paper Paul Tuohy confirmed that after the recent F&P meeting the Business Plan had been restructured so you could see the funding allocated to the prioritised objectives. A short debate followed and in summing up Jaki Lowe reiterated that if and when there were funding changes then adjustments would be made. The Board welcomed the new lay out.

### 8.2 Risk Assessment update

Jaki Lowe noted that the reduced funding issue was in hand and the paper was noted and agreed by the Board.

### 8.3 Chair Appraisal

Jaki Lowe confirmed that once Welna Bowden’s appraisal had been completed she and Dan Howard would circulate a paper.

### 8.4 Finance and Performance Committee – (27 September 2017)

The Minutes were noted by the Board.

### 8.5 Nominations Committee – (22 August 2017)

Jaki Lowe advised the closing dates for the elections is the 31/10/17 and the candidates had gone through a sound process and there was no shortage of excellence. There had been a complaint or two on the fact that we have stipulated members must vote for 4 candidates, a debate on this issue followed. In summing up Jaki Lowe said she had noted the comments and would take these into account next year.

### 8.6 Audit Committee – (27 September 2017)

The Minutes were noted by the Board.

### 8.7 Awards and Recruitment Committee

The Board noted the paper. It was agreed to bring this back to the January meeting.

***Action Point 2: Awards Committee to produce a proposal to present to the January meeting with regard to Ambassadors, President and Vice President.***

## 9. Campaigns Strategy – (Confidential)

Duncan Dollimore (Head of Advocacy & Campaigns) gave a Campaigns Strategy presentation and emphasised the fact that the department would be focusing on campaigns that will get us noticed (i.e. Close Pass, Eurostar) in future rather than being involved in lots of areas. We need to target relatively small resources as best we can. Jaki Lowe thanked Duncan and the team on behalf of the Board saying the presentation was professional and credible and the Board looked forward to seeing the results in future.

## 10. Financial Reporting – (Confidential)

### 10.1 Management Accounts

The Board noted the paper.

## 11. Holidays and Tours

### 11.1 Holidays and Tours report

Jaki Lowe thanked Jim Brown for his interesting report and following a general discussion various points were mentioned:-

- The heritage date of the 5<sup>th</sup> August should remain as the celebration date for the Birthday tea.
- We must remember this is run purely by Volunteers and what a brilliant job they do.
- The corporation tax/gift aid issue should be looked into.

It was agreed that F& P Committee would look at the budget and advise on the next move.

***Action Point 3: F&P Committee to look at the financial stability going forward.***

### 11.2 Cycling UK Holidays and Tours Ltd - Directors to be appointed for 1 year from the 1<sup>st</sup> January 2018

Proposed Names:	
Jim Maynard – Travel Industry expert	Sheila Simpson – Tour Leader
Pam Pilbeam – Tour Leader	Lyndon Bracewell – Tour Leader
Peter Mathison – Ex Councillor	Paul Tuohy – Company Secretary
To be elected from the Board	To be elected from the Board

The Board agreed the above Directors for the following year and Jonathon Naughton and Ian Wescombe agreed to join the Board. Jonathan Naughton taking up the existing vacancy and Ian Wescombe replacing Jim Brown when he steps down in December 2017. Jim Brown suggested that they attend the next meeting on the 14/11/17 to learn more about the Company.

## 12. Any other Business

No 'any other business' items were recorded.

## 13. Calendar

The calendar dates were noted and agreed.

## 14. Dates for 2018 Board meetings, AGM and Awayday:

The Board were invited to note the dates for the 2018 meetings.

Saturday 27 January

Thursday/Friday 22 and 23 March - Awayday

Saturday 28 April

Saturday 12 May – AGM

Saturday 28 July

Saturday 20 October

The above dates were noted and agreed.

In Summing up the meeting Jaki Lowe highlighted the following points:-

- The quality of the CEO report is much appreciated and felt more time could have been given to this item on the Agenda.

- The focus on building the capabilities in the organisation is encouraging
- It feels there is the right balance of managing the large and small of the 'P' in Politics and this is a delicate path being trodden well
- Congratulations to all who worked on the website – it is brilliant.
- There seemed to be more of a general theme on getting people cycling which is a positive transition.
- The Business plan is much improved and the Board now feel confident it can see the way forward.
- Thank you to everyone of their contribution.

The meeting closed at 2.20 and the following thanks were given to the Trustees standing down by Jaki Lowe:-

**Kristian Gregory:**

Was the youth of the group and had been involved with CUK prior to joining the board, particularly linking with Roger Geffen and his team. Kristian was with us in very challenging times and transition. Having spoken to Kristian it makes it even clearer about the need to support new board members effectively into their role so as not to repeat the experience Kristian had. Campaigning is very high on his agenda and we must applaud him for his work in that field and thank him for all his contributions.

**Martyn Bolt:**

Good to see you today, Martyn is someone who has been involved with National Office, in the locality as well as on the board. As a board we need to be strategic, serve our members and act in accordance with good governance and our governing policies. We have appreciated Martyn's attention to detail and again working with us through the changes. We wish Martyn the best of luck in the future and thanked Martyn for his contributions.

**Jim Brown:**

Jim's contribution to Cycling UK / CTC has been significant over many years. When Jim joined the Council - around 30 years ago – many challenges were being faced, including lower than expected membership growth and a need for Council to step in to resolve operational issues.

Since then Jim has played an instrumental role in many different areas of our work. Jim started as the Councillor for Scotland and subsequently East of England. He's been Vice-Chair. He supported Stevenage CTC becoming one of our leading Member Groups and thanks to Jim, leadership of this group has now passed to younger members and Jim's legacy lives on through his excellent organised rides. Not many rides have 'Ride Makers' in uniform or the Mayor to start the ride – it isn't clear whether he borrowed the Ride Makers idea from the Olympics or vice versa!

Jim has made a significant contribution to member engagement – and perhaps one of Jim's greatest strengths was always pushing the Board to continually think about, and do more for, those on limited incomes to make sure as many people as possible can enjoy cycling.

Cycling UK Board of Trustees meeting

Minutes for the meeting held at 10.30am on Saturday 21<sup>st</sup> October, 2017 at the Friends Meeting House, 173 Euston Road, London NW1 2BJ – Tel No: 020 7663 1100

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Not many of our Board members have in the past – or maybe will in the future – dedicate so many years of their lives to Cycling UK. Whether it's discussion in the Council Chamber, the café on a ride, or at a member group event you have made a lasting difference and we hope Cycling UK will continue to be a large part of your life, albeit in a slightly different way – hopefully with you spending more time riding your bike.

Jim has been throughout my time been a champion of diversity and we have a duty to continue that work in his ongoing memory.

Thank you Jim for your time, dedication and support you're shown to Cycling UK, and best wishes for the future.