



**THE ANNUAL GENERAL MEETING of  
the Cyclists' Touring Club, trading  
as Cycling UK,  
on Friday 4 September 2020  
at 11.00am**

# 2020 Annual General Meeting Agenda

## **11.00 Ordinary Business**

- Welcome - Dan Howard, Chair
- Chief Executive's Report - Pete Fitzboydon
- Cycle Campaigning landscape – Matt Mallinder
- Impacts of Behaviour Change – James Scott

## **11.30 Ordinary Business and Resolutions**

## **13:00 Voting closes**

## **13:00 Break**

## **13:20 Question and Answer**

## **13:40 Closing remarks and voting outcome**

# Welcome to the 2020 Annual General Meeting

Chair  
Dan Howard





Trustee's Report 2018 - 19

**we are**  
**cycling**  
The cyclists' champion **UK**



# Chair Opening Presentation

- <https://www.youtube.com/watch?v=H-0oV0jk-WY>

# CEO report

## Contents:

1. Progress against the 5-year Strategy
2. 2020: An Unusual Year for Cycling and Cycling UK
3. Key Performance Indicators: assessing our performance

### Please note:

- *As normal, the majority of this report relates to the last full Financial Year (2018-19).*
- *However, given the unusual situation of the Covid-19 – and the related delay in the AGM – some of the information is from this financial year.*



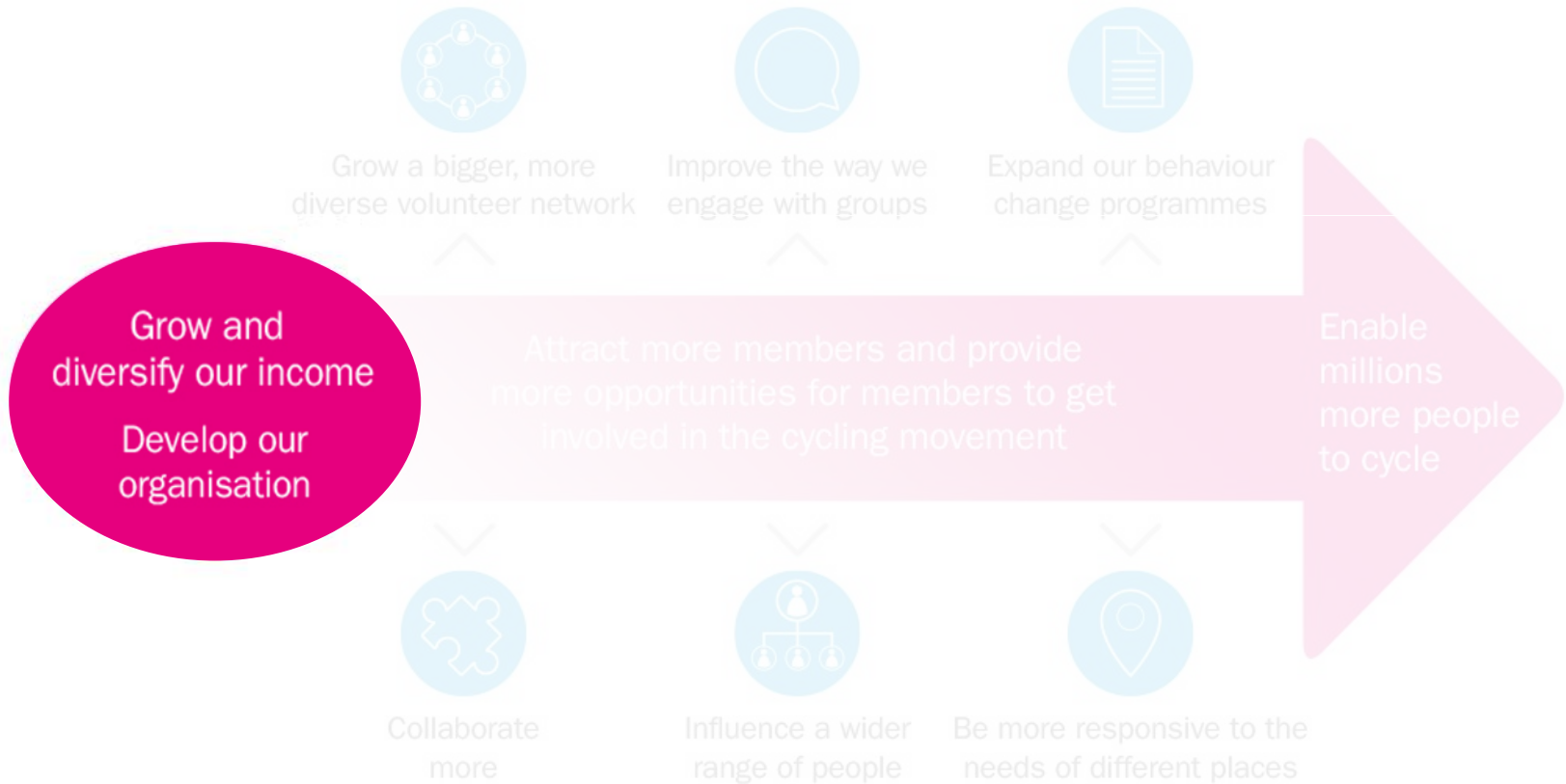
# Progress against the 5-year Strategy



The 2018-19 Impact Report sets out in far more detail, as will the following two presentation, but a handful of highlights are set out over the next few slides...

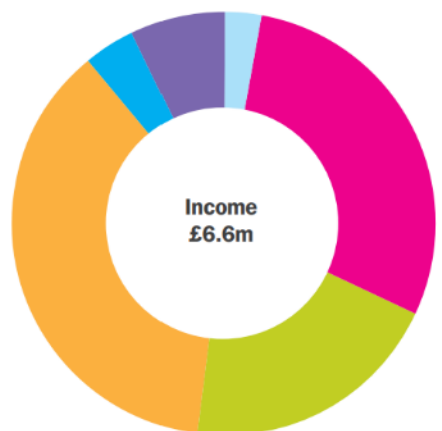


# Progress against the 5-year Strategy



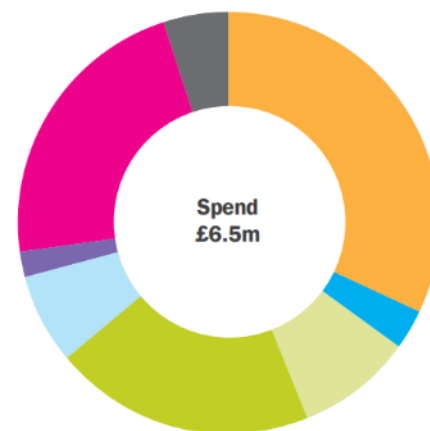
# Progress against the 5-year Strategy

2018-19 Income (£m)



Donations and Legacies	3%
Grants	29%
Cycling Holidays	20%
Membership	37%
Sales and Services	4%
Other Commercial Activities	7%

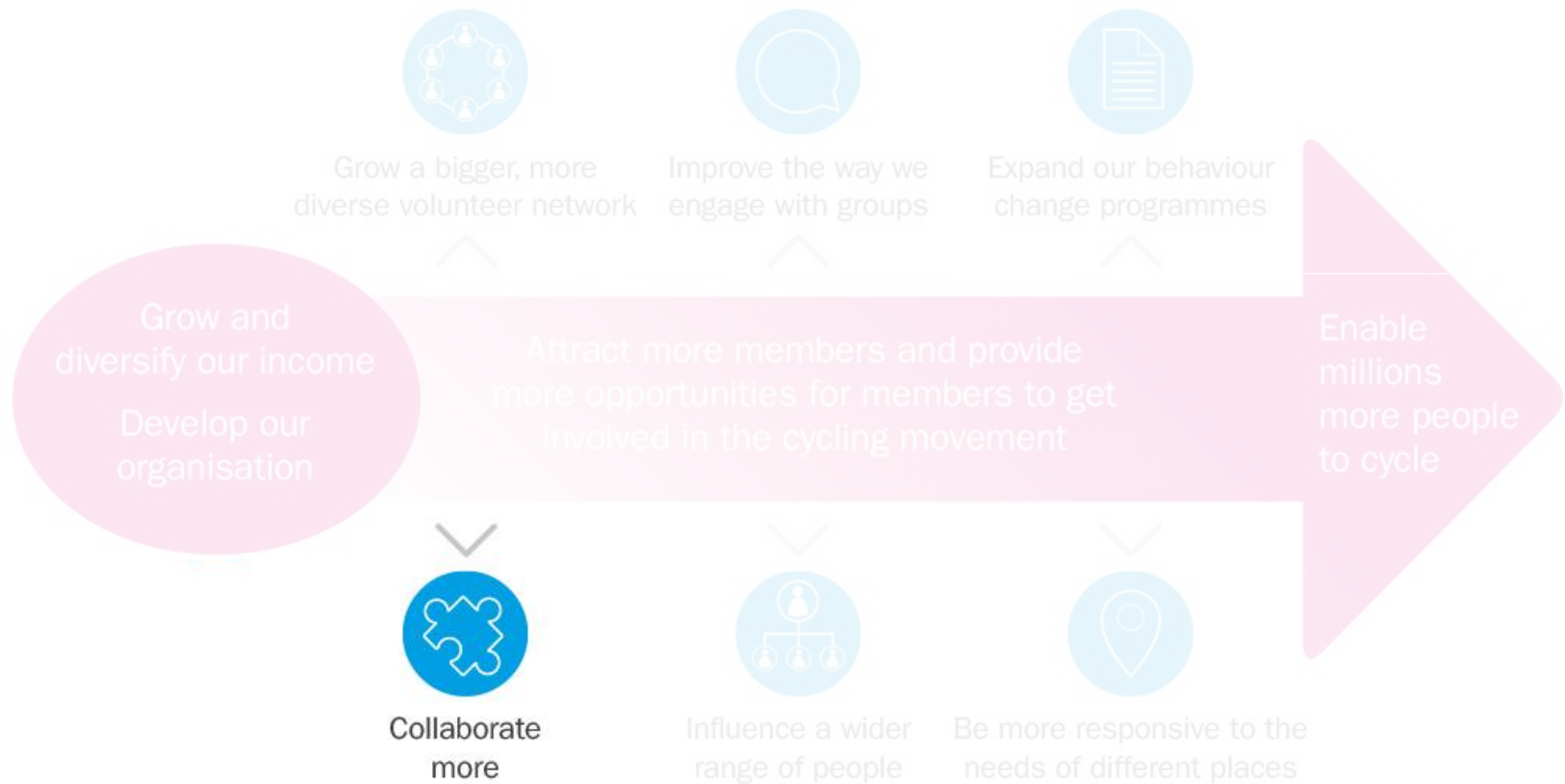
2018-19 Expenditure (£m)



Membership Services	32%
Youth Projects	3%
Campaigning	9%
Cycle Holidays	20%
Health and Wellbeing Projects	7%
Education and Cycle Training	2%
Cycle Development	22%
Raising Funds	5%

Grow and diversify our income  
Develop our organisation

# Progress against the 5-year Strategy



# Progress against the 5-year Strategy



Collaborate  
more

## WACA

The Walking and Cycling Alliance (WACA) continued to act as a united voice for the active travel charities to bring pressure to bear on the Government for increased funding and more support.

we are  
cycling  
UK



## Living Streets

Cycling UK partnered with Living Streets, the charity for everyday walking, to launch a campaign for greater funding for active travel.

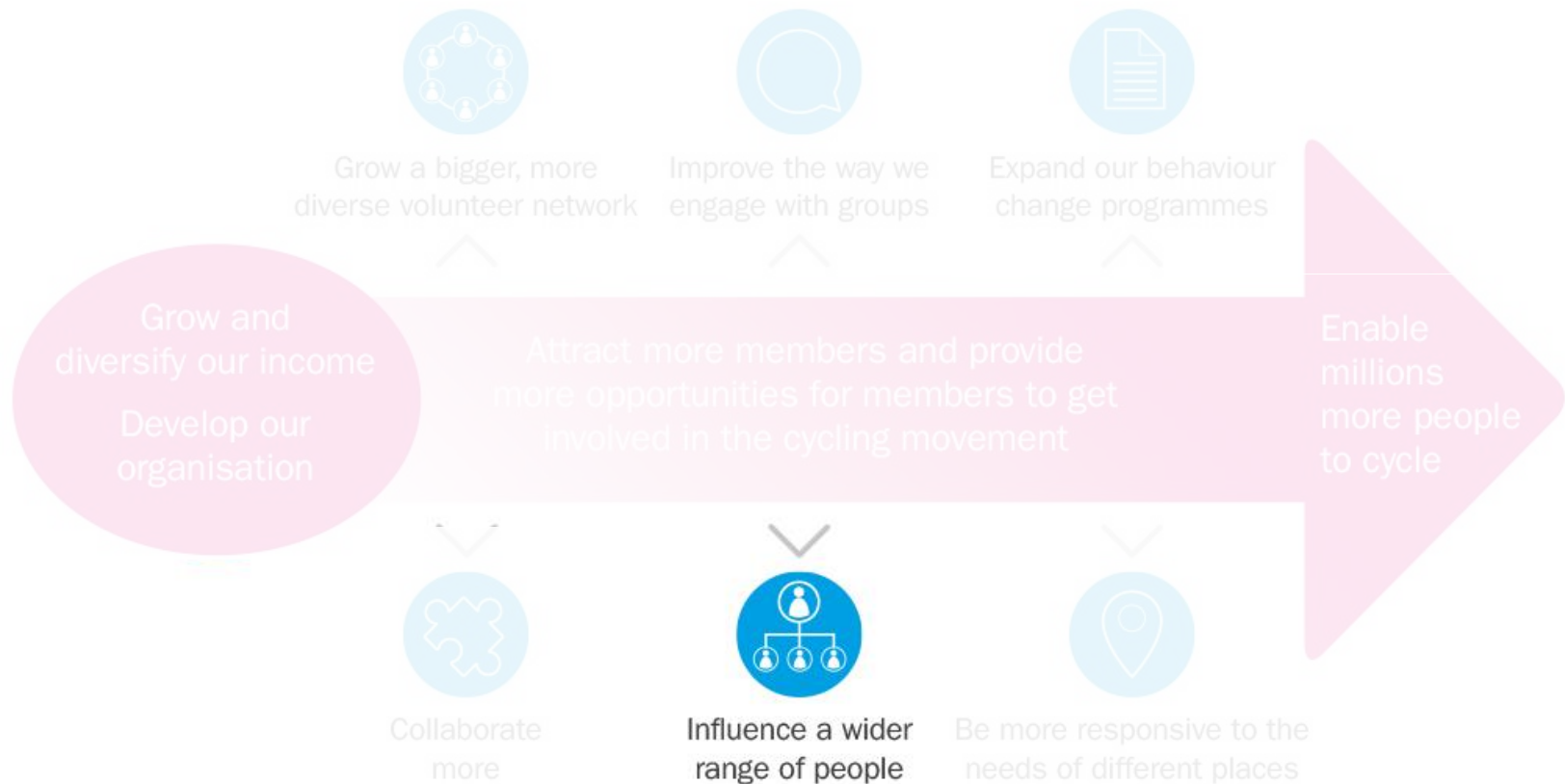
11,554  
actions taken in  
our funding  
campaign



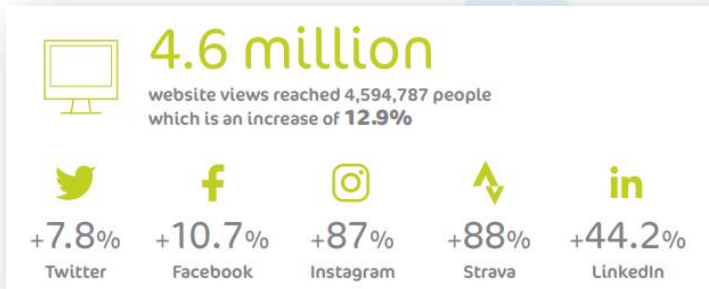
ling  
The cyclists' champion  
UK



# Progress against the 5-year Strategy



# Progress against the 5-year Strategy



Improve the way we engage with groups



More members and opportunities for members in the cycling movement



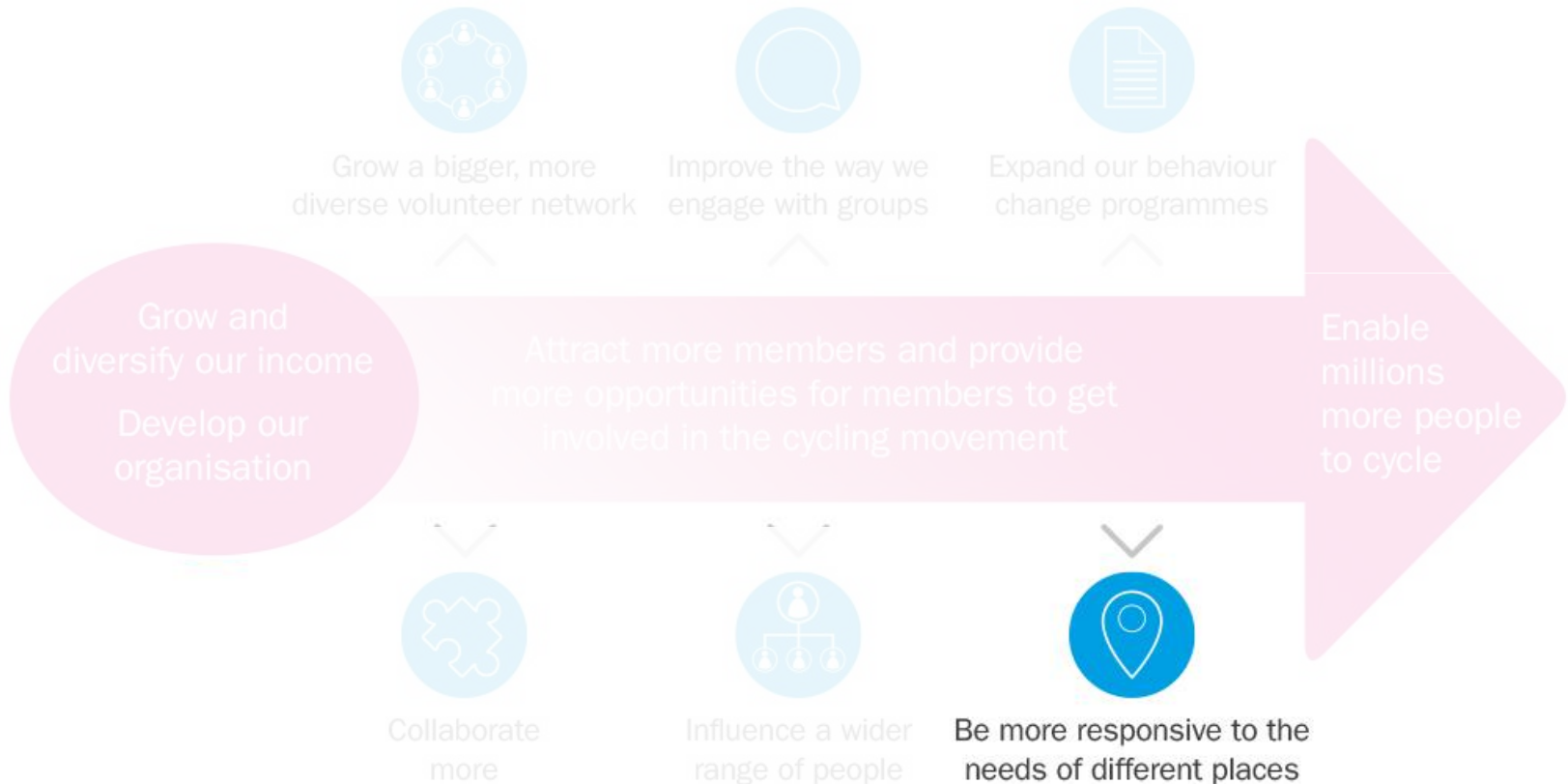
Influence a wider range of people



**we are cycling**

The cyclists' champion **UK**

# Progress against the 5-year Strategy



# Progress against the 5-year Strategy



Grow a bigger, more



## Wales

More than 200 people cycled on the Sennedd, the Welsh Assembly, in Cardiff to call for more investment in cycling.



Improve the  
engage with

## Scotland

We campaigned at Holyrood, the Scottish Parliament to make cycling in Scotland safer and easier for everyone.



Influence a wider  
range of people



Be more responsive to the  
needs of different places

# 18

new community  
club initiatives  
established in  
Scotland



# 2020: An Unusual Year for Cycling and Cycling UK...

## Massive Progress...

- 43%\* of people cycled more during lockdown
- Strongest Government commitment to Cycling for generations
- £250m of funding for temporary cycling infrastructure, amongst £2bn investment commitment
- Seamless service from the Cycling UK team despite operational challenges, particularly in interpreting Government advice in all nations
- Increase of over 150% (£2.7m) in funded work, mainly from DfT, Transport Scotland & Sport England
- A new Permanent CEO in position in October

## Massive Challenges...

- 27%\* of people cycled less, suggesting significant 'churn' in cycling
- Group rides have been badly hindered by Covid restrictions
- Covid-19 has restricted the events we can run 'in person'
- Holidays and Tours adversely affected with most tours cancelled
- Financially, this combined with a necessary change to our fiscal model, has had a negative impact of £1m income in 2020.

\*Savanta ComRes research for Sport England, August 2020

# KPI Framework

- There was an AGM motion last year relating to the creation of a transparent set of KPIs to assess Cycling UK's performance.
- The Board agreed the new Performance Indicator Framework in July, to monitor the 'health' of the organisation, track progress against strategy, and assess our impact.
- Whilst most of the KPIs are now 'live' some require data to be added over the coming months as it is gathered / published.
- Wherever possible, data has been amalgamated from all nations to provide a UK-wide picture.
- The next few slides explain the Framework, its connection to the Strategy, and sets out performance against the most relevant KPIs



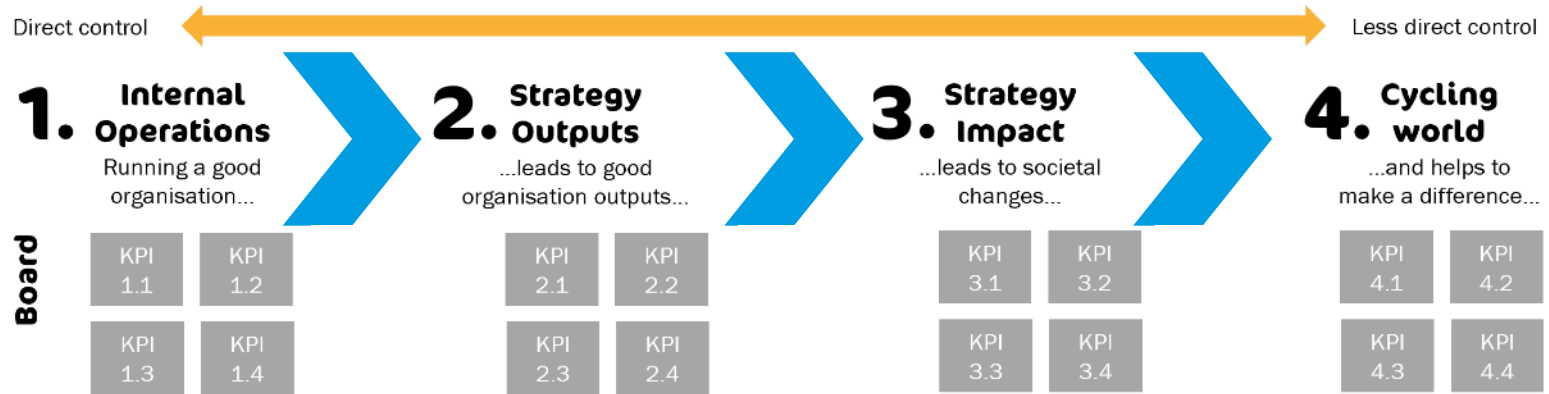
# KPI Framework

# KPI Framework





# KPI Framework



# KPI Framework



# KPI Performance

**1. Internal Operations**  
Running a good organisation...

**2. Strategy Outputs**  
...leads to good organisation outputs...

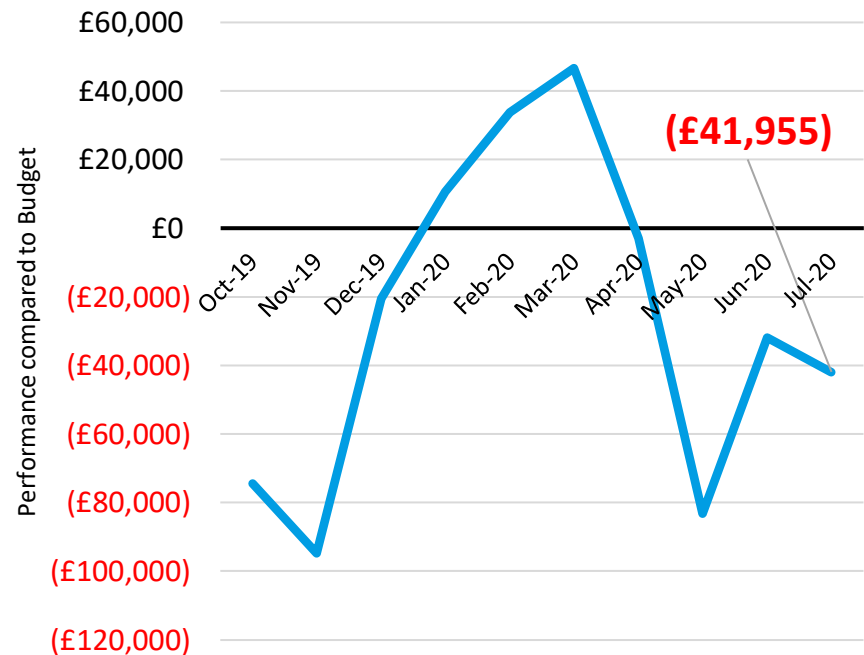
**3. Strategy Impact**  
...leads to societal changes...

**4. Cycling world**  
...and helps to make a difference...

KPI 1.2

## Performance vs Budget

- Represents how far behind / ahead of budget we are
- Approaching original budget, despite unexpected hit of Covid-19 and fiscal changes amounting to a downturn of £1.086m
- Likely to be near to budget by YE



# KPI Performance

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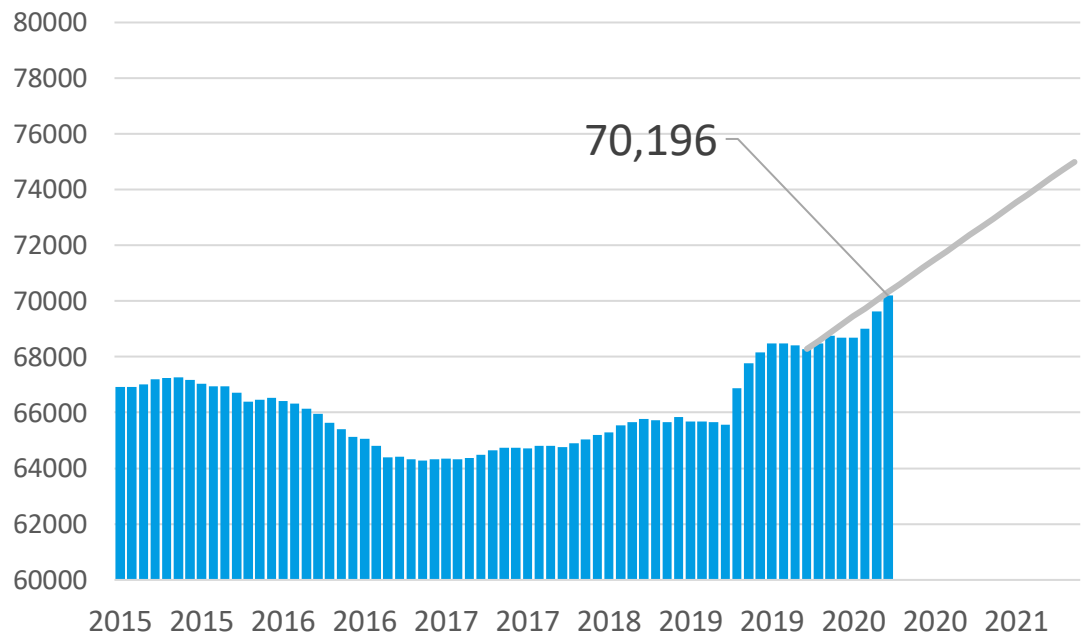
**3. Strategy Impact**  
...leads to societal changes...

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...and helps to make a difference...

## KPI 2.1

### Membership

- On track to hit overall strategy target
- 7% Growth since Jan 2019
- Also excludes around 3,000 Health and Social members



# KPI Performance

**1. Internal Operations**  
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...leads to good organisation outputs...

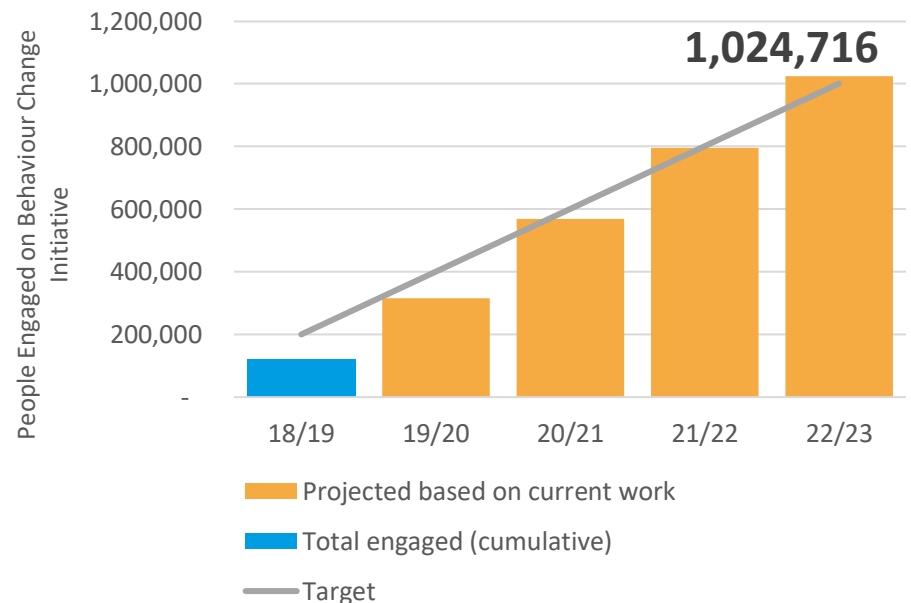
**3. Strategy Impact**  
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## KPI 2.2

### Behaviour Change

- Target to engage 1,000,000 people by 2023
- On track to achieve target
- Assumes DfT and Transport Scotland funding continues at pre-Covid-19 levels





# KPI Performance

**1. Internal Operations**  
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...leads to good organisation outputs...

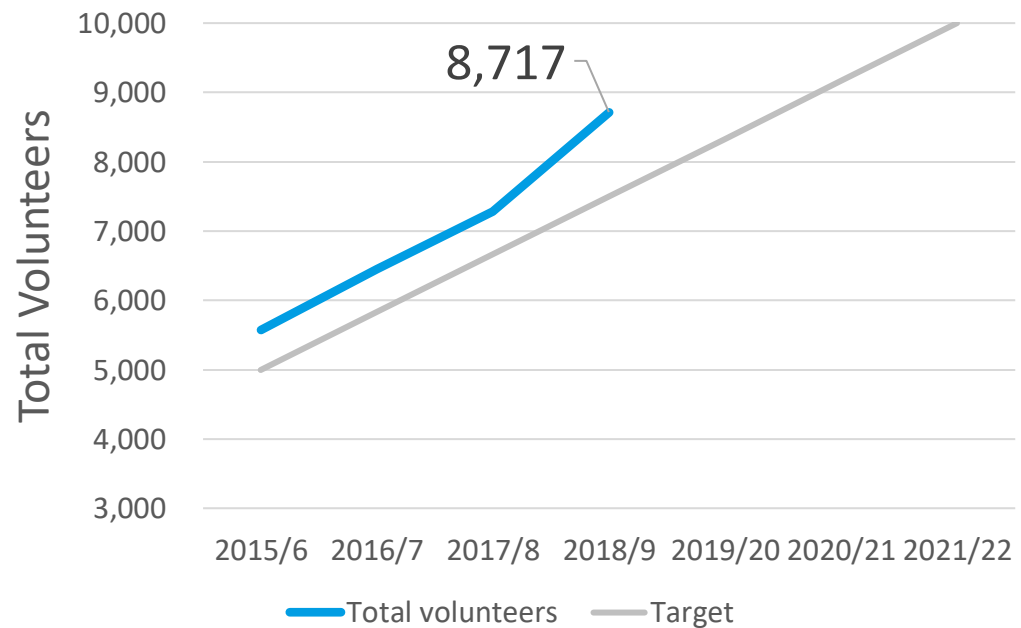
**3. Strategy Impact**  
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...and helps to make a difference...

KPI 2.3

## Volunteering

- Target to benefit 10,000 active volunteers by 2023
- On track to exceed target significantly by end of strategy



# KPI Performance

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Running a good organisation...

**2. Strategy Outputs**  
...leads to good organisation outputs...

**3. Strategy Impact**  
...leads to societal changes...

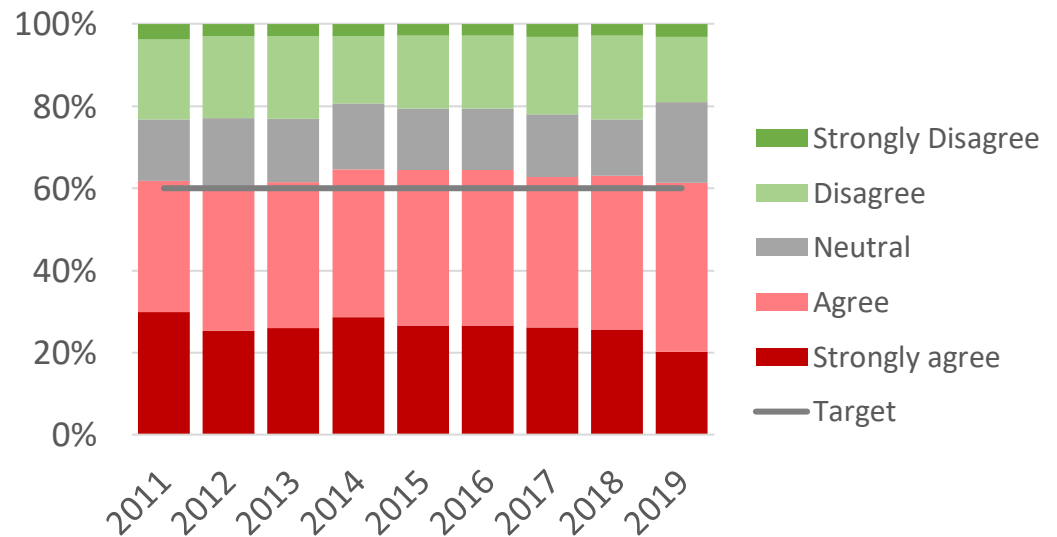
**4. Cycling world**  
...and helps to make a difference...

KPI 3.2

## Perception of Cycling Safety

- Slight Improvement in perception of road safety
- Those 'Strongly Agreeing' has declined in particular

Asked *"Cycling on the road is too dangerous to do"*



# KPI Performance

**1. Internal Operations**  
Running a good organisation...

**2. Strategy Outputs**  
...leads to good organisation outputs...

**3. Strategy Impact**  
...leads to societal changes...

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...and helps to make a difference...

KPI 3.4

## Governments' Cycling Investment

- This will be added, by Country, in future



# KPI Performance

**1. Internal Operations**  
Running a good organisation...

**2. Strategy Outputs**  
...leads to good organisation outputs...

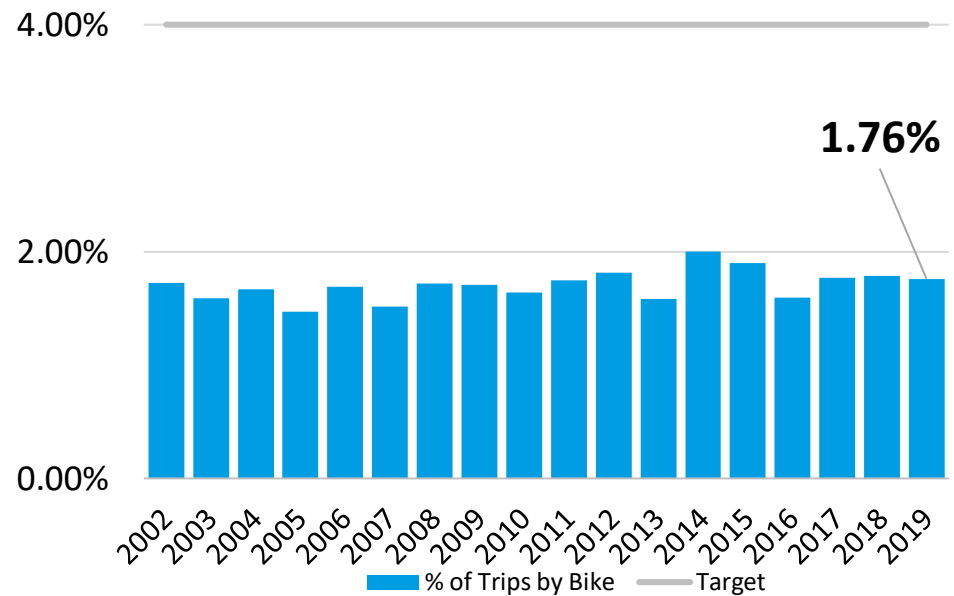
**3. Strategy Impact**  
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KPI 4.2

## Percentage of all Trips by Cycle

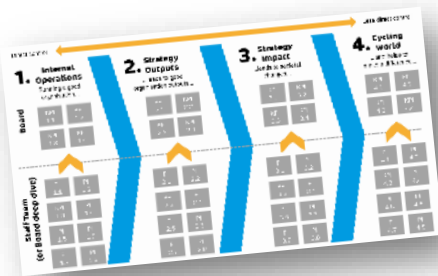
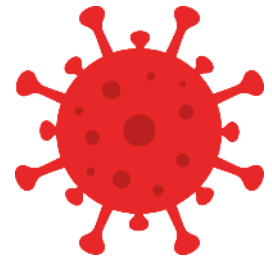
- Significantly behind the strategy target of 4% of trips by bike.
- Plateau over the last three years
- This is a far longer-term target than the strategy duration



# Summary



- 2018-19 saw numerous significant achievements against the 5-year strategy, and you are urged to read the Impact Report to see the full extent
- 2020 has been both a hugely successful year for Cycling, and a challenging one, but we have adapted to ensure success.
- Key Performance Indicators are now operational for Cycling UK, which will both assess our performance and help to determine our areas for enhancement







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# Cycle Campaigning Landscape

**Matt Mallinder**

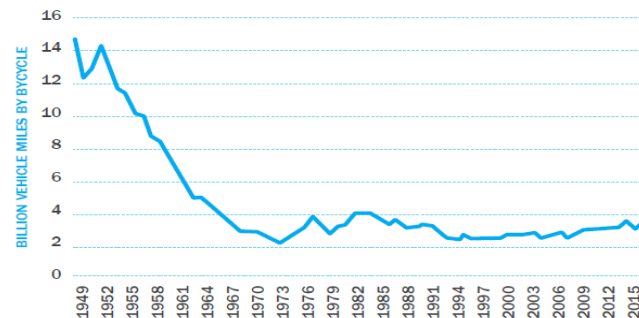
**Director of Influence and Engagement**



# Problem /Solution



Cycle use in billion vehicle miles  
1949–2016 (GB)



## Health

Physical inactivity costs the NHS up to **£1bn per annum**, with further indirect costs calculated at **£8.2bn**

£8.2bn



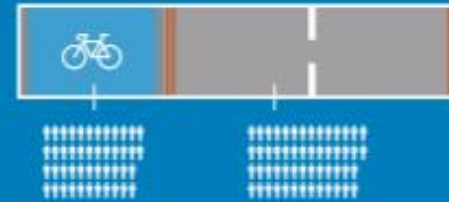
## Wellbeing

**20 minutes** of exercise per day cuts risk of **developing depression by 31%** and increases productivity of workers



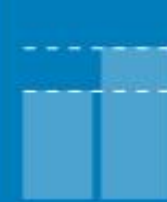
## Congestion

The new east-west and north-south cycle routes in London are moving **46% of the people** in only **30% of the road space**



## Local businesses

Up to **40% increase** in shopping footfall by well-planned improvements in the walking environment



+40%



## Environmental and air quality

Meeting the targets to double cycling and increase walking would lead to savings of **£567 million** annually from air quality alone and prevent **8,300 premature deaths** each year and provide opportunities to improve green spaces and biodiversity<sup>8</sup>.



£567m

## Climate change

Mode shift to active transport is one of the most cost-effective ways of reducing transport emissions



## Economy

Cycling contributes **£5.4bn** to the economy per year and supports **64,000 jobs**

£5.4bn



# How we campaign

- Collaborate
- Inspire
- Lobby
- Public pressure
- Thought leadership
- Enable
- Direct delivery
- Online



# 2018/19 Key Campaigns



## Off Road

- Great North Trail
- Trails For Wales
- Cyclists' North Downs Route
- Be Nice Say Hi



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# 2018/19 Key Campaigns



## Road Safety

- Too Close & Dutch Reach
- 20mph and pavement parking in Scotland
- Welsh Access reforms
- Funding Campaign
- Highway Code campaign

437,000

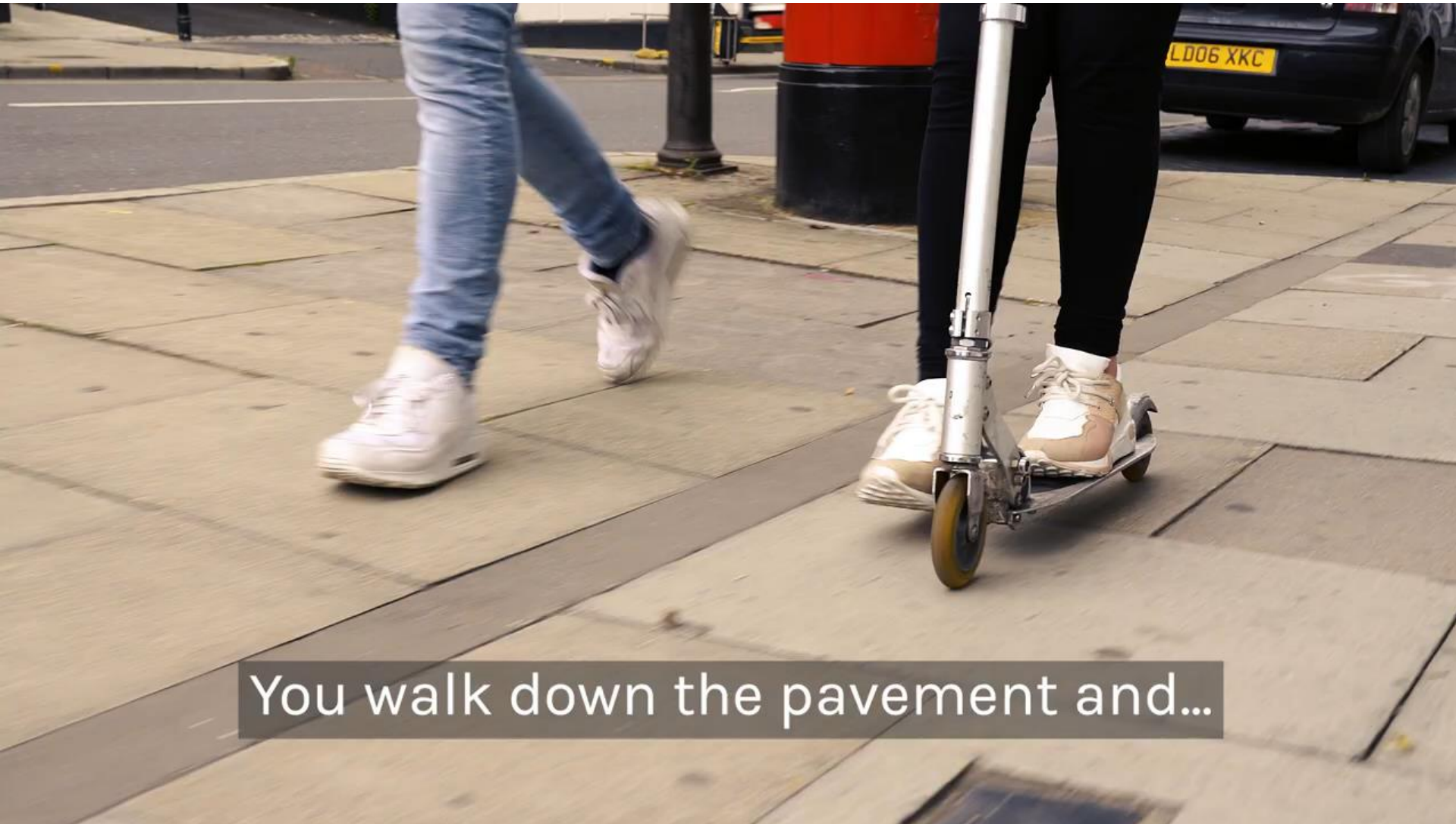


people were reached  
with Teach the Dutch  
Reach campaign



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# Highway Code



You walk down the pavement and...



# Covid Temporary 'Pop Up' Cycle lanes



11,154

people engaged with  
funding campaign  
in England to secure  
more infrastructure



## Widen My Path

Where should the Council make more space for walking & cycling, for physical distancing? Add your idea, or upvote an existing idea.

1. Where is this?

Set a marker on the map  
- zoom in and click

2. Which type of change is needed?



Cycleway



Pavement



Closure

3. What is the problem here, and how can it be improved?

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# Rights of Way

- King Alfred's Way
- Missing links campaign
- Agricultural Bill
- Environment Bills





# Cycling Future



## Prime Minister's vision (or Roger Geffen's)

- 50% of journeys in towns and cities to be by active travel
  - New Active Travel England oversight, support and enforcement body
  - New design guidance
  - Cycle lane Networks
  - Cycling at heart of planning & health
  - Cycle training for all
  - Behaviour change programmes
  - Electric bike schemes
- 
- £2bn down payment
  - £250m infrastructure boost
  - Min £8bn investment needed

**Record Funding in Scotland & Wales for Active travel**

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# 2021 focus

## Making Gear Change Happen

### Elections

- May 2021 -largest council election campaign we have ever run
- National elections in Scotland and Wales
- England Council elections for all seats in all 24 County Councils.
- Council elections in all 36 Metropolitan Boroughs
- Council elections in 28 of 58 Unitary Authorities



### Support for local campaigns

- New Local Cycling Advocacy Networks
- National Advisory Committees
- Digital resources

# Impact of Behaviour Change Programmes

**James Scott**

**Director of Behaviour Change and Development**





- Cycling UK has a clear mission - **To enable millions more people to cycle.**
- We believe that more people cycling will help to tackle a wide range of social and environmental problems such as air pollution, inactivity, obesity, poor mental health and traffic congestion.
- Currently, only 2% of all trips are made by bike, a figure that has remained resolutely static for the last two decades.
- Women, people from black, Asian and minority ethnic (BAME) background, and people with disabilities are significantly less likely to cycle than white, adult men,



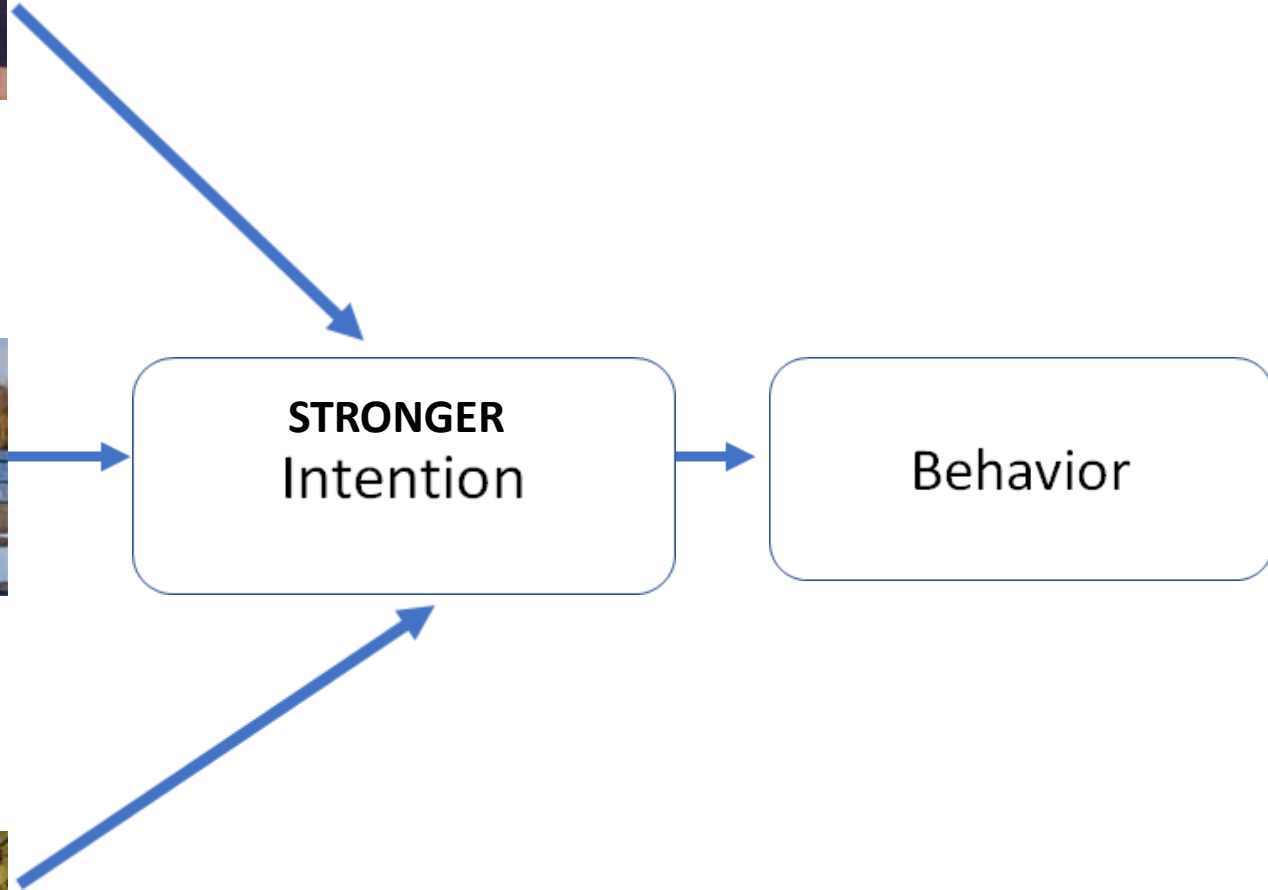
When individuals see the benefits of cycling and have a positive attitude towards it



And have the support of significant others and those within their social group



And ultimately feel they have the skills and are in control of the behavior





# We utilise cycling to achieve behaviour change in local communities



Increased cycling among participants

More people cycle for everyday journeys

Increased regular physical activity among participants



## Community Cycle Clubs



Pro Cycling behaviour using a bike for short journeys and commuting

Meeting physical activity guidelines

Health/ quality of life



Improvement in health and wellbeing

Meeting physical activity guidelines



### HEALTH

Reduced non-communicable diseases \*(eg CVD; diabetes)

### ENVIRONMENT

Air quality; carbon emissions

### SOCIETY

Improved social cohesion

### SOCIETY

Improved social cohesion

Reduced isolation

Reducing inequalities



# The BIG BIKE Revival

**60,661**

Participants took part in BBR  
across England and Scotland

**49%** Women

**30%** BAME



- **52,778** New cycling trips created
- **45,057** Doing more physical activity
- **46%** were non-regular cyclists

# Community Cycle Clubs



**115** affiliated groups in Scotland,  
**46** of which are affiliated via  
Community Cycling Clubs (CCCs)

**3200** participants in Community  
Cycle Clubs across England

People who joined a Community  
Cycle Club reported they were:

- Cycling more often
- Starting to meet physical activity guidelines
- Feeling better connected to their communities



**141** people took part in **16**  
Cycle for Health projects

**73%** of the attendees showed  
an increase in cycling activity  
levels

**57%** reporting that they now  
cycled more than once a week.



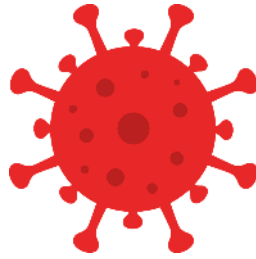
A new project in Inverness  
has been launched to  
improve people's health,  
wealth and happiness by  
supporting them to cycle  
for everyday journeys

**120** Participants engaged  
in first year and renewing  
their bike loans for year 3





# Impact of COVID



The  
**BIG BIKE REVIVAL**  
— For Key Workers —

**Free services to  
keep key workers  
cycling**



[BigBikeRevival.org.uk](http://BigBikeRevival.org.uk)

#BigBikeRevival



6752 Beneficiaries

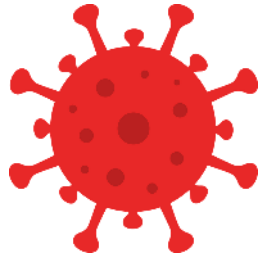
74% respondents in  
Scotland travelled to work by  
car before lockdown

56% respondents in  
Scotland never cycled to work  
before lockdown

55% In England intend to carry  
on cycling to work



# Impact of COVID



## Scotland Cycle Repair Scheme



Free cycle repair and maintenance

Over 280 retailers participating

£1.5m grants distributed

30k participants

## Pop-up bike mechanics



Pop-up Dr Bike sessions available nationwide

1500 sessions

60k + participants

## Tackling Inequalities Fund



This fund exists to help to reduce the negative impact of coronavirus and the widening of the inequalities in sport and physical activity

Working with 49 CCC across England



# 2020 Annual General Meeting

## Ordinary motions and Special Resolutions



# Ordinary Business

## Motion 1

To adopt as a true record, the minutes of the Annual General Meeting held in London on 15<sup>th</sup> June 2019

Proposer: Andy Key, Seconder: Janet Atherton

# Ordinary Business

## Motion 2

To adopt the Annual Report of the Board of Trustees and the audited accounts for the year ended 30th September 2019 as published on the Cycling UK website.

Proposer: Andy Key, Seconder: Janet Atherton

# Ordinary Business

## Motion 3

To reappoint Buzzacott LLP as auditors and to authorise the Board of trustees to fix their remuneration.

Proposer: Christine Gibbons , Seconder: Janet Atherton

# Ordinary Business

## Motion 4

That the membership fee set pursuant to Article 11 of the Articles of Association shall increase as follows: Household rate from £74 to £75; the Concession rate from £29.50 to £30.50; the Junior/Young Person rate from £22 to £24. The Adult rate shall remain unchanged. There shall no longer be an age-related concessionary rate

Proposer: Janet Atherton, Seconder: Andy Macnae



# Special Resolution

## Motion 5

- 1 That Articles 12.9 and 12.10 in the Articles of Association are deleted in their entirety with subsequent Articles and cross-references renumbered accordingly.
2. That the Articles of Association be amended as follows:
  - A. In Article 1 delete the definition of Legal Adviser in its entirety
  - B. In Article 14.1b replace ‘ ;and’ with ‘.’ and delete Article 14.1 c in its entirety.
  - C. In Article 17.1.2 replace the word two with three and after ‘Trustees’ ‘ provided that such co-opted Trustee may only serve for a period of one year and may be re-appointed annually by the Board up to a maximum term of nine years, after which they may not be co-opted again for a period of three years. In exceptional circumstances, the Board may appoint as a Co-opted trustee, a trustee who is returning as an Elected Trustee for up to a maximum term of one year in addition to any term of office served as an elected trustee.
  - D. Delete Article 18.1 in its entirety and replace with :The Vice-Chair in office from time to time shall act as the Senior Independent Trustee , unless the Vice-Chair is unable or unwilling to serve as the Senior Independent Trustee or the Trustees resolve that a different Trustee be appointed as the Senior Independent Trustee.
  - E. Delete Article 23 in its entirety with all subsequent Articles being renumbered accordingly.
  - F. In Article 24 delete “ Legal Adviser”

Proposer: Andy Key, Seconder: Christine Gibbons

# Ordinary Business

## Motion 6

### Strategy to reduce promotion of holiday flights

Proposer note: The CTC (Cycling UK) Articles of Association state four Objectives of the Club. Three are related specially to cycling. The fourth states 'promote the conservation and protection of the environment'. The member survey indicated 71% support for 'Encouraging cycle use to benefit the environment'. We would like to propose that the Club adopts a progressive strategy to reduce, and ultimately stop, promotion of cycling holidays that involve flying. An organisation whose stated objective is to protect the environment should not be promoting flying as it so massively increases a person's annual carbon footprint and hence contributes to climate change. The current promotion is in the form of: CTC branded holidays, which involve flying; articles in the magazine; and the adverts in the magazine selling holidays involving flying.

Proposer: Martin Crane, Seconder: Janet Atherton

The Board endorse this motion

# Ordinary Business

## Motion 7

**Cycling UK's Air Quality policy needs to be urgently reviewed.**

Proposer's note: There is clear evidence that cycling reduces roadside air pollution concentrations faster than road pricing 'Clean Air Zones' and scrappage schemes. The main ways it does this are:-

Take space away from cars (the evidence from the only cycle superhighways in the country (London) are that NO<sub>2</sub> concentrations fall by around 20% as soon as work begins on cycle paths i.e. not just once people start using them. Enables (not 'encourages'!) active travel. Moves motor traffic away from building façades where long-term exposure occurs. The drop off in nitrogen dioxide concentrations is around 20% for every meter a road is moved away from a sensitive receptor.

The current policy is long winded and contradictory. Air Pollution is directly related to energy consumption. Focusing on the lowest energy solutions produces the least emissions. Cycling is the lowest energy mode of transport and Cycling UK's policy should focus on the benefits of cycling. In its current form it does this very badly.

Proposer: Blaise Kelly, Seconded: Conrad Kelly

**The Board endorse this motion**

# 2020 Annual General Meeting Questions and Answers



# Voting summary and Chair Closing Remarks



Thank you  
for coming

