

Cycling UK AGM 2021

11am, Friday 10 September 2021

THE ANNUAL GENERAL MEETING
of the Cyclists' Touring Club,
trading as Cycling UK.

Cycling UK AGM Agenda



- 11:00** Welcome - Janet Atherton OBE, Chair
- 11:20** Chief Executive's report - Sarah Mitchell
- 11:40** Update on progress against 2020 resolutions
- 11:50** Break
- 12:00** Annual General Meeting voting
- 12:45** Question and answer session
- 13:00** Close



Welcome

Chair, Janet Atherton OBE

Highway Code

Chief Executive's report

Sarah Mitchell

Imagine a country where cycling is a safe and popular mode of transport for people of all backgrounds and abilities, where pollution is no longer poisoning our children, obesity has been eliminated, and traffic congestion is gone.

This is Cycling UK's vision...

Our mission



Is to get millions more people cycling...



Delivery of the strategy to date...

Internal development

- Income diversification – membership, individual giving, grants, sponsorship
- New HR function and People Plan
- Impact monitoring systems developed
- New database and digital roadmap for increased audience engagement
- Truly UK-wide – with staff and Cycle Advocacy Network in all four nations



Delivery of the strategy to date...

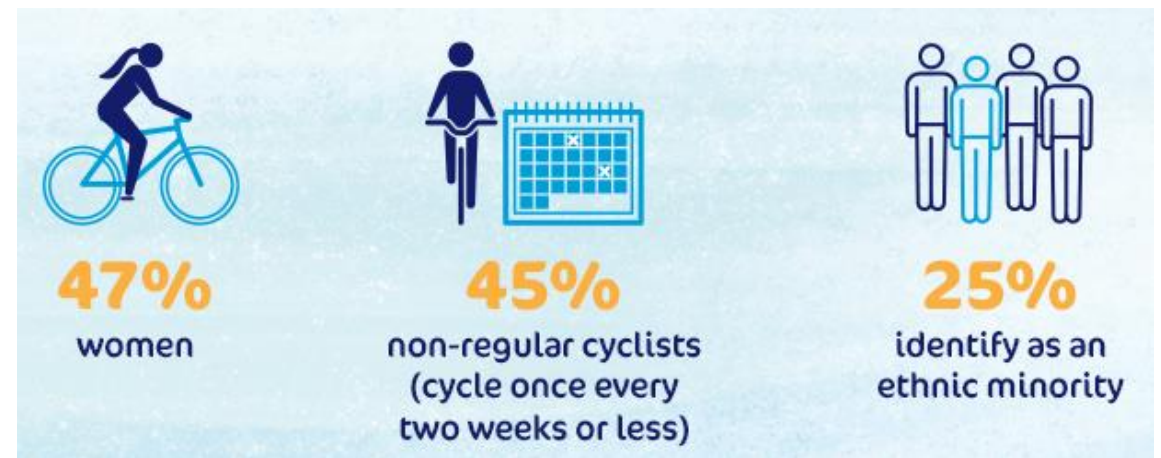
External delivery

- Growth of behaviour change projects across England and Scotland
- Commitments from all governments for significant increase in spending on cycling
- Membership transformation project
- Campaigning and lobbying partnerships
- Growing social media and web footprint



Making cycling accessible to everyone

The Big Bike Revival in England and Scotland helps anyone begin or return to cycling through a programme of FREE activities and services, delivered by organisations who are part of the community and address local needs



Giving cyclists a voice

- Won temporary cycling infrastructure
- Highway Code victory
- Landmark legal case against 'bikelash'
- Commitments to funding

Highway Code

Engaged more than 16,000 supporters to respond to the Highway Code consultation, supporting our proposed changes to the code – the culmination of 13 years of lobbying and campaigning work.



CycleAdvocacyNetwork
supporting you to speak up for cycling

Cycle Advocacy Network

More than 170 campaigners joined our newly launched Cycle Advocacy Network (CAN), to revitalise local campaigning and improve our support for volunteer campaigners.
















Infrastructure campaign

We responded to the COVID-19 pandemic by ramping up our infrastructure campaigning, with over 16,000 supporters across the UK emailing their councillors, council leaders and MPs to ask for space for social distancing, more cycle lanes and measures to enable more people to walk and cycle.



Engaged members

- Membership grew to 70,400
- Members enjoy an increased wide range of benefits.
- Total membership income increased to £3.6m
- Thousands of members actively take part in our Road Safety campaigns
- Donate to our fundraising
- Share advice, routes and enjoy our rides

<p>DISCOUNTS</p>  <p>15% off at Cotswold Outdoor</p>	<p>DISCOUNTS</p>  <p>£75 worth of free accessories with Raleigh</p>	<p>INSURANCE</p>  <p>£10m third party insurance cover</p>
<p>DISCOUNTS</p>  <p>20% off of Havebike's Collect & Return bicycle servicing</p>	<p>EXCLUSIVE</p>  <p>Cycling UK Incident Line</p>	<p>EXCLUSIVE</p>  <p>Cycle magazine</p>
<p>DISCOUNTS</p>  <p>20% off Outdoor Provisions</p>	<p>DISCOUNTS</p>  <p>15% off at Runners Need</p>	<p>INSURANCE</p>  <p>15% off Yellow Jersey travel insurance</p>
<p>INSURANCE</p>  <p>6 month membership bike insurance offers</p>	<p>DISCOUNTS</p>  <p>10% off Asgard Secure Steel Storage</p>	<p>DISCOUNTS</p>  <p>20% off Muc-Off</p>
<p>DISCOUNTS</p>  <p>10% off at Restrap</p>	<p>DISCOUNTS</p>  <p>Busby Fitness Safety App discount</p>	<p>DISCOUNTS</p>  <p>20% off Ordnance Survey maps</p>

Volunteers vs lockdown



Our volunteers in numbers:

6,633
volunteers in total

104
member groups

3,589
member group
volunteers

699
affiliate groups

2,325
affiliate group
volunteers

719
new volunteers
signed up

Business as (un)usual

Cycling UK launched free essential cycling services and repairs for key workers across England and Scotland in April 2020, adapting its existing Big Bike Revival model

The
BIG BIKE REVIVAL
For Key Workers



7,535

We provided a bike fix, free equipment or bike or equipment loan to 4,116 keyworkers in England and 3,419 keyworkers in Scotland



62%

of people reached in England were non-regular cyclists

Business as (un)usual

Scotland Cycle Repair Scheme

Cycling UK developed and launched a flagship Scottish government active travel response to Covid-19, offering over 30,000 free bike repairs worth up to £50 across the nation.

SCOTLAND CYCLE REPAIR SCHEME



£1.5 million

The total cost of the scheme was £1.5 million



314

There were 314 bike repair organisations participating



30,000

More than 30,000 repairs were carried out

Business as (un)usual



Digital events programme (Facebook and YouTube)

74 events

15 episodes of Bants, Bikes and Being Female (19,458 views)

9 episodes of 'An Audience with...' 20,263 views (10,910 on YouTube, 9,353 on Facebook)

Info and inspiration during lockdown

Cycling UK became the go-to organisation for the latest Covid riding regulations, for returning cyclists and for lockdown riding inspiration.



40.7%

increase in our social media followers



6,951

mentions of Cycling UK in 1,362 media outlets

Website traffic

11.9million

page views

8.5million

unique page views

101%

increase in page views on the website 73.75% increase unique page views 2019 v 2020

156,788

page views on a single day on July 28, 2020, our highest ever



Cycling inspiration

- Welsh 'Tails of the Trails'
- Belfast 'Routes to Roots' Heritage ride
- Bike packers King Alfred's Way
- EXPERIENCE tourism project



West Kernow Way

Strategy Refresh

CEO, Sarah Mitchell

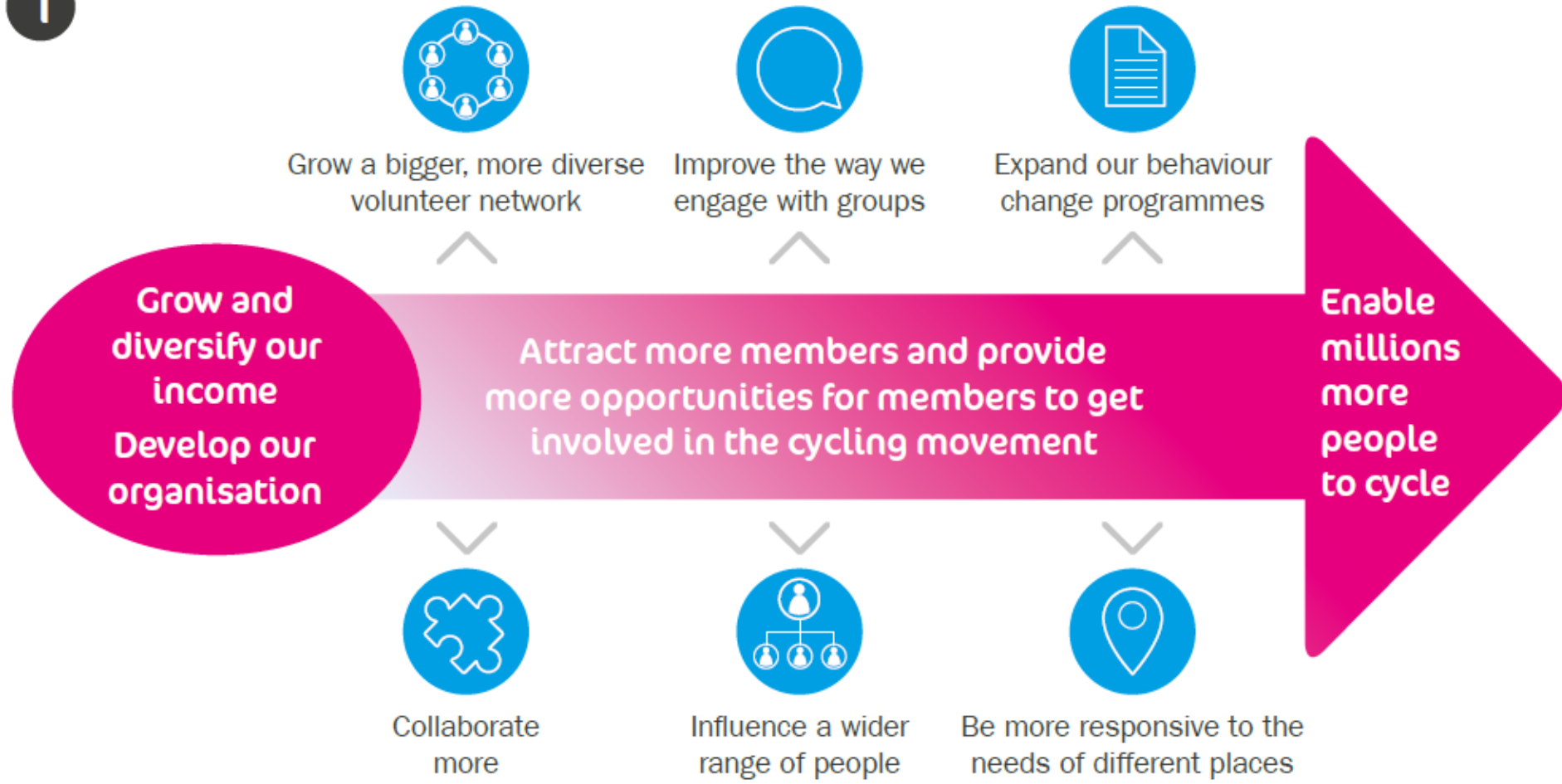
Why do we need a strategy refresh?

To respond to changing external world.

To increase our focus and our impact.

How it has evolved

1



The new look strategy

4

Enable millions more to cycle

Enable cycling for all

- Behaviour change interventions
- Build robust evidence on efficacy
- Engage non-regular cyclists and tackle barriers to cycling
- Unlock diversity and inclusivity in cycling
- Share content to keep people cycling

Speak up for all who cycle

- Campaign on issues that impact all who cycle and for potential cyclists
- Use our expertise and stories to influence public and decision makers
- Act both locally and across nations
- Normalising cycling by tackling negative perceptions of cycling

Strengthen our organisation

- Effective internal systems and processes for staff and volunteers
- Secure and sustainable income
- Digitally enabled
- Consistent ways of working
- Empower effective and professional staff & volunteers

Build sustainable membership

- Develop vision and aims for membership development
- Shape membership offer and groups in line with vision
- Connect membership into our strategic priorities
- Secure income for the coming years



Mutually reinforcing



Update on progress against 2020 resolutions

Chair, Janet Atherton OBE

2020 Resolutions

- Following changes to our membership pricing and structure membership numbers increased by 500 net. 2,000 seniors not renewed but majority of c17,000 seniors transitioned to adult, household or concessionary membership
- Air quality policy review – revised policy to be published in Autumn 2021
- Reduction in promotion of holiday flights – following decision to wind down our own holidays and tours subsidiary we will actively be promoting a wide range of cycle holidays and tours which include sustainable travel

Break

THE ANNUAL GENERAL MEETING
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Ordinary Business



1) To adopt as a true record the minutes of the Annual General Meeting held on 4 September 2020.



Ordinary Business



2) To adopt the Annual Report of the Board of Trustees and the audited accounts for the year ended 31 March 2021, as published on the Cycling UK website.

Ordinary Business



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

Ordinary resolution

4) That the membership fee set pursuant to Article 11 of the Articles of Association shall increase as follows:

Household rate from £75 to £78;

the Concession rate from £30.50 to £33;

the Student/Junior rate from £24 to £33.

The Individual rate shall remain unchanged

Proposer: Andy MacNae

Seconder: Christine Gibbons

Special resolution

5) That the Articles of Association be amended as follows:

1. In Article 1:

- a. After the definition of “electronic means” insert ‘hybrid meeting’ means a general meeting which is held at both a physical location and by electronic means, providing Members with the option to attend the meeting either in person or virtually.
- b. After the definition of “the United Kingdom” insert ‘virtually’ means participation in a meeting by electronic means which allow a Member to hear the proceedings, speak and be heard at the meeting, and participating in the business for which the meeting has been convened ‘virtual meeting’ means a general meeting which is held exclusively by electronic means without a corresponding physical, in-person meeting

Special resolution

2. In Article 12:

- a. Insert a new Article 12.1 as follows: “12.1 General meetings may be held in person, as a virtual meeting, or as a hybrid meeting, as may be determined by the board of Trustees. The board of Trustees may make whatever arrangements it consider fit to allow those entitled to do so to attend and participate in any general meeting (but shall be under no obligation to provide facilities for a virtual or hybrid meeting).”
- b. Insert a new Article 12.9 as follows: “12.9 If the meeting is held as a hybrid or virtual meeting and the electronic means being used to host the meeting experiences technical issues, the chair may adjourn the meeting.”
- c. Renumber the sub-Articles of Articles 12 accordingly
- d. In Article 12.2, after “to attend” insert “and participate in” and after “general meetings” insert “(whether in person, virtual or hybrid)”

Special resolution

e. In Article 12.3, after “proposed special resolution.” insert “If the board of Trustees determines that a general meeting shall be held as a hybrid meeting or a virtual meeting, the notice shall:

12.3.1 include a statement to that effect;

12.3.2 specify the means of attendance and participation at the meeting and any access, identification and security arrangements; and 12.3.2 state how it is proposed that persons attending or participating in the meeting should communicate with other attendees during the meeting.”

f. In Article 12.4:

i. after “in person or” insert “(where the board of Trustees has determined that the meeting shall be held as a hybrid or virtual meeting) virtually”

ii. delete “by proxy”;

iii. and iii. after “25 Members.” insert “Members participating by proxy shall be counted towards the quorum.”

g. In Article 12.6, after “ordinary resolution.” insert “The default method of voting at a virtual or hybrid meeting will be a poll.”

Special resolution

- h.** In Article 12.7:
 - i. amend the reference to Article 12.7 to Article 12.8;
 - ii. after “present in person” insert “or (where the board of Trustees has determined that the meeting shall be held as a hybrid or virtual meeting) virtually”;}
 - iii. delete “or by proxy”; and
 - iv. after “on each issue” delete the full stop and insert “, save where a Member is acting as a proxy in which case he or she may cast as many votes for and against the resolution as his or her proxy instructions allow.”
 - v. In Article 12.12 after “or a written resolution.” insert “Where a general meeting is held as a hybrid or virtual meeting, any inability of a person to attend or participate in the meeting by electronic means shall not invalidate the proceedings of that meeting.”

Proposer: Christine Gibbons

Seconder: Paul Baker

Ordinary resolution

6) Arrange to be carried out a survey of the general cycling public and specifically non-Cycling UK members and use the insight gained from the survey to strengthen Cycling UK's approach to the market for membership of a National-Cycling-Organisation.

Proposer: Raymond Pitchforth

Seconder: Michael Ronayne

Ordinary resolution

7) Cycling UK shall:

- a) Update its policies on cycle-rail integration –including (but not limited to) the provision of cycle spaces on trains – to reflect the proposals in the Government’s Rail White Paper and the cycle-rail commitments in its ‘Gear Change’ vision document;

And

- b) Continue to work with the European Cyclists’ Federation on issues relating to cycle carriage on cross-channel train services, including the possibility of new night train services.

Proposer: Barry Raynor

Seconder: Philip Benstead

Ordinary resolution

8) Cycling UK shall seek where possible to enable and encourage those participating in events and activities that it organises or supports, to travel sustainably to and from these events and activities (e.g. by cycling or by using public or shared transport), by encouraging event and activity organisers where possible to provide information on how to travel sustainably to and from these events and activities in any promotional material or joining instruction

Proposer: Philip Benstead

Seconder: Peter Kanssen

Questions & Answers