

Cycling UK Board of Trustee Elections

You are now being invited to vote in the 2026 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.

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 these and carried out interviews, considering the degree to which the applicants have the personal qualities, skills and experience required, and also how well they would complement the existing skills mix on the board.

Why should I vote?

By voting, you will help to shape the future of the charity and ensure the democratic process is followed. This election forms an important part of Cycling UK's governance arrangements, ensuring that trustees are appointed with the support and confidence of the membership.



How do I vote?

Elections are conducted using simple majority voting. 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 **THREE** trustee vacancies, so from the list of candidates, please vote for **up to THREE** candidates who you believe would be most suitable as trustees for Cycling UK.

The deadline for online and postal voting is 9am Friday 23 October 2026.

To vote online go to www.cesvotes.com/cyclingukelection2026 and follow the instructions. You will need to enter your unique two-part security code, which is printed on this form. Then vote for **up to THREE** trustee candidates.

To vote by post, please vote by putting a cross in the box next to **up to THREE** 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.



2026 Trustee Election – Ballot Paper

We are pleased to present three highly qualified candidates for election to the Board of Trustees of Cycling UK.

Following an application process open to all members, the Nominations Committee undertook a thorough review of all applications and interviewed shortlisted candidates. We concluded that these candidates collectively offer the blend of skills, experience and expertise required to strengthen the board and support the charity's future development. In particular, they bring capability across the following areas identified as priorities for the board:

1. Experience in an executive or non-executive role at a charity.
2. Significant senior fundraising and/or commercial experience.
3. Significant senior brand, marketing and PR experience.

We believe these skills complement those of the existing trustees and will be invaluable in supporting Cycling UK's mission

of happier, healthier and greener lives through cycling.

We are pleased that one of our current trustees has chosen to stand for re-election, reflecting their continued commitment to the organisation and the valuable contribution they make to the board. We also welcome the fresh perspectives, expertise and insights offered by the candidates standing for election for the first time.

There are three vacancies to be filled on the board. Members are encouraged to review the candidates' statements carefully and cast up to three votes. This election forms an important part of Cycling UK's governance arrangements, ensuring that trustees are appointed with the support and confidence of the membership.

Cycling UK is committed to ensuring its board reflects a diverse range of backgrounds, experiences, locations and perspectives. We believe that diversity of thought and experience strengthens governance and supports more effective decision-making.

Cycling UK Nominations Committee





A. Joseph Howes

I would love the opportunity to combine my professional experience as a fundraiser, charity CEO, trustee and chair with my passion for cycling. Cycling UK has a unique ability to inspire people from all backgrounds and abilities to experience cycling's joys and benefits. It would be a privilege to help shape Cycling UK's exciting future.

Cycling has shaped my life. It keeps me physically and mentally healthy, and connects me with friends and family. I ride year round. This includes commuting into London, mountain biking and road cycling across the South Downs, Wales and beyond. I've particularly enjoyed riding Cycling UK's King Alfred's Way, Traws Eryri and Rebellion Way.

Professionally, I bring more than 25 years of charity experience, including 14 years as a senior leader and currently serve as chief executive of British Exploring Society, helping young people build confidence, resilience and community through adventure in the outdoors. Previously I was chief executive of Buttle and chair of the End Child Poverty Coalition, leading more than 130 organisations to influence national policy on child poverty, alongside serving as a trustee and vice-chair across several charities. I am currently a trustee and chair of the Fundraising Committee at School Home Support.

My specialist expertise is strategic fundraising, communications and organisational growth. I have been a professional fundraiser my whole career and have successfully led charities through major strategic change, increased income significantly and supported boards to strengthen governance and long-term sustainability. I additionally have a Master's in Voluntary Sector Management.

B. Robin Tucker

Our country, and the world, has many problems. Cycling is an efficient solution to many of them: health, climate, transport – as well as being simply good fun.

Cycling UK is in a unique position to promote the cycling solution, and together with others over the last few years we have made substantial progress. I have enjoyed adding my input to these solutions through being a trustee of Cycling UK for the last 5.5 years, and feel I have made a useful contribution working with the team of trustees and the executive to achieve a lot together.

I bring significant commercial, marketing and financial expertise to the board. I have been a business strategy consultant for 25 years, in a big firm and later my own business, and led the commercial strategy and customer insight teams at Vodafone UK for several years. My experience includes assisting charities to develop their commercial strategy. I am also a trustee at an Oxfordshire environmental charity, Earth Trust, and chair of its commercial subsidiary.

In addition, I have continued my local cycling and campaigning activities: leading rides, being secretary of a local group, responding to consultations, attending council meetings and just riding my bike(s).

All this experience and knowledge can benefit the journey of Cycling UK, and if I am given the opportunity, I look forward to contributing.

C. Sheona Southern

Cycling UK is at a pivotal moment, with a powerful mission, strong delivery capability and a growing national need for everyday cycling. I'm standing for election because my senior brand, marketing and PR experience can help the charity strengthen its national voice, grow and diversify its audiences, and increase its influence at a time when active travel is both under pressure and full of opportunity.

Across my career I have led national and international campaigns, behaviour-change initiatives and high-profile communications. As managing director of Marketing Manchester, I delivered award-winning campaigns and digital transformation, strengthening the city's national and global profile through integrated marketing, PR and partnerships. I've also held senior marketing and communications roles at the BBC and Teamtalk Media Group Plc, leading audience strategy across sport, transport, media and public bodies.

I bring expertise in brand leadership, narrative development and segmentation, clarifying purpose, differentiating in crowded ecosystems, targeting and motivating audiences. As a British Weight Lifting board member, I helped steer the organisation's new strategy and rebrand to grow and diversify participation. My behaviour-change work, including Drive Less See More, showed how strong narrative and partnerships can shift public behaviour at scale.

My wider charity and board experience has strengthened my ability to build consensus, scrutinise constructively and turn vision into measurable progress. As a committed cyclist, I want more people to experience the joy cycling has given me. If elected, I will help Cycling UK sharpen its narrative, broaden its reach and elevate its influence.



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

TRUSTEE (UP TO THREE votes per member) Put a single 'X' next to the candidates you wish to vote for					
	Vote here ↓	Vote here ↓	Vote here ↓	Vote here ↓	Vote here ↓
A. Joseph Howes	☐	☐	☐	☐	☐
B. Robin Tucker	☐	☐	☐	☐	☐
C. Sheona Southern	☐	☐	☐	☐	☐

To vote online: go to www.cesvotes.com/cyclingukelection2026
To vote by post: return your completed form to Freepost Civica Election Services
All votes must be received by 9am Friday 23 October 2026