



## **Member Group AGMs: Board Briefing Note October 2016**

We hope that the below will be of use and interest to Member Group Secretaries by giving an overview of some of the key activities that have happened this year. This year has been a key year in charity's history with the change of trading name to Cycling UK and at a time when cycling is getting more and more popular, we, and the groups, campaigners and projects are doing amazing work in attracting and responding to this wave of enthusiasm for cycling.

Many groups continue to thrive and grow, whilst most remain strong and stable in the face of increasing competition from other cycling groups. There is more diversity in Member Group activity and types of riding. We left it to the groups themselves to choose names which best reflect their riding activities. Some have adopted the new trading name, some have remained as touring specific.

We've provided ride leader training to all to assist in bringing more resource to groups and we are looking making significant changes to the Policy Handbook to make it easier for groups to join Cycling UK. We're also revising and developing all our other policies and guidance to make them simpler to understand and easier to access, alongside changes to the groups' promotional areas of the website, which should include a listing of all informal groups in the future.

### **Membership**

- Gift Aid now eligible on memberships
- Monthly direct debit now live- join for just £3.59 pm
- New membership marketing materials available for groups

### **Groups**

- Over groups 1,000 ride leaders trained in last 12 months
- Review of the insurance guidance to look to extend the number of rides a non-member can go on to encourage eventual sign up
- Successful Tri-vets series on which we are looking to build other events series – Challenge rides, Belles on Bikes women's initiatives in 2017 and 2018
- Provided new communications guidance to groups and raised their profile within Cycling UK

### **Communications**

- Built a high functioning, professional communications team, which has enabled us to raise the profile of our charity in the media and to the cycling public.

- Created a new trading name for our 138 year-old organisation which aims to reflect the breadth of our cycling interests alongside the touring element, who we are, and what we stand for.
- Significantly improved on our ability to measure, monitor and report on the impact of our charity's work.

## Policy

- Gathered intelligence through Vote Bike helping us to identify candidates' views on cycling as they stood for Welsh Assembly and Police and Crime Commissioner elections, with the help of over 5,000 emails.
- Persuaded London Mayor Sadiq Khan to adopt our proposed policy to phase out unsafe lorries on London's roads, and convinced HS2 Ltd to call on bidders for HS2 construction work to show their commitment to safe lorries.
- Convinced the Ministry of Justice to review road traffic offences and sentences, and particularly the distinction between "careless" and "dangerous" driving.

## Campaigns

- Helped Eurostar to change its mind on cycle carriage, so that you don't have to break down and box-up your bike for travel, through over 10,000 emails, and lots of national press coverage (including top trending story on BBC online).
- Obtained 10,000 responses to our survey of off-road cyclists' experiences, and mobilised clear public support (over 4,000 responses to the consultation) for the Welsh Government's plans for increased countryside access.
- Refreshed Our Space for Cycling campaign with new guides published, and campaigners roadshows organised.

## Development

- Transport Scotland agreed to pilot Big Bike Revival in 2016. We had an amazing launch in Stirling attended by Humza Yousaf, Scottish Government Minister for Transport and our celebrity ambassador, Michelle McManus, who has been inspired by the campaign so much she has purchased and started to use a second hand bike around Glasgow
- Our Cycling Development staff team reached a peak of 27 people in 2016 focused on delivering The Big Bike Revival and developing our network of Community Cycle Clubs across England and Scotland. Reaching 50,000+ beneficiaries and many of them from within deprived communities.
- We have gained an additional 3 awards this year for The Big Bike Revival to add to the list:
  - Chartered Institute of Marketing – Best Third Sector Campaign
  - Northern Digital Marketing Award – Best Public Sector Campaign
  - Smarter Travel Award – Best Marketing Campaign
  - Guardian Sustainable Business Awards – Runner Up
  - Cycle Planning Awards – Best Behaviour Change Campaign

## **Operations**

- We are investing in our IT team and associated infrastructure to improve our web presence so that members, prospective members and beneficiaries are informed and inspired by Cycling UK to enjoy cycling
- We have explored how we support our volunteers and created a new strategy to improve the way we recruit, train, develop and encourage volunteering to increase the impact of our charity and make volunteering with us more convenient and fun
- We have supported the board of trustees with its important work to strengthen governance, so that through good governance, we can collectively develop the support that we as a charity give to our members and to our beneficiaries.

# we are cycling

The cyclists' champion **UK**

We helped **95,000** people to overcome personal barriers to cycling



Over **26,500**

supporters took more than **38,000**



campaign actions to advance cycling in the UK

Our member groups ran over

**13,000**

led bike rides



We helped **one million** people to get cycling and keep cycling

with

We brought **24,000** bikes back into use through The Big Bike Revival



We trained **4,000** people with cycle skills, ride leadership and maintenance knowhow

Over **14,000** volunteers have contributed over

**1.5 million** hours of time to support our work



**5 thousand** people taking part in Bike Week

