

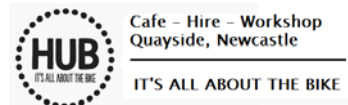


# ANNUAL REPORT AND FINANCIAL STATEMENT

## YEAR 2015 / 2016



*"Space for Cycling - Under the Tyne God"*  
Credit Peter Wesolowski and Claire Prospert



Our corporate sponsors



## Table of contents

### Annual report

Chair's foreword.....	3
Messages from our new Treasurer and volunteers.....	5
Review of campaigning activities .....	8
A) Talking about Transport Transition – creating a civic society .....	9
B) Infrastructure - Building the Transport Transition .....	10
C) Decision-makers engagement.....	15
D) Members' engagement .....	16
Organisational progress, membership, partnership and fundraising.....	17
Communication and media activities .....	20
Thanks goes to...everyone, and these in particular .....	22
Financial statement.....	25



## *Chair's foreword*

*Another year has passed – but really, just another year that strongly consolidated our verdicts and justified our stance and actions. It's clear to me that we must keep pointing out the obvious to the council. The politicians have good intentions, but I am not convinced that the Newcastle City Council's chief executive understands the urgency and significance of the task in hand: to modernise council structures, budgets and communications for a smooth transport transition.*

*Ending our current campaign year of informing about the transport transition - yes, more people cycling is also better for drivers - we will now re-focus our campaign on infrastructure, infrastructure, infrastructure.*

*For people to see cycling as a real option and for the council, society and the individual to reap the rewards of a Cycle City, Newcastle must build a world-class cycle infrastructure. This is what is needed, and this is why we formed the campaign, back in 2010. And yet, despite all the good data, evidence and clarity over the paybacks of cycling, the insertion of a cycle network in council policy and plans proves the hardest thing to do still.*

*This year we will focus on the cycle network (as per council's Cycle Manifesto) and its inclusion in council's budget books. The current plans of the council consist of 7 radial routes (as per council's Cycle Strategy) and an inner ring road (as per Newcastle and Gateshead's One Core Strategy). We did our homework. To get reasonable coverage and grid density the network should consist of at least 9 radial routes and 2 ring routes. This means, council's plans must be revised and updated. And, to be really clear, it is exactly these routes where we must see the*



*construction of protected cycleways with dedicated and well-delineated space for cycling. Walking is our ally, so space must come not from the footway but from the road. The residential areas in between the main routes can be improved by cutting rat runs to sufficiently calm the road environment. On quiet neighbourhood streets mixed traffic is possible.*

*We will also keep keeping on about Sustainable Safety. Yes, it may be a bit technical but it nonetheless is the holistic road safety system that the Dutch use so successfully, evidenced by their high cycling numbers and excellent road safety statistics. Sustainable Safety asks for an all-encompassing approach, starting with citywide road classification and danger elimination at source, creating consistency in street designs and even taking into account human factors to ensure the design is safe for all users. All good sense, but not the current way Newcastle approaches road safety. Here the pedestrian and cyclist still get the blame and infrastructure rarely sees meaningful mention let alone adjustment. Walking and cycling must truthfully be prioritised.*

*This year, we are planning to get you involved in some action. At certain points in the year, we may ask you to get in touch with your local politicians to talk to them about personal stories of cycling and Newcastle's cycle infrastructure. Watch out for these action items. We promise to make it as easy as possible for you do this. It would be great if you could get involved, we are looking forward to your engagement.*

*Thanks for your membership, and do watch out for our action items this year.*

Onwards,





## *Messages from our new Treasurer and volunteers*

### **Tim Binks, Volunteer, Newsletter Editor**



*I wanted to get involved and help out with the campaign for a while, so when I found some of my newly acquired skills in communications could be of use, I approached Claire about taking on managing the email newsletter, including the creation and mailing out of it every month. As this area was fairly new to me, I have appreciated and enjoyed the*

*chance to develop my skills further, which benefitted me as much from the experience as I hope the campaign has benefitted from having assistance with this task. The work takes only a few hours a month, and soon became an easy, simple and rewarding role to be involved in.*

### **Shannon Robalino, Volunteer**



*Hi! I initially joined the campaign in 2012 and became a management committee member at the 2013 AGM. Due to health reason I had to step down from my role on the committee but I have continued to help out by taking photos at events, helping organise and be a marshall for Space for Cycling rides, and helping administer the campaign's Facebook group.*



### **James Stanton, Volunteer, Infrastructure group**



*I got involved with the campaign about 18 months ago. I've always used a bike to get around, but it wasn't until I changed jobs and started cycling in rush hour every day that I wondered how things could improve.*

*I'm a bridge engineer - maybe that engineering background steered me towards the infra team, but everyone brings different skills and experiences (some of us understand more about networks for example, others more about safe neighbourhoods, or about learning lessons from other cities).*

*There's no time commitment. I maybe spend an hour or two each week looking at existing bits of infrastructure or plans for new ones, and I hope that helps NewCycling campaign for better infrastructure in our city.*

### **John Watson, Treasurer**



*It's been a privilege serving as a Management Committee Member over the past year. My role is to balance the books and to act as financial gatekeeper, ensuring that our modest income is spent to maximum effect. As an example, this year, thanks to your generous support, we've been able to attend a small number of events and*

*forums across the country where we've learned from and shared experiences with other cycle campaigning groups and stakeholders.*



*Progress is seldom linear and change can seem painfully slow at the time; but it is clear to me that our organisation has gained tremendous traction over the past twelve months. Our collective voice matters and over the next year I'm optimistic that with your continued support our influence will continue to grow.*



## *Review of campaigning activities*

This organisational report presents an overview of our campaigning activities and achievements in 2015/16 against the plan and priorities agreed at the last AGM on 24 March 2015.

Our motto this year was

**Transport Transition**

We wanted to talk about this subject as it is not well understood. We had identified it as the one 'big thing' that needed raising awareness. This builds on a solid five years of consistent and active campaigning for quality cycling infrastructure and 'rubbing shoulders with power' and speaking some truth to it.

We broke Transport Transition down into these areas:

- A. Talking about Transport Transition
- B. Building the Transport Transition: infrastructure
- C. Decision-makers engagement
- D. Members' engagement

We will describe those four areas in more detail in the following sections.





## A) Talking about Transport Transition – creating a civic society

Our actions:

We published a series on cycling and the economy on our website and wrote to Pat Ritchie, Council Chief Executive, each time:

- [funding, budgets and accountability](#)
- [cost of transport and why transport transition makes economic sense](#)
- [governing the transport transition](#)
- [leadership](#)

We felt that Newcastle council chief executive does not give transport and transitioning to sustainable systems the due attention. At the beginning of the campaigning year, we had also written to [Nick Forbes](#), Leader of the Council, in June 2015, as part of our on-going dialogue, outlining the key elements of a transport transition plan:

- **Planning the transport network** - road classification, network management, neighbourhood zoning and local movement plans (cutting rat runs to tame unnecessary motor through traffic to open up streets for people)
- **Engineering the future** - training engineers and planners, project management, cycle infrastructure design, tackling the out-dated processes still in place
- **Empowering community engagement** - setting up a sustainable transport forum with an inclusive chair and good governance
- **Councillor training** - council policy, community engagement, transition processes



We supplemented these communications with press releases – inviting decision makers to reflect on the current transport systems, policies and need for change.

## **B) Infrastructure - Building the Transport Transition**

### **Infrastructure team**

An infrastructure team was set up by **Scott**. Soon **Sally** and **James** joined. The team corresponds virtually a lot, but also meets face to face. Online or in person, we discuss and agree all responses to the consultation, Traffic Regulation Orders (TROs) and other more strategic infrastructure matters.

### **Traffic Order Process**

Over the past year, we have submitted **33 replies to TROs (traffic regulation orders)** – which averages to about two replies each month. A reply takes at least an hour of campaigners' time. Complex responses can take several hours. Altogether, a tremendous volunteering effort. The Committee, on behalf of the membership, says a big thank you to Scott and his team.

Over the years we have gained a good understanding of the council process. We noticed a difference this year. The Council have started to engage more (pre consultation, see section below) now using their Commonplace website. Although this engagement is still not on strategic matters as the ongoing saga over the Northern Access Corridor told us.

We usually focus on TROs related to the **Cycling Strategic Routes** (this year: mainly Benwell and Gosforth stretching from Brandling Park to Brunton Lane) and **City Centre** (e.g. John Dobson Street, Monument area) but also sometimes decide



to respond to other areas with proposed cycling improvements (e.g. Jesmond, Heaton, Ouseburn). All key consultation replies are published on our website:

<http://newcycling.org/category/consultation-reply>

The council process is unnecessarily arduous. Most TROs go through a consultation (where the design is already mostly set) then have a formal order (sometimes with small changes put in place after the consultation stage). If there have been any objections, it goes to a Regulatory Appeals Sub-Committee (RASC). Most schemes get built as the planned it from day one. There are a few issues with the process that need to be tackled (e.g. some schemes go straight to the formal order, skipping any consultation).

The process doesn't have much support based on policy.

***Spurious objections or objections that run counter to council policy are currently not dismissed and go through lengthy, resource-heavy, ambition-crushing processes.***

By the time a project gets to consultation stage, the council are understandably very committed and have become attached to the project details. It is then difficult to discuss change any more - the door has closed. More schemes must be released earlier on for discussion, when the design is less fixed, has either not yet started or can still be easily changed. More strategic matters must be discussed too.



An additional point - there is a significant number of things that can be done without a Traffic Regulation Order (TRO), the new TSRGD (Traffic Signs and Road Markings rules) that are waiting to be brought in would allow for even more. An example, an advisory cycle lane can be drawn without a TRO, a mandatory one needs a TRO.

### **Consultation responses (engagement and national)**

We responded to the two key engagement consultations issued by Newcastle council over the past year:

1. [City Centre North](#): our response covered the key principles needed for the overall area to function such as the movement plan for the city centre, as well as the different parts of the area: Barras bridge and St Mary's Place, Percy Street, Claremont Road, Queen Victoria Street, Great North Road.
2. [City Centre South East](#): our response made both strategic and design recommendations for the proposed improvements on Durant Road/Ellison Place and Market Street/Pilgrim

We also responded to the [National consultation on road traffic law enforcement](#), making a strong point about the preventative role of quality infrastructure (in line with sustainable safety principles).

### **Cycling City Ambition Fund Technical Advisory Group (TAG)**

We have continued to attend the TAG meetings on a fortnightly basis, maintaining our relationship with engineers through discussions of plans and design related to not just strategic cycle routes but a number of other schemes across the city.



## Strategic considerations

Most plans and consultations relate to specific areas (sometimes quite limited in size and reasons for these projects can often remain unclear). Opportunities to comment on citywide plans are limited. In addition we learned that many schemes' quality dilute for historical reasons of engineering and planning practice: solely designing for motorised traffic flow, junction capacity and unquestioned and under-regulated provision of car parking. This, clearly, relates to a much bigger picture for a solution of these engrained ills, i.e. citywide road network assessment, road classification and areas movement plans.

In other words, for cycling and walking as well as public transport networks improvement to be prioritised and motorised traffic and carriageway space for private cars to be reduced (road diet).

These considerations prompted us to write a series of articles about Haddricks Mill based on emerging plans and documents related to the Northern Access Corridor:

1. [let's talk about the Haddricks Mill mincer](#)
2. [what cycling provision is needed](#)
3. [through routes and distributor roads](#)
4. [routing and zoning](#)

When composing the articles we realized again, that a bigger picture for transport planning is wanting, and that many decisions taken on an ad-hoc basis, lacking grounding in policy and are often void of a rationale.



## **Campaign Policies**

In the last year we felt we did not have to expand our [existing policies](#), in particular the ones for Sustainable Safety and Protected Space. Of course, we also continued to point out engineers to our [general principles to TRO replies](#), as described earlier.

## **CycleScape**

CycleScape is an online mapping tool for campaigns. We have a sub section for our campaign, that we manage (as and when). CycleScape has recently started to be used quite seriously in London for consultation dissemination. It has dedicated campaign volunteers to run it smoothly and efficiently. It may be worth seeing how it works in London (where the potential user base is much higher) and use the findings to re-evaluate our use. It may be useful for recording Cycling Level of Service (CLoS) survey results.

While this tool could be useful, it depends on members getting involved. The work needed to get a reasonable number of members involved could be disproportionate. For now it works well to informally meet with members who are involved in on-the-ground matters, finding a way of support and getting them involved more directly.

This may also become redundant, as Newcastle council has started using geo-mapping tools and platforms – and direct communications may be more appropriate. We'll keep an eye on this development.



## C) Decision-makers engagement

Our actions:

- We contacted all new councillors in June 2015 to rally support for [Space for Cycling](#) and updated our map showing support per ward in Newcastle
- We responded to the [Newcastle City Council Budget 2015-16](#) proposal and our comments built on the previous consultations and our transport transition focus.
- We updated our website to list all [Newcastle council policies](#) to date and reviewed the Core Strategy and Urban Core Plan for Gateshead and Newcastle 2010-2030 (Local Development Framework, local plan) and extracted key points for cycling and transport transition and placed these on our website for easy use.
- Together with the **Tyne and Wear Transport User Group** we successfully lobbied Newcastle council for the establishment of a **Newcastle Transport Forum** comprising of elected members and representatives of key transport organisations. The Council launched the Forum in September 2015 and to date we attended the two meetings, held quarterly.
- We are in the process to survey Newcastle Councillors' in January 2016 to better understand key issues and priorities related to Space for Cycling's six principles. This initiative is being updated following discussions with Councillors.
- We further developed the resources available to local Councillors on our website – see <http://newcycling.org/what-councillors-can-do/> in particular the



data/statistics available at ward and city level regarding communities and transport.

- As a matter of fact we kept a record on our website of all key messages from senior politicians in Newcastle: [Cllr Ged Bell](#), [Cllr Nick Forbes](#)

## D) Members' engagement

Our actions:

We checked out the remaining four **Strategic Cycle Routes** over the summer by organising **infrastructure safaris**:

- Great Park on 2 May 2015
- West Denton on 6 June 2015
- Longbenton on 4 July 2015
- City centre (walkabout) on 5 September 2015

**Peter** and volunteers rallied the **Space for Cycling** campaign ride on 25 April 2015. The civic ride had to be officially cancelled due to conducting and petty safety concerns from the Council Safety advisory board but it did go ahead, led by Cllr Ged Bell. You can read the account on our website:

<http://newcycling.org/civic-ride-2015-on-the-day/>

Members' meetings and talks were not organised in 2015/16 due to our limited capacity. We are still looking for a Membership Secretary so we can hold more formal and informal events, other than partnering with other organisations.





## *Organisational progress, membership, partnership and fundraising*

The Campaign is an unincorporated community group governed by a [Constitution](#).

In 2015/16, we maintained our organisational arrangements with a Management Committee heading, steering and running the Campaign. The Committee met 7 times (28 April, 22 June, 9 September, 26 October, 14 December, 25 January and 22 February) to oversee the planning, co-ordination and delivery of the Campaign activities.

Since July 2014 **Christian Wolmar**, well-respected transport journalist and political activist, is the [Patron of the Campaign](#).

In 2015/16, we, again, received support from four [local corporate partners](#):

- Apex
- Cyclehub
- Saddle Skedaddle
- Macks Solicitors / Cycleclaims

The Campaign remained entirely run by volunteer. We think this is an amazing achievement. Thanks everyone, who got involved on a big or small scale, attending meetings or simply talking about cycling, cycling infrastructure and urban design.



The Campaign has, to date, 1,602 members including individuals, families, community groups and companies (an increase of 82 since last year). Over 50% of members are from Newcastle and 90% from the North East Combined Authority (NECA) area.

Our Corporate membership fee remained unchanged at £20 a year. Membership for individuals, families and Voluntary and Community Sector groups also remained free. Registration is done online on our website:

<http://newcycling.org/join-us>

Thanks to voluntary donations, we can keep membership free.

Through [localgiving](#), our online donation platform, we have received more than £1,000 this year (see financial statement) income made up of donations, match-funding from the “Grow your Tenner” campaign and gift aid.

We are an active collaborator with Edinburgh’s women-led cycling campaigning network “**Women’s Cycle Forum**” and contributed to two of their events in 2015/16.

We maintained our links with other Cycling Campaigns in the UK and hosted a city cycling campaign summit in Newcastle in November 2015.

We are not part of Cyclenation, but watch their re-organisation with interest.



Continuing from previous years, we still have difficulties understanding ctc (recently renamed Cycling UK) and Sustrans approaches to cycle campaigning. Despite Chris Boardman's excellent involvement, British Cycling's helmet compulsion for events makes us question their consistency and commitment towards increasing cycling levels through building quality cycling infrastructure.



## *Communication and media activities*

Our key communication tools and media activities were:

- Our **website**, perhaps our main outreach instrument and certainly our record keeper, was been kept up to date with news, resources and materials for decision-makers and members, by posting articles, press releases and events. Thanks to **Tom Lloyd** for looking after our website as webmaster.
- Our **monthly electronic newsletter**, edited by **Tim Binks**, one of our members, since 2013. Monthly issues were produced but we had given ourselves a little break for Christmas/New Year.
- [Press releases](#) tactically throughout the year, as and when needed, often in response to council actions and announcements
- Articles in specialist online magazines such as **bikebiz** and **road.cc**
- Our **Facebook group** called Friends of the Newcastle Cycling Campaign, with 571 members to date (an increase of 106 friends since last year).
- Our **twitter** account has now 2,409 followers (an increase of 340 followers since last year) and has clocked more than 14,400 tweets up to date. This compares well to other city cycle campaigns
- Katja and Sally were interviewed about [safe cycling to schools](#) by Made in Tyne and Wear, the new local TV channel
- ITV Tyne Tees interview in June 2015 with Katja



- Interviews and contributions to local TV/Journal Jesmond local: Sally continued to represent the campaign views, most recently in February 2016.

**Committee members** spoke at a number of events throughout the year, locally, in the UK and internationally:

- May 2015: Jesmond 2025 – **Sally** spoke about aspirations for [transport in Jesmond](#)
- June 2015: Women’s Cycle Forum – **Katja** was a [speaker and a panelist](#). A full account of the day is on our website: <http://newcycling.org/report-from-edinburghs-womens-cycle-forum-2015>
- November 2015: Academia and Advocacy debate – **Claire** took us through the first [5 years of NewCycling’s campaigning](#)
- January 2016: Durham BUG and Trust Pathway meeting – **Claire** shared [NewCycling experience](#) in local campaigning to support Durham emerging cycling campaign
- March 2016: Velocity 2016 – **Katja** delivered a [presentation](#) on the role of advocacy and academia
- March 2016: *We walk, We cycle, We vote* training day – **Sally** facilitated a [workshop on Sustainable Safety](#) in Glasgow



## *Thanks goes to...everyone, and these in particular*

Firstly, our dearest thanks to **Lindsay Perks**. Lindsay sadly passed away on 3 December 2015, aged 83. We thank Lindsay for his active involvement and support that could be relied upon. Despite owning a folder, one of the things Lindsay really wanted was for bikes to be allowed on the Metro. It is so sad that he could not be with us to celebrate the recent bike on metro trial.

**Cllr Ged Bell** for leading the Space for Cycling ride on 25 April 2015 and speaking in support of cycling infrastructure

**Cllr Nick Forbes** for maintaining an on-going dialogue with NewCycling

**Catherine McKinnell MP** and **Chi Onwurah MP** for their continued support, writing to Ministers and relaying ministerial information

**Graham Grant**, Newcastle City Council, for regular constructive exchanges

**Christian Wolmar** for contributing to the ESRC Academia & Advocacy Debate on 14 November 2015 (and being our patron)

**Seraphim Alvanides** from Northumbria University for his support for the ESRC Academia & Debate on 14 November 2015

**Philippe Crist** from the OECD for inviting **Claire Prospert** at the Velocity event in Nantes in April 2015

**Tim Binks** for editing and looking after our monthly e-Newsletter



**Peter MacDonald** for organising the Space for Cycling ride in April 2015, and dealing with all the difficulties thrown at him by the Safety Advisory Group.

**Shannon Robalino** for supporting the Space for Cycling ride and our Facebook group

**Alastair Ford** for representing NewCycling on the Tyne and Wear Public Transport User Group (TWPTUG)

**James Stanton** for his input in the Infrastructure team throughout the year

**Tom Lloyd** for providing great IT support and advice and helping with our website

**Catherine Wear** for writing an article about Cycling with Children for our website

**Apex Acoustics** for their generous donation and continuous support since the very start

All the **members** who have donated to the Campaign; and amongst those:

- **Michael Firbank**
- **Alistair Ford**
- **Kay Griffin**
- **Chris Higham**
- **Libor Pokorny**
- **Stephen Psallidas**
- **Louise Reeve**
- **Tony Waterston**
- **Peter Wesolowski**



**Localgiving.com** and their “Grow your tenner” campaign which allowed us to double some of our donations. Many thanks!

All our members, individuals and families, community groups and companies who supported the Campaign in 2015-16.

And finally, but not leastly, our corporate sponsors:



Thank you all!





## *Financial statement*



## Financial Report

Period 09/03/2015 – 08/03/2016

Item	Amount	Comment
		In / out
01 Balance brought forward	£2,715.42	
2.01 Donations including GiftAid	£1,057.24	thank you for your donations!
2.02 Corporate Members fee	£60.00	thank you for your membership!
2.03 Grants	£0.00	
2.04 Interest	£0.80	
2.05 ESRC event funding	£600.00	
<b>TOTAL INCOME</b>	<b>£1,718.04</b>	
3.01 Room hire, refreshments & accommodation	-£231.72	
3.02 Website, publicity and events	-£122.94	
3.03 Affiliations and subscriptions	-£72.00	
3.04 Equipment and resources	-£370.39	
3.05 Travel, training and conference	-£1,206.15	
3.06 Other	£0.00	
<b>TOTAL OUTGOINGS</b>	<b>-£2,003.20</b>	
<b>Year end balance</b>	<b>£2,430.26</b>	

Signed 09-Mar-16

Chair Katja Leyendecker

Treasurer John Watson