



ANNUAL REPORT AND FINANCIAL STATEMENT

YEAR 2016 / 2017



John Dobson Street cycleway – “Build it and they will come.” Photo credit: Daniel Mallo & Sally Watson



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Chair's foreword

Another year has come to an end; and I will attempt to quickly write up some of my thoughts about the last 12 months. It was a **year of extremes**: a protected cycleway was finally built on John Dobson Street, but was darkly overshadowed by the horrendous road-building plans of the Northern Access Corridor. Campaigning was, more than anything, an emotional rollercoaster this year. Never mind the varying quality of plans, on the whole I simply wished council's programme would have been clearer, better projected and outlined, as that would have given us more time to properly prepare our position towards individual projects and schemes. Many thanks for the communities who stood up and questioned council's plan for a road-building bonanza through the communal heart of Newcastle. That fight continues to ripple through communities, and is ripping at our heart strings. Trust in the authorities was lost and grounds must now be regained.

For one thing we could perhaps say that such polarity is at least clearly showing that we are in a **phase of transition**. Only then can diametrically opposed schemes like these coexist in such a short time space. My worry is this. After seven years of observing the council, I still do not see what Newcastle City Council stands for, or what it wants for its city, communities, citizens and commerce. It is clear that a solid urban future exists when good energy is designed into it: local community **and** local economy are allowed to thrive. It seems to me that we, too, often lose sight of that and we forget that local economy depends on citizens and local people. Traders and business wo/men are not always wise in their foresight for their city trading ground. Above all, where is a **longer term and a more strategic position**? A diverse transport system attracts talents, fresh minds, pulsating lifelblood. Inclusively-designed healthy streets attract families – and keep families, our future, staying – rather than fleeing the city. With this in mind, where lies

Newcastle's future?

We need debate. The future of Newcastle is not written, but more so: there is as yet little vision for the future. Ambition and confidence is lacking too. To me it seems that Newcastle finds it hard to get out of its industrial past. It provides a strong identity but one that is throttling, stifling and choking a future outlook too. It's clinging on to old times when, now, we need to look into the future. I am looking to Cllr Nick Forbes with his cabinet team and group of directors to clarify this for the development of the city. Personally I am proud of our Northern gritty past and I want to be **proud of our gorgeous and gritty future**. But it necessitates thinking and imagining, charting and projecting our city's fate first. Then writing its story.

Let's make 2017 the year we start debating Newcastle's future possibilities. Let's be allowed to dream. Let's wonder. Let's put ideas on the table, let's discuss their (in)differences, their (inter)actions, pros and cons. **Newcycling.org can be a partner on that panel**. We, as always, have ideas – but even more so: through our years of campaigning we have gained some knowledge, familiarity and acquaintance we love to share.

To a great, debating 2017!





Messages from our supporters

Ben Nuttal, member and localgiving donor



“This year I took the plunge and became totally car free - I wanted the money I was now saving on tax and insurance to go towards making my life safer and easier. There are still some no go areas in Newcastle and Gateshead where I don't feel safe on a bike. I want to open up the city so I feel safe doing all kinds of trips and I don't have to worry about whether my friends or family can brave the traffic.

Becoming a regular donor was really easy through Local Giving, the introductory offer meant that for the first 3 months my donation was matched - the campaign received double!”

Libor Pokorny, member and localgiving donor

“Why am I supporting the campaign with regular donations? I wish that wouldn't be necessary if cycling was just regarded as one of the many common and natural activities that majority of population generally do, whether it is for fun, sport, travel or transport (or combination of all). We would not have to deal with that strange attitude towards cycling, as we all would be using great cycling infrastructure, feeling safe, and not even thinking of cycling as some kind of nearly 'exotic' past-time. Ideal world (or The Netherlands)... I want



my children to be able to get around town, to school or just to see their friends using their bikes, getting fit, enjoying freedom, without us parents worrying. I do really appreciate the work the NewCycling is doing which, I believe, is helping to progress in that direction. My humble contributions cannot be compared with the time and efforts spent by the active members. I hope more people will follow, whether joining the Campaign or just with their donations. More funds raised will help to unlock the potential of what the NewCycling can achieve in the long term.”

Laura Wilkinson, member and localgiving donor



"Every time I see an adult on a bicycle, I no longer despair for the future of the human race" (often attributed to H. G. Wells).

Getting around Newcastle by bike could be the fastest, healthiest, and most pleasant way to travel here - it's a compact city, much of it is flat, and it's rarely too cold or rainy for me to enjoy being outdoors.

However, transport infrastructure in Newcastle is all organised around motor traffic. The city's road design and car parks mean that many people will drive rather cycle, walk, or use public transport. Furthermore, the availability of safe, segregated cycle routes is very limited, so although there are some lovely cycle paths, they aren't joined up enough to create a true cycling network.

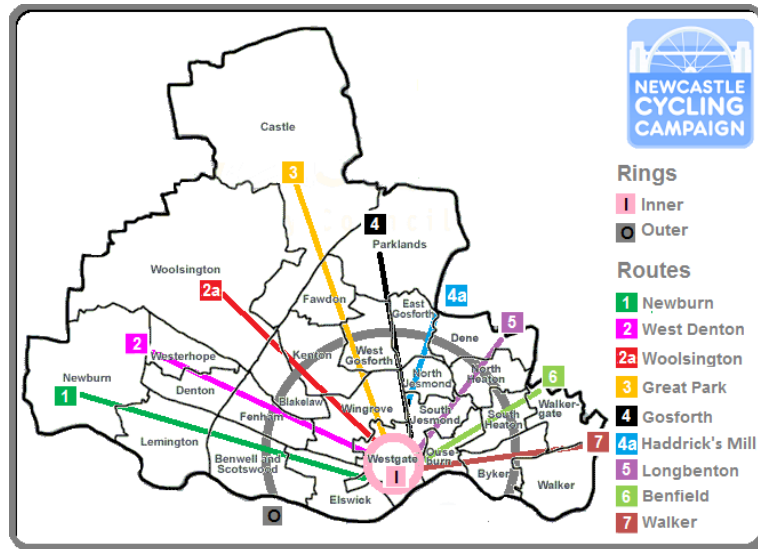
Encouraging people to cycle is good for public health (both physical and mental), good for communities and social interactions, and good for the environment. I support NewCycling to help to realise a vision of our city where seeing many people of all ages and abilities on bicycles is an everyday reality.



Review of campaigning activities

Our campaign plan in 2016/17 asked council to **“Put Cycling back on the Map”**. We want to see the creation of a first class cycle network for Newcastle and connecting into neighbouring authorities and we want it rooted in council policies and plans. We also asked council to get down to street level and plot the network on the city map. Further, as if that was not enough, we suggested that council adopts cycle infrastructure design standards to make sure Newcastle sees a real network, pleasing everyone young and old, rich and poorer, inviting all to cycle on expertly-designed cycleways. Such network would build on the [7 strategic cycle routes](#) and based on:

- 9 spokes and 2 ring routes, of protected cycleways on Newcastle’s main roads.
- in between these routes, rat runs must be identified and removed to create quiet and calm neighbourhood streets, so that children can play out and Newcastle residents can enjoy life in their city.



We knew from the outset, that this was an ambitious plan indeed for the year ahead and a great ask to council for their action.

So what happened?

We kicked off the year by calling on our councillors as part of the May 2016 local elections. We [contacted the main political parties](#) and asked them to lay out their position on space for cycling and a cycle network for Newcastle. Our [analysis](#) of the Green, Labour and Liberal Democrat parties' statements gave us an insight into the (limited) political vision for the transport transition needed at the city level. We knew we had our work cut out but we were not prepared for what would happen later in the year.

Sally Watson, committee member, addressed the full council on 6 July to set out our ask in a [truly inspiring speech](#), ending on our outlook "Newcastle is facing great challenges and needs to make ambitious plans for the future. We suggest that it's best to do it together. Building on council's momentum and successes to date, consolidating Newcastle's vision to become a cycle city is the next logical step. This must be supported by a clear budget



line on the council's balance sheets. We should adopt the London Cycle Design Standards to make it easier for engineers and planners to design the right things. And we must also map and adopt into policy the cycle network, ensuring investment and construction."

The speech was indeed well received by full council and the responsible cabinet councillor Cllr Ged Bell provided, yet again, warm words of praise and support, but he sadly did not commit any investment despite cycling's value for money. So far, so normal.

And then, what happened next?

To our great shock, at the end of July 2016, the Council released devastating plans for the Northern Access Corridor including new designs for Blue House, Jesmond Dene Road and Haddricks Mill junctions. These plans, if built, would slam the brakes on Newcastle's progress towards an equitable fair transport system for generations to come.

In 2015, we had a growing suspicion that the plans for Haddricks Mill were going to be poor. Prompting us to release a [series of articles](#) back in 2015 and early 2016 to prevent a car centric approach and a design all about motor movements. But little did this do to make council think this through.

And we never expected to see such a monstrous proposal, the most obscene scale of motorway across an entire city. We know that in order to increase cycling, it is not enough for council to build a few sobs to cycling, for cycling to become a real alternative council needs to build a full network of cycleways - and, here is the deal: we also must address driving and car use. How else can we efficiently use the limited urban space we have?

Calamity struck



And at so many levels. For us, it felt like being catapulted back to the destructive motorway mania of the 70s. We had not expected a council with good transport policy could concoct such a monstrous scheme. This meant that all our volunteers' resources, time and energy had to be diverted from our campaign plans. But on the offensive we went opposing the council on their ludicrous plans of the Northern Access Corridor and making sure Newcastle's future gets a fair hearing:

- We published our first [quick response](#) to the plans which we deemed to be wholly unacceptable and call for a complete rethink
- Our [Chair reflected](#) on the severe implications the plans had on the Council's vision for the city and questions why the "rhetoric of plenty" (in highway terminology: tackling congestion, smoothing traffic, junction capacity) with its outdated processes of "predict and provide" that is simply inducing demand, still prevails.
- The infrastructure team prepared and published in a record time, on 3 August 2016, a [comprehensive technical response](#) to the proposals with a detailed assessment for each junction
- We responded to press enquiries, made our position clear and issued three press releases
- We analysed the [Council's FAQ](#) and provided some insight into the rather confusing state of affairs
- In September, our Patron, [Christian Wolmar wrote to Nick Forbes](#), the Leader of the Council to share the cycling success story of London and how the new protected cycleways have changed the way Londoners move around

And we weren't the only ones

A strong local opposition against the Blue House scheme was mounting. The national [Campaign for Better Transport](#) also denounced the “shocking plans for a massive new motorway-style junction on the Town Moor”.

This led to the Council hastily putting together a working group made up of residents’ and interest groups including NewCycling. This group would re-examine the offensive plans for Blue House roundabout. We made clear from the outset that this should lead to a major [rethink of the Northern Access Corridor](#) and asked the council to modernise their methods of transport planning, bring them into the 21st Century, so that proposals didn’t conflict with their own climate change policies set out in the local development plan.

The saga continues.

Back to our quality cycling network!

Defining success and achievements for a campaign is not an easy job, especially when asking for the long term: the outcome to be truly transformative and city-wide. It has a political dimension but also practical and operational aspects. Some results are clear and can be seen and felt, some others are less concrete. And sometimes it’s about creating connections and opportunities for learning, paving the way for long term achievements. We are speaking to decision makers, informing politicians willing to engage. We sit through endless meetings where council announces things, rather than works with stakeholders.

At NewCycling, under the management of our Committee, we are proud to have set a clear agenda from our very beginning in 2010 and kept it consistent throughout the years – asking for better cycling infrastructure through political engagement and making the case again and again for to the city decision-makers.



Last year despite the Blue House saga, there have been positive steps towards a building cycleways in Newcastle and although much more needs to be done (ever the campaigners that we are!), it is worth outlining what they are here:

Following our AGM where we invited Paul Gasson to present the Waltham Forest Mini Holland programme the Council organised a visit there with residents, officers and politicians to see the changes on the ground and meet the team behind the transformation. We're pleased to see some continued collaboration with the Waltham Forest team is on-going through Streets for People.

We approached John Dales from Urban Movement about delivering a series of training sessions about infrastructure design in partnership with Brian Deegan (Transport for London) and the Council organised it in the autumn 2016 (thanks!). Our Infrastructure Team is eagerly awaiting the training certificates.

We started to see good infrastructure built, credit to the campaign and its Infrastructure Team led by Scott Dawson:

- **John Dobson Street** – proper road carriageway re-allocation and a 2-way cycletrack installed, as part of one of the strategic cycle route
- **Great North Road** - design changed from orcas to lanes protected by car parking on new plans
- **Great North Road** - design has moved from shared crossings to parallel crossings – which shows that council engineers have started to use the London Cycling Design Standards (LCDS)
- **Clayton Road/Brandling Park** – the trial and change of priority were our idea. This

has been made permanent. Overall however we are not happy about the way council, yet again, managed the design phase or indeed the outcome

- **Jesmond Dene Road** closure - again the trial was our idea and pleased to see that the change has been made permanent.

Credit to us and the regular and consistent commentary we provided to the Council over the years.

This year again, Scott Dawson, the campaign's Infrastructure Team lead, with the support of James Stanton, **attended the fortnightly Council Technical Advisory (TAG) meetings** – providing regular input into plans and design, in line with the Campaign's policies.

The infrastructure team also prepared technical replies to key Council consultations and Traffic Orders. In addition to our replies to the Northern Access Corridor's plans, we submitted 16 replies to Council Traffic Orders including [Heaton Road](#), and published a public statement about [Brandling Park](#).

We submitted two responses to **planning consultations**: [Callerton](#) and [Science Central](#) masterplans, and we reminded the Council about their own local development framework's policies.

We included our ask for a cycleway budget in all our communications to decision makers:

- At local level, in our reply to the [Council budget consultation](#) in January 2017
- At regional level, in response to the [NECA consultation](#) on the transport manifesto
- At national level, in our reply to the [Cycling and Walking Investment Strategy](#) (April

2016) [Urban Congestion Inquiry](#) (November 2016)

We are deeply disappointed by the lack of leadership from national government, the draft Cycling and Walking Investment Strategy (CWIS) did not include any budget streams, commitment to urban re-design and building cycleways nor national design standards. A year later, we are still waiting for the CWIS to be published.... We do pity Newcastle council for their poor national counterpart organisation, the Department for Transport. But we remain knowing that by refocussing and restructuring local transport budgets there would be ample money to invest in cycleways. Alas, Newcastle only plans for the short term and hence does not make use of future savings to health.

And what about our Members' action?

So, Blue House kept us particularly busy this year, but we haven't forgotten you!! We have been unable to organise a call for members' action due to the Northern Access Corridor taking up a considerable amount of time and energy. However, it was fantastic to see more and new people taking action, and telling us about it, whether it is on twitter or on Facebook. This is great and credit to all of you, including those who took the streets to oppose the Blue House roundabout plans, spoke about it, blogged about it, and aired views on social media.

The Campaign has continued to offer a platform for members to share information, voice their concerns, and make connections. Amongst all the fray, we did hold a social evening to test interest in organising regular informal meet-ups, more to follow. We also saw an unprecedented number of members donating monies to the campaign (see next section), another way to show support; this is deeply appreciated and you can get a glimpse in our Financial Statement how what we are doing.



We congratulated NEXUS for their Bikes on Metro trial and [responded to their consultation](#) about the new carriages, at the end of October 2016; we received many messages from members stating how important this was for the future of an integrated transport system and the crucial role that Metro can play.

Organisational progress including membership, partnership and fundraising

Newcastle Cycling Campaign, also known as NewCycling is an unincorporated community group governed by a [Constitution](#).

In 2016/17, our Management Committee had 6 members: **Katja Leyendecker (Chair)**, **Claire Prosper (Secretary)**, **John Watson (Treasurer)**, **Scott Dawson (Infrastructure Lead)**, **Sally Watson (Political and Community liaison)** and **Rod Joyce (Membership)**. The committee which heads, steers and runs the Campaign met 7 times (18 May, 12 July, 13 September, 8 November, 13 December 2016, 18 January 2017 and 28 February 2017) to oversee the planning, co-ordination and delivery of the 2016/17 Campaign Plan and general activities.

The Campaign is entirely run by **volunteers** and we are proud of everyone's commitment and involvement. We are a member of the **Newcastle Council for Voluntary Service** which supports and champions the voluntary and community sector in Newcastle (and since this year, Gateshead too!).

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

In 2016/17, we, again, received support from four [local corporate partners](#):

- *Apex*
- *Cyclehub*

- *Saddle Skedaddle*
- *Macks Solicitors / Cycleclaims*

And we say Thank You, partners!

Membership

In 2016/17 we updated our membership list to ensure that it includes up to date contact details and email addresses. At the beginning of March, we had 1,625 members including individuals, families, community groups and companies. 55% are from Newcastle (followed by 15% in North Tyneside and 7% in Gateshead) and 90% from the North East.

Our membership is free for individuals, families and community groups. Corporate membership in 2016/17 was £20.

Joining is simple and can be done online through our website:

[http: newcycling.org/join.us](http://newcycling.org/join.us)

Thanks to voluntary donations, we can keep membership free. In 2016/17, we had a record breaking amount of donations, about **£1,742**, and with the Grow Your Tenner initiative, 4 new direct debits were set up by donors. We are very grateful.

Partnership

We support local and national campaigning aiming to improve transport equality, reduce motorised traffic and create quality cycling infrastructure.

NewCycling gave the thumbs up to the [North Tyneside Cycling Campaign](#) set up last year; we teamed up with them to lobby for [sustained investment in cycling infrastructure](#) as part of the emerging devolution plans for the North of Tyne area.

We also rallied campaigning voices at the Cycling UK Space for Cycling event which involved Durham Bug and the [Trust Pathways](#) initiative led by **Karen Elliott**.

NewCycling also links up with the Women and Cycling Conference and the [Scotland Women's Forum](#) formally launched in June 2016 and with whom we share the aim of giving women a voice in cycling and help develop their leadership and activist skills.

The Campaign is affiliated to the **Cycling Embassy of Great Britain** who was founded to champion cycle infrastructure and cycling to be a safe, easy, everyday form of transport available to everyone. [You can read the Embassy mission statement here.](#)

The Cycling Embassy of Great Britain supported the creation of the **Cycling Fallacies** website which is great source of evidence, facts and arguments about cycling for transport: <http://cyclingfallacies.com/en>

Communication and media activities

Our key communication tools and media activities were:

- Our **website**, our main dissemination instrument and certainly our record keeper, posted news, resources and materials for decision-makers and members, through articles, press releases and events. Our website is also a platform for others to share their message and stories, such as [Koko Herder's assessment](#) of cycling infrastructure and design process in Newcastle and how they compare to Rotterdam's and [Chi Onwurah's report](#) on cycling, women and Africa based on her trip to Namibia.
- Our **monthly electronic newsletter** is edited by **Tim Binks**, since 2013. Monthly issues were produced with a well-deserved break for Christmas/New Year. The newsletter has very good performances compared with average newsletters, i.e. high open rate, and good number clicking through.
- [Press releases](#) were published tactically throughout the year, as and when needed, often in response to council actions and announcements clearly peaking in the Blue House autumn
- **Members social events** – in 2016/17 we tested the water by inviting members to pop in for a chat and a drink at a local pub – it was lovely to catch up with supporters and also meet new members.
- Articles in specialist online magazines such as **CyclingIndustry.News** (which got launched in February 2016), **bikebiz** and **road.cc**

- Our **Facebook group** called Friends of the Newcastle Cycling Campaign, with 672 members to date (an increase of 101 friends since last year).
- Our **twitter** account has now 2,693 followers (an increase of 284 followers since last year) and has clocked 16,800 tweets up to date since we started. This compares well to other city cycle campaigns

Committee members were involved in a number of events throughout the year, locally and in the UK:

- May 2016: **Katja Leyendecker**, our chair, Women and Cycling conference, <http://newcycling.org/event/women-cycling-conference/>
- June 2016: **Sally Watson**, together with other residents, politicians and council officers went to Waltham Forest to meet the team implementing the Mini-Holland programme; she reported back [here](#).
- September 2016: **Sally Watson** presented findings from our NewcastleGateshead assessment at the [Cycling & Society symposium in Lancaster](#)
- October 2016, **Katja Leyendecker** compares cycling in Bremen and Newcastle for the blog [bremenzie – blogging for a liveable city](#)
- November 2016: **Katja Leyendecker**, spoke at the All Party Parliamentary Cycling (APPC) group and gave a message of inclusion and empathy – as well as design and money. Her presentation can be found [here](#).
- January 2017: **Claire Prospert and Peter Macdonald** shared NewCycling's experience at the [Space for Cycling event](#) organised by Cycling UK in Durham.



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

Cllr Ged Bell for maintaining a positive dialogue with us throughout the year

Catherine McKinnell MP and **Chi Onwurah MP** for their continued engagement including reacting to our monthly updates

Graham Grant, Head of Transport, Newcastle City Council, for regular constructive exchanges

Ali Lamb, Community Engagement Officer, Newcastle City Council, for organising the visit to Waltham Forest and all her help and support

Christian Wolmar, our **Patron**, for writing to Cllr Nick Forbes and sharing the success of the London's transformation and its protected cycleways

Paul Gasson, from Waltham Forest, for speaking at our AGM

James Stanton and Richy Hetherington for their involvement in the infrastructure group.

Tim Binks for editing and looking after our monthly e-Newsletter. He is doing a fantastic job!

Peter Macdonald , **Paul Adams**, **Cath Scaife**, **Peter Weselowski** for supporting us with our website and events

Tom Lloyd for providing great IT support and advice and helping with our website. Yes we changed provider this year, smoothly so you would not have noticed

Mark Sutton of CycleIndustry.News for picking up and publishing a couple of our press releases

The Evening Chronicle providing coverage for Blue House Roundabout, but especially **Chris Knight** for [his article on John Dobson Street](#)

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

All the **members** who have donated to the Campaign

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 2016-17.

And finally our corporate sponsors:



FINANCIAL REPORT



Financial Report

Period 09/03/2016 – 08/03/2017

Item	Amount		Comment
	In	out	
01 Balance brought forward	£2,430.26		
2.01 Donations including GiftAid	£1,742.19		thank you for your donations!
2.02 Corporate Members fee	£190.00		thank you for your membership!
2.03 Grants			
2.04 Interest			
2.05 ESRC event funding			
2.06 Other	£103.00		
TOTAL INCOME	£2,035.19		
3.01 Room hire, refreshments & accommodation	£103.00		
3.02 Website, publicity and events			
3.03 Affiliations and subscriptions	£72.00		
3.04 Equipment and resources	£81.76		
3.05 Travel, training and conference	£587.30		
3.06 Other	£103.00		
TOTAL OUTGOINGS	£947.06		
Year end balance	£3,518.39		

Signed

09-Mar-17

Chair

Katja Leyendecker

Treasurer

John Watson

Unrestricted