



# **ANNUAL REPORT AND FINANCIAL STATEMENT**

## **YEAR ENDED MARCH 2018**

For a City with Space for Cycling. We lobby. We campaign. We publish. We inform.

<http://newcycling.org>

<http://twitter.com/NewCycling> (twitter)

<http://www.facebook.com/groups/newcastle.cycling.campaign/> (facebook)



## Co-Chairs' foreword

**Since our foundation in 2010, Newcycling has taken the long view and has stayed the distance.**

Throughout this time we kept asking “What city? Where is our story?”

We asked for

- a citywide plan, not just piecemeal transport schemes
- a structured approach to the planning and building of a cycle network (protected cycleways on main roads!), firm budgets and clear engineering standards
- a movement plan encompassing public transport, walking and cycling

We think this is vital. It is the starting point. With a strong storyline in place, it then becomes so much easier taking small steps towards the well-defined goal. Support for change is only possible if people understand why politicians want to change things and why action is necessary.

Naturally, the red-threaded storyline must be closely linked to the big stuff: climate change and the reduction of carbon emissions, social justice and the economy. Yet this is something that the political parties have avoided – even staunchly resisted.

This is not for lack of trying and trying again on our part! Sending our feedback, sending warnings, evidence and ideas to our politicians.

Over the years we have presented the council with evidence of the positive impact of building cycling infrastructure. For example, in 2011-2013 we tried social justice with



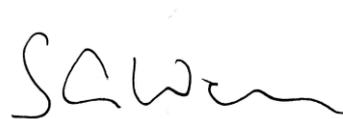


Labour, only to be met with silence. We tried to educate the Lib Dems that people cycling and walking are in fact reliable and well-spending customers to local shops – more silence, even pushback (Jesmond, Gosforth). Then in 2016, Newcastle council decided it wanted to lay a motorway through parts of our city. That’s when we totally lost confidence in the direction and steer at the council. Subsequently, air quality has presented an urgent motivation for action, and again there is deafening silence from both parties.

This is political! We need our council to come up with a **constructive and attractive story** to describe how our transport system can better serve us all.

We are here, and we are here to stay. Remaining responsive and fleet of foot – we are now taking the #city4kids focus to our politicians. Giving yet another good and just reason for action. This time we ask:

Who could not get behind a storyline that puts kids, our future, at the very heart?





## Campaign in a year - review of our activities

### Who we are and what we do

Following more than 7 years of solid and consistent campaigning, we worked with Richard Grassick to tell our story. Richard produced a wonderful video about Newcycling featuring Committee members Scott Dawson, Claire Prospert and Sally Watson. The short movie (available [here](#) on our website) outlines our experiences as campaigners, our motivation to change the streetscape and transform our city. We discuss how to unlock inclusive cycling as well as the challenges of working with decision-makers and politicians.



*Photo 1: Sally Watson, Newcycling Co-Chair, Kidical Mass Ride, July 2017. Photo credit: Claire Prospert*



The campaign is a constituted group, part of Newcastle’s civic society. We are here to be involved in the democratic process and get involved in the council’s decision-making processes. The campaign is managed by a Committee which in 2017/18 was comprised of 6 members: Katja Leyendecker, Sally Watson (Co-Chairs), Claire Prospert (Secretary), John Watson (Treasurer), Scott Dawson and Roderick Joyce.

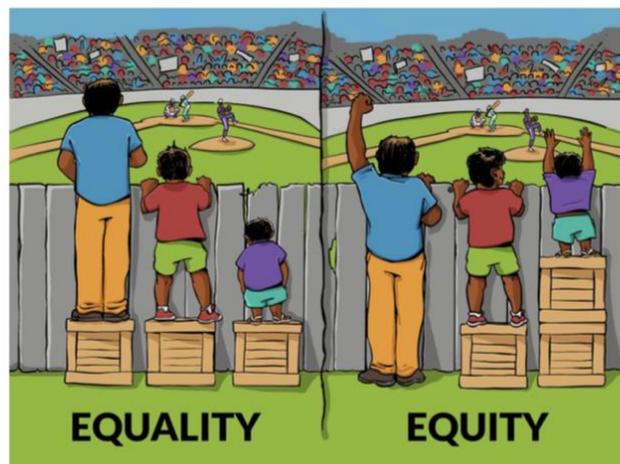
We have 1,650 members. We keep our members informed of our activities via our website, a monthly e-newsletter (thanks to Tim Binks for his professional and super reliable input) and our social evenings (**June 2017, September 2017 and January 2018**). In **December 2017**, we co-hosted a talk with the Open Lab at Newcastle University (thanks to Tom Maskell) by Dr Rachel Aldred about cycling equity, inclusive planning and why in the current hostile traffic environment it doesn’t make sense to talk about “choosing to cycle”.

### What is cycling equity? And why does it matter?

Even when we do try and plan for cycling, are the tools we’re using exclusionary?

Does it make sense to talk about ‘choosing’ to cycle in a hostile environment?

I will argue we should be talking about removing barriers and redressing exclusion so that people of all backgrounds, ages, abilities etc. can benefit from cycling



Source: Angus Maguire and the Center for Story-based Strategy, <http://interactioninstitute.org/using-the4thbox-play-and-political-imagination/>

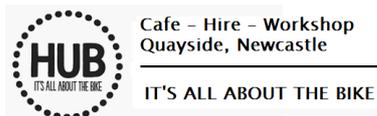
Figure 1: Dr Rachel Aldred’s slide – Presentation in Newcastle.



Debating urban issues and suggesting solutions for a fairer transport system utilising inclusive designs remain at the core of our campaigning. As we like to say, it is not just about cycling – we call ourselves **Newcycling**, after all!

As it was in 2010, it remains true for 2018 too: our campaign is entirely run by volunteers. We keep our running costs to a minimum (see financial report). This year we were supported by members through donations and our corporate sponsors (thanks to Apex Acoustics, the Cycle Hub and Saddle Skedaddle). In **October 2017**, through LocalGiving's Grow Your Tenner campaign, we raised around £500 and, most importantly, we now have 10 direct debits set up giving a regular income (£94 including giftaid a month) for the campaign. Needless to say, this certainty makes a difference for our planning horizon. A big thank you to our donors.

We'd also like to thank our corporate members for their invaluable contributions:



## Political lobbying

In 2017, no local elections were held in Newcastle. Despite this gap year in elections, we have maintained our political engagement with our elected members.

Following [Chi Onwurah's speech](#) at our AGM last year, we have continued to brief Newcastle MPs, keeping them informed about what Newcycling is doing, and flagging up opportunities for involvement at local and national levels. We were



delighted to see Chi and local Councillors taking part in the first Newcastle Kidical mass ride in **July 2017**.



*Photo 2: Elected members at the Kidical mass ride. From left to right: Cllr Stella Postlethwaite (North Jesmond), Ian Tokell and Marion Talbot (both Fenham), MP Chi Onwurah (Newcastle Central) and Cllr Dan Perry (North Jesmond). Photo credit: Claire Prospert*

In **July 2017**, we wrote to the new [Transport and Air Quality cabinet member](#), Cllr Arlene Ainsley and welcomed the separation between transport and commercial interests in the new portfolio, which we hope is a sign that residents' health and wellbeing can be prioritised by our decision-makers.



At national level, there has been a big push from Christian Wolmar, to put cycling at the core of Labour's transport policy. Christian is our Patron, and with a Labour-run council in Newcastle we can only welcome his political involvement. We hope Labour Councillors and MPs take advantage of this new group. Following [his article](#) in **August 2017**, he went on to set up Labour Cycles in **December 2017** to champion inclusive cycling in urban design. In **February 2018**, at the Labour Cycles launch our Co-Chair, Katja Leyendecker, [presented](#) Newcycling's experience of engaging with a Labour council, in power since 2011 in Newcastle. She outlined the way in which, despite the clear alignment between cycling and other Labour's social values, leadership for cycling has been lacking clarity and strength in Newcastle, both at the council and the local Labour party.

Through all our communications with politicians and our responses to consultations, we have continued to campaign for:

- Citywide network planning (no piece-meal approach)
- Infrastructure design standards (no compromise)

We responded to the following consultations:

- [Newcastle Delivery Plan](#), in **July 2017**
- [North East Cycling and Walking Strategy](#), in **July 2017**
- [Highways England A1](#), in **August 2017**
- [Government's draft transport accessibility plan](#), in **November 2017**



## Network and infrastructure

Under Newcycling’s infrastructure lead, Scott Dawson, we developed our approach to cycle networking. Building on the analysis of the network workshop (part of our AGM in 2017), we subsequently published “[creating an inclusive cycling network](#)” in **October 2017**.



*Photo 3: infra group – photo credit: Katja Leyendecker*

We re-iterated the importance of having neighbourhood movement plans (with clearly classified roads) as part of the Streets for People’s consultations in **November 2017**. We responded to the 3 schemes, in [Jesmond](#), [Heaton/Ouseburn](#) and [Arthur’s Hill/Fenham](#) providing detailed technical comments on the proposed plans. We were, again, disappointed with the council’s process: a lack of programming on their part meant we had little time to compile our responses. We



can only reiterate that in future, we would deeply appreciate more foresight by the council in their planning and programming. To date, a truly collaborative working environment has not been opened up by the council. We will keep trying.

Newcycling has, from the very beginning, asked for an inclusive design and planning approach, putting the emphasis on quality cycling infrastructure which works for all. Providing safe space for cycling which works for children will work for everybody, as shown in the Netherlands. Recognising that the city is losing young families, in September 2017, we launched our city4kids campaign.

## City4kids

Newcycling supported the first Kidical mass ride in Newcastle in **July 2017**. This was a fantastic demonstration and celebration of what traffic-free cycling brings to children and families. This spurred us on to gather the compelling evidence in support of a [#city4kids](#) – we can imagine a city where protected cycleways create the environment to enable kids to cycle safely and ultimately independently.

Our previous articles and online resources were complemented by our members' stories, and partners and other groups' materials throughout the **autumn and winter** months:

- Jo and how being a new mum brings additional challenges to everyday travel
- Armelle and the school run cycling with her children in a car-dominated area
- Beauty and the Bike: a classic, still sadly very relevant documentary showing that English teenage girls don't cycle because of the hostile road environment
- Space for Heaton: a new local group calling for a better, healthier and cleaner neighbourhood



*Photo 4: Kidical mass ride, John Dobson Street, Newcastle. Photo credit: Armelle Tardiveau*

We are currently compiling your insights and experiences to create a city4kids manifesto. We want to launch the manifesto at our AGM 2018 and use it to lobby local candidates at the all-out local elections in May

We will also report back on the political engagement survey we are currently running.

It's all hands on deck as usual!

## Financial annual account 2017/18



**Financial Report**  
Period 09/03/2017 – 08/03/2018

Item	Amount	Comment
	In / out	
01 Balance brought forward	£3,518.39	
2.01 Donations including GiftAid	£1,377.96	thank you for your donations!
2.02 Corporate Members fee	£270.00	thank you for your membership!
2.03 Grants	£94.00	thank you Waitrose!
2.04 Interest	£0.00	
<b>TOTAL INCOME</b>	<b>£1,741.96</b>	
3.01 Room hire, refreshments & accommodator	-£455.51	
3.02 Website, publicity and events	-£120.56	
3.03 Affiliations and subscriptions	-£96.00	
3.04 Equipment and resources	-£331.28	
3.05 Travel, training and conference	-£577.40	
3.06 Other	£0.00	
<b>TOTAL OUTGOINGS</b>	<b>-£1,580.75</b>	
<b>Year end balance</b>	<b>£3,679.60</b>	

Signed	12-Mar-18	Signed	12-Mar-18
			
Co- chair	Sally Watson	Co- chair	Katja Leyendecker
			
		Treasurer	John Watson