



ANNUAL REPORT

YEAR ENDED MARCH 2011

<http://newcycling.org.uk/>

This short report outlines our main activities and achievements from the launch of the campaign on 1st October 2010 up to the end of March 2011.

Before we look back at the first six months of our campaign, let's see how it all started!

The beginning

Like many campaigns and charitable organisations, the *Newcastle Cycling Campaign* originated from people wanting change to happen and feeling a sense urgency about it too:

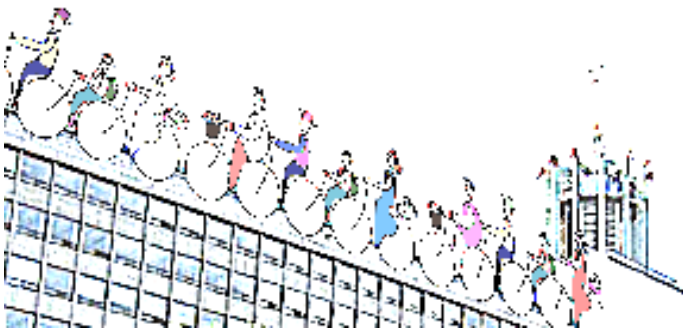
"We are demanding a better deal for cyclists."

In May 2010, over 800 local people completed a survey about cycling and safety in Newcastle city centre and signed a petition demanding "Safe cycling in Newcastle city centre". Katja also set up a website

<http://katlayout.co.uk> to keep petitioners informed of progress.



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The petition was subsequently presented to *Newcastle City Council* by Katja Leyendecker, the author and coordinator of the petition. It was great to see 25 cyclists attending the hand-over of the petition. Thank you.



The message of the survey and petition were both overwhelming and clear: cycling was neither a pleasant nor safe experience, not even for those who cycle regularly in and around the city.

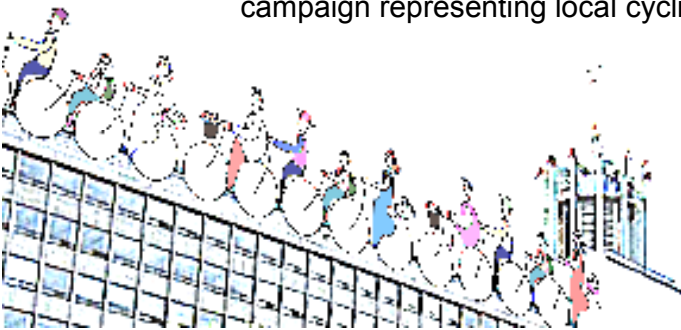
93% said they would cycle more if better provision would be made for cyclists and cycling would be made safer.

It was a stark wake-up call: hundreds demanding infrastructure improvement, making suggestions about cycling hot-spots and describing how our city could be made more cycle-friendly and more welcoming to cyclists.

The petition generated a great deal of excitement and expectation.

It eventually brought together several local cycling activists. One of which was Claire Prospert, the *Newcastle City Council* BUG co-ordinator and winner of the *SMK* campaigning award for transport in 2010. The idea of setting up a campaign representing local cyclists and cycling organisations was first muted

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in May 2010, grew stronger and after a summer of preparation and discussion, the *Newcastle Cycling Campaign* was finally born as a not-for-profit constituted community organisation.

And as stated in our Constitution (see website), we have two interlinked objectives:

Objective 1

Promoting and raising the profile of cycling in and around Newcastle



Objective 2

Educating key decision-makers and the public over the benefits of cycling

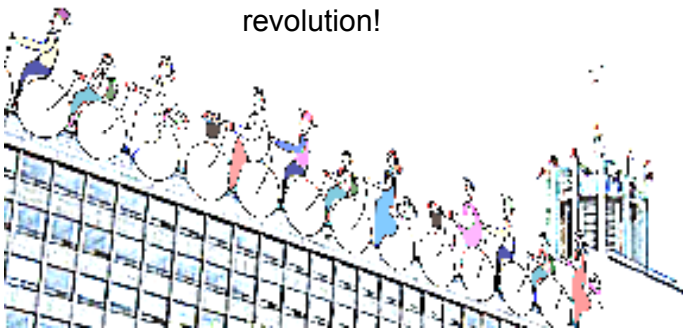
Our main activities

Any activities should always support the objectives of cycle promotion, profile raising and education and more specifically intend to resolve the issues raised by the people in the petition. The petitioners told us that the main obstacle for considering cycling in the first instance and indeed cycling more often, is the lack of adequate cycling infrastructure.



So, infrastructure improvement will be the main focus of our lobbying activities. We strongly believe that this will allow a cycling culture to emerge, cycling to become normal and more acceptable to society: a cycling revolution!

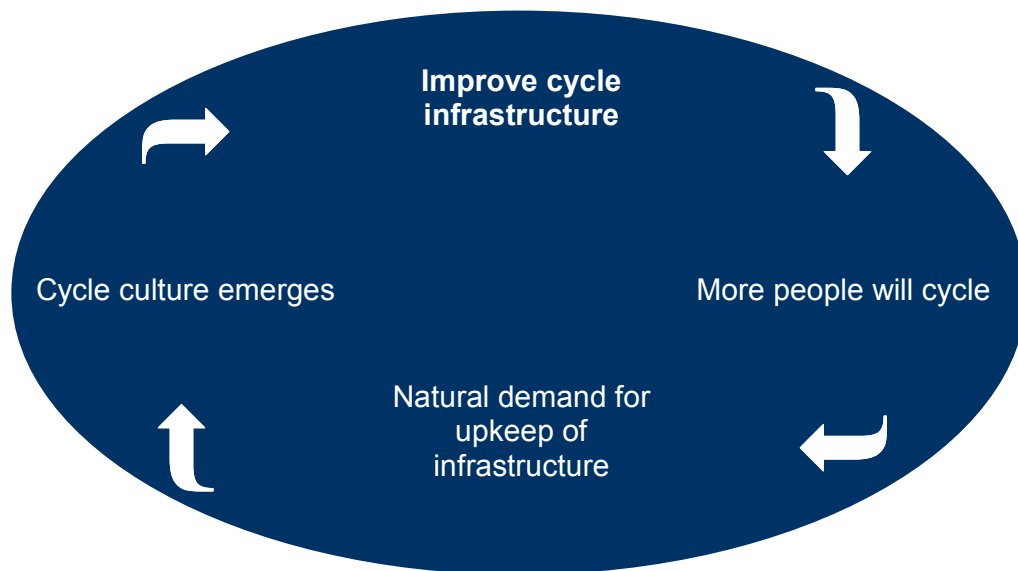
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There is a positive feedback loop as we see fit. Improving any of the aspects in the loop will make cycling better, but the most effective thing will be to provide better infrastructure for cyclists.

So, here's our logic in an infographic style



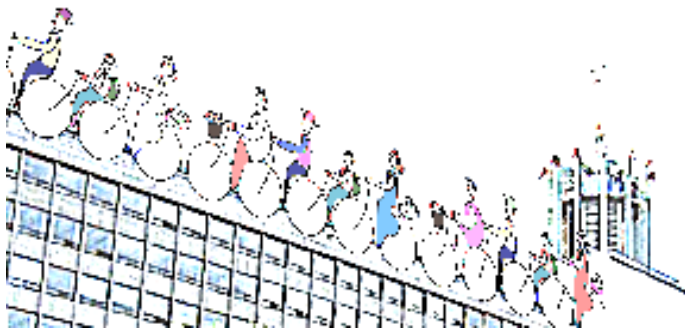
And a motto that logically follows:

"Build it and they will come."

The infrastructure provider is the council. We will lobby and educate.

It is also important to note that, as a new organisation, a significant proportion of our time has been spent on putting in place the administrative arrangements of the organisation, to promote it and establish it firmly.

After all, we are aiming high!



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We want to be the key local organisation for all cycling matters in and around the city. We want to identify and engage with local and national key stakeholders.

And we want to base it on firm foundations.

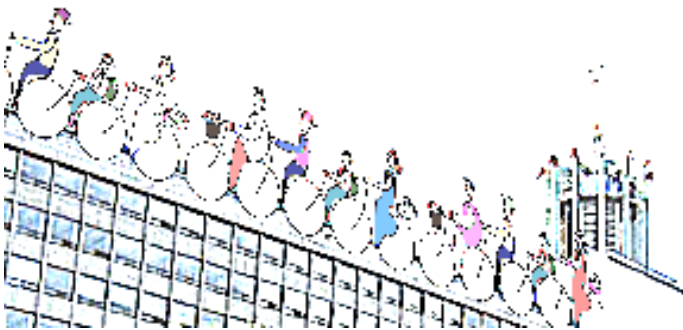
"We want to be the voice of first choice representing the cycling community and communicating unequivocally their needs and demands."

It also became apparent that building the support for the campaign through our membership was essential but that it wasn't the only important aspect to be progressed:

There were other activities we were eager to pursue and address during the first six months in office and we had to find the right balance between growing our membership and our lobbying activities. Clearly the two are intricately interlinked and it's through our activities and achievements that we can demonstrate the value of the campaign and attract more supporters.



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Building the foundations for the campaign

We used the petition list to promote the campaign and encourage people to sign up. We are proud to have 86 members (34 individuals and 17 families) and 6 organisations*. These represent what you could call the *converted*, people and organisations who are already play a strong part in the cycling community or who intrinsically understand the need and the value of having a campaign acting as their voice.

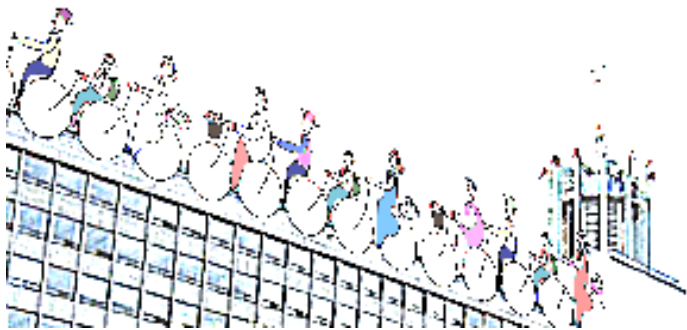
More recently, we have also actively approached a number of bike shops to attract more corporate partners and find straightforward ways to disseminate information about the campaign. Initial feedback is very positive. We have also contacted a number of Bicycle Users Groups (BUG) to engage with cyclo-commuters.



Although not always easy to quantify but we are certain that through our wider promotion activities we have further spread the word about the campaign.

Our target is to reach 200 members by the end of September 2011. Some of our activities include participating in cycling events where we can promote the campaign and directly get in touch with the cycling community. The 200 members target is based on the membership of Tynebikes (the now defunct Tyneside-based cycling campaign) and other comparable campaigns such as Manchester and Darlington.

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Establishing links and partnerships

The focus has been on engaging with organisations already involved in cycling matters such as transport and health, and establishing communication channels with Newcastle City Council **at all levels**. This has allowed us to develop a better understanding of the regional and local 'transport landscape' and how it relates to community engagement, urban development and other strategic priorities such as economic development and health.

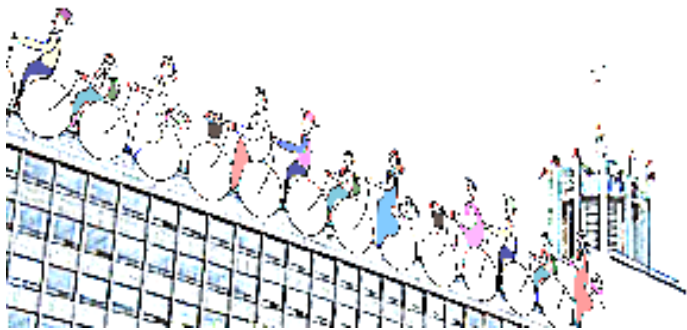
"It's been a fascinating fact-finding mission which we will continue over the coming months."

Over the last six months we have contacted and established links with the following stakeholders:

- ➔ Newcastle City Council
 - representation at the Cycling Forum
 - face-to-face meeting with David Slater, the Director of the Environment and Regeneration Directorate
 - face-to-face meeting with Cllr Wendy Taylor, Portfolio holder for the environment and transport
- ➔ MPs (Catherine McKinnell and Chi Onwurah) and MEP (Fiona Hall)

And many more...

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T NEXUS

W Living Streets

CTC

Saddle Skedaddle

Recyke y' Bike

Scratchbikes

Work-based Bike User Groups (BUG)

T Sustrans

BikeClub

BikeRight

✓ Whitley Bay Chamber of Commerce

H Health & Wellbeing Partnership

T Northeast Combined Transport Activists Roundtable (NECTAR)

T Northeast Active Travel (NEAT)

✓ Newcastle Council for Voluntary Service (NCVS)

cycling **W** walking **T** transport **H** health

In addition we have links with these campaigns:

T Campaign for better transport

CycleNation

✓ Twenty's Plenty

Darlington Cycling Campaign

T Tyne & Wear Public Transport User Group

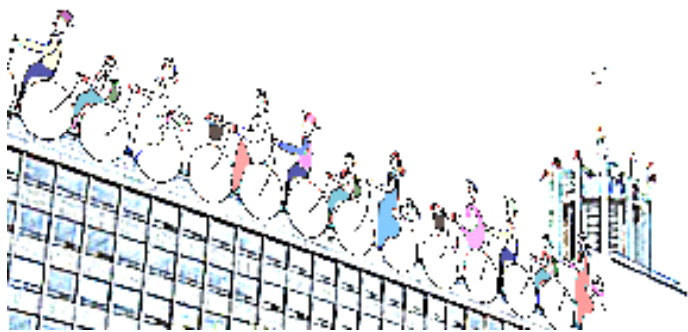
EU-wide campaign "See me, save me" (Fiona Hall MEP)

London Cycling Campaign

T Strict Liability

cycling **W** walking **T** transport **H** health

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It's our stated aim to bring everyone together, improve communications and raise the bar for cycling. Tall order!

Campaigning activities

The end of 2010 and beginning of 2011 have seen the launch of a number of consultations on key policy/strategy documents related to transport and physical development.

We responded to the **Local Transport Plan 3** (LTP3) consultation and encouraged members to support our response. Our main message was to give cycling a more prominent place in the plan and acknowledge cycling as a key sustainable active travel mode; in other words investing resources into cycling and making it a priority in Tyne and Wear: <http://bit.ly/go3DnH>. We had a great response from our members and the wider cycling community! Thanks.

More recently, we have sent our comments on the Newcastle-Gateshead **One Core Strategy** and **Urban Core Area Action Plan**. These documents implement the **1PLAN** vision, through setting objectives and policy priorities for Newcastle and Gateshead (its urban core, neighbourhoods and rural area) until 2030. We are currently working on our comments which will be published on our website.



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In autumn we also carried out a survey amongst City Councillors about their chosen mode of transport to the October City Council meeting. We hoped to raise awareness about the campaign amongst elected members, establish a baseline and gather information about our local politicians' travel behaviour. The outcome was mixed: <http://bit.ly/gbDcCX>.

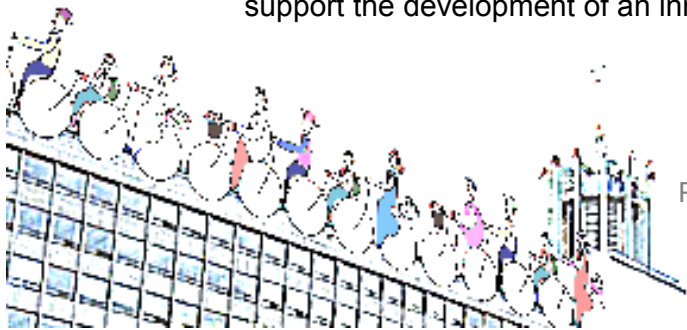
Following in the same vein of awareness raising, we have also started organising the first **City Chief Cycling Challenge**, the 4Cs, and have invited the top brass of *Newcastle City Council*, their council officers and local politicians, to take part in a bike ride around the city centre in June during Bike Week. Because we believe it is vital that our city chiefs, who are the decision makers after all, should gain first-hand experience of city cycling through their active participation. This will raise awareness about the reality of cycling in the urban core. A reality that many of us experience on a daily basis. http://www.bikeweek.org.uk/newcycling_CCCC

We were represented at all the **Cycling Forum** meetings serviced by the council's cycling officer and, as recommended by the petition, lobbied persistently for

- clear **terms of reference** for the forum; what is it trying to do? what and who is it for? rules of engagement and ways of communication
- a **cycling strategy** to showcase the importance of cycling to be developed with intimate involvement of the cycling community

We participated as part of a **working group** (a sub-group of the council's Cycling Forum) and gave our view on plans for the creation of a strategic city centre cycling route and we provided advice and detailed comments to support the development of an inner-city cycling network: <http://bit.ly/hA0FwG>

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In collaboration with Northumbria University, we applied for funding to the GeoVation Challenge. This application – which sadly was not successful - would have supported the development, mapping and visualisation of 8 radial cycling routes from Newcastle neighbourhoods into the city centre:

<http://bit.ly/h0l3TE>

We support the Critical Mass bike rides held on the last Friday of each month, from 17:30 at Haymarket: <http://newcastlebybike.brinkster.net/>

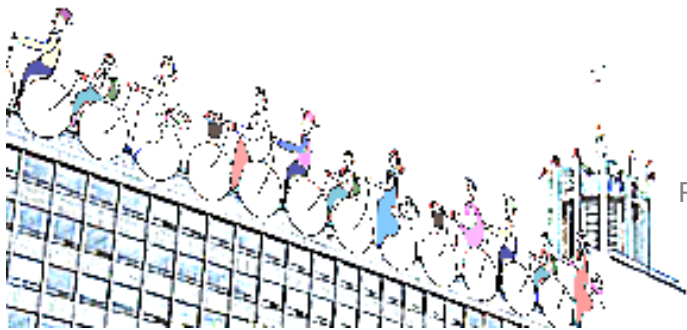
We are currently working on a city **cycling manifesto** for our local politicians to sign up to in time for the elections in May.

Recently we have lobbied hard with our national partners for the withdrawal of a harmful 'award-winning' road safety initiative called Ghost Street run and developed by *Newcastle City Council*. In a protective move, the Ghost Street website can now only be accessed by requesting a login. We are baffled. Many have contacted us about this ill-advised initiative; some have contributed to an open letter. Thanks.

Organisational progress

The campaign is a constituted not-for-profit group. We set up a community bank account with the Co-operative Bank and are developing policy and process documents. The Equal Opportunities Policy has been endorsed by the management committee in February 2011.

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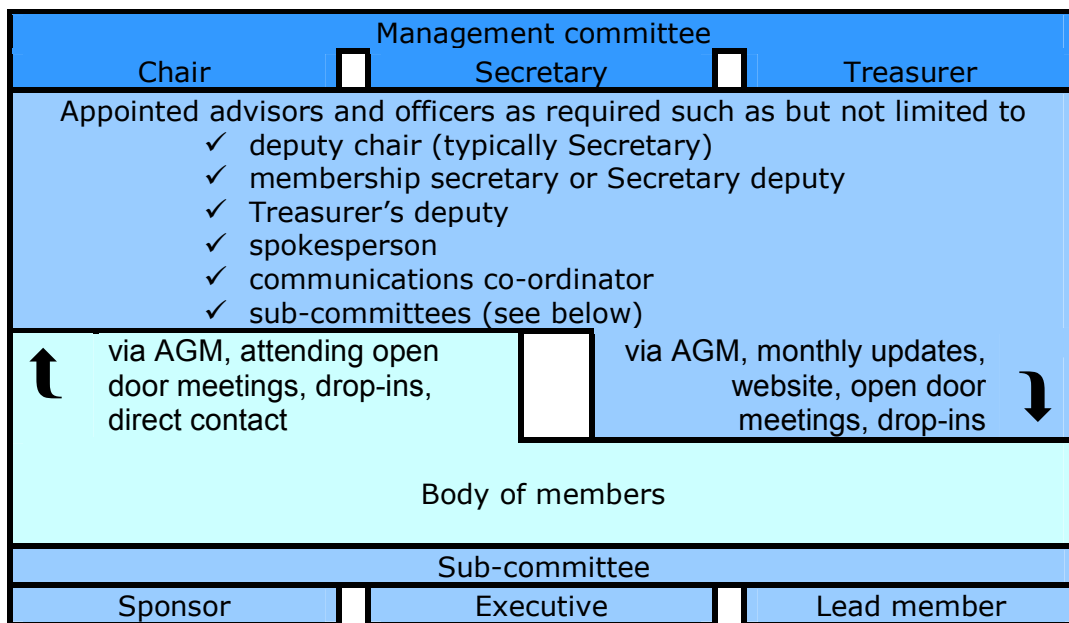




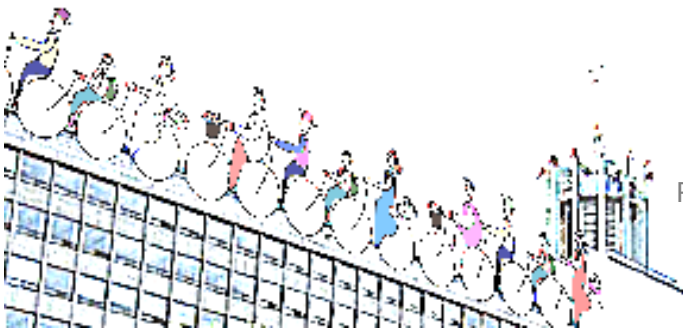
The management committee is the decision-making body guided by its members through the Annual General Meeting; it also co-ordinates, plans and reviews the range of activities supporting the campaign.

The Management committee has met monthly since September 2010.

Initiatives and projects can be run by appointment of a sub-committee. The typical structure is shown below. The need for setting up a 'formal' project committee would be determined by the Management Committee. The sponsor would typically be a member of the Management Committee. The Executive and Project Manager must be a member of the organisation with the relevant skills and experience.



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"We want members to talk to us about their ideas and views. Indeed we strongly believe that the campaign depends on its members influencing and guiding the campaign's direction."

We are currently working on how to best involve our members. This is an item for discussion at our AGM 2010. One suggestion would be pre-arrange dates for regular drop-ins in an informal setup. Following the AGM we will know more about our members thoughts on this so we can progress membership involvement.

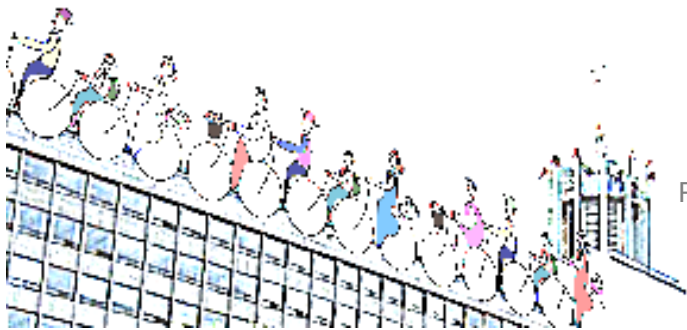
We are also investigating how to best make use of online services, and thinking of setting up an online discussion group, and possibly use more online voting for quick and easy opinion gauging.

The annual membership fees (October to September) were agreed at the launch of the campaign, as follows:

Family waged	£12
Family unwaged	£8
Individual	£6
Individual unwaged	£4
Organisation	£12

The membership fees will be reviewed annually at the AGM starting in 2012.

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Promotional activities

The campaign has a basic information-dispensing website which is regularly updated: <http://www.newcycling.org.uk/>

The campaign also has a twitter account called newcycling, further spreading the word and exchanging information. A “friends of” facebook group has also been set up. These communication channels are free for anyone to access.

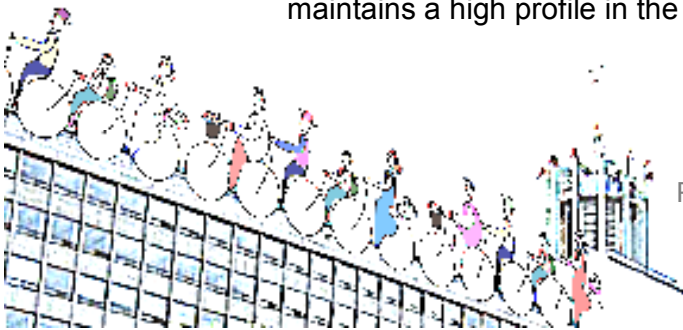
We encourage our partners to establish a mutual link between our respective websites.

In October 2010, the campaign was advertised in several articles in the local press. We also had a strong and supportive article in the Crack in January 2011. The campaign is also set to be featured in the Cycling North East magazine 2011. Indeed, we have been contacted by a number of journalists and will keep working with the press and media to spread the word.

Some of our achievements

- ➔ Our launch was widely publicised in the local press
- ➔ Established a management committee with committed members
- ➔ Monthly meetings since September 2010
- ➔ Influenced the LTP3. The January 2011 Council Executive report stated that ‘in Newcastle the second most popular response (58%) was “Giving priority to and invest in walking and cycling”. This is attributed in part to the effectiveness of the recently-formed “Newcastle Cycling Campaign”, which has made regular representations to the Newcastle Cycling Forum and maintains a high profile in the media’.

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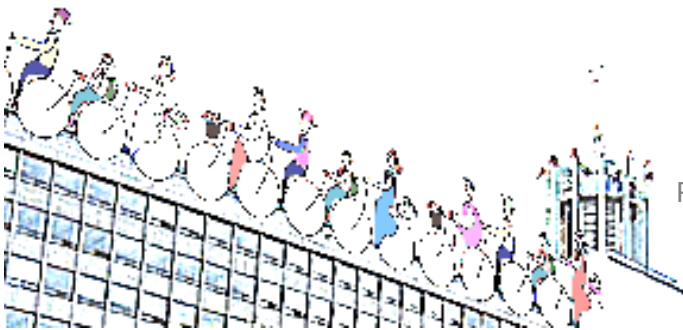
- ➔ Expanded into North Tyneside with the support of two local members
- ➔ Initiated and contributed towards CycleNation's Stricter Liability initiative, now launched at national level
- ➔ Lobbied hand-in-hand with our national partners for a more positive stance on road safety

Our plans for the future

- ➔ Support our and other's long-term priorities
- ➔ Always seek to work in partnership where-ever possible
- ➔ Hold AGM and get members' input for next year's campaign priorities
- ➔ Consider options/models of the most effective administration of the campaign best fulfilling our needs
- ➔ Meet more like-minded people and recruit more members
- ➔ Apply for start-up funding and specific projects grants supporting the campaign priorities
- ➔ Crossing borders: engagement with private sector, traders, health sector
- ➔ We have left a mark and created a positive stir! Build on our success to keep up the pressure

And lastly... before we present the Finance Report at the back...

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Thanks

We would like to thank the **Chronicle** and the **Journal**, specifically for coverage of the campaign launch in October 2010.

We would like to thank everyone who took the time to meet with us in person, most notably this must be **Cllr Wendy Taylor** and **David Slater**. We would also like to acknowledge **Catherine McKinnell MP** who has kindly offered to meet with us. The action is on us to organise this meeting. And **Fiona Hall MEP** for contacting us seeking support for her EU safety campaign.

Thanks also goes to **Roger Geffen (CTC)**, **Beatrix Wupperman** and **Richard Grassick** (*Beauty and the Bike*), **Carlton Reid** (renowned cycling advocate), all of whom have had a great influence on the campaign, its formation and direction.

A great organisational help! **Newcastle CVS** has offered fantastically friendly and professional service and sound assistance in getting the campaign off the ground. Thumbs up!

Finally a big thank you to **all our members** for supporting us, inspiring us and keeping us going. Long live the campaign!

We would also like to thank **SMK Foundation**.

Last, and by no means least, all these brave Newcastle cyclists pedalling on undeterred, in adverse conditions, stormy weathers and silly infrastructure. Cycle on!

The Management Committee, March 2011

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Newcastle Cycling Campaign



Financial Report

Period 01.10.2010 - 08.03.2011

Item		Amount	Comment
		In / out	
01	Balance brought forward	£0.00	
02.01	Membership - cheques	£244.00	, thank you for your membership!
02.02	Membership - online	£165.82	, thank you for your membership!
02.03	Membership - cash	£40.00	, thank you for your membership!
03.01	Donations - cheques	£0.00	
03.02	Donations - online	£28.78	, thanks!
03.03	Donations - cash	£0.00	
04	Grants	£0.00	, none applied for this year
05	CycleNation affiliation	£0.00	, fee has been waived this year, thanks
06	Interest	£0.00	, negligible
07.01	Expenses	-£7.03	, 123-reg website address: newcycling.org.uk
07.02	Expenses	-£4.55	, campaign material: business cards
07.03	Expenses	-£8.55	, campaign material: business cards for bike shops
07.04	Expenses	-£47.10	, four test/prototype t-shirts
07.05	Expenses	-£60.00	, 2 year fatcow subscription: high capacity web host
07.06	Expenses	-£28.00	, "Beauty and the Bike" dvd and book
07.07	Expenses	-£16.00	, 50 second class stamps for AGM letter to members
Year end balance		£307.37	

Signed

08-Mar-11

Chair

Katja Leyendeckef

Treasurer

Cath Scaife