



## **ANNUAL REPORT AND FINANCIAL STATEMENT**

### **YEAR ENDED MARCH 2012**

<http://newcycling.org/>

### **A word from the Chair**

Reading this annual report gives me a warm feeling. Not only does it make me realise, that so much has happened in the short space of a year, it also reminds me of the fantastic flurry of cycling activities, lobbying, events and festivals. I think it has been the year the bike came to Newcastle. And it's here to stay.

Of course, ever the campaigner, it's no time to stand still. A lot, make no mistake, is out there crying out for action. On a societal scale, we have to tackle misconception and downright prejudice that prevails against cyclists. I am certain, each one of us is an ambassador for cycling. We've made the switch and most of us don't ever looked back. We can reach out and change perception. Bit by bit dismantle and rebuild.

I would like 2012 to be about making contact with the wider public. I want to hear why people don't cycle. In effect I would like our Campaign to be a (I-am-not-yet) cycling Campaign. What a good opportunity the Summer of Cycling offers to us! If each one of us inspires someone else to cycle to work, the shops, or maybe to visit friends, we will have doubled the number of people cycling. And possibly doubled our membership too.

A cycle wave is going through Newcastle riding on positive political support. There's not doubt of that, but we will have to channel it and shape it and ensure the end result meets our aim to create a cycle-friendly city with an embedded cycling culture and ring true with our objective to improve the cycling infrastructure in and around the city, champion cycling and promote a flourishing cycling culture.

So that cycling in Newcastle is as easy as riding a bike.

A lot to do, but not beyond reach.

Katja Leyendecker



## Annual report

This is the first full year report following the launch of the Campaign on 1 October 2010. It is a great opportunity to outline our activities, progress and achievements, take stock, reflect on our journey and look ahead. It has been an incredibly busy year packed with lively debates, new initiatives and hard work, and a year of learning too - most importantly 2011 saw a real political commitment to create a cycling culture in Newcastle. An important step forward for much needed change to happen.

## Campaign's priorities

At the last AGM on 29 March 2011, eight Campaign priorities were agreed. We gave these equal ranking and said we would revise and prioritise them for the next year. This section provides a quick overview of activities carried out by the Campaign's team and its members in support of each priority.

### *Integration of bikes in public transport*

#### Metro

- We ran a competition in collaboration with [online-bikes.co.uk](http://online-bikes.co.uk), one of our corporate members to find out what people think about the TW Metro and how to make it more cycle-friendly
- We used the results (90% of the 200 respondents said full-size bikes should be allowed on the metro) and comments to write a report for NEXUS urging them to take action.
- We uncovered the long history of unmet cyclists needs and published it on our website.



- We attended an event organised by Metro in November 2011 where we were promised that a working group would be set up and a piece of research commissioned to look at other light train systems and how they accommodate bikes.
- We wrote again to NEXUS in February asking for a trial to be launched with the support of working group and using the results of the research – which we understand don't quite exist yet....
- Undoubtedly a journey to be continued in 2012

## Central Station

- We also attended a working group meeting on Central station and commented on how to improve access by bike and provide better/more convenient bike parking onsite.

## ***Improve permeability within the city centre***

Newcastle City Centre, as highlighted by the over 800 respondents to the 2010 Safe Cycling petition, is not a pleasant environment for cycling. There is a lot to be done to make it more pedestrian and cycling friendly giving a greater emphasis on people.

- We have championed the 1PLAN, the strategic vision for the NewcastleGateshead urban core which states “we want to make NewcastleGateshead a better place to walk and cycling. We will transform some of the motorway scale major roads that fragment the urban core, turning them into attractive streets and boulevards. It goes on to say “The presence of urban motorways in the heart of the city creates an alienating, car-dominated environment”.
- We raised our concerns about the piece-meal approach taken to create a city centre cyclist-friendly North-South axis, the so-called Red Route which resulted in



very minor improvements for cycling and can only be seen as the beginning of a long chain of necessary improvements.

- We asked for all previous reports and studies carried out on Percy Street and Haymarket area and submitted a Freedom of Information request and information provided somewhat helped towards charting the history, but did not actually result in obtaining the relevant studies
- We contributed to the Central station working group to ensure that permeability for cyclists featured in the public realm improvement plan being put together by Newcastle City Council and NE1 (see previous section also).

## ***Creating liveable neighbourhoods***

- We are now one of the groups to be consulted for all Newcastle City Council traffic orders and have commented, and in two cases objected, on plans which show little considerations for cyclists or/and inadequate cycling provision. Traffic orders are issued every week and cover the whole of the city
- We developed a step-by-step guide to engage with Councillors at the ward level so that members can flag up cycling issues in their neighbourhood:  
<http://newcycling.blogspot.com/p/contact-your-ward-councillors-on.html>
- As a result of the guide, cycle “safaris” was organised in Gosforth and Jesmond.
  - Gosforth (Katja Leyendecker): we’d like to thank Cllr Henry Gallagher for taking part and, as a result, raising cycling issues at full Council meetings
  - Jesmond (Tony Waterson from Transition Jesmond, a partnering group): we’d like to thank Cllr David Hardman and Cllr Nigel Todd for taking part. As a result, a cycling/pedestrian Jesmond initiative has emerged which got press coverage and triggered support from the Council. A cycling survey is about to be launched with strong commitment to improve cycling infrastructure in Jesmond.



- We made a case for reclaiming the bike lanes from the cars on Brighton Grove (Wingrove) at ward committee meetings and objected to the half-hearted proposal from Newcastle City Council

## ***Strategic cycle network with key corridors into the city centre***

- We championed the idea of a strategic cycle network (7 radial corridors converging into Newcastle City Council) through our cycling manifesto
- We ensured that it was prominently featured in the Newcastle City Council cycling strategy/delivery plan.
- We lobbied for its inclusion in the TW Local Sustainability Transport Fund bid so that resources are earmarked for its development and construction.
- Through the Newcastle Cycling Forum, we pushed for a working group to be formed to take forward the development of the network, for a series of meetings to be arranged and for a 5-year programme to be prepared.
- We contributed to the 2012 working group's meetings to draw up key criteria for the routes and chaired the meeting on the Newburn route.

## ***Road user debate***

- We drafted a proposal to kick start a dialogue between all road user groups and submitted it to the Council for action
- We requested that the Newcastle City Council Ghoststreet road safety campaign targeted at young people be withdrawn due to its negative imagerie of cycling and the blame being put on victims rather than perpetrators/cause of danger.
- We asked the Newcastle City Council Road Safety team to focus their efforts on reducing danger caused by motorised traffic and facilitating an open dialogue between cyclists and other road users possibly through the road users debate.
- We lobbied national cycling organisations and wrote to our MPs to push for a change in legislation and to demand "stricter liability".



- We supported the Times “Cities Fit for Cyling” campaign and encouraged our members to show support and write to their MPs.

## ***Educate and involve decision-makers and practitioners***

- We prepared a cycling manifesto and successfully lobbied twenty-six Newcastle Councillors to sign it. The cycling manifesto was subsequently presented by the new administration to the full Council for endorsement and unanimously adopted raising the profile of cycling on the political agenda
- We heavily contributed to the terms of reference of the Newcastle Cycling Forum and proposed improvements to the forum’s running
- We organised the first City Chief Cycling Challenge during Bike Week in June 2011. Newcastle City Council Leader, Councillors from Labour and Liberal Democrat parties and senior officers showed their support to cycling by taking part
- We sent copies of the book “Car Sick” by Lynn Sloman to the Leader and two senior Councillors
- We approached Prof Stephen Singleton, Regional Director of Public Health who agreed to be our Patron
- We advised on the development of the Council Cycling Plan approved by the full Council in February 2012.
- We responded to the Local Development Framework consultation (twice) and raised concerns about the Council transport approach especially in the urban core.
- Attended all Newcastle Cycling Forum meetings
- We lobbied for the delivery of Cycle Infrastructure Design training at the Council and attended as observers the first training day in February 2012. We will continue to push for more training and exchange of best practice with other UK and European experts.

## ***More cycling ancillaries***



- We compiled a map showing all cycling counters in the city.
- We successfully lobbied for strategic off-road tracks (i.e. Town Moor) to receive an appropriate level of winter maintenance.
- We disseminated information about the free cycle stands available from Parkthatbike for local groups in the City.
- Amongst other locations, we raised cycle parking issues at the Central station and Westgate Community Sports Centre (currently none).

### ***Promoting cycling and wider engagement***

- We participated in the 2011 Green Festival including the political debate.
- We helped Recyke y' Bike with the organisation of the 2011 Newcastle Bike Festival. The political documentary "Beauty and the Bike" was screened on the first day and their directors (members of the Campaign) answered questions from the audience.
- In collaboration with Transition Town Jesmond, we showed "Beauty and the Bike" and animated a debate amongst local residents.
- We took part in Bike Week 2011.

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

In 2011/12, the management committee met on a monthly basis to oversee the planning, co-ordination and delivery of the Campaign activities. The management committee is made up with 6 members including a Chair, Secretary and Treasurer. The Campaign was entirely run by volunteers in 2011/12 and to date no grant funding has been secured.

As the Campaign is growing it was necessary to put a number of procedures and systems in place to ensure our effective running. We've looked at membership, press releases, the



monthly newsletter, website admin and finances. All key communications, replies to consultations and press releases are put on the website to ensure openness and transparency. We see it as the only way if we want to remain credible and continue with our high profile.

Although focused on Newcastle, the Campaign also covers North Tyneside and Gateshead (online Forum). The members survey carried out after the 2011 AGM showed that the majority of members were in support of the name Newcastle Cycling Campaign.

Our membership has significantly grown since last year with more than 371 members including individuals, families, community groups and private companies. As far as families and individuals are concerned, 60% live in Newcastle, 18% in North Tyneside, 10% in Gateshead and the remaining 12% in neighbouring areas including Northumberland, Durham and Sunderland/South Tyneside. This shows that the Campaign is firmly anchored in Newcastle and possibly also reflects the high mobility of cyclists and cross-administrative boundary travel patterns. In any case the increase in numbers clearly shows that cyclists feel change is needed and that the word about the Campaign's is spreading.

In September 2011, we extended the current membership to align it with the financial year and AGM and offered free membership to new people and organisations. Corporate membership has remained at £12 a year. Donations are very welcome, and £3 per person per year is the suggested donation which would help us meet our annual basic administration costs of about £300-400.

We organised quarterly members meeting and held lively discussion and debates on:

- Campaign's communication, 13 June 2011
- Cycling and Helmets, 13 September 2011
- Strategic cycling network, 13 December 2011





We have strengthened our links with national campaigning organisations, in particular the Cycling Embassy of Great Britain. This year the Campaign joined two local groups, the East end Community Alliance and Jesmond Community Forum.

## **Promotional and media activities**

The Campaign has had an excellent media coverage in 2011/2012: monthly articles in the local press, radio and regional TV. We certainly took the best advantage of all opportunities to mention the Campaign and promote the work we're doing.

We also attended a number of community events and spoke at public meetings.

A team of volunteers, the website team, is in the process to revamp the Campaign's website with the aim to make it more interactive for members and easier to update for the Campaign. Up until the switch-over, a committee member has maintained the existing website throughout the year, ensuring up-to-date information to be made publicly available.

## **In summary**

### **Key achievements**

The Campaign's main delivery arm is the management committee; it's worth pointing out here that a lot more members are actively involved under the umbrella of the Campaign. This is a collective account of the Campaign's achievements encompassing the steps



taken towards a solid cycling culture as well as some more concrete changes facilitated by the Campaign:

- Well-established constituted group with more than 350 members, patron and political backing, media and community engagement
- Functional website, released monthly members newsletters and put in place interactive members communication channels fully embracing social media
- Widespread media coverage and well-established media links (monthly articles in local newspapers, local radio interviews and regional BBC TV)
- Organised the first City Chief Cycling Challenge which saw the city bosses cycle with Campaign members for the first time in June 2011
- Newcastle City Council signed up to our Cycling Manifesto (September 2011) based on the Campaign priorities, and adopted a Cycling Strategy in February 2012
- Active input in local traffic orders as well as major consultations to improve urban cycling provision and raise awareness of cycling best practice amongst Council officers/engineers
- Secured the commitment of the Council to maintain Town Moor pedestrian/cycling path in winter
- With Recyke y'Bike and other bicycle enthusiasts helped organise the Newcastle Bicycle Festival in October 2011
- Carried out surveys such as a cycle-friendly Metro competition and the annual Councillor questionnaire
- Kick started the development of the strategic cycle network with fortnightly meetings scheduled by the Council until June 2012 and potential funding from the LSTF
- Influenced local government decision-making, leading to the retention of the cycling budget, a more effective Council's cycling forum, and cycling bids for national budgets



## **Our plans for the future**

- Focus on key priorities, as decided by our membership
- Produce promotional material for the Campaign
- Publicise corporate membership, increase private sponsorship and develop donation strategy
- Expand our outreach work to engage with all communities –including those who don't ride a bike
- Building on position statements and priorities, develop a series of policy papers
- And continue to grow slowly but surely!!



## Thanks to...

Cllr Nick Forbes for taking part in the very first City Chief Cycling Challenge and eloquently echoing the aspirations of the Campaign in the front of the BBC regional news.

Catherine McKinnell MP for her on-going support in bringing the cycling community concerns to the attention of the government. Not to forget Chi Onwurah MP, Nick Brown MP and Ian Mearns MP who have shown their support to the Cities Fit for Cycling Campaign.

Cllr Henri Murison for presenting the Campaign Cycling Manifesto to the full Council and having it endorsed.

Cllr Nigel Todd for embarking on a brand new journey and getting back in the saddle with all the challenges it entails, chairing the Cycling Forum and making the Newcastle Cycle Plan happen.

Newcastle City Council for allowing two Campaign members to attend the first Cycle infrastructure Design Training day in February 2012. We are looking forward to further collaboration.

Online-bikes.co.uk for donating a folding bike as a prize for our Cyclist friendly Metro competition.

Apex Acoustics for their generous donation.

Prof Stephen Singleton for being our patron.

Sr Seraphim Alvanides and Godwin Yeboah from Northumbria University for their research work on cycling in Newcastle.

The Journal, the Chronicle, BBC Regional news, and Radio Newcastle for their extensive coverage of the Campaign

And finally, to all our members, individuals and families, community groups and companies who have added their voice to the Campaign and helped spread the word. Great to have the following organisations on board:

- ScratchBikes
- Bike2fix
- Online-bikes.co.uk
- Macks Solicitors and Cycle claims
- Apex Acoustics
- Ride
- Saddle skedaddle

# Newcastle Cycling Campaign



Period 21.03.2011 - 26.02.2012

Item	Amount	Comment
	In / out	
01	Balance brought forward	£307.37
02	Paypal income included in 2010/11 report	-£194.31
03.01	Membership	£389.82 thank you for your membership!
03.02	Donations and fundraising	£187.78 thank you for your donations!
03.03	Grants	£0.00 fingers crossed for 2012/13...
03.04	Interest	£0.00
	<b>TOTAL INCOME</b>	<b>£577.60</b>
04.01	Administration	-£209.99 room hire, refreshments and mail outs
04.02	Publicity and website	-£36.95 printed materials and website costs
04.03	Affiliations and events	-£20.00 support for the Green Festival in 2011
04.04	Research and publications	-£94.73 CROW design guide and key reference docs
04.05	Other	£0.00
	<b>TOTAL OUTGOINGS</b>	<b>-£361.67</b>
<b>Year end balance</b>	<b>£328.99</b>	

Signed 08-Mar-12

Chair Katja Leyendecker

Treasurer Cath Scaife

# Newcastle Cycling Campaign



**Overall aim** Create a cycle-friendly city with an embedded cycling culture

**Objectives** Improve the cycling infrastructure in and around the city  
Champion cycling and promote a flourishing cycling culture

**Our priorities...**

## Engaging people

<b>Educate and involve decision-makers and practitioners</b>		<i>Who else?</i>
Examples	Political/senior/institutional buy-in such as Cycling Challenge	Council
	Engage cross-sector – not just a transport issue – such as Health	Health
	New developments: council planners and engineer skills	

## Physical changes to the streetscape

<b>Strategic cycle network with key corridors into the city centre</b>		<i>Who else?</i>
Examples	Identify and assess radial routes	Various
	User-friendly maps (interactive/online, hard copies)	Various
	Audit and monitoring of cycling infrastructure	Various
<b>maintenance of network</b>		
<b>Improve permeability within the city centre</b>		<i>Who else?</i>
Examples	Encourage introduction of shared-use spaces	Council
	Ask for a review of traffic light system	Council
	Lobby for a user-friendly blanket 20mph-city centre	Council
<b>Creating liveable neighbourhoods</b>		<i>Who else?</i>
Examples	Work to make local streets safe for walking and cycling	Schools...
	Create high quality child-friendly cycle routes	Schools...
	More flush kerb, contra-flows, draw from best cycling practice	Council
	20mph zones and Home Zones	Council

## Changes in perception

<b>Integration of bikes in public transport</b>		<i>Who else?</i>
Examples	Metro (better access to stations, parking, bikes on metro)	Nexus
	Central station (access by bike, parking)	Nexus/NR
	Buses (cycle parking at main interchanges, bicycles on buses)	Operators
<b>Road user debate</b>		<i>Who else?</i>
Examples	Generate better understanding, respect, tolerance for cyclists	Various
	Contribute and participate at the <i>Strict Liability</i> debate	Various
	Promote the image of cycling as being normal	Various

## Nice to haves, already in progress...

<b>Promoting cycling and wider engagement</b>		<i>Who else?</i>
Examples	Contribute to Bike Week and encourage/support positive activities	Various
	Organise and hold an annual cycling conference	Various
	Engagement with the private sector	Various
	More events: car free day, family bike ride, film festival	Various
<b>More cycling ancillaries</b>		<i>Who else?</i>
Examples	stands, signage, cycle hub in the city centre	Council