

Camden Cyclists Meeting Minutes



Committee Meeting

Monday 18 April 2016, 18.30 - 19.30
Primrose Hill Community Association

Attending Chair: Jean Dollimore, Helen Vecht, George Coulouris, Angela Hobsbaum, Meade Mc Cloughan, Steven Edwards, James Brander

Apologies John Chamberlain, Geoff Stilwell, Stefano Casalotti, Ben Edmonds, Ursule Thurnherr

1. Matters arising from Minutes of March Meeting

- a) Planning for future meetings and events / Speakers at forthcoming meetings James suggested - John Kitchiner (editor, London Cyclist) who cycled through Catalunya (reported in article for LCC mag). Angela has since contacted him but since he's just had a shoulder operation may be unable to attend in near future. Julian Fulbrook was also suggested as a means of engaging our current cycling champion with our work.
- b) Angela has since arranged:
- 20 June: Audrey de Nazelle: to discuss her research project - Cycling in Urban Environments: do the benefits outweigh the risks?
 - 18 July: Max Goldzweig & Emily Conradi: Cycling from North to South America.
 - Speaker needed still for AGM (The person who cycled through Catalunya was John Kitchiner (editor, London Cyclist) unlikely to be able to attend the AGM due to a shoulder operation.) Angela to ask Lucy Saunders (Public Health, TfL) for the AGM.
- c) Angela has since met:
- Eliza Shaw who is planning to run a CycleHack event in Camden on 25-26 June. (CycleHack events <http://www.cyclehack.com/>). Angela has invited her to come and give a brief talk about her CycleHack event at the AGM on 17 May (she wants to talk for about 15 minutes though with questions it might take a bit longer). Note - CycleHack is a two-day event and perhaps aimed at young, energetic folk who want to tackle perceived obstacles more immediately. They question why it takes so long to get cycling improvements happening. People could be encouraged to come along to hear about what we've done over the last year and to talk about ways in which they can get involved. Ideas on how to arrange to be posted (suggestions welcome)

- d) Date for Camden Peripherique was amended in order to gain more support over the course of bike week, to be on 19th June.
- e) Facebook page progress - none as yet reported.
- f) Helen to chair AGM.

2. Annual Accounts (Meade)

- a) Income, Expenditure and Balance was received from Meade and discussed. £1000 income £3000 expenditure Balance of about £9000 (£10,900 balance brought forward) including John Hartley fund of £6000.
- b) In the circumstances, it was agreed that we would not be claiming the LCC local group grant for 2016-2017. LCC grant is allocated per member. Meade would make a nominal allocation of some of the Hartley donation towards the costs of the Bloomsbury campaign.
- c) Discussion moved into broader concerns of effectiveness of specifically targeted leafleting (re CS11 and Tufnell Park cycle to work scheme) - figures to be presented to AGM. Meade to establish a budget for 2016-2017 by May, e.g. Bike week and the Peripherique.
- d) We discussed options of paying for IT consultant, advertising and media (possibly contacting students or sympathetic individuals).

3. Bike Week Planning (Angela)

- a) Paul Davis suggested the last Sunday (19th June) for the peripherique in order to gain publicity at events during Bikeweek. Julian Fulbrook and the scouts would be able to attend the peripherique on either date. Routes have yet to be decided - with the possibility of a shorter route for families and children, ending at Regents Park, and the full route including the north end of the borough.
Need for cycle trainers / marshals / police and noting permission necessary for Broadwalk (Royal Parks).
- b) Bike breakfast - Weds 15 June - a possible new location was suggested - patch of green opposite Dots Music shop (College Gardens, north end of Royal College Street) as a means of catching commuters (tbc).
- c) Dr Bike in Regents Park - Thurs 16 June from 4pm to 7.30pm - considered less useful as a recruiting event.

4. Membership loss (Meade)

- a) Camden membership 2011: 630. 2016 : 470 (670 in 2008) - a steady decline, while outer boroughs are increasing membership. But a greater membership loss has been incurred by Inner London boroughs generally, including Hackney. Membership in outer boroughs is up in general - Barnet has 250 -300 members.
Jean felt Stefano had succeeded in enrolling new members by a variety of methods e.g. with T-shirts.

Recruitment was discussed - how to get volunteers for all our activities, including IT (web page) mapping. Liaising with other groups had been effective in past such as the Royal Free Hospital, to generate new members. We need more activists.

- b) Discussion about the name CCC ('Camden Cycling Campaign' / 'Camden Cyclists') since there is still some confusion around. We chose the latter (in domain name, twitter tag..) to attract members but the former is essential when dealing with Camden Council or TfL.
- c) George referred to LCC's new 3-tier membership model (from May 2016) - necessitated by the HMRC VAT crackdown on charities and arrived at from market surveys and modelling. One level is about £5 less than current while another is about £15 more (with similar benefits to current membership option).
Meade - people don't want to join organisations so much.
- d) Make more of supporters' lists - so people can agree their support without having to pay £50 - be less fixated on membership.
- e) Angela - had spoken to Lou Everitt (LCC); she felt that younger people were often happy to sign for single issue request with a small donation but were less willing to sign up fully to an organisation.
- f) Meade - Camden population turnover = 30% p.a. James - west of borough (Swiss Cottage) membership had always been very stable.

5. Optimising our use of social media (George)

- a) George referred to the stream of items mainly provided by Steven (News From Elsewhere - a useful new addition to CCC website now up & running).
We considered polling users of CCC Yahoo group (as to whether they felt the frequency was too high) - then specific and relevant items only might be used for Yahoo - whilst the same items plus broader news interest stories might be kept for the CCC News From Elsewhere column, allowing Yahoo group users time to respond to individual items.
Perhaps two or three over the course of week.
It was noted that after a respite in Steven's postings, there had been more discussion on Yahoo groups, suggesting people may prefer less frequent postings (or just more relevant ones?).

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Open Meeting

Monday 18 April 2016, 19.30 - 21.00
Primrose Hill Community Association

Attending Jean Dollimore, Helen Vecht, George Coulouris, Angela Hobsbaum, Meade Mc Cloughan, Steven Edwards, James Brander, Eugene Regis, Roberta Wedge

1. Social Media & News

- a) We continued discussion on social media and Yahoo / News From Elsewhere, considering whether or not this ongoing stream of items would draw people to the CCC site. A poll of Yahoo group subscribers was proposed by George – (**Action** - George & Steven to decide on questions for a poll: to ask about preferred frequency - less than one message per day? Or a specific number over the course of the week?) Posting to stimulate discussion.
- b) James lamented less frequent publication of the LCC magazine; newsletter was good as a reminder of events, even for those who are generally net-media-savvy. Newsletter frequency - six per year? This might help to get people to engage with consultations etc?
- c) Helen - the additional two would be out of sync (newsletters are sent out with the quarterly LCC magazine)

Action: We agreed to write one when the Tavistock Place consultation is published and distribute it. To get individuals to respond to a consultation (and there still has to be one - though most cyclists believe the scheme is securely in place) a hard copy of the address would be useful for people to write to.

Angela - suggested a Camden commuter challenge in bike week. Action??

2. Cycling Conference

- a) Report/ discussion on Cycling Conference: Cycling Towards a Healthier, Smarter, More Inclusive Camden:(AH, GC, JD) (conference at Camden Town Hall earlier in the day)
Jean - Brian Deegan had devised a tool for quantifying health benefits - H E A T (Healthy Economic Assessment Tool) Healthy Streets tool - role of road in promoting health (use of health as an argument for putting in 20mph speed limits in West Hampstead a few years ago). List of the criteria included

- easy to cross
- shade and shelter
- places to stop
- not too noisy
- people feel relaxed
- clean air (extreme example cited was Seoul where industrialists had paid for

- where you feel safe
- things to see and do (e.g. ping pong table at Kings Cross (though not strictly speaking a 'street') or a public piano.
- 'uncovering' of river formerly covered over)
- people choose to walk and cycle
- pedestrians from all walks of life

A score out of ten was given for each point - with a graph to highlight this (spokes radiating) e.g. RCS = 73% (a higher score would be given for including seats). CLoS rating was 77% BD hopes the tool will enable us to talk to the new mayor about healthy streets e.g. Avenue Road at Swiss Cottage (as proposed in CS11 consultation).

There had been a panel session on Inclusive Cycling, where Rachel Aldred had presented an academic paper on the idea of 'naturalising' things e.g. the idea that some people have that 'some people cycle and some don't' which perpetuates the idea of the young, fit, able-bodied, male cyclist as typical.

To make things fair, should target different groups in different ways e.g. low income groups can't pay or find time. Barriers have different effects on different people, e.g. an indirect (longer) route would discourage older people.

Commutes are only 16% of all cycling trips. E.g. people shop by bike.

Rachel's point was that there were lots of routes that aren't to commuting destinations: Definition of a commuter journey - home to work.

Isabelle Clement of Wheels For Wellbeing talked about non-standard bikes - or rather non-standard 'cycles' as opposed to standard bi-'cycles' and the need to watch one's language when using descriptions in order to enable the acceptance of the essential and broader terminology of Inclusive Cycling.

Isabelle uses a hand cycle with power assistance - she needs to be able to cycle right onto the train station platform or into the Town Hall.

Ben Knowles - talked about 'naturalising' cycling for children. If you ask children 'do they want to cycle?' about a third put their hands up, but if you change the wording to 'would you cycle without the traffic?' or 'would you like to cycle on your own?' the response is much greater.

Mayer Hillman referred to independent schools in Hampstead and the greater distance from the school their pupils travelled.

3. Mini-Holland for Camden

- a) Steven suggested starting with Camden High Street and gyratories - radiating out to the boundaries, but this was felt to be inappropriate since 'Mini-Hollands' were by definition intended to create a 'village' feel. Simon Munk had referred to the Waltham Forest goal to promote short (2-3 mile) journeys by cycle with many commonly-visited destinations within reach such as schools, town hall, cinemas, theatres, library, swimming pool, gym and sport, rail station(s), shops etc.

- b) There had been discussion at the event where John Little of Waltham Forest had thought Camden Town could be a potential area. Brian Deegan felt it would not get through the selection process because it wasn't spending enough money.
- c) Other suggestions at CCC meeting included Gospel Oak, Swiss Cottage, West Hampstead and also Tufnell Park.
- d) Angela noted that Camden were thinking creatively about the use of Section 106 money to fund posts for traffic engineers to study aspects of transport e.g. CLOCS.