

## Chair's annual report

### **FRESH STRATEGIC DIRECTION NOW IN PLACE**

The year 2007-08 was the last 12 months of the London Cycling Campaign's strategy period 2002-07. The fact is that, since 2000, cycling in London has doubled in popularity. London Cycling Campaign's cycling advocacy and information provision, at local, national and regional levels, have played a key role in this cycling growth, as has its direct support to cyclists in London.

During the past year, in wide discussion with our members and other stakeholders, London Cycling Campaign has thoroughly revised its strategy to take account of the new landscape for sustainable transport in Greater London. This strategy is clearly set out in the Trustees Report for the Year, and we are confident this will provide a solid framework for both our advocacy work and the delivery of high-quality services to our membership. The Trustees Report for the Year, along with the summarised financial accounts, will be posted on our website as soon as they are approved by the auditors.



### **HIGHER PROFILE FOR CYCLING ACROSS LONDON**

In 2007, the Tour de France Prologue and London Freewheel raised the profile of cycling in London to a new height, and LCC delivered an 'active spectator' programme for each of these events. Freewheel was an idea that had come from within the LCC family. The Community Cycling Team continues to be the UK's leader in community cycling, and now advises the Active Travel Consortium (a consortium of cycling and walking organisations promoting the health benefits of cycling and walking) on this issue. Long established relationships with Transport for London (TfL) and the GLA, and a new TfL Walking and Cycling Strategy, were leading to discussions about new forms of partnership in achieving cycling goals. The arrival of a new Mayor has introduced an inevitable hiatus, but we hope that productive dialogue will continue soon.

### **INTERNAL CHANGES USHER IN A NEW PERIOD OF PROGRESS**

Internally, the departure of the previous Chief Executive and the Head of Marketing left a temporary management deficit last summer, the busiest time of the year. We were very pleased to welcome Koy Thomson as our new Chief Executive on August 13th 2007, and he has played a full part in developing our new strategy. Since his arrival the Board and management team have been working closely with him to put in place systems, structures and policies to capitalise on the fresh strategy and our new charitable status.

Our focus for the immediate future is on developing a sound income-generation platform for LCC, and working through the reformation of our relationships with Local Groups both in line with our overall strategy and the new charitable status arrangements.

Thanks go out to all staff and volunteers for all their hard work over the past year, and I look forward to leading the Board, volunteers and staff team into an exciting year of growth for the London Cycling Campaign.

Ian Callaghan, Chair

### **Summarised financial accounts**

**On publication, the audit of the accounts was incomplete. Both summarised accounts and the full Trustees' Report and Accounts will be available to download from the website soon**