

Charity Registration No. 1115789

Company Registration No. 01766411 (England and Wales)

London Cycling Campaign
(A Company Limited by Guarantee)
Report and Financial Statements
For The Year Ending 31 March 2013



LONDON CYCLING CAMPAIGN
(A COMPANY LIMITED BY GUARANTEE – COMPANY NUMBER 1766411)
REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2013

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London Cycling Campaign

Administrative Details

A Charitable Company Limited by Guarantee Number 1766411

Registered Charity Number	1115789
VAT registration number	238 3701 64
Principal & Registered Office	2 Newhams Row London SE1 3UZ
Auditors	RSM Tenon Audit Limited 66 Chiltern Street London W1U 4JT
Solicitors	Bates, Wells & Braithwaite London LLP 2-6 Cannon Street London EC4M 6YH
Bankers	Unity Trust Bank plc 9 Brindleyplace Birmingham B1 2HB
Chief Executive	Ashok Sinha
Company Secretary	Ashok Sinha
Charity Correspondent	Ashok Sinha

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Board of Trustees

Trustees serving at 31 March 2013:

Trustee	Elected period	Trustee Role
Ann Kenrick	November 2011 - November 2013	Chair
Tony Levene	November 2011 - November 2013	Treasurer
Rachel Aldred	November 2012 - November 2014	
Mustafa Arif	November 2011 - November 2013	
Suzanne Fogg	November 2012 - November 2014	
Melanie Grech	November 2012 - November 2014	
Alastair Hanton	November 2011 - November 2013	
Claire Wren	November 2012 - November 2014	
David Love	November 2012 - November 2014	
Trustees serving part of the period		
Rik Andrew	November 2011 - January 2013	
Charles Barraball	November 2010 - November 2012	
Andrew Cawdell	November 2010 - November 2012	Chair
Austen Cooper	November 2010 - November 2012	
Oliver Schick	November 2010 - November 2012	
Christian Wolmar	November 2011 - October 2012	

All board members normally serve for a period of two years, elected at the AGM in November, in accordance with the constitution.

Members of Finance and Administration Committee

Members serving during the year were:	
Tony Levene	Treasurer and Chair
Claire Wren	Trustee
Charles Barraball	
Paul Megson	

Chair's Statement

What a busy but hugely enjoyable first year as Chair and how the landscape has changed for cycling in London.

Last year's LCC Trustee elections - the first with full e-voting - had the highest ever number of members voting and an unprecedented election of a 50% female board - a trend reflected in our growing membership and in women cycling in London.

Hot on the heels of last year's Love London Go Dutch campaign the team's primary task was to continue to hold the Mayor to account for his electoral promises with no time to rest on any laurels. LCC's expert input to the GLA cycling scrutiny report and lobbying contributed greatly to the Mayor's 'Vision for Cycling' and the prospect of unprecedented funds with £900 million promised for Dutch style junctions, quietways and mini-Hollands in the suburbs. Our Go Dutch terminology has entered into the cycling vocabulary.

We applauded TfL's safer lorry procurement charter at this spring's new look Awards, with more categories and over 10,000 votes from members. Lorry safety, whilst not an upbeat subject, is never far from LCC members' concerns and LCC has never shied away from this tricky subject. Improvements in lorry safety will have the biggest impact on cyclist safety - something also recognised now by colleagues with whom we've worked in the construction and waste industries. Our Safer Lorries for Safer Cycling campaign built upon TfL's procurement code and challenged London boroughs to adopt a safer lorries charter for their own contractors -10 councils have already signed up to the pledge.

LCC's membership has continued to rise, to over 12,000 members and 40,000 supporters. Responding to what your survey results told us about the information, articles and product reviews that you wanted from LCC we've revamped our communications with new look weekly and monthly e-newsletters.

The Cycling Projects team are delivering a dizzying range of cycling promotion events, bike mechanic services, bike loan schemes, cycle training and guided rides for community groups, schools, TfL, London boroughs, NHS and businesses. Over 250 events were organised with over 5000 new or returning cyclists being encouraged and assisted to take up cycling. These activities are an intrinsic part of LCC charitable objectives but also act as a means of raising revenue to support our campaigning work, at a time of diminishing grant and statutory funding.

Thanks must go to the trustees and staff and, of course, the herculean work of the local groups richly deserves to be recognised. Not only are the rides and social events enjoyed but below the surface local members work tirelessly and quite often silently behind the scenes in their local communities to effect real change for cycling. Bravo.

And so we look forward to the next challenges: influencing boroughs to spend the Cycling Vision funds to meet the best Go Dutch standards and also to the 2014 local elections. This is our opportunity to inspire the local councils to Go Dutch - we eagerly look forward to the wider London political community sharing Boris's commitment and rosy vision for cycling. I, for one, dare to dream.

Ann Kenrick
Chair of Trustees, June 2013

Our Work

LCC has over 12,000 members spread across all 32 London boroughs and the City of London, and is the largest urban cycling organisation in the world. It is the main representative body of London cycling and works closely with national, regional and local government, public agencies and authorities, businesses and strategic transport, development, regeneration and environmental organisations. LCC also works with a wide range of local and community organisations.

LCC works on wide range of projects and programmes including:

- Persuading national, regional and local government to increase resources and improve the quality of provision for cycling, so that everyone who wishes to - whatever their age, ability or background - can cycle safely and enjoyably as a means of everyday transport as well as recreation.
- Giving a voice and opportunity for participation to individual members and the general public.
- Supporting community groups and our local groups to engage with cycling promotion, advocacy, networking, policy analysis, media, and local rides.
- Supporting cycling projects and capacity building with disadvantaged groups and communities
- Engaging with London's councils, public authorities and the business sector to build cycling into their priorities and support them in delivery.
- Creating new alliances and initiatives with transport, development, architects, public realm, regeneration and environmental organisations to link cycling with environmental, social and economic goals.

Our Vision

All Londoners wishing to cycle will be positively enabled to do so, and the experience will be enjoyable and encouraging to others. Mass everyday cycling will be seen by those who shape and plan London as a hallmark of the vision of a modern thriving capital city. A new perspective on designing neighbourhoods for cycling will lead to a restoration of public spaces.

Our Mission

London Cycling Campaign works to ensure that the views and interests of people who already cycle in London and would be cyclists are persuasively articulated, routinely requested and effective in influencing decision making and creating better outcomes for cycling.

We do this by harnessing the power of enthused members, supporters, staff, local groups and community organisations to campaign, critically engage, and work in partnership to create real leadership and change for cycling in London.

We provide excellence in service and support to our members, local groups and partners and we work to ensure that our volunteer activists are empowered and rewarded through having their contribution recognised and the changes that they are striving for achieved.

Our Values

- We believe in the power of local voluntarism and respect the knowledge, passion, and commitment of local volunteer activists. We believe that their role is central to achieving our vision.
- We believe that a modern third sector organisation should be accountable to those on whose behalf they are working.
- We are down to earth, open and inviting to all to enjoy our rides, our activities and our activism in the ways that best suit them.
- We believe that a better London is possible; one that frees individuals and the city's potential from car dependency and creates cleaner, quieter, greener and more socially vibrant neighbourhoods.
- We believe in diversity and equality: those who are socially excluded and most disadvantaged by the negative impacts of dangerous, polluted and unpleasant road environments should have a voice and receive priority in resource allocation and decision making.
- We have the courage to challenge the causes of the problem not just its symptoms.
- We believe in independence and conviction to challenge the status quo, respectful persuasion to win people over, friendship and partnership where we share goals, enthusiasm to contribute to solutions, outspokenness where necessary, but always openness to learn
- We believe in a sustainable London which improves the lives and potential of Londoners while enriching and restoring local environments and not threatening global climate or the earth's resources for future generations.

Structure Governance and Management

LCC is a Charitable Company Limited by Guarantee and was established from a number of local London grass root cycling campaign groups in 1978. All LCC members are members of the company. The governing document of LCC is the Memorandum and Articles of Association passed at an EGM of the members on 4 July 2006 and amended at the AGM on 16 October 2007. LCC became a registered charity on 14 August 2006.

LCC is governed by a Board of Trustees (who are also Directors for the purposes of the Companies Act 2006) of 10 members elected at the Annual General Meeting each year for a two-year period each.

Recruitment of Trustees is through targeted advertising, recommendation, and nomination by the membership, and subject to presentation and membership vote via electronic voting and at the annual general meeting. New Trustees have induction meetings with staff and receive appropriate induction materials.

The Board establishes the overall strategic aims of the organisation. It scrutinises the endeavours of the staff team in particular, and the whole organisation in general, to achieving these aims. They are assisted in this by a number of committees to whom it delegates authority for overseeing key areas of activity. This helps the Board ensure that adequate and necessary plans and processes are in place to ensure the organisation meets its objectives. The Board is also responsible for ensuring that the Charity meets all its legal obligations, and also for governance matters and internal democracy.

The Board subcommittees referred to above are as follows: the Campaigns & Active Membership which oversees LCC's campaigning work, an elected Policy Forum which oversees policy development; the Finance and Administration Committee, which monitor risks, financial controls and oversees the financial administration of the charity; the Income Generation Committee, which has

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responsibility for advising on income generation activities; the Human Resources Committee, which is responsible for setting and reviewing HR policies & procedures and the recruitment and appraisal of the Chief Executive in conjunction with the Chair of LCC. Each of these committees has Board and staff representation. The Campaigns & Active Membership and Policy Committee additionally include representatives from LCC's local Groups.

The day-to-day running of the charity is delegated to the Chief Executive under a power of delegation agreed with the Board. This sets out the financial and other limits on the authority of the Chief Executive as delegated by the Board. LCC has a staff team of 16 at its central office: Chief Executive, Deputy Chief Executive (Business), Marketing & Income Generation Manager, Communications Manager, Business Development Manager, Senior Policy and Development Officer, Campaigns Officer, Cycling Development Officer, two Membership Officers, Grants Officer, Projects Officer, Cycling Projects Co-ordinator, Finance Officer, Book Keeper and Office Manager. A core group of about 10 office volunteers assist in various office tasks from data entry to providing information to the public. As well as operational management the Chief Executive and staff team are responsible for recommending policy and strategy to the Board and its subcommittees, as well as being responsible for the organisation's ongoing relationships with key external bodies, such as elected officials and relevant public authorities.

LCC is a membership organisation that supports local members' groups in the London boroughs. These are known as the LCC Local Groups or Borough Groups. Each Borough Group is legally a part of the charity but operates within their local borough. They are governed by their own committees, organise their own activities, fundraising for their own projects and publish their own newsletters. For this reason, they are shown in the accounts as restricted funds. LCC has 12,000 members, 33 local groups, and over 700 active volunteers.

Public Benefit Statement

From the LCC Memorandum and Articles of Association the Charitable Objects are:

to promote cycling for the public benefit in the United Kingdom as a means of furthering the following charitable purposes:

- (i) the promotion of public health,*
- (ii) the promotion of healthy recreation in the interests of social welfare,*
- (iii) the promotion of public safety, particularly on the highways,*
- (iv) the relief of the needs of people with mental and physical disabilities,*
- (v) the promotion of the conservation and protection of the environment and*
- (vi) the advancement of education*

by whatever means the Board think fit, including the provision of cycling facilities, services, training, educational activities, and lobbying and campaigning in matters relating to cycling and other forms of transport.

The entirety of LCC 's work is in pursuit of these aims. Direct benefits accrue not just to LCC members but to the public as a whole as a result of LCC's advocacy on behalf of cyclists and cycling. In addition LCC's services are free at the point of delivery to the public.

Membership of LCC is open to everyone who supports our aims, with varying membership subscription rates depending on individual circumstances (including a concessionary rate for retired, unemployed, etc). Membership affords access to specific additional benefits (e.g. LCC's quarterly magazine, London Cyclist) as well as participation in LCC's democratic decision-making processes.

Trustees' Report 2012/13

Introduction

London Cycling Campaign agreed a radical new strategic approach in late 2010. This new strategy was a response to the very challenging external economic climate, the upsurge in political, media and public interest in cycling, and the obvious opportunity to exploit the 2012 London Mayoral and Assembly Elections to engage with both the public and London's political leadership as never before.

The key elements of this new strategy were to: revitalise the appeal of the organisation; attract more public support and membership; achieve greater influence on London's decision-makers (by running more popular, ambitious and positively-articulated campaigns); and increase our income generation particularly by creating and delivering more paid-for services.

By the beginning of the financial year the new strategy was already in full swing. During the previous year we had switched to a new and revitalised visual identity, launched a new website, email broadcast system and style of communications, and created new income generation capacity. All of this was deployed to full effect to deliver the UK's largest ever cycling campaign - Love London, Go Dutch – culminating in the Big Ride on 28th April 2012 and the full commitment of all the main candidates in the Mayoral election to our Love London, Go Dutch agenda.

If the period up until the Big Ride was characterised by an effort to achieve historic political commitments in favour of cycling through the means of inspiring a mass popular mandate for change, then the remainder of the past financial year's work was directed by the need to consolidate our successes. In a nutshell our task was to do everything possible to make sure the re-elected Mayor, Boris Johnson (plus the apparatus of London-wide government) translated the political promises made by him into concrete spending and programmatic commitments.

We simultaneously strove to put in place the building blocks of future financial sustainability – indeed of increased revenue - to fund both our campaigns and our direct promotion of cycling in the community; in particular we established new capacity to earn income through service provision and by running cycling promotion events with a range of different organisations.

Returning to the politics of cycling we are very pleased that at the time of writing much of what we called for through Love London Go Dutch, is writ large in the Mayor's new, funded, Vision for Cycling. We are also gratified that our new Cycling Projects Team is winning business and opening up new income streams for the charity. The sections below describe these and other successes, as well as the difficulties we faced and the challenges we will strive to overcome in the next financial year.

Campaigning

LCC Local Groups

Firstly and most importantly, we would like to pay tribute to LCC's local groups, whose work so often goes unreported but frequently results in improving conditions for cycling in their local areas. Our 33 local groups are the lifeblood of the organisation. They work hard throughout the year to engage the public and influence local decision-making, offering huge amounts of goodwill and unpaid time to the cause.

Throughout the last 12 months our local groups have responded to formal consultations, been in regular liaison with council officials, run local campaigns and promoted cycling issues in the media; they have also brought creativity and dedication to direct cycling promotion activities such as leading social rides for the general public, providing training and assistance, and offering advice to new cyclists through activities such as street stalls and 'cycling breakfasts' on commuter routes.

It is a priority for the Board to invest more in the coming year to support LCC's volunteers and expand the capacity and number of our local groups.

Love London, Go Dutch

Saturday 28th April 2012 saw the culmination of our Love London, Go Dutch campaign. To recap, this initiative was primarily aimed at securing high-level and far-reaching policy commitments from all the Mayoral candidates in the London Mayoral Elections, but was also intended as the main vehicle through which LCC would reposition itself in the public arena. We sought not only to impact on the political landscape but improve our popular appeal amongst a much broader demographic, enhancing our reputation as a constructive, approachable and professional player on the London scene.

Through Love London Go Dutch, LCC:

- Successfully persuaded all the mayoral candidates to pledge to meet specific ambitious, high-level promises to radically improve provision for cycling. (And obtained identical pledges from nearly all London Assembly members.)
- Gained the most support for any cycling campaign that (to the best of our knowledge) has been run in the UK: 42,000 people signed the Love London, Go Dutch petition (itself a four-fold increase on LCC's previous best of 10,000 for our No More Lethal Lorries campaign).
- Delivered the biggest cycling campaign event ever seen in the UK i.e. the 10,000 strong Big Ride on Saturday 28th April. This was a family-friendly ride through the heart of London on the last Saturday before the election, on streets that we had persuaded the authorities to close for the occasion. It was also led by the leading Mayoral candidates or their representatives (which was made conditional on their full support for the Love London, Go Dutch agenda).
- Secured greater levels of media coverage than any previous LCC campaign, across national and local broadcast (TV and radio), print and online media. The Big Ride also had substantial coverage in national media in a variety of countries.
- Landed a clutch of commercial sponsors for the campaign – something that we had previously never achieved.
- Successfully adopted a new approach to conveying technical/design issues; namely by producing high quality, detailed concept designs for the revitalisation of key public spaces in favour of cycling and walking (e.g. Parliament Square). In doing so we paid just as much attention to improving the general attractiveness of these locations as making them fit for cycling and pedestrians.

Pleasing as such progress was, the LCC family was all too aware that diligence and energy would be needed to maximise the prospect of the winning candidate, Mayor Boris Johnson, realising his promises to the campaign in a practical form – moreover at a level of delivery that would reach the international standard of facilitation for cycling that we were promised. If the preceding 12 months were characterised by the preparation for and implementation of a vigorous public campaign then the

last 12 were defined by constant and multiple efforts to work with the authorities to ensure a real programme of delivery – with sufficient funds attached - was launched.

These efforts took a variety of forms. In October, in partnership with the Dutch engineering firm Royal Haskoning and the Embassy of the Netherlands we ran a major conference in central London to discuss the practical implementation of Go Dutch. Bringing together experts from The Netherlands and the UK, representatives from TfL and the London boroughs, Dutch politicians and London councillors, consultancies and NGOs (not to mention the Mayor's future Cycling Commissioner) the event provided a space for leaders and experts to discuss what best practice in London would be like and how to achieve it. In concrete terms the direct consequence of these conversations included the withdrawal of the planned junction redesign on the north side of Lambeth Bridge; TfL instead decided to trial Dutch-style roundabouts (suitable for locations such as this) at the Road Transport Laboratory.

Another workstream was focussed on working with members of the London Assembly to scrutinise in detail what would be needed to bring the Mayor's promises to Love London, Go Dutch to life, and in doing so hold the Mayor to account for these commitments. Part of this involved asking supporters to identify junctions that they wanted to be made safer, and we were able to feed thousands of such identifications to the GLA Transport Committee.

The input from the public that we were able to channel and our ongoing contacts with Assembly Members and officials helped initiate and inform a high profile inquiry by the GLA Transport Committee, whose final 'Gearing Up' report and recommendations – replete with multiple proposals that were completely in line with LCC policy positions – was endorsed by the whole Assembly and had a significant impact on TfL's thinking.

At the time of writing we are preparing ourselves for the 2014 Local Elections. Our intention is to surpass the impact of Love London, Go Dutch – this time at the local level, telling a compelling story for every ward in the capital and binding London's councillors as much as possible to the Go Dutch agenda. This will be essential not only for the sake of achieving the outcomes sought at the local level by our borough groups but also to capitalise on the opportunity presented by the Mayor's Vision (see below), which will rely extensively on the enthusiasm of the boroughs.

The Mayor's Vision for Cycling in London

In the same vein we were delighted that the Mayor published his Vision for Cycling in March 2013, which LCC described as 'ground-breaking' in its political ambition and the depth/breadth of the programme it described – with record-breaking funding attached.

Key wins for LCC's campaigning included:

An increase in the total cycling budget to almost £400m over the next three years.

- £100m (instead of £19m) set aside for implementing the Better Junctions Review - which will also now prioritise the worst junctions for cycling.
- A commitment to delivering future Cycle Superhighways to "close to international standards".
- Three "mini-Holland" developments in outer London showcasing how town centres can be redesigned around cycling.
- The development of a London cycling network, including a Central London Bike Grid.

- Cycle Superhighways re-designed with more segregation, or rerouted, to be 'close to' international standards.
- Better neighbourhoods for everyone by providing 'filtered permeability' across the boroughs.
- New design standards for transport and cycle planners to support the Mayor's Vision.
- 20mph zones on some of the major TfL roads.
- Borough cycling funding to be conditional on ensuring best safety standards for borough HGVs - in line with LCC's Safer Lorries, Safer Cycling campaign.

There is more that we would have asked for – such as a clear commitment to a hierarchy of road transport modes to set investment and capacity priorities on the road network (walking, cycling, public transport and private motor transport in that order) – but LCC and our supporters can feel vindicated and greatly encouraged by the Vision. We are also very pleased to be working closely with Cycling Commissioner Andrew Gilligan and senior staff at TfL and City Hall on the details.

That said, at the time of writing there is a real risk that the Mayor will not gain the funds he is seeking from the Treasury in this year's funding settlement for London, and that the cycling budget will be subject to cuts despite cycling's proven high value for money as a transport (and health/environment) intervention and the fact that cycling has suffered decades of under-investment. LCC is standing ready to campaign assiduously against a rollback of the Vision's ambition.

Safer Lorries for Safer Cycling & TfL's Better Junctions Review

In parallel with Love London, Go Dutch, we also put our shoulder to the wheel regarding more day to day concerns. Our Safer Lorries for Safer Cycling campaign built on the success that we and others had in previously persuading TfL to adopt strict lorry contractor procurement rules by calling on London's boroughs to mirror TfL's action. To date 10 London councils have taken the Safer Lorries for Safer Cycling 'pledge' with more in the pipeline. Given that around half of all cyclist deaths in London arise from collisions with lorries this is an important, potentially life-saving campaign, and one which we hope at some point to spread beyond the public sector.

Similarly we continued to proactively participate in TfL's Better Junctions Review. It is fair to say that we had a number of serious concerns about this review, but given that the issue of junction safety has been revitalised in the Mayor's Vision we hope that better progress will be made in future.

Consultation Responses & Policy Development

The last financial year also saw LCC respond to more than two dozen public consultations. For example our numerous submissions to planning consultations covering the Olympic Park, and strong lobbying of the Mayoral team, have at last had an impact: the Olympic Park is now to be covered by a 20 mph zone and proposed evening closures of key routes has been withdrawn. In addition to consultations we have used key stakeholder events to pursue LCC policies and influence politicians and engineers; local activists, for example, have successfully persuaded borough representatives to engage with TfL's lorry safety policies.

On the subject of policy, the public seminar series initiated towards the end of the financial year by the LCC Policy Forum chair have seen large attendances and participation by senior officials from the

DfT, TfL and the Mayor's office. These seminars are helping LCC make rapid progress towards a full refresh of our policy positions.

Community Cycling Fund for London

LCC was once again successful in winning the contract to run TfL's Community Cycling Fund (CCFL), a grant-awarding scheme for community projects in London. This grants programme provides 'catalyst' grants of £5k for local cycling initiatives by/for so-called hard-to-reach groups (e.g. projects whose beneficiaries include those on low incomes, members of ethnic minorities, 'NEETs', people with mental and physical health needs etc.). The grants themselves were eligible to be used for a variety of purposes e.g. bike purchases, cycle storage, cycle confidence or maintenance training and rides.

This year however the TfL programme was reorganised to also deliver 'cycling promotion days' at locations that TfL had identified as 'near-market' (e.g. workplaces where employees were identified as having an interest in cycling) and university students.

Through CCFL we funded 28 community projects to deliver cycle training and events with over 4500 participants in total. This included support for community groups and schools that have or are working towards TfL's School Travel Accredited and Recognised (STAR) scheme and were focussed not just on introducing participants to cycling but on stimulating a range of other outcomes, from helping to deal with social inclusion problems caused by some disabled people having difficulty in using public transport to investing in local skills development (principally bike maintenance).

LCC also delivered 63 'cycling promotion days' attracting a combined total of some 3400 participants. These events were aimed at encouraging an interest in taking up regular cycling among 'near market audiences' as identified by TfL and took place in educational institutions, green spaces, community centres/clubs, residential areas and public/private venues. They included a range of cycling activities including maintenance workshops, bike health checks, led/guided rides, cycle confidence and safety training and route planning exercises. Audits on existing cycling facilities and policies for all participating groups/organisations were conducted to provide bespoke advice on developing both a physical and behavioural cycling culture.

Whilst the event days were carried out to considerable effect we were concerned that one off activities spread over a large number of institutions may dilute impact as compared to the alternative of creating a focussed programme of event days with fewer institutions. At the time of writing it appears that TfL will reorientate this cycling promotion activity along these lines, following LCC's advice, and that we have one again won the contract for 2013/14.

Cycling Projects

The year proved fruitful in terms of securing cycling related new business and also allowing a period of time to develop and refine new partnership products, specifically a Bike Loan Scheme, Cycling Services (for corporates) and a commercial link-up with a cycle parking provider.

The NHS Greenwich Bike Loan scheme enjoyed a very successful pilot during the last 6 months of 2012, and the programme was extended until the end of March 2013. Whilst Greenwich Council decided not to continue the project, we can report at the time of writing that we have recently won a full one year project with the London Borough of Lewisham.

The Broadgate Bike Station was the first significant corporate cycling services proposition, launched in January 2013. The twice monthly service offers a wide variety of cycling services/activities and has proved very popular with City workers.

The Hounslow GP referral Cycle Scheme has had somewhat limited success until recently. For most of the year Hounslow Council's marketing achieved less than had been hoped for. At the time of writing, LCC has engaged with a freelance support mechanism, paid for by Hounslow Council and as a consequence referrals are increasing significantly.

The coming year is very much focused on polishing the defined key core propositions and building a strong prospect pipeline to secure more new business.

Public Communications

April and May started on a high with the successful culmination of Love London, Go Dutch. We published our first ever policy-by-policy analysis of the mayoral candidates, both online and in a smart A4 brochure, which we handed out (along with tulips) at The Times-sponsored cycling debate in Westminster.

Media-wise this was a good year throughout for LCC. The Big Ride was the high point, being extensively covered by BBC, ITV, Sky and numerous broadsheets and bloggers, resulting in probably the most extensive and positive media coverage in our history.

During the Olympics we handled an extraordinary quantity and range of media work. Reacting to and shaping the news agenda after the tragic death of a cyclist outside the Olympic Park was particularly challenging. We had material published on The Guardian website putting our views on the fatality, and in regard to the resultant (and in our view distracting) national discussion around helmet-wearing that arose. It was pleasing to see that while the morning story was all about helmets, a concerted effort from ourselves and other campaigners had shifted the story to the more germane and pressing topic of reducing road danger at source by the afternoon.

The media continued to show an interest in Go Dutch, including the BBC Sunday Politics show which sent a reporter to Groningen and featured an LCC spokesperson appearing live on the show covering the lessons that could be learned in London from the Dutch model of facilitating cycling.

In the autumn, we launched our Safer Lorries, Safer Cycling campaign (see above), including a new web-based map to present the latest information about 33 councils in the clearest way possible to members and supporters. We expanded our use of the Engaging Networks online campaigning tool, which allowed us to enable thousands of our supporters to write tailored letters to their councils, calling for more actions to reduce lorry danger.

A high-quality video produced over the Christmas period had some success in raising the profile of the lorry campaign, along with the day of action by local groups, which was picked up by a range of local media. Our Safer Urban Lorry design, rendered in 3-D video, did most to catch the imagination of the public and the media, with coverage in mainstream press in the UK, Europe, North America, and beyond.

Our campaigns team gave evidence at the All-Party Parliamentary Cycling Group's Get Britain Cycling inquiry; we also assisted the Group by disseminating choice quotations from evidence presented throughout the enquiry via social media. We now have well over 12,000 followers on Twitter (up from 1000 in 2010) and 6000 Facebook likes (built from zero in 2009).

In February, we once again used our Engaging Networks technology to flex our supporter muscle, this time flooding the London Assembly with messages in support of a motion to increase the cycling budget. This was the first time the LA had been subject to such a sustained communications campaign (at one point, regrettably, crashing their computer system through the intensity of emails being received by assembly members from LCC supporters).

We also conducted a survey of members and potential members with a view to improving retention and increasing recruitment through a better communications offer. At the time of writing, the lessons from this have been put into practice through the recent launch of the London Cyclist weekly e-digest, London Cyclist monthly e-zine and London Cyclist quarterly magazine (first issue in September 2013).

Membership & Income

Membership

LCC's recruitment targets were met and exceeded on the back of the Love London, Go Dutch campaign, despite a bigger slowdown than normal during late winter/early spring due to the stubbornly wintry weather. Nonetheless membership income for 2012/13 was up on the previous year by 12.5%. It should be noted that a significant element of this was a drive to increase the amount raised through Gift Aid and an increased focus on better membership retention.

The Love London, Go Dutch and Safer Lorries for Safer Cycling campaigns both enabled LCC to develop strong relationships with Cycle Surgery, Madison and Wiggle who offered discounted and free products for incentives and competitions. We will continue to develop these relationships to help boost our membership levels.

We also developed a new events strategy to deliver bigger and more attractive promotion of LCC, recruiting from a broader target audience. Indications are that this new approach, which came into play at the start of the 'cycling season' (traditionally marked by the onset of spring) will lead to very positive results; we will evaluate progress at the end of the 2013 event season (i.e. in the autumn).

Sponsorship

There has been a noticeable change in LCC's reputation for sponsors. The organisation is seen by key players as more professional in both its campaigning and its more lifestyle-focussed promotional events. Hence we obtained record levels of sponsorship for Love London, Go Dutch and for our new, high profile London Cycling Awards (run in association with the Evening Standard amongst others – see below). That said, the difficulties we experienced in securing sponsorship for our Safer Lorries for Safer Cycling campaign illustrated the challenge that remains for the charity to maintain this upward profile in sponsorship funding. A particular difficulty is the preference of some potential sponsors for partnerships with national reach rather than a London focus. We nonetheless remain optimistic that we will generate even higher sponsorship income in the forthcoming financial year, especially centred on our 2014 Local Elections campaign.

The London Cycling Awards

LCC's annual Cycling Awards have become part of the London cycling scene. However, as they historically received relatively little public attention beyond the presentation ceremony at our autumn AGM the charity felt that more needed to be done to both promote the awards and use them as a platform to engage with potential partners.

Accordingly the last few months of the financial year saw the charity move the renamed London Cycling Awards to a new, springtime event at a prestigious central London location. For the first time we also sought substantial funding and brand association from external partners for the event (the Evening Standard, Brompton Cycles, Cyclehoop, Cycle Surgery, Madison, and the Bicycle Association), and included a raft of new cycling industry awards alongside the traditional community/advocacy-orientated categories. We were delighted to also secure the services of ITV sports reporter Ned Boulting as the awards' MC.

At the time of writing the charity can report that these new Awards were a resounding success, with thousands of people participating for the first time in a public nominations and voting process that we set up for half the awards, and many businesses and retailers actively engaging their customers bases in promoting their candidacy for the awards. A full account will be provided in next year's report but suffice to say that the charity is pleased that the new awards format is fulfilling its intention of helping LCC to open up new relationships with London's cycling industry and spreading awareness of the charity beyond our traditional audience.

Governance

In 2011/12 we were delighted that after years of uncontested elections 10 candidates stood for the six available places on the Board. We were even more pleased that in 2012/13 this number rose to 19. For the first time the LCC Board currently comprises an equal number of women and men. These improvements can be attributed to a number of factors – e.g. the revitalisation of the charity's brand and the increase in public awareness of our work and impact; the fashionability and increasing popularity of cycling; a deliberate decision by the charity to expand our efforts to attract a bigger and more diverse pool of potential candidates – but whatever the cause, hotly contested elections and a more representative Board of trustees represents encouraging progress that will lead to better governance.

During the year we sought legal assistance to update and improve our Memorandum and Articles of Association, and our Standing Orders, leading to a new set of each being tabled at and accepted by the AGM.

The trustees have also recognised that the increasing complexity and scale of LCC's work (from campaigning to marketing) requires the charity to review and develop its governance procedures in step. This requirement not only covers the operations of the Board and staff but also the delegated work of Board subcommittees and ad hoc working groups. The Board is addressing this matter in the new financial year.

Key Priorities for the Coming Year

Our priorities for 2013-2014 include action to both achieve direct, measurable improvements for cycling on the ground, as well as a focus on improving the general effectiveness and efficiency of the charity's work. The main priorities are to:

- Continue, expand and deepen the impact of *Love London, Go Dutch*, via a campaign focussing on ward-level action around the 2014 Local Elections.
- Through the 2014 campaign (but not limited to it) improve the advocacy capacity of our local groups, recruit more such groups and develop new activist networks.

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- Engage effectively with the Mayor's Office, the London Assembly, TfL and London boroughs to secure the best possible outcomes from implementation of the Mayor's Vision for Cycling in London.
- Continue to expand and diversify the income we gain from service provision and project work, both in absolute terms and as a proportion of our income.
- Create a new suite of communications for members and the public, most notably launching a new weekly and monthly e-zine based on our successful London Cyclist magazine.
- Continue the progress we have recently achieved to improve participation rates in LCC's deliberation and decision-making processes, and strengthen our governance.

Funding & Finance

LCC's main source of unrestricted funding is its members. LCC additionally has received grants from the BIG Lottery Fund (ATC), London Councils, Transport for London (CCFL) and the Esmee Fairbairn Foundation. More recently, we have generated income from delivering services and consultancy work alongside corporate sponsorship. We've been lucky to have received one off donations in support of our HGV work and regular donations from members. LCC's Membership income is eligible for Gift Aid which has further maximised the benefit to the organisation from membership unrestricted income. Total income in 2012/13 was £ 1,060,085 (2011/12: £1,173,613).

Fundraising

LCC recognise that due to the economic climate the competition for Grants and Trusts has never been higher. LCC is working with existing Grant funders to help develop a revised funding strategy as part of a sustainable mix of trust funding, local/national government funding, membership income and other forms of income from trading, sponsorship and donations.

Reserves Policy

LCC's expenditure is derived from unrestricted funds (e.g. membership fees, donations, sponsorship and trading income) and restricted funds*. To ensure that the charity is able to meet all future and known liabilities the trustees review the level of Free Reserves (unrestricted reserves less fixed assets plus deferred membership income) at regular intervals.

The Trustees' current reserves policy is to maintain Free Reserves so that the charity could survive a period of three months with the current capacity and staff team in the event of a disaster causing a sudden loss of income. Some of the charity's income is of a reliable nature, in particular the membership income. To reflect this fact the policy assumes that even in the event of such a disaster the charity would continue to receive a proportion of this membership income and a proportion of some other income judged to be reliable. In order to ensure that the charity could survive for a period of three months the policy calculates the total running costs for this period including salary costs, delivery costs and overheads. Salary costs include those for all staff except those who are involved in the delivery of projects which are funded by restricted funds. Delivery and overhead costs are all costs which are met from unrestricted funds, but do not include the direct delivery costs of projects funded by restricted funds.

The reserves policy requires that there should be free reserves of £134,000. At 31 March 2013 free reserves were £154,526. The Trustees are therefore confident that the charity will be able to meet all known and future liabilities.

** Restricted funds derive from grants received and other income which are ring-fenced for expenditure on specific projects or purposes. Where they relate to projects, they will be available to bring a project to a reasonable conclusion within a given period of organisational wind-up.*

Statement of Risk Policy and Internal Controls

The Trustees, as part of the budget setting process in January of each year, review the major risks to the viability of the organisation and its ability to meet its objectives. Significant risks (risks identified as having a high impact on the organisation's ability to deliver its objectives) identified during the year are raised with the Finance and Administration Committee (FAC) and the Chair of the charity when they

arise. Management reviews risk on a monthly basis, and provides assurance to FAC that the risks identified are controlled.

The Trustees are satisfied sufficient controls are in place to mitigate the major risks. The risk management approach taken by the organisation is that all staff should be aware of the risks in their area and bring any risk likely to have a significant impact on the charity to the notice of senior managers. Senior managers assess the risks to the organisation during the annual budgeting and planning process and include mitigation strategies within the operational plans, ensuring the allocation of sufficient resources as necessary. Senior managers report regularly to the FAC, who in turn give an assurance to the Board on these matters.

FAC and the Board are aware that independent assurance of the risks and their mitigation is a legal responsibility, and to provide additional assurance have relied on the following evidence during the year:

- Reports from managers
- External audit
- Monthly management accounts
- Progress reports on the annual operational plan
- Minutes of committees
- Staff Board reports
- CEO's reports
- Monitoring reports provided to funders.

In addition to the above, FAC and the Board have recently introduced the following additional controls:

- Written reports from managers on a quarterly basis
- Progress reports on the income generation plan
- Unannounced review of internal controls by the Treasurer and/or any member of the FAC
- Regular review of staff supervision and appraisal notes by members of the HR committee.

Going Concern

London Cycling Campaign has established a credible reputation for delivering cycling related projects to a range of funding bodies, most significantly Transport for London, and again in 2012/13 delivered the Community Cycling Fund for London, which makes a contribution to overheads. At a time when the popularity of cycling in London is soaring, LCC is now leveraging this expertise and is developing and marketing a range of consultancy services for private and public organisations.

Underlying membership of LCC, however, remains strong and the campaigning activities continue to be relevant. LCC is refocusing its membership recruitment efforts to maximise the income derived from membership, having obtained permission to claim Gift Aid on membership fees.

The Trustees have considered the financial forecasts for the coming year and concluded that the charity can meet its financial obligations as and when they fall due. On this basis, the Trustees have prepared these financial statements on a going concern basis.

Trustees Responsibilities

The trustees (who are also directors for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

This report was approved by the Trustees at their meeting on 5 August 2013.

Signed by: Tony Levene, Trustee and Treasurer, on behalf of the Board

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF LONDON CYCLING CAMPAIGN
FOR THE YEAR ENDED 31 MARCH 2013**

We have audited the financial statements of the London Cycling Campaign for the year ended 31 March 2013 on pages 21 to 34.. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Trustees' Responsibilities Statement set out on page 18, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's [(APB's)] Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view, of the state of the charitable company's affairs as at 31 March 2013, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime.

Signed by Malcolm Pirouet
Senior Statutory Auditor

Date: 30 August 2013

for and on behalf of

RSM Tenon Audit Limited
Statutory Auditor
66 Chiltern Street
London W1U 4JT

**STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2013**

		Unrestricted Funds	Designated Funds	Restricted Funds	Branch Funds	Year Ended 31 March 2013	Year Ended 31 March 2012
	Notes	£	£	£	£	£	£
<u>Incoming Resources</u>							
Incoming Resources from Generated Funds							
Voluntary income	2	22,155	-	15,281	-	37,436	39,971
Activities for Generating Funds	3	10,329	-	-	-	10,329	50,298
Investment income	4	588	-	-	-	588	621
		33,072	-	15,281	-	48,353	90,890
Incoming Resources from Charitable Activities	5	687,404	-	298,301	26,027	1,011,732	1,082,723
Total Incoming Resources		720,476	-	313,582	26,027	1,060,085	1,173,613
<u>Resources expended</u>							
Costs of Generating Funds							
Fundraising and Publicity		74,732	-	-	-	74,732	46,875
Charitable activities							
Community Cycling		8,619	-	246,991	35,710	291,320	312,122
Campaigning		125,067	-	104,579	-	229,646	276,942
Membership Services		166,959	-	-	-	166,959	139,479
Information Services		160,282	-	-	-	160,282	145,959
Contract Management		134,401	-	56,000	-	190,401	97,470
Total charitable expenditure		595,328	-	407,570	35,710	1,038,608	971,972
Governance costs recurring		55,667	-	-	-	55,667	47,664
Governance costs VAT adjustment	8	(38,645)	-	-	-	(38,645)	-
Total resources expended		687,082	-	407,570	35,710	1,130,362	1,066,511
Net incoming resources before transfers		33,394	-	(93,988)	(9,683)	(70,277)	107,102
Transfers between funds	7		(12,750)	12,750	-	-	-
Net movement in funds		33,394	(12,750)	(81,238)	(9,683)	(70,277)	107,102
Fund balances at 1 April 2012		135,432	12,750	92,180	98,780	339,142	232,040
Fund balances at 31 March 2013		168,826	-	10,942	89,097	268,865	339,142

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

BALANCE SHEET
AS AT 31 MARCH 2013

		Year ended 31 March 2013		Year ended 31 March 2012	
	Notes	£	£	£	£
Fixed Assets					
Intangible assets	11	7,751		6,667	
Tangible assets	12	22,718		22,909	
		30,469		29,576	
Current assets					
Debtors	13	175,340		172,055	
Cash at bank and in hand	14	258,758		333,332	
		434,098		505,387	
Creditors - amounts falling due within one year					
	15	(195,702)		(195,821)	
Net current assets		238,396		309,566	
Total assets less current liabilities		268,865		339,142	
Income funds					
Unrestricted Funds		168,826		135,432	
Designated Funds		0		12,750	
Restricted Funds	16	10,942		92,180	
Branch Funds	16	89,097		98,780	
		268,865		339,142	

The accounts were approved by the Board on 5 August 2013.

Signed by:

Tony Levene
Trustee and Treasurer

Mustafa Arif
Trustee a Vice Chair of the Board of Trustees

NOTES TO THE ACCOUNTS

1. Accounting Policies

Basis of Preparation of Financial Statements

The financial statements have been prepared on the historic cost basis, in accordance with the accounting principles recommended by the Accounting Standards Board (ASB), Companies Act 2006 (and subsequent revisions and regulations) and Accounting and Reporting for Charities: Statement of Recommended Practice (Amended 2005) issued by the Charities Commission for England and Wales (SORP 2005).

London Cycling Campaign is a registered charity and therefore is a non-profit making organisation. A Profit and Loss Account is not therefore included in these accounts, being replaced by a Statement of Financial Activities. No Summary Income and Expenditure Account has been included, as all other information which is required to be disclosed by Financial Reporting Standard No. 3 has been included on the face of the Statement of Financial Activities.

The financial statements have been prepared on the basis that the Charity is a going concern.

Accounting for Separate Funds

The financial statements of a charity must differentiate between restricted and unrestricted funds and the fund types used in the Statement of Financial Activities are explained below:

Restricted Funds are funds subject to specific conditions imposed by the donor or by the specific terms of the charity appeal.

Designated Funds are unrestricted funds that have been put aside by the Trustees for a specific purpose and are thus treated as not available for the general activities of the charity.

Unrestricted Funds are the funds of the charity available for the general activities of the charity.

Branch Funds are the funds of the 33 local groups in the London Boroughs. As these groups operate independently at local level, the financial activities are identified separately as restricted funds of the charity.

Branches

Income and expenditure in respect of the charity's local (borough) groups has been included in the Statement of Financial Activities as branch funds. The cash balances and liabilities of the branches at the end of the accounting period are shown separately in the Balance Sheet. The amounts have been incorporated on the basis of returns received at LCC's office at 2 Newhams Row by 6 June 2013.

Unrestricted Incoming Resources

Unrestricted Grants (grants given for the general work of LCC but not restricted by the grantor), donations, bank and other interest receivable and other sundry income are recognised as income in the accounts on receipt.

Membership income is treated on the basis that membership subscriptions received comprise two elements: one element is treated as a payment for the member benefit of public liability insurance, the remainder of the subscription is treated as a donation to the charity. The part of the membership income which is treated as being a payment for a member benefit is recognised on a straight line basis over the 12 months following renewal of annual membership, unearned income being accounted for as membership income deferred at the end of the accounting period. The part of the membership income which is treated as a donation is recognised in full when received.

Gift Aid is recognised in the Statement of Financial Activities when it is due from HMRC.

Invoiced income for services provided is recognised in the Statement of Financial Activities when the service has been provided and invoiced.

Sponsorship income is recognised in the Statement of Financial Activities on receipt, subject to adjustment if the sponsored activity is not substantially complete at the year end.

Restricted Incoming Resources

Restricted Grant income (grant income specifically restricted in its application by the grantor) is recognised in the Statement of Financial Activities in accordance with the grant agreement. Normally these grants relate to a period of time and the grant income is recognised on this basis. Grants due for the period but not received are shown in the balance sheet as grants receivable and recognised in the Statement of Financial Activities. Where part of a grant which has been received relates to a future period the grant is included in the balance sheet as deferred income and is not included as income in the Statement of Financial Activities.

Resources Expended

Resources expended by the charity are accounted for on an accruals basis. Where costs have not been directly attributed to particular activities they have been allocated to activities on a basis consistent with the use of the resources. Support services costs have been allocated to each restricted fund on the basis of the appropriate grant funding agreement for that fund, and the remainder of these costs have been allocated to the charities activities funded by unrestricted funds on the basis of staff input for these activities.

Governance Costs

These are the costs of governing the charity and include such items as statutory compliance, the audit, formulation of LCC strategy, trustee training and other activities of the Board of Trustees.

Investment Income

The charity has a policy of only investing in cash holdings in a bank account at this time, although powers exist to invest in a range of investments should the Trustees so decide.

Taxation

As a registered charity, London Cycling Campaign is not liable to Corporation tax on its investment income and gains, income and gains arising from trading in furtherance of its charitable objectives and charitable donations. Gift Aid is claimed on donations and on membership subscriptions where the donor or member has signed a gift aid declaration and where the particular donation or subscription complies with the requirements for Gift Aid. VAT deemed to be irrecoverable is written off to the Statement of Financial Activities in the period to which it relates.

Intangible Fixed Assets and Amortisation

Intangible fixed assets are stated at cost less amortisation. Amortisation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Development costs	33% Straight Line
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Tangible Fixed Assets and Depreciation

Restricted funds may, on occasion, be used for the purchase of fixed tangible assets, in accordance with the terms of the grant. On acquiring the asset it is deemed to be an unrestricted asset of the Charity as the restriction has been met in full by the acquisition of the asset. As such, the amount of income used to purchase any fixed assets from restricted funds is transferred to unrestricted funds, along with the related expenditure.

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Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Furniture & Fixtures	20% Straight Line
Tenants Improvements	Life of the Lease (from purchase to November 2017)
Office Equipment	25% Straight Line
IT Equipment	33% Straight Line

Pensions

The charity operates a non-contributory Group Pension Scheme with Aegon. This scheme is a defined contribution scheme and contributions are charged to the Statement of Financial Activities in the month to which the contributions relate. The charity contributes 6% of salary for employees. All assets of the pension fund are held separately from LCC and do not form part of these financial statements.

The charity operated a non-contributory Group Pension Scheme with Friends Provident in relation to salaries until the end of October 2012. It started the new scheme with Aegon for salary payments from November 2012. This change in pension provider did not give rise to any changes in the level of contributions made by the charity nor to the nature of the pension scheme involved.

Irrecoverable VAT

Amounts of irrecoverable VAT that arise in the year are included within creditors until such a time as payment is made to HMRC.

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	Unrestricted Funds	Restricted Funds	Year Ended 31 March 2013	Year Ended 31 March 2012	
	£	£	£	£	
2. Voluntary Income					
Donations and gifts	22,155	15,281	37,436	39,971	
3. Activities for Generating Funds					
Non-Charitable Trading	941	-	941	185	
Sponsorship	9,388	-	9,388	50,113	
	10,329	-	10,329	50,298	
4. Investment Income					
Interest receivable	588	-	588	621	
5. Incoming Resources from Charitable Activities					
	Unrestricted Funds	Restricted Funds	Branch Funds	Year Ended 31 March 2013	Year Ended 31 March 2012
	£	£	£	£	£
Contract Management	158,066	-	-	158,066	96,145
Community Cycling	-	198,014	26,027	224,041	375,365
Campaigning	-	57,037	-	57,037	124,445
Information Services	64,838	-	-	64,838	55,579
Membership Services	464,500	-	-	464,500	405,689
Income Generation		43,250	-	43,250	25,500
	687,404	298,301	26,027	1,011,732	1,082,723
Income from local (borough) groups (Branch Funds)				26,027	56,797

6. Resources Expended

	Staff Costs	Direct Costs	Other Costs	Year Ended 31 March 2013	Year Ended 31 March 2012
	£	£	£	£	£
Unrestricted Funds					
Costs of Generating Funds					
Fundraising and publicity	49,377	9,149	16,206	74,732	46,875
Charitable Activities					
Community Cycling	1,465	5,533	1,621	8,619	8,236
Campaigning	81,050	11,606	32,411	125,067	99,938
Membership Services	60,552	73,999	32,408	166,959	139,479
Information Services	35,377	108,699	16,206	160,282	138,797
Contract Management	4,382	109,762	20,257	134,401	71,970
	182,826	309,599	102,903	595,328	458,420
Governance Costs	25,200	18,313	12,154	55,667	47,664
Restricted Funds					
Costs of Generating Funds					
Fundraising and publicity	-	-	-	-	-
Charitable Activities					
Community Cycling	95,298	104,472	47,221	246,991	269,837
Campaigning	47,725	35,321	21,533	104,579	177,004
Information Services		-	-	-	7,162
Contract Management	56,000	-	-	56,000	25,500
	199,023	139,793	68,754	407,570	479,503
Branch Funds					
Community Cycling	-	35,710	-	35,710	34,049
TOTAL	456,426	512,564	200,017	1,169,007	1,066,511

Governance costs include external audit fees of £10,300 (2011/12: £10,000).

Staff Costs shown above are direct staff costs. Staff costs relating to support services are included in Other Costs.

7. Transfers between Funds

	Unrestricted	Designated	Restricted	Total
	Fund	Fund	Funds	
	£	£	£	£
Transfer to Esmee Fairbairn Fund for business development		(12,750)	12,750	-
	-	(12,750)	12,750	-

The transfer of £12,750 from the Designated Fund for Business Development to the Esmee Fairbairn Fund has been authorised by the Board of Trustees.

8. Governance costs VAT adjustment

This credit to the accounts of £38,645 arises out of the write back of a part of a provision for underpaid VAT made in previous years. The underpayment of VAT over a number of years was disclosed to HMRC in November 2011. This resulted in a VAT inspection and a subsequent negotiation with HMRC. As a result of this negotiation the amount of historical underpaid VAT owed to HMRC was agreed with them in January 2013. A provision for underpaid VAT of £41,467 had been made in the 2011/12 accounts. However, the eventual liability agreed with HMRC for underpaid VAT was only £2822 so that £38,645 of the provision can be credited to this year's accounts.

9. Trustees

None of the trustees, or any persons connected with them, received any remuneration or benefits from the charity during the year to 31 March 2013.

11. Intangible Fixed Assets

	IT Development	Website	Total
	costs	costs	
	£	£	£
Cost			
At 1 April 2012	8,000	0	8,000
Additions		3,917	3,917
Disposals	0		0
At 31 March 2013	8,000	3,917	11,917
Amortisation			
At 1 April 2012	1,333	0	1,333
Charge for year	2,666	167	2,833
Eliminated on disposal	0		0
At 31 March 2013	3,999	167	4,166
Net Book Value			
At 31 March 2013	4,001	3,750	7,751
At 31 March 2012	6,667	0	6,667

12. Tangible Fixed Assets

	Furniture	Tenants	IT	Office	Total
	& Fixtures	Improvements	Equipment	Equipment	
	£	£	£	£	£
Cost					
At 31 March 2012	6,895	13,551	46,339	9,111	75,896
Additions	607	2,054	6,540		9,201
Disposals	0				0
At 31 March 2013	7,502	15,605	52,879	9,111	85,097
Depreciation					
At 31 March 2012	5,685	8,267	30,925	8,110	52,987
Charge for year	691	1,073	7,174	454	9,392
Eliminated on disposal					0
At 31 March 2013	6,376	9,340	38,099	8,564	62,379
Net Book Value					
At 31 March 2013	1,126	6,265	14,780	547	22,718
At 31 March 2012	1,210	5,284	15,414	1,001	22,909

13. Debtors

	Year ended		Year ended
	31 March		31 March
	2013		2012
	£		£
Trade debtors	80,127		35,604
Grants receivable	13,314		51,111
Other debtors	35,364		47,523
Prepayments	46,535		37,817
	175,340		172,055

14. Cash

	Year ended		Year ended
	31 March		31 March
	2013		2012
	£		£
Cash held centrally	153,026		210,802
Cash held by branches	92,198		112,247
Cash held on behalf of funders for projects	13,534		10,283
	258,758		333,332

15. Creditors

	Year ended		Year ended
	31 March		31 March
	2013		2012
	£		£
Trade creditors	24,055		12,743
Taxes and social security costs	28,217		25,008
Accruals and deferred income	104,548		108,340
Membership income deferred (see note 1)	16,169		16,616
Other creditors	19,612		19,647
Branch creditors	3,101		13,467
	195,702		195,821

LONDON CYCLING CAMPAIGN
(A COMPANY LIMITED BY GUARANTEE – COMPANY NUMBER 1766411)
 REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2013

16. Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

Analysis of Restricted Grant Funds 1 April 2012 to 31 March 2013											
	ATC	TfL Projects	TfL Events	CDO London Councils	CTO London Councils	HGV Cam paign	Go Dutch Cam paign	Esmee Fairbairn	Total Excluding Branch Funds	Branch Funds (Local Groups)	Overall Total
	£	£	£	£	£	£	£	£	£	£	£
Balance B/f 1/4/12	4,219	6,938	48,762	607	440	-	31,214	-	92,180	98,780	190,960
Receivable for year	10,000	134,707	53,307	26,646	30,391	14,721	560	43,250	313,582	26,027	339,609
Transferred from designated fund									-		
Total Income	10,000	134,707	53,307	26,646	30,391	14,721	560	43,250	313,582	26,027	339,609
Expenditure in period											
Staff Costs	7,094	88,204	-	14,786	18,218	14,721	-	56,000	199,023	-	199,023
Direct Costs	2,907	3,089	98,476	1,857	1,690	-	31,774	-	139,793	35,710	175,503
Support Costs	4,218	43,003	-	10,610	10,923	-	-	-	68,754	-	68,754
Capital Transfers											-
Total Expenditure	14,219	134,296	98,476	27,253	30,831	14,721	31,774	56,000	407,570	35,710	443,280
Transfers								12,750	12,750		12,750
Net Surplus/(Deficit)	(4,219)	411	(45,169)	(607)	(440)	-	(31,214)	-	(81,238)	(9,683)	(90,921)
Balance C/f 31/3/13	-	7,349	3,593	-	-	-	-	-	10,942	89,097	100,039

16. Restricted Funds (continued)

The sum of £26,646 was received from **London Councils** to fund a Cycling Development Officer and associated costs, to provide a link and support to the local groups in each Borough to facilitate the exchange of local knowledge on cycling issues between the local groups and their boroughs. The entire grant was expended on the purposes for which it was granted.

The sum of £30,391 was received from **London Councils** to fund the provision of cycling technical information to the LCC local group network and to promote cycling provision in the outer London boroughs. The entire grant was expended on the purposes for which it was given.

The sum of £266,853 (£134,707 plus £132,146 as a capital grant allocation to the **Community Cycling Fund for London (CCFfL)**) was received from **Transport for London (TfL)** to promote cycling amongst harder to reach groups and communities such as women, children, and ethnic minorities, and for cycling promotional events at workplaces, schools and communities. As part of this programme, the charity holds on trust in a separate bank account the capital grant allocation, which provides funding to grass roots groups to assist with the development of cycling activities. All expenditure from this fund has been spent for the purpose for which it was granted and the unspent balance of the grant being carried forward to the 2013/14 programme in agreement with the funder.

The sum of £53,307 (plus £48,762 brought forward from 2011/12) was received from **TfL** as part of the **CCFfL** fund to promote cycling to family, workplaces, schools and community groups. All expenditure from this fund has been spent for the purpose for which it was granted, the unspent balance of the grant being carried forward to the 2013/14 programme in agreement with the funder.

The sum of £10,000 was received from the **BIG Lottery Fund** via the **Active Travel Consortium**, of which the charity is a member. This grant is for the purpose of assisting harder to reach groups that may have a sedentary lifestyle and parts of the community for whom active travel is not a norm. The groups to be reached include those for whom cycling can provide a health benefit. The charity supports local community groups that wish to arrange cycling activities to promote a healthier lifestyle and active travel, but does not work directly with the individual members of each group. The funds from this grant have been expended on the purpose for which it was granted.

The sum of £43,250 was received from the **Esmee Fairbairn Trust**, awarded for salary costs towards Business Development work to increase London Cycling Campaign's financial self-reliance. There is no carried forward balance. The funds from this grant have been expended on the purpose for which it was granted.

The charity's **HGV donation appeal** raised £14,721 from London cyclists, which provided funding towards LCC's dedicated HGV Officer.

LCC received £560 from London cyclists towards the costs of the charity's **Love London, Go Dutch campaign** (in addition to the £31,214 brought forward from 2011/12 from London cyclists, Brompton Bicycles, Dutch Embassy UK and Bywaters Recycling).

The total **Local Group** income for the year ended 31 March 2013 was £26,027. This includes £5,533 transferred to Branch funds from Unrestricted Funds for the annual payment of grant funding from LCC central to **Local Groups**.

17. Commitments under Operating Leases

At 31 March 2013 London Cycling Campaign had annual commitments under non-cancellable operating leases as follows:

	At 31 March 2013	At 31 March 2012	At 31 March 2013	At 31 March 2012
	£	£	£	£
Leases which expire:				
Within 1 year	-	-	-	-
In 2 to 5 years	34,000	-	2,156	2,156
In over 5 years		34,000		
	34,000	34,000	2,156	2,156

18. Related party transactions

During the year ending 31 March 2013 there were no related party transactions (2011/12: £4,656).

19. Controlling Party

The company is limited by guarantee and does not have share capital. Each member gives a guarantee to a sum not exceeding £1 to the company should the company be wound up. No one individual member has control.