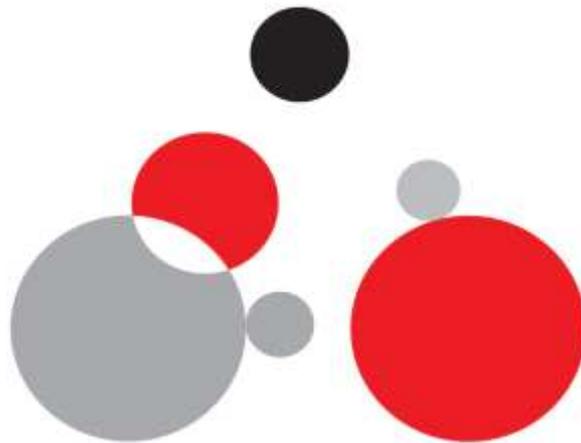


Charity Registration No. 1115789

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 2014



LONDON
CYCLING
C A M P A I G N

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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	Chantrey Vellacott Russell Square House 10/12 Russell Square London WC1B 5LF
Solicitors	Bates, Wells & Braithwaite 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

Board of Trustees

Trustees serving at 31 March 2014

Trustee	Election Date / Term of Office	Trustee Role
Ann Kenrick	November 2011 - October 2013 Re-elected October 2013	Chair
Tony Levene	November 2011 - October 2013 Re-elected October 2013	Treasurer
Mustafa Arif	November 2011 - October 2013 Re-elected October 2013	
Rachel Aldred	November 2012	
Suzanne Fogg	November 2012	
Melanie Grech	November 2012	
David Love	November 2012	
Claire Wren	November 2012	

Trustees serving part of the financial year

Trustee	Election Date / Term of Office
Alastair Hanton	November 2011 - October 2013
Oliver Schick	Elected October 2013
Dan Barnes	Elected October 2013

All board members normally serve for a period of two years, elected at the AGM (normally in October or November), in accordance with the charity's Articles of Association.

Finance and Administration Committee

Members serving during the year

Tony Levene	Treasurer and Chair of the Committee
Claire Wren	Trustee
Charles Barraball	
Paul Megson	

Chair's Statement

What a busy but hugely enjoyable second year as Chair. The landscape continues to change for the better in London but we are not complacent and recognise the significant work still to be done to get the Mayor's Vision for Cycling translated into real change on the ground.

Following the success of the Love London Go Dutch campaign the focus this year has been on developing and promoting the Space for Cycling campaign. The team's primary task was to work with the charity's local groups to identify specific measures in each of London's 32 local boroughs (excluding the City, it having no elections in 2014) under this broad banner.

Thanks to hard work by our staff and volunteers almost 90,000 email messages were sent to politicians in all 629 wards encouraging thousands of individual politicians and local parties – many of whom have never seriously engaged with cycling issues before – to commit to improving conditions for cycling in local streets. Around 5,000 members and supporters joined in the Big Ride in May to push home the message to local politicians; and the campaign successfully combined the latest online campaigning technology, hundreds of local volunteers, thousands of citywide supporters, and a six-point policy platform.

The success of Space for Cycling can be seen in the fact that it was also adopted by numerous other UK organisations, including CTC (the national cyclists' organisation) and in Birmingham, Bristol, Leeds, Manchester and Sheffield – who organised their own lobbying activities and rides in support of the Space for Cycling policy platform.

Safety continues to be an issue for London's cyclists and the charity continues to put pressure on the authorities to reduce road danger. The response to a series of tragic accidents on the roads over the last year from members and supporters has been tremendous with thousands taking to the streets at Bow Roundabout, Holborn and Westminster to show their support for better safety for cyclists in London.

The list of 33 priority junctions to be made safer has been released by TfL. The charity's Infrastructure Review Group continues to provide input to TfL's Better Junctions Review to help ensure these 33 junctions are improved to the safety quality standards.

Lorry design has also been a focus. Our Safer Lorries, Safer Cycling campaign, which built upon TfL's procurement code (which the charity helped influence), has now seen all 33 London boroughs improving their lorry safety policies, including through driver training.

Our Cycling Projects Team have delivered an impressive range of cycling promotion events, and the bike loan schemes are going from strength to strength with the boroughs of Enfield and Lambeth following the example of Lewisham.

LCC's membership has continued to rise, to around 12,500 members and a further 28,000 supporters.

Scores of events were organised with over 5,000 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, we want to underline the massive contribution made by the local groups this year in the run up to the local elections. 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. Great work.

The challenge in the year ahead will be to hold those local councilors who have been elected to office in 2014 to account for their commitments to measures as varied as lower speed limits, cycle to school initiatives and eliminating rat runs.

This is our opportunity to effect real locally inspired change on the ground and we eagerly look forward to London's wider political community sharing Boris's commitment and rosy vision for cycling.

Ann Kenrick

Chair of Trustees, June 2014

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 a 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, architecture, 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

Our values as a charity are:

- 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 the 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. It is 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 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. The Chief Executive manages a team which averaged just over 17 paid staff (full time equivalent) during the financial year, plus a core group of about 10 part time office volunteers. 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 12,500 members, 33 local groups, and many hundreds of 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 the 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 2013/14

Introduction

If 2012/13 was the year in which we attempted to consolidate the political gains achieved through our *Love London, Go Dutch* Mayoral Election campaign, then 2013/14 was the year in which we began to press hard for delivery of high quality infrastructure on the ground.

It was also the period when we prepared for and launched *Space for Cycling* – an even more exciting, ambitious, challenging and sophisticated campaign centred on the May 2014 London local elections. Indeed even before launch, *Space for Cycling* so captured the imagination that it was taken up by the national cycling charity, CTC, as well as a number of cycling campaigns in cities and towns across England.

Along the way we were at the heart of charged and highly visible public debates about road danger reduction following an unusually large cluster of cyclist deaths in collisions with motor vehicles, and continued to press home our *Safer Lorries, Safer Cycling* campaign focussed on borough council procurement policies.

More upliftingly we achieved a large expansion in the consultancy and services we provide – primarily with TfL, businesses and local authorities – promoting cycling directly to the public; and we relaunched our annual community awards as an expanded, higher profile, commercially-orientated brand, called the *London Cycling Awards*.

We also played our full role within the UK Cycling Alliance (UKCA) which [through the All Party Parliamentary Cycling Group (APPCG) that is resourced by UKCA] helped create the APPCG's major report "Get Britain Cycling", which was endorsed by MPs from all sides of the House in a Commons debate.

These achievements and activities are described below, finishing with a summary of our future plans.

Campaigning

LCC Local Groups & Volunteers

Once again we would like to pay tribute to LCC's volunteer local groups. They have diligently and tirelessly continued to respond to formal consultations, stay in regular liaison with council officials, run local campaigns, promote cycling issues in the media, lead social rides for the general public, provide training and assistance, and reach out to new cyclists to offer them advice and assistance. But this year they also coped heroically with the extra burdens placed upon them by the ward-by-ward approach we adopted for our *Space for Cycling* local elections campaign. The success of this campaign - described below – is in no small part down to them, and indeed to the small but indefatigable band of volunteers that supported the office in preparing and promulgating the campaign.

We would therefore like to stress our thanks and appreciation to all the charity's many volunteers for their outstanding contributions to work of the organisation.

Love London, Go Dutch & the Mayor's Vision for Cycling

As described in detail in last year's report, the political success of *Love London, Go Dutch* was evidenced explicitly and through the weft and weave of the Mayor's subsequent "Vision for Cycling in London". To recapitulate, the 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 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.

Alongside many other observers we recognised that it would take time for this Vision to be converted into practical application on the ground, but we made it clear to the authorities that progress should be made during the year to the extent that confidence in this Vision was maintained. We consistently made the case that demonstrably safe and more attractive facilities for cycling needed to be delivered on the ground within this mayoralty, exploiting the cross-party, high priority support that currently exists to promote cycling.

Such progress is important not only to achieve near term gains but to also ensure momentum is carried forward into subsequent mayoralties. Failure to achieve substantial headway within the Mayor's term of office, despite the unprecedented budget and political heft for cycling, would undermine the case for continuing an upwards trajectory of investment and thereby sap political will. It was this overarching concern that helped direct our advocacy.

Building on this argument we made it clear to the Mayor's office that 'early wins' that were readily attainable at relatively low cost should be prioritised and achieved, including the core of the Central London Grid (originally proposed by LCC), pilot Quietways and a showcase extension of Cycle Superhighway 2 (i.e. from Bow to Stratford).

If this was the benchmark we set, then we have to register our disappointment at developments during the financial year. On the plus side, the CS2 extension was largely in accordance with the Dutch style level of segregated cycle track we had long been calling for (despite some significant problems at junctions that we identified and received promises would be addressed), but it has been a slow advance on all other fronts.

In mitigation the Mayor's office pleads, with some justification, that the necessary consultations with the many stakeholders can create a slower rate of implementation than we would like. Nonetheless it is disappointing that progress has not been faster: apart from the CS2 extension, construction has not commenced on any other project and we continued during the year to offer our support to the Mayor in any way that would expedite matters.

The heartening exception to the above is the good progress that has been made to identify recipients of Mini-Holland funding. This long term investment has gone to the boroughs of Enfield, Kingston and Waltham Forest. During the whole of the bidding process LCC centrally and through our local groups stayed in touch with the candidate boroughs to influence and support the bids, and we will work hard with all the candidates (the unsuccessful ones having also been given funding albeit at a much lower level) to ensure these showcase developments are as high quality as possible.

Space for Cycling – Protest Rides

The charity's preferred method of campaigning for change is by positive encouragement of politicians and decision-makers; we seek to articulate constructive solutions, and mobilise mass, popular support for political boldness and ambition. It is also sometimes necessary, however, that we criticise and protest when things go avoidably wrong.

The cluster of cyclist deaths referred to above was one such circumstance, especially given the fact that several occurred at particularly unsafe junctions and gyratories that the charity had long pressed to be made safer for cycling; and also because of the frankly torpid Better Junctions Review (a Mayoral initiative) which, since its inception in early 2012 has delivered very little by way of road danger reduction despite the fanfare at launch.

Three *Space for Cycling* protest rides were organised, the first two at the sites of the fatalities at Aldgate and Holborn, and the third to coincide with the parliamentary debate on the all-party "Get Britain Cycling" debate. Many thousands of people attended these events – 5,000 in the case of the last one, encircling parliament via Parliament Square, Westminster and Lambeth Bridges – including large numbers of families and people who in their own words described themselves as not normally being 'protesters'. We subsequently received promises from the Mayor that dangers these two junctions would be substantially addressed which we warmly and publicly welcomed.

Space for Cycling – 2014 Local Elections Campaign

In parallel with the above we were putting in place our *Space for Cycling* 2014 Local Elections campaign, through which we aimed to identify a single, site-specific measure in every electoral ward (629 in total) to help make that area safe and inviting for people of all ages and abilities to cycle. The key steps were to:

- Identify a suite of key policy themes that covered the main types of infrastructure/design interventions that would be needed in different circumstances across London.
- Consult with our 12,500 members and further 28,000 supporters on the kinds of problems faced in their wards, tailoring the Space for Cycling ward 'ask' accordingly.
- Manually source the email addresses of the circa 7,000 candidates who we expected would stand.
- Construct a sophisticated online action tool (in the form of an interactive map) to allow members of the public to email the candidates in their wards in support of the tailored 'ask', allow self-registration of candidates' support, and provide real time campaign statistics by candidate, ward, borough and London-wide.

It is fair to say that we have never before attempted an undertaking of such size and complexity, and it required considerable effort from the charity's volunteer borough groups and office volunteers as well as the staff team. But despite many setbacks, the above tasks were achieved.

The proof of the pudding is of course in the eating. Formally launched just after the end of the financial year on 7th April 2014, the campaign achieved the following key successes:

- 50% of the over circa 7,000 candidates registered as being in support of their local asks by polling day (22nd May 2014).
- 43% of elected councillors being supporters of their local asks.
- Majority support for Space for Cycling in over half of London's borough councils.
- Substantial support for the campaign across each of the main political parties.

- 5,000 people attending our closed-roads, family-friendly *Big Ride* on Saturday 17th May 2014 (with a rally at the end at which senior representatives from the main political parties spoke, plus the Mayor's Cycling Commissioner Andrew Gilligan and London Cycling Campaign representatives).

This is a truly outstanding success, upon which the charity will build in the coming financial year. Our use of digital media was acclaimed by commentators across the sector, and our level of public engagement via social media in particular was orders of magnitude greater than we had previously achieved. Our local groups also worked tirelessly to lobby their local candidates and set up publicity events that brought the campaign to the attention of local media and put on dozens of feeder rides to the *Big Ride*.

If there was a downside, it was that our ambitions to forge new alliances at the local level were not realised, due principally to the fact that it proved impossible to release the staff time necessary to facilitate this due to the exacting and constantly changing demands of the campaign. Nonetheless the extensive support gained for the campaign provides a good platform for us to pursue this goal of broadening our alliances during the coming year.

We extend our very great thanks and appreciation to Evans Cycles, who not only provided sponsorship for *Space for Cycling* but who broadcast the campaign to their London customers both online and in their shops, to the Bicycle Association of GB for their very substantial sponsorship, and to the Embassy of the Kingdom of the Netherlands for once again giving us financial backing. We would similarly like to thank the private donors who also gave significant support to the campaign.

Safer Lorries, Safer Cycling

Collisions with HGVs continue to be the single biggest cause of death and serious injuries to cyclist, and it remains a priority for the charity to campaign for this to be addressed. Our *Safer Lorries, Safer Cycling* campaign called on every London council to use their procurement powers to only contract the best-equipped lorries and best-trained drivers, so as to reduce the dangers presented to cycling from HGVs. Having commenced in the preceding financial year it concluded in the summer with 12 councils reaching the 'green' level in our traffic light system of assessing progress towards that goal and all the rest being on amber (from an initial base of only one green, 26 amber and eight red-rated boroughs).

As well as focussing on borough-level action we remain active within TfL road safety consultative groups to advise on London-wide initiatives to reduce lorry danger and opened a number of ongoing high level contacts which we hope will bring further progress in the coming financial year.

Cycling Projects

Consultancy & Services

This was a good year for the development and promotion of cycling services and products through the new Cycling Projects Team. 2013/14 saw a total income of £275k against a Target of £255k; this included a renewal of the agreement with TfL to be responsible for the operation of latter's Community Cycling Fund for London (see text below)

Income from new business from corporates and local government increased and we have developed and refined new partnership products, specifically the Urban Bike Loan Scheme and the Urban Pool Bike scheme. We have continued working with our commercial cycle parking partner as well as undertaking a number of consultancy projects.

The Lewisham Urban Bike Loan scheme enjoyed a very successful year and paved the way for both the London Borough of Lambeth and the London Borough of Enfield to sign up to it. The Hounslow GP referral

scheme continued with its focus on cycling for health and the Urban Pool Bike scheme was improved and is continuing at GWQ Barratts.

The Broadgate Bike Station has now become a main stay of the Broadgate City of London estate; the twice monthly service continues to offer a wide variety of cycling services/activities and is still very popular with City workers. This year we have also introduced a monthly newsletter for Broadgate which keeps all those who visit the Bike Station informed about aspects of the charity's work plus the most recent cycling news. We continue to provide cycle promotion events and programmes for corporate, government and community clients.

This year we have further developed the organisation's expertise to provide consultancy projects alongside our services and schemes. For example, we have undertaken a number of cycle parking consultancy projects with/for Eco cycle, Cyclehoop, Bikepark LTD, and the London Boroughs of Lewisham, Southwark, and Ealing. This has helped to promote better cycle parking provision and products not only in London but nationwide. We have also produced an extensive report for the InMidtown business improvement district which is engaging businesses in the area to help promote cycling and improve conditions in the vicinity of Holborn/ St Giles.

The team have streamlined the marketing events we provide for LCC to focus on brand promotion and raising awareness of our work as well as delivering several professionally managed campaign events such as the *Space for Cycling* protest rides.

The coming year is focused on building on the successful work of 2013/14 and our newly identified core work areas: Cycle Parking, Cycle Consultancy and Behaviour Change. We are currently in a strong position for the 2014/15 financial year with substantial funding having already been secured for a number of projects.

Community Cycling Fund for London

London Cycling Campaign was once again successful in winning the contract to run TfL's Community Cycling Fund (CCFL), a grant scheme for London-based community projects that involve cycle promotion, running from September 2013 to September 2014.

The community grants programme provides 'catalyst' grants of £5k for local cycling initiatives to hard-to-reach groups (e.g. projects whose beneficiaries include those on low incomes, members of ethnic minorities, 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.

Through the CCFL programme, 21 projects received a £5,000 grant and five received a £500 'top-up' grant to (amongst other things) deliver cycle training, maintenance training and led rides; and to refurbish and sell affordable second hand bikes in the community. The objective of the projects has been to encourage groups for which the take up of cycling is traditionally low to take up cycling for the first time (or cycle more). Our aim is not only to help achieve cycling growth targets, but also to pursue improved physical and psychological well-being for the beneficiaries, derived directly from the activity cycling or from gaining employment opportunities in the cycle industry.

This year direct support of schools under this scheme was excluded by TfL. But that section of the population has been reached through after school clubs and adventure playgrounds participating in the programme, helping us to achieve a balanced split of projects working with children and families, young people, disabled people and marginalised adults.

Alongside the grant programme the CCFL funded cycle promotion days at universities, FE and HE colleges during the 2013/14 academic year. We delivered 66 cycling promotion days, across 33 institutions, attracting a combined total of 5,530 participants. These events were aimed at encouraging regular cycling among 'near

market audiences' as identified by TfL. 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.

At the time of writing we are in discussion with TfL about the contract going forward after September 2014.

Membership & Marketing

Membership

The charity was able to meet its membership growth targets for the year despite the continuing challenge of difficult external economic circumstances. The scale and success of the *Space for Cycling* campaign were an important platform for this growth.

The increased numbers of members joining through direct debit has provided additional long term security for the charity. The use of Direct Debits by members has also decreased the staff resource and materials needed to be devoted to maximising membership renewals. Gift Aid levels have also increased due to improved processes to encourage members and donors to 'Gift Aid' their support for the charity. The use of new member incentives continues to work well as a way to attract new members, especially during the winter months.

Sponsorship

The charity's previous headline campaign - *Love London, Go Dutch* - was the first time the charity was able to attract substantial campaign sponsorship. The charity was even more successful this year in respect of the *Space for Cycling* campaign, creating confidence for the future that we can continue to increase the support we receive for major campaigns from commercial and other sources. We thank The Bicycle Association of GB (which then donated to the national Space for Cycling campaign that was inspired by LCC's efforts in London), Evans Cycles and the Embassy of the Kingdom of the Netherlands (which also backed *Love London, Go Dutch*) for their support. Without their backing we would not have been able to run the *Space for Cycling* campaign.

The London Cycling Awards

As covered in the report for the previous financial year, we relaunched our hitherto low key annual awards as the *London Cycling Awards*, moving them from our autumn AGM to a springtime event at a prestigious central London location. For the first time we also secured substantial funding and brand association from external partners for the event (namely 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.

We wrote last year that the awards were an outstanding success engaging thousands of people new to LCC in the nominations and voting process. As a result of the full evaluation that followed we decided that this pilot be repeated in 2014, moving to a summer slot after the conclusion of the first phase of the *Space for Cycling* campaign (i.e. after the 2014 local elections). Our intention is to improve and fine tune the event before moving to an even bigger and high profile edition in 2015.

Recognising the concerns of some members and supporters who expressed their disappointment at losing an opportunity at the AGM to make awards to and celebrate the exceptional achievements of people who have worked hard to promote cycling, the 2014 AGM will include a number of campaigner-orientated awards,

with the improvement (over previous AGM awards) that members/local groups will help select and vote for the winners (as opposed to them being selected and judged by a panel).

The list of winners at the London Cycling Awards 2013 is:

Public Vote Awards

<i>Best Bike Brand:</i>	Rapha
<i>Best Cycling Champion:</i>	Bradley Wiggins
<i>Best Cycling Communication:</i>	Road.cc
<i>Best Product:</i>	Brompton Folding Bicycle
<i>Best Retailer:</i>	Cycle Surgery

Panel Vote Awards

<i>Best Community Project:</i>	London Bike Kitchen
<i>Best Borough Cycling Project:</i>	Camden Two-Way Cycling On One-Way Streets and City Of London Two-Way Cycling On One-Way Streets (Joint Winners)
<i>Best London Cycling Initiative:</i>	Transport for London Procurement Policy for Safer Lorries.
<i>Best Schools Cycling Project:</i>	Bike Around the Borough, London Borough of Hackney
<i>Best Workplace Initiative:</i>	The Heathrow Cycle Hub:

Key Priorities for the Future

Having previously decided to move away from the previous five year Strategic Plan (2008-2013) and realign our planning to coincide with the cycle of elections in London (thus creating a two year plan for 2010-2012, which ended at the Mayoral Election, and a 2012-2014 plan concluding at the London Local elections) the trustees looked at once again moving to a longer planning horizon. Accordingly a number of objectives have been set to be achieved between 2014 and 2018 including:

- Ensuring that there is continuity in GLA support for cycling beyond the next mayoral election, and that it remains on an upward trajectory at both the GLA and at borough level throughout this period.
- Increasing our campaigning impact by looking at new and innovative ways to radically increase our membership and achieve large growth over the period, including examining the membership model.
- Increase our direct promotion of cycling by doubling our provision of consultancy and services.

In the near term, we identified the following priorities for 2014:

- Delivering the Space for Cycling 2014 Local Elections campaign in line with its specified objectives.
- Ensuring the new London Cycle Design Standards are of good quality.
- Ensuring at least one Mini-Holland scheme is exemplary.
- Ensuring the Central London Grid meets the charity's expectations.
- Ensure at least one major junction development is of international standard for cycling and walking.

Funding & Finance

The charity's main source of unrestricted funding is its members. We have additionally received grants from the BIG Lottery Fund (ATC), 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 have been grateful to receive one-off donations as well as regular donations from members in support of our campaigning work. LCC's Membership income is eligible for Gift Aid which has further maximised the benefit to the organisation from membership-related income. Total income in 2013/14 was £1,224,071 (2012/13: £1,060,085).

Fundraising

The charity is continuing its policy of reducing dependence on grant income from charitable trusts (given the difficulty of securing such income for cycling campaigning) and instead raising a greater share of our income from services and consultancy work and from corporate sponsorship of specific campaigns. We nonetheless continue to appeal to our members and supporters to donate to the charity to support specific campaigning activity and thank them for their support; we intend to develop a better individual donor strategy to raise more money for our work in this way.

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 £130,000. At 31 March 2014 free reserves were £126,313. The trustees note that the free reserves are slightly less than the free reserves policy suggests and are bearing this in mind in relation to financial management during the current financial year. However, the trustees are confident that the charity will generate sufficient funds during the current financial year in order to comply with the policy by the end of this year. The trustees will continue to keep this under review.

** 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 a variety of evidence during the year, including:

- Monthly management accounts
- Extensive bi-monthly Staff Reports
- Bi-monthly reports from the Chief Executive
- Minutes of committees
- Reports from managers to committees on operational activities
- External audit

Going Concern

The charity's membership continues to grow; and we have increased the proportion of members subscribing by Direct Debit (and making Gift Aid declarations) bringing more stability to our income. Our work remains relevant to the public and support for the campaign is strong.

The charity has also established a credible reputation for delivering cycling related projects to a range of clients, which makes a significant and expanding contribution to our work.

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.

Appointment of Auditors

The charity's auditors are appointed annually by a Resolution of the charity's Annual General Meeting.

Small Company Provisions Statement

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

This report was approved by the Trustees at their meeting on 7th July 2014.

Signed,

.....
Tony Levene, Trustee and Treasurer, on behalf of the Board

Independent Auditor's Report to the Members and Trustees of the London Cycling Campaign

We have audited the financial statements of London Cycling Campaign for the year ended 31 March 2014 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. 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 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. 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 auditors' 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 auditor

As explained more fully in the Trustees' Responsibilities Statement, 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.

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts. 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' Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. 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 2014 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.

- Have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' 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 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the charitable company has not kept adequate and sufficient accounting records, 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; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

.....
PHILIP CLARK (Senior statutory auditor)

For and on behalf of CHANTREY VELLACOTT DFK LLP
Chartered Accountants and Statutory Auditor
Russell Square House
10-12 Russell Square
London
WC1B 5LF

Date:

CHANTREY VELLACOTT DFK LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Statement of Financial Activities (Including Income and Expenditure Account)

For the year ended 31 March 2014

	Notes	Unrestricted Funds £	Restricted Funds £	Branch Funds £	Year Ended 31 March 2014 £	Year Ended 31 March 2013 £
<u>Incoming Resources</u>						
Incoming Resources from Generated Funds						
Voluntary income	2	48,040	955	-	48,995	37,436
Activities for Generating Funds	3	10,393	45,000	-	55,393	10,329
Investment income	4	527	-	-	527	588
Total Incoming Resources from Generated Funds		58,960	45,955	-	104,915	48,353
Incoming Resources from Charitable Activities	5	812,764	274,892	31,500	1,119,156	1,011,732
Total Incoming Resources		871,724	320,847	31,500	1,224,071	1,060,085
<u>Resources expended</u>						
Costs of Generating Funds						
Costs of Generating Voluntary Income	6	7,206	-	-	7,206	13,941
Cost of Activities for Generating Funds		27,738			27,738	14,883
Charitable activities		807,955	279,448	31,635	1,119,038	1,084,516
Governance costs recurring		40,018	-	-	40,018	55,667
Governance costs VAT adjustment		-		-	-	(38,645)
Total resources expended		882,917	279,448	31,635	1,194,000	1,130,362
Net incoming/(outgoing) resources before transfers		(11,193)	41,399	(135)	30,071	(70,277)
Transfers between funds	7	(12,500)	12,500	-	-	-
Net movement in funds		(23,693)	53,899	(135)	30,071	(70,277)
Fund balances at 1 April 2013		168,826	10,942	89,097	268,865	339,142
Fund balances at 31 March 2014		145,133	64,841	88,962	298,936	268,865

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

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

The notes on pages 23 to 33 form part of these financial statements.

Balance Sheet

As at 31 March 2014

	Notes	Year ended 31 March 2014		Year ended 31 March 2013	
		£	£	£	£
Fixed Assets					
Intangible assets	10		18,817		7,751
Tangible assets	11		20,211		22,718
			<u>39,028</u>		<u>30,469</u>
Current assets					
Stock	12	4,673		-	
Debtors	13	190,464		175,340	
Cash at bank and in hand	14	280,144		258,758	
			<u>475,281</u>	<u>434,098</u>	
Creditors - amounts falling due within one year	15	(215,373)		(195,702)	
Net current assets			<u>259,908</u>	<u>238,396</u>	
Total assets less current liabilities			<u>298,936</u>	<u>268,865</u>	
Income funds					
Unrestricted Funds			145,133		168,826
Restricted Funds	16		64,841		10,942
Branch Funds	16		88,962		89,097
			<u>298,936</u>		<u>268,865</u>

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The accounts were approved by the Board on 7th July 2014.

.....
 Tony Levene
Trustee and Treasurer

.....
 Ann Kenrick
Trustee and Chair of the Board of Trustees

Notes Forming Part of the Financial Statements

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 9 June 2014.

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 main 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

Costs of Generating Voluntary Income and Cost of Activities for Generating Funds

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.

Charitable Activities

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 and website costs	33% Straight Line
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Tangible Fixed Assets and Depreciation

Restricted funds may, on occasion, be used for the purchase of tangible fixed 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.

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 bases:

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

Operating Leases

Rents payable under operating leases are charged to the statement of financial activities as incurred over the lease term.

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.

Irrecoverable VAT

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

Cash flow statement exemption

The trustees have taken advantage of the exemption in Financial Reporting Standard No 1 (Revised 1996) from including a cash flow statement in the financial statements on the grounds that the charity (being a company limited by guarantee) is small.

	Unrestricted Funds	Restricted Funds	Year Ended 31 March 2014	Year Ended 31 March 2013
	£	£	£	£
2. Voluntary Income				
Donations and gifts	<u>48,040</u>	<u>955</u>	<u>48,995</u>	<u>37,436</u>

3. Activities for Generating Funds

Non-Charitable Trading	4,393	-	4,393	941
Sponsorship	<u>6,000</u>	<u>45,000</u>	<u>51,000</u>	<u>9,388</u>
	<u>10,393</u>	<u>45,000</u>	<u>55,393</u>	<u>10,329</u>

4. Investment Income

Interest receivable	<u>527</u>	<u>-</u>	<u>527</u>	<u>588</u>
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5. Incoming Resources from Charitable Activities

	Unrestricted Funds	Restricted Funds	Branch Funds	Year Ended 31 March 2014	Year Ended 31 March 2013
	£	£	£	£	£
Contract Management	245,544	-	-	245,544	158,066
Community Cycling	-	248,142	31,500	279,642	224,041
Campaigning	-	-	-	-	57,037
Information Services	64,732	-	-	64,732	64,838
Membership Services	502,488	-	-	502,488	464,500
Income Generation	-	26,750	-	26,750	43,250
	<u>812,764</u>	<u>274,892</u>	<u>31,500</u>	<u>1,119,156</u>	<u>1,011,732</u>

6. Resources Expended

	Staff Costs	Direct Costs	Other Costs (see note 20)	Year Ended 31 March 2014	Year ended 31 March 2013
<u>Unrestricted Funds</u>	£	£	£	£	£
Costs of Generating Voluntary Income					
Donations	5,499	641	1,066	7,206	13,941
Costs of Activities for Generating Funds					
Non-charitable trading	2,749	3,407	533	6,689	-
Sponsorship	10,997	7,920	2,132	21,049	14,883
	13,746	11,327	2,665	27,738	14,883
Charitable Activities					
Community Cycling	2,021	4,076	1,066	7,163	8,619
Campaigning	122,370	6,453	37,312	166,135	125,067
Membership Services	115,583	78,632	31,982	226,197	212,867
Information Services	35,845	104,616	21,321	161,782	160,282
Contract Management	63,080	146,286	37,312	246,678	134,401
	338,899	340,063	128,993	807,955	641,236
Governance Costs (see note 21)	19,018	13,005	7,995	40,018	55,667
<u>Restricted Funds</u>					
Charitable Activities					
Community Cycling	113,204	71,162	50,920	235,286	246,991
Campaigning	955	16,457	-	17,412	104,579
Information Services	-	-	-	-	-
Contract Management	26,750	-	-	26,750	56,000
	140,909	87,619	50,920	279,448	407,570
Branch Funds					
Community Cycling	-	31,635	-	31,635	35,710
TOTAL (Restricted and Unrestricted)	518,071	484,290	191,639	1,194,000	1,169,007

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

10. Intangible Fixed Assets

	IT Development costs	Website Costs	Total
	£	£	£
Cost			
At 1 April 2013	8,000	3,917	11,917
Additions	-	18,559	18,559
Disposals	-	-	-
At 31 March 2014	8,000	22,476	30,476
Amortisation			
At 1 April 2013	3,999	167	4,166
Charge for year	2,666	4,827	7,493
Eliminated on disposal	-	-	-
At 31 March 2014	6,665	4,994	11,659
Net Book Value			
At 31 March 2014	1,335	17,482	18,817
At 31 March 2013	4,001	3,750	7,751

11. Tangible Fixed Assets

	Furniture & Fixtures	Tenant's Improvements	IT Equipment	Office Equipment	Total
	£	£	£	£	£
Cost					
At 31 March 2013	7,502	15,605	52,879	9,111	85,097
Additions	3,262	-	4,606	700	8,568
Disposals	(3,592)	-	-	-	(3,592)
At 31 March 2014	7,172	15,605	57,485	9,811	90,073
Depreciation					
At 31 March 2013	6,376	9,340	38,099	8,564	62,379
Charge for year	957	1,392	8,410	316	11,075
Eliminated on disposal	(3,592)	-	-	-	(3,592)
At 31 March 2014	3,741	10,732	46,509	8,880	69,862
Net Book Value					
At 31 March 2014	3,431	4,873	10,976	931	20,211
At 31 March 2013	1,126	6,265	14,780	547	22,718

12. Stock

	Year ended 31 March 2014 £	Year ended 31 March 2013 £
Merchandise stock	4,673	-
	<u>4,673</u>	<u>-</u>

13. Debtors

	Year ended 31 March 2014 £	Year ended 31 March 2013 £
Trade debtors	122,537	80,127
Grants receivable	0	13,314
Other debtors	28,010	35,364
Prepayments	39,917	46,535
	<u>190,464</u>	<u>175,340</u>

14. Cash

	Year ended 31 March 2014 £	Year ended 31 March 2013 £
Cash held centrally	155,859	153,026
Cash held by branches	91,229	92,198
Cash held on behalf of funders for projects	33,056	13,534
	<u>280,144</u>	<u>258,758</u>

15. Creditors

	Year ended 31 March 2014 £	Year ended 31 March 2013 £
Trade creditors	27,441	24,055
Taxes and social security costs	35,781	28,217
Accruals and deferred income	83,991	104,548
Membership income deferred (see note 22)	20,209	16,169
Other creditors	45,683	19,612
Branch creditors	2,268	3,101
	<u>215,373</u>	<u>195,702</u>

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 2013 to 31 March 2014

	ATC	Transport for London	HGV Campaign	Space for Cycling Campaign 2014	Esmee Fairbairn	Total Excluding Branch Funds	Branch Funds (Local Groups)	Overall Total
	£	£	£	£	£	£	£	£
Balance B/f 1/4/13	-	10,942	-	-	-	10,942	89,097	100,039
Receivable for year	59,877	188,265	955	45,000	26,750	320,847	31,500	352,347
Total Income	59,877	188,265	955	45,000	26,750	320,847	31,500	352,347
Expenditure in period								
Staff Costs	25,000	88,204	955	-	26,750	140,909	-	140,909
Direct Costs	20,667	50,495	-	16,457	-	87,619	31,635	119,254
Support Costs	7,917	43,003	-	-	-	50,920	-	50,920
Capital Transfers								-
Total Expenditure	53,584	181,702	955	16,457	26,750	279,448	31,635	311,083
Transfers				12,500	-	12,500		12,500
Net Surplus/(Deficit)	6,293	6,563	-	41,043	-	53,899	(135)	53,764
Balance C/f 31/3/14	6,293	17,505	-	41,043	-	64,841	88,962	153,803

The sum of £293,060 (£188,265 plus £104,795 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 universities. 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. The programme runs beyond the financial year end up to September 2014. 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 2014/15 programme in agreement with the funder.

The sum of £59,877 was received from the **BIG Lottery Fund** via the **Active Travel Consortium**, of which the charity is a member. This grant is match-funding of the Community Cycling Fund for London's cycle promotion events and forms part of the delivery of that programme that runs from March 2013 to May 2015. 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 2014/15 programme in agreement with the funder.

The sum of £26,750 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.

A small number of donations were received to support the charity's ongoing work to **reduce dangers from HGV collision**, totalling £955, which provided funding towards LCC's dedicated HGV Officer.

LCC received £45,000 from sponsors and donors towards the costs of the charity's **Space for Cycling** campaign (centred on the May 2014 London Local Elections), including from the Bicycle Association of GB, Evans Cycles and the Embassy of the Kingdom of the Netherlands. The carried forward balance was £41,043, which was used to meet remaining campaign expenditure ahead of polling day.

The total **Local Group** income for the year ended 31 March 2014 was £31,500. This includes £4076 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 2014 London Cycling Campaign had annual commitments under non-cancellable operating leases as follows:

	Land & Buildings		Other	
	At 31 March 2014	At 31 March 2013	At 31 March 2014	At 31 March 2013
	£ per annum	£ per annum	£ per annum	£ per annum
Leases which expire:				
Within 1 year	-	-	-	-
In 2 to 5 years	37,500	34,000	2,156	2,156
In over 5 years	-	-	-	-
	<u>37,500</u>	<u>34,000</u>	<u>2,156</u>	<u>2,156</u>

18. Related Party Transactions

During the year ending 31 March 2014 there were no related party transactions. This was also the case during 2012/13.

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.

20. Other Costs

The 'Other Costs' for 2013/14 shown in note 6, totalling £191,639, are made up as follows:

	£
Staff costs	85,083
Incidental HR costs	12,335
Premises	50,570
Office services	11,209
IT costs	22,803
Finance costs	9,639
	<u>191,639</u>

21. Governance Costs

The direct governance cost for 2013/14, shown in note 6, totalling £13,005, is made up as follows:

	£
Audit fee charge for year	8,300
AGM	3,000
Trustee indemnity insurance	864
Other trustee costs	372
Fees and subscriptions	469
	<u>13,005</u>

Governance costs include external audit fees of £9,000 (2012/13: £10,300). The audit fee charge for the year is different from the actual audit fee payable to the auditors of £9,000 due to an accruals difference.

22. Membership Income Deferred

	£
Membership income deferred at 1 April 2013	16,169
Increase in membership income deferred for 2013/14	<u>4,040</u>
Membership income deferred at 31 March 2014	<u>20,209</u>

The increase in membership income deferred of £4,040 was charged to the income and expenditure account in the year.

23. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Branch Funds £	Total £
Intangible Fixed Assets	18,817	-	-	18,817
Tangible Fixed Assets	20,211	-	-	20,211
Current Assets	270,065	113,987	91,229	475,281
Current Liabilities	<u>(163,960)</u>	<u>(49,146)</u>	<u>(2,267)</u>	<u>(215,373)</u>
	<u>145,133</u>	<u>64,841</u>	<u>88,962</u>	<u>298,936</u>