

# LONDON CYCLING CAMPAIGN

## Board Meeting, 9<sup>th</sup> February 2016

LCC Office, 2 Newhams Row, London SE1 3UZ

### ACTIONS SUMMARY

Item	Who?	Item	Date	Status
1.2	Mustafa, Tony	Mustafa to draft proposed further changes to the format of the accounts for Tony/FAC to consider	17 <sup>th</sup> Nov	Held over
1.2	Gareth, Dan, Rachel, Terry	Convene a Trustee Election Working Group	17 <sup>th</sup> Nov	Held over
1.2	Mustafa, Tony	Convene an Internal Democracy Working Group	17 <sup>th</sup> Nov	Held over
2.5	Terry	Initiate pilot Group-level member engagement project	9 <sup>th</sup> Feb	New
3.2	Mustafa	Table the draft new 2018 objectives at C&AM for detailed discussion/confirmation	9 <sup>th</sup> Feb	New
4.2	Mustafa	Table the draft new 2020 objectives at C&AM for detailed discussion/confirmation	9 <sup>th</sup> Feb	New
4.3	Dan	Discuss revisions to 2018 Objectives and potential 2020 ones with IGC, proposing agreed wording to the Board	9 <sup>th</sup> Feb	New
7.1	Ashok	Commence Group registration process	9 <sup>th</sup> Feb	New
8.2	Dan	Table draft LCC Guidance on Fundraising at IGC	9 <sup>th</sup> Feb	New

### MINUTES

**Present:** Rachel Aldred, Mustafa Arif (by phone, from item 2.4), Daniel Barnes, George Coulouris, Alex Dillistone, Ann Kenrick (Chair), Tony Levene (Treasurer), Terry Patterson, Gareth Redmond

**Apologies:** Hannah Roberts

**In attendance:** Ashok Sinha

## 1. Minutes of the 17<sup>th</sup> November Meeting (Matters Arising)

1.1 The minutes were approved at the Board Awayday of 16<sup>th</sup> January.

1.2 Items 4.4, 6.3, and 7.2 were rolled over.

#### Actions:

- Board members to complete their actions from 17<sup>th</sup> November 2015.
- The remit of the Trustee Election Working Group to be expanded to cover the AGM as a whole.

## 2. Engaging Members

2.1 Terry introduced the papers that she and George had tabled regarding (a) ways that LCC Groups can engage new LCC members in their work, and (b) creating a volunteer network to help recruit new members. (Both papers were based on the discussion held at the Board Awayday.)

- 2.2 Terry and George stressed that although the proposed initiatives would be volunteer-led they would require central resources (staff time and budget) to be successful; this need should be assessed as part of the existing process of setting future priorities.
- 2.3 Regarding the proposed membership pack: Ashok informed the Board that a new pack was being developed for the launch of the new membership model and that it would be comparatively easy to include the necessary information in it; he added that we will gather more data about new members' interest at the point of joining.
- 2.4 The Board discussed the options for the pilot engagement scheme: e.g. how many groups should be invited to participate, and whether to wait until groups had cleared their campaigning around the Mayoral Election? The Board noted that Mustafa was concerned about the current level of planned Group mobilisation around the Mayoral Election campaign, and Terry made it clear that the pilot could be taken forward by individuals within a Group who had the interest to do so, without detriment to the wider Group mobilisation.
- 2.5 The Board agreed that two Groups should be invited based on Terry's existing discussions with other group activists, using the Mayoral Election campaign to help motivate members to join Group activities.
- Action:** Terry to initiate the pilot engagement project whenever ready to do so, using the Friday Post and Local Groups Forum to bring the subject up with Groups.
- 2.6 On the volunteer network proposal: Terry stressed that at this stage it was focussed on membership recruitment but could be widened in future. Ashok welcomed this adding that staff had long had an aspiration to develop a network of activists who could play a "roving" role in supporting Group work, but that momentum for this had to come from the activist base (albeit supported by the centre) as it would otherwise not be effective and sustainable.
- 2.7 Ashok also stressed that passive announcements on LCC channels would be ineffective; trustees would need to do some groundwork to make personal contact with likely participants in a network and build it up/open it up from there.
- 2.8 Mustafa added that this proposal was aligned with an existing Group activism objective within the current 2014-2018 Strategic Plan.
- 2.9 George underlined that a key element in the future would be to support the social element of Groups and their campaigning.
- 2.10 The Board agreed to the proposal in principle, with a view to hearing more details about it when further worked up after the Mayoral Election.

### 3. Strategic Plan 2014-2018: Refinements to Objectives

- 3.1 Mustafa tabled the draft revisions identified at the Awayday.
- 3.2 It was agreed that new objectives should be added (subject to detailed discussion at C&AM and final wording).
- The follow-up strategy on the 2014 Space for Cycling campaign will include flexibility for Borough Groups to start developing local "visions" for the cycling network in their areas; refinements will be made to the platform of ward 'asks' and revised targets developed and pursued.
  - LCC will identify the ways in which the new Mayor can his/her wider powers to achieve LCC's aims over the longer term - e.g. via the Mayor's London Plan - and will initiate a targeted strategy to make sure s/he does so.
  - LCC will invest in creating a volunteer network to support local Groups.
- Action:** Mustafa to table these draft objectives at C&AM for detailed discussion/confirmation and final wording.

#### 4. New Strategic Plan (2016-2020): Potential 2020 Objectives

4.1 Mustafa tabled the draft revisions identified at the Awayday.

4.2 The Board agreed that 2020 Objectives should include the following (subject to detailed discussion at C&AM, and final wording):

- LCC will campaign for specific targets to be met arising from the current 2016 Mayoral Election “asks”. (Targets to be defined after the new Mayor is elected and based on the commitments s/he makes between now and then.)
- LCC will campaign for a pan-London cycling grid/network that includes: a London-wide core network of Cycle Superhighways (CSHs), longer CSHs for Outer London, and a finer-grain network of other facilitation throughout.
- That there should be zero deaths arising between collisions between cyclists and lorries at the same time as growing the number of people cycling and its modal share.
- That LCC will advocate that interventions to promote cycling (e.g. by making it safer) should be prioritised at demographic groups that are currently under-represented amongst those regularly cycling; and that LCC will seek to diversify its membership to better reflect the diversity of London’s populations, setting appropriate targets.
- That we will have successfully won acceptance by a number of London councils that modal filtering (i.e. removing through motor traffic) should be employed as a routine/priority intervention (with a specific target to be set); that 20 mph speed limits should be adopted by all boroughs as standard for their roads; and that achieving the potential for cycling in their boroughs should be “core business” for them.

**Action:** Mustafa to table these draft objectives at C&AM for detailed discussion/confirmation and final wording.

4.3 The Board asked Dan to ask IGC to propose any revisions necessary to the current 2018 objectives and propose 2020 objectives regarding membership and income growth, and the nature of our consultancy and services.

**Action:** Dan to carry forward at IGC.

#### 5. Membership Review Update

5.1 Dan tabled his notes from the Awayday discussion on this topic (and on Consultancy and services) reporting that work was on-track.

5.2 George asked what the Plan B was if the relaunch was unsuccessful. Ashok and Dan replied that the current plan is based on our market analysis and risk assessments (albeit necessarily less comprehensive, and more uncertain than we’d have liked); and as such it represents what we think is most likely to work – we have no evidential basis for a Plan B. However, if the relaunch struggles we will be nimble and proactive in assessing any new/better evidence that is thrown up by this, and react accordingly.

#### 6. AGM/Annual Conference

6.1 Tony tabled his notes from the Awayday discussion on this topic; he reminded the Board that it had agreed to delay any further changes to the way the AGM/Annual Conference is run until after the changes already agreed at last year’s AGM have had a chance to be implemented.

**7. Registration of Groups**

7.1 The Board agreed that staff should proceed with formally registering LCC Groups on the basis of ratifying their constitutions – as recommended by Tony on behalf of FAC - reminding Groups that they can choose to use/adapt the Model Group Constitution if they so wish. It agreed that proper time should be given to Groups to submit constitutions given the present campaigning demands being placed upon them.

**Action:** Ashok to commence Group registration.

**8. Fundraising Regulations**

8.1 Ashok reported that new, draft guidance had been created by staff regarding compliance with regulations in relation to fundraising – including draft new regulations proposed by Government - and adoption of good practice. He noted that the matter includes membership recruitment and retention, not just asking for donations.

8.2 He added that this would guidance would be distilled into checklists; he noted that one particular area of attention is the activities of LCC Groups, to whom specific guidance will have to be formally given.

**Action:** Dan to ensure IGC has a detailed look at the final draft of the LCC guidance.

**PAPERS NOTED**

Staff Report  
Policy Forum Notes

Signed as a true and accurate record by:

(Chair).....

On.....