



CHESTER CYCLING CAMPAIGN

.....Working to Create a Cycle Friendly City



Minutes of the Annual General Meeting held on Wednesday 7th February 2024

Present:

Cathey Harrington (Chair), Simon Brown (SB) (Minutes), Ian Slater (IS), Julia Bennett (JB), John Violet (JV), Monica Robinson (MR), Peter Williams (PW), Claudia Caldeira (CC), Paul McCormick (PMc), Arnold Wilkes (AW), Craig Steeland (CS), Laura Ryan (LR), Graeme Lyall (GL), Nic Siddle (NS), Ashley McCraight (AMc), Stephen Perry (SP)

Remote attendance: Roger Hones

Apologies:

Christine Robinson, Eileen Morgan, Ken Thomas, Steve Pemberton, Andy Hamill, Anna Manning, John Holiday

1) Minutes from the February 2023 Annual General Meeting

The minutes were accepted as a true record
Proposed: MR Seconded: CS

2) Resolutions

Resolution 1) That we upgrade long term subscribers to LIFE MEMBERSHIP at no fee. 'Long term' is arbitrarily defined as greater than 15 years of individual subscriptions.

Not carried

Resolution 2) That the membership secretary tells those people who have arranged recurring payments that their renewal payment date will be moved to 30th September, with their permission.

Carried - Renewal payment date to be moved to 30th September each year 11 votes for 0 against 4 abstentions.

3) Reports from Role Holders :

i) Treasurer's Report (please see report in the appendices)

ii) The Campaign's bank balance at the start of the year was £4,782.65 and at the end of the year was £5,409.39. The meeting thanked Julia very much for her support in regularising our accounts, in streamlining our banking and in providing her general support as Treasurer.

iii) **Secretary's Report** (please see report in the appendices)

i) The role of Secretary has been very limited in the past year. The meeting thanked Stephen for his work

iv) CW&C Liaison Officer Report - (please see report in the appendices) JV spoke to his report having taken over from SP at the start of the year. He pointed out there is limited ability of CWaC to develop schemes due to severe financial constraints. JV said he wished to stand down from the Liaison role in Summer due to other commitments emerging in 2024.. A new post holder will be required. The meeting thanked John for his work over the last year.

v) Membership Secretary's Report (please see report in the appendices) IS reported that membership numbers were to 278 (up by 4%) at the end of the membership year, which exceeded the 260 target set at last year's AGM. We now have 7 Corporate Members against a target of 10.

CC commented that we don't really know why some members haven't renewed and that we don't really know our membership. She asked whether members get to know what we do? SB commented in response, that the Campaign bulletin was the main mechanism for members to get to know current activity and concerns of the Campaign featuring items from Campaign Meeting discussions. The meeting thanked Ian for his great commitment and positive results.

vi) Webmaster's Report (please see report in the appendices)

CS reported the number of visits to the website dropped significantly since the Covid period with

the maps page continuing to be the most visited (apart from the Home Page) . The new server which was utilised for the site is proving much faster and the Host Company are extremely responsive to any enquiries and reports.

CC suggested that whilst there is a huge amount of information on the website, the sheer weight of content might prove a bit of a barrier for people to effectively engage with the site. CS suggested there might be some merit in slimming down the number of pages on the site to assist online visitors in finding topics of interest.

The meeting extended their thanks to Craig for his sterling efforts in ensuring the high quality of the Campaign's website.

vii) Development Control Officers' Report (please see report in the appendices. NS reported that he was beginning to have some positive response from Development Control regarding the influencing of scrutiny of the plans submitted for approval. However, enforcement was an issue, since it was not clear who is responsible for this, or indeed, whether it was carried out. SB suggested the Scrutiny Role of Councillors through a relevant Scrutiny Committee could be used as a channel for clarifying the enforcement role of the Council. The monitoring of Sn. 106 moneys from developers seems to be extremely opaque. AMc suggested that a Freedom of Information Request might yield some result. NS also referred to the ongoing updating of the Campaign's comprehensive interactive mapping, Those present expressed their appreciation for Nic's hard work and considerable achievements over the year.

viii) Inclusive Cycling Officer's Report (please see report in the appendices)

EM was unable to be present at the meeting, but her report described the wide range of her engagement in the local area and her increasing involvement on a national level on access issues. She indicated that she wished to take a step back from being a 'cycling activist' to focus on wheelers and walkers rather than specifically on cycling related issues. The meeting thanked EM for her input through the year.

ix) Cycling Matters Editor's Report (please see report in the appendices)

CH reported that four editions were produced in 2023, with 2000 printed copies each issue distributed locally in addition to the electronic version sent via the campaign's mailing list, and posts on a number of local Facebook groups. CH indicated she wished to stand down from her role as Cycling Matters Editor after 7 years in the role. The meeting thanked Cathey for her continued effort as Cycling Matters Editor over the past year.

x) Publicity Officer's Report No report available - role vacant

It was noted that there were 11 letters sent to Chester Standard on a personal basis for their letters page over the year by various members, of which 5 were published. We hadn't generated any news coverage directly from the Campaign.

xi) Social Media Coordinator's Report (please see report in the appendices)

The Campaign now has three social media channels: Twitter/"X", Facebook and a new account had been opened on Instagram which was mostly curated by CC. Both "X" and Facebook have experienced an increase in followers over the past year; +34% for "X" and +14% for Facebook. Social media seems to be an effective way to get our messages out. The meeting thanked Simon for his support as Social Media Coordinator, and Andy Ashton, Simon Tiplady and Andy Evans for their support on "X"/Twitter. SB indicated he wished to stand down from the role of "Social Media Coordinator".

xii) Electronic Bulletin Editor's Report (please see report in the appendices)

In the year 2022-2023 a total of 15 bulletins were composed and sent out to the membership including items related to Campaign activity and events.

Each message contained a link to enable anyone to sign up as a Campaign member if forwarded to others. Typically, between 45% and 50% are opened and about 10% to 20% clicked on for further information, which indicates engagement with the content. SB indicated he wished to stand down from editing the Bulletin in the coming year. The meeting thanked Simon for his efforts as Electronic Bulletin Editor.

xiii) Chester Sustainability Forum Report (please see report in the appendices)

Andy Hamill had circulated his report to the activists prior to the meeting and indicated he was willing to continue reporting back to the Campaign for the coming year.

The meeting thanked Andy for representing CCC at this Chester wide forum.

4) Appoint person to inspect the Campaign's Accounts

Sam Marshall had indicated he was willing to provide this support again. JB will liaise and then feedback to the next regular Campaign meeting.

5) Annual Subscription review:

The bank balance is healthy so it was therefore proposed to keep the subscriptions unchanged.
Proposed CH and seconded MR

6) Review of our 2023 Objectives and setting 2024 Objectives – see below

Objective 2023		Comments on 2023 Performance	2024 Objectives
1	Write a letter to the paper on average once a month	Not achieved	Dropping this objective
2	Issue at least 4 press releases during the year	Not achieved	Dropping this objective
3	Identify key routes within the city centre that need to be modified to ensure easy and inclusive cycle access and/or permeability to, or through the city centre.	Achieved	keep
4	Continue to improve formal contact with the Council Officers and Members for cycling related matters and try to broaden base of contacts	Achieved, although flux of Officers has made this difficult	keep
5	Provide comments on relevant planning applications	Achieved	keep
6	Maintain electronic maps so they can be more readily referred to by CW&C Transport and Highways in future programs of work. With a focus on getting closer to Transport	Achieved and kept up to date by NS as a resource	keep
7	Carry out activities personally and as a group to promote the Campaign in order to increase membership to 260 members at end September and 240 remaining by year end, including 10 Corporate Members.	Achieved	Dropping the objective
8	Actively participate in the Integrated Sustainable Transport Taskforce in support of Working Group activities, including implementation of the LCWIP in the Chester area	CWaC dropped this Taskforce	Dropping this objective
9	Working with CW&C, Sustrans, schools and the wider community to promote 'mobility inclusive' cycling in Chester: focused in particular on accessible cycle hire, removal of inappropriate barriers, mapping and promoting access points, charging points and other critical features, and raising awareness of wheels as active mobility aids.	Achieved	Drop in view of lack of accessibility officer appointed by Campaign
10	Define and promote a suitable program of Family Cycle Rides and Cycle Buddy support during 2023	Achieved but disappointing uptake	Maintain but not to be promoted as family rides
11	Organise and publicise a campaign to report and follow-up on the lack of cycle path maintenance and involve councillors in follow-up.	Achieved	keep
12	Increase Social Media engagement across all channels by 15%, within a Communication Strategy to be developed.	Mostly achieved but no comms strategy developed	Develop a focus on engagement

2024 Objectives	
1	Develop a community engagement strategy for public and campaign members.
2	Identify key routes within the city centre that need to be modified to ensure easy and inclusive cycle access and/or permeability to, or through the city centre.
3	Continue to improve formal contact with the Council Officers and Members for cycling related matters and try to broaden base of contacts
4	Provide comments on relevant planning applications and pursue action on enforcement as necessary through various channels including via Scrutiny Committee route
5	Maintain electronic maps so they can be more readily referred to by CW&C Transport and Highways in future programs of work for improving cycling infrastructure .
6	Define and promote a suitable program of Cycle Rides and Cycle Buddy support during 2024 and focusing on a wider clientele other than families
7	Organise and publicise a campaign to report and follow-up on the lack of cycle path maintenance and involve councillors in follow-up
8	Increase Social Media engagement across all channels by 15%, within a Communication Strategy to be developed. This to focus on active engagement at a programme of events and activities to be organised through the year.

7) Election/Appointment of Officers and Role Holders:

Appointments were confirmed to the following positions:

- **Treasurer** - Julia Bennett – proposed by MR seconded by NS – JB said she wished to stand down by the end of the year – Article in Bulletin required
- **Secretary** – Stephen Perry – proposed by IS seconded by CS
- **CW&C Liaison** – John Violet – proposed by JB seconded by NS – JV said he wished to stand down from the role by July – Article in Bulletin required
- **Membership Secretary** – Ian Slater – proposed by JV seconded by CC – IS said he wished to stand down from this year at the next AGM – Article required in Bulletin. (SB)
- **Webmaster** – Craig Steeland proposed by JV seconded by AW
- **Development Control Officer** – Nic Siddle – proposed by IS seconded by LR
- **Accessibility Officer** - Eileen Morgan has stood down from this role – **Role now Vacant**
- **Cycling Matters Editor** – Cathey Harrington – proposed by NS seconded by MR – CH said she wished stand down from this role by the end of the year .
- **Publicity** –This Role is Vacant.
- **Social Media Coordinator** – **This Role is now vacant** – however “X,” Facebook, and Instagram accounts will continue to be active with current people involved, but without formal coordination i.e. **Instagram** – Claudia Caldera; **Facebook** – Ian Slater, Helen Southall, Simon Brown, Cathey Harrington, Andy Evans, Claudio Caldeira; **“X”** Andy Ashton, Simon Tiplady and Andy Evans.
- **Electronic Bulletin Editor** - Simon Brown – proposed by JB seconded by CS. SB indicated he wished to stand down from this role during the year. Laura Ryan agreed to work with Simon over year to take on role later.
- **Events Co-ordinator** – **This role is vacant**
- **CSF Representative** – Andy Hammill – proposed by CC seconded by JB

8) Any Other Business.

There was no other business. The Chair thanked members for their participation in the meeting and thanked the Campaign's officers for their hard work over the past year.

The meeting thanked Cathey for chairing the meeting which closed at 21.55

Date of Next Ordinary Meeting: 7:30 pm on 6th March 2024

Appendices

Reports from Role Holders
presented at AGM

Treasurer's Report: 1 January 2023 to 31 December 2023

Bank Account


Year Start Bank Balance (Lloyds)	£ 4,782.65		
Credit	Amount £	Debit	Amount £
Membership fees & Donations cash/chq	341.00	Hire of Bowling Green Court for meetings	200.00
Paypal membership receipts	305.12	CWA Rickshaw Service	60.00
Stripe membership receipts	1,158.88	ATFest expenses	138.07
T-Shirt and Tabard sales (written off)	-	Zurich Public Liability Insurance (IS) 3/7/23	157.00
Cyclists' Club Cycling Uk Grant (BBR)	1,000.00	Cycle parking visitor passes	60.00
Health Box CIC grant	250.00	Eco Community CIC Sustainability Fair (CH, Sep)	35.00
		Cycling UK Affiliation	88.00
		Website Costs:	
		Web Hosting (Update to MH Themes for website)	36.82
		\$10 Premium Service eMailDodo (+ 21% VAT)	10.24
		Easyspace Annual Web Hosting	65.75
		Easyspace Annual Domain Name Registration	40.79
		Krystal Hosting	98.39
		Donorbox annual fees	0.57
		Sundries:	
		Land registry	57.00

		Sundry expenses (printing/stationary etc)	65.88
		Donations:	
		Donation to Cyclestreets (CS, Oct)	100.00
		PCC match funding to Bren (Nov)	250.00
		Cycling UK Grant Expenditure Total	964.75
Total Credit	£ 3,055.00	Total Debit	£ 2,428.26
Year End Bank Balance (Lloyds)	£ 5,409.39	(balance includes £250 Health Box funding)	

Depreciation of Other Assets (written off)

Asset	Number	Retail value per item	Total
Child T-shirts	3	-	£ -
Adult T-shirts	37	-	£ -
Hi-Vis Tabards	4	-	£ -
Year End Total			£ -
<u>Total Campaign Assets</u>			
Asset	Value		
Bank Balance	£ 5,409.39		
Tabards/T-shirts	£ -		
Year End Total	£ 5,409.39		

Signed:



Julia Bennett (Treasurer)

Date: 28/01/24

Income and expenditure this year has included a £1000 grant from Cycling UK for a number of successful Big Bike Revival (BBR) activities. We have also received a Healthbox Grant of £250 which has not yet been spent.

Expenses this year have been greater than in recent years due to substantial support for Atfest and other donations to Bren bikes and Cyclestreets. Nevertheless, we have increased our reserves at the end of the year by £376.74 (excluding the Healthbox grant). The total funds remain in the one current account as savings accounts at Lloyds offer very low interest rates.

In his independent examination of the accounts for 2022, Sam Marshall suggested that we consider setting a formal reserve threshold (e.g. 2 years' worth expenditure). This shows good governance with a prudent safety net, but also allows the campaign to think strategically about how the remaining balance can be spent proactively on furthering the campaign's aims. This has not yet been done in any formal way, although various inconclusive discussions have taken place.

Sam Marshall has kindly agreed to examine the accounts again this year.

Chester Cycling Campaign

Secretary's Report for 2023

There is very little to report for 2023. Monthly CCC meeting minutes are completed by CCC members on a rostered basis and there has been no correspondence carried out specifically via the Secretarial role. Letters and emails have been sent on behalf of the CCC by others when required to fulfil various liaison and officer roles.

Stephen Perry

Secretary

January 2024.

Cheshire West and Chester Council Liaison

The earlier part of the year was undertaken by Stephen Perry with myself taking over the role in July 23.

Stephen Perry was very involved with the first Active Travel Festival, AT Fest, which attracted nearly a thousand visitors in June 23. The MP, Mayor, and Leader of CWaC were present. It was considered a success for the first time of running such an event but there was disappointment at the level of engagement by CWaC. Much was learnt for running future events of this nature.

I have liaised with CWaC regarding the following issues: -

- Grosvenor Bridge-slow implementation of 20mph
- Cross town access-ongoing
- Cycle parking in town centre-ongoing
- Black route review following death of cyclist-waiting for police report.
- Boughton cycle lanes-ongoing
- Chester Railway Station cycle parking-Transport for Wales hoping to provide independent hub within station buildings.
- Ellesmere Port town centre cycle lanes-Levelling up funds available
- Northwich Town Centre-Station consultation-hopeful of Active Travel England funding
- Local Transport Plan 4 consultation-CWaC have acknowledged our submission.

Overall, progress is slow due to a combination of lack of funding and staff changes. Looking ahead it is imperative that CWaC obtain Category 2 level from Active Travel England. There is a need to deliver schemes to both time and cost, of which they have a poor track record to date. They are therefore concentrating on small easy to deliver schemes initially. The small amount of Active Travel funding has meant that feasibility studies are being undertaken to give more certainty of schemes submitted to Active Travel England.

In the future Active Travel England will be checking schemes for compliance with LCWIP, LTN1/20 etc prior to funds being made available. They will effectively act as gatekeeper between the Council and DfT.

John Violet - 23/1/24

MEMBERSHIP SECRETARY REPORT to AGM - 2023 MEMBERSHIP YEAR.

The membership status was as follows:

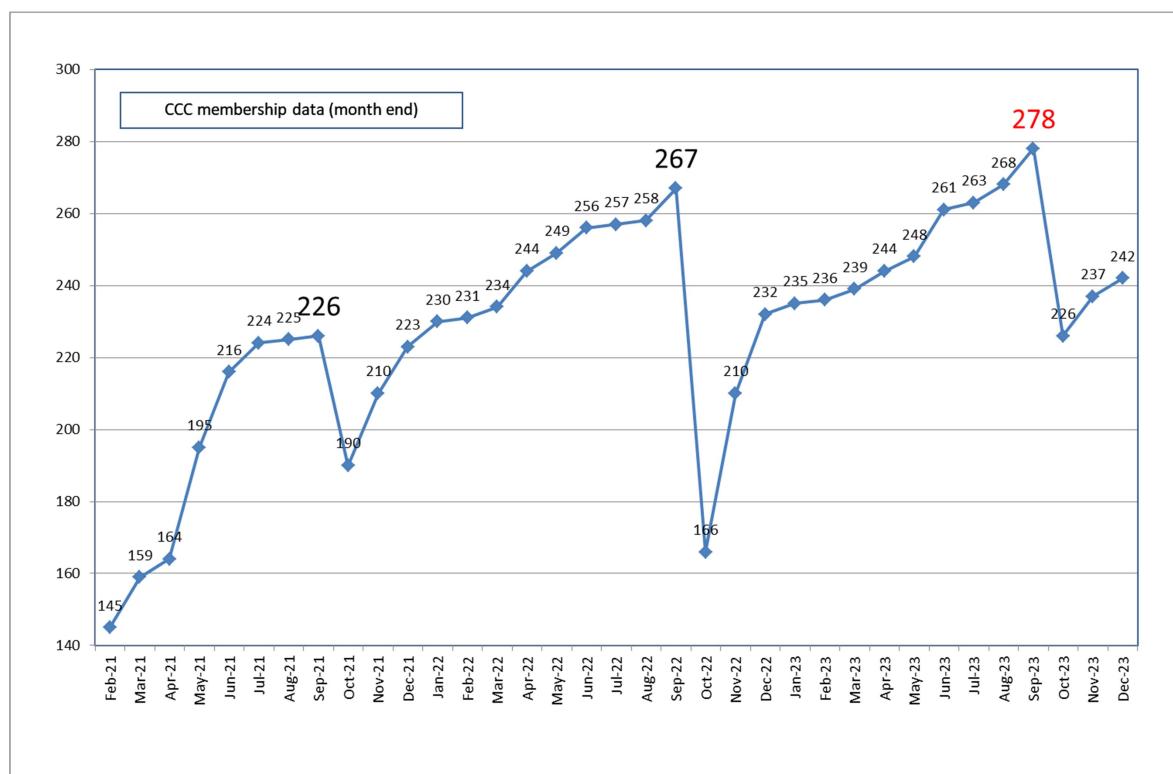
- Membership peaked at **278** at end September.
- **43** new members joined in the 12 months to end December 2023.
- A lot of renewals fell due in September and membership numbers have steadily recovered since.
- **45** members failed to renew by year end, of which 23 joined within the last 2 years.

	As at 31/12/2022	As at 31/12/2023	Yearly change	Profile of new members
Family	93	95	+2%	14
Life	47	48	+2%	1
Individual	80	80	0%	18
Corporate	7	10	+43%	4
Unwaged	5	9	+80%	6
TOTAL	232	242	+4%	43

The target of **260** members at end of the membership year was exceeded (Achieved: **278**) and the target of having **240** members at year end was achieved (**242**). Year-end membership is up a modest **4%** on previous year.

The target of having **10** Corporate Members was achieved (Achieved: **10**).

Pleasingly, 58 members have set-up recurring payments, which makes life easier for all parties!



Renewals will be a challenge again at the 2024 renewal, when 185 members (including Family members) will be asked to renew.

We had the support of Cycling UK during the Big Bike Revival and received a £1000 grant.

- 41 folk registered across FOUR 'Introductory Bike Maintenance Classes'.
- We paid the Bren Project £250 as a contribution to their costs.
- We purchased a comprehensive toolkit and workstand, for members' use.
- We paid for refreshments at family cycle outings (including the Fancy Women's Bike Ride)
- We used the balance to pay for detailed, laminated maps of Chester area.

Ian Slater.

Membership Secretary.

Webmaster's Report to Chester Cycling Campaign AGM 2024

Overview of the Year

Webmaster activity during 2023 has included the creation of a new Land Registry Enquiries library on the website which contains documents which have been purchased in connection with responding to planning applications and other developments.

In December the website was moved to Krystal Hosting from EasySpace. This was brought about due to concerns about the lack of transparency with EasySpace, constant price rises, and poor website response times. This move has brought about a number of benefits, including lower costs (see below), automatic backups, and greener hosting with servers powered by 100% green electricity from renewables. As part of an introductory offer, Krystal Hosting have also refunded 10 months of our unused hosting contract with EasySpace by applying this amount to our account.

During September our website tracking was migrated from Google Universal Analytics to Google GA4 Analytics, which was an unwelcome, but necessary, technical task which seems to have gone smoothly.

Web Statistics

During 2023 there has been a further drop in the number of website visitors, continuing the downward trend recorded in the previous two years. The very wet and cold weather in November and December may partly explain the drop during those months.

However, there has been a very dramatic fall in the number of page views in most months. This may be because there has been a corresponding increase in our social media traffic which might reflect a change in how local cyclists access information about Campaign activity. Alternatively, this could be due to the end of the Covid cycling boom, as the 2023 figures are similar to the figures for the years 2014 to 2016.

Month	Page Views				All Users				New Users			
	2020	2021	2022	2023	2020	2021	2022	2023	2020	2021	2022	2023
January	4,653	3,854	6,174	4,528	1,183	1,561	1,418	908	1,127	1,501	1,379	877
February	3,452	9,037	5,249	4,654	873	2,798	1,113	1,042	814	2,720	1,068	1,005
March	4,387	10,942	5,849	4,452	1,053	2,410	1,284	1,013	1,008	2,327	1,229	977
April	8,062	11,824	9,239	5,094	2,113	2,482	2,249	1,437	2,053	2,343	2,190	1,389
May	11,674	9,990	9,318	3,572	3,669	1,935	2,393	1,470	3,544	1,859	2,110	1,411
June	8,300	10,265	6,107	4,552	2,886	2,183	1,304	2,261	2,730	2,107	1,241	2,182
July	7,966	9,582	5,924	2,954	2,673	1,858	1,292	1,300	2,576	1,788	1,242	1,244
August	8,525	8,820	6,615	3,850	2,703	1,800	1,387	1,602	2,579	1,714	1,337	1,535
September	5,695	7,430	6,268	3,372	1,930	1,516	1,254	1,615	1,843	1,450	1,193	1,552
October	4,135	5,409	6,115	2,994	1,360	1,147	1,500	1,352	1,291	1,095	1,439	1,302
November	3,836	4,431	4,831	1,742	1,322	965	1,190	780	1,245	924	1,123	736
December	2,414	3,151	3,428	1,335	1,002	740	716	644	952	714	674	604
Totals	73,099	94,735	75,117	43,099	22,767	21,395	17,100	15,424	21,762	20,542	16,225	14,814

Hosting Costs

Following the move to Krystal Hosting, we will have only one fee to pay each year which should stay at a fixed amount of £98.38 for some time, which is significantly cheaper than EasySpace which was about £150 per year.

Popular Pages

Not including our home page, the most popular pages visited in 2023 were:

No	Web Page	Views
1	Complete Library of Free Chester Cycle Route Maps	2,886
2	Maps and Routes	2,847
3	The River Dee Round	2,165
4	Interactive Route and Access Google Map	1,830
5	Try the Dee Marshes Route	1,348

Mobile Site Visitors

Very few people now are visit the Campaign website using a tablet, while the numbers using phones and desktop computers remain very similar to previous years.

Year	Percentage of Visitors Using Phones	Percentage of Visitors Using Tablets	Percentage of Visitors Using Desktop PCs
2020	59%	8%	33%
2021	56%	6%	38%
2022	56%	5%	39%
2023	60%	4%	36%

Search

The website is the first search results when an internet user does a search on the words "Chester" and "cycling" using Google, DuckDuckGo or Bing. Continued refinement of the website and its structure has now resulted in all three search engines displaying results for our website which include subpages, titles and descriptions. During 2021, 2022 and 2023 our website was accessed in the following ways:

Website Access Method	2021	2022	2023
Search engine	69%	56%	55%
Directly via email link, typed URL or PDF link	19%	22%	29%
Clicking on link in another website	7%	9%	2%
Social media	5%	9%	14%

The number accessing the website directly probably reflects an increase in the number of people clicking links in our monthly bulletins and in issues of our Cycling Matters! newsletter. If so, this suggests that the content in these communications is sufficiently compelling to lead readers to seek our more information on the website.

It is also notable that the number of users accessing the website via social media has tripled since 2021. This suggests that we are broadening our reach through social media and attracting more visitors to the website this way.

Craig Steeland
Campaign Webmaster
10 January 2024

Overview for the AGM

Overview. A lot of effort has gone into various Planning related topics, but little real progress has been made in improving infrastructure. Specifically:-

1. Re-purposing of disused railway lines in Ellesmere Port. We continue to expend effort on this as the potential benefits could be enormous but it feels like a Sisyphean task at times. The real problems are that Peel (who own most of the land through their Land & Property division) are intent on maximising value and seem to be unwilling to engage. There are also problems within CWaC in that much of the original permission(s) for the surrounding area are very old and some are governed by laxer industrial development area rules. One suspects that these large companies can easily outgun CWaC when it comes to rules adherence and conditions.

2. Routine Monitoring of Planning Applications
Applications are still running at about the 5,000 p.a. level. Whilst I have cut out specific categories of application, there are still a great number (say 4,000) which require some sort of judgment call and a more detailed examination. This can vary from a couple of minutes to hours for each one and it is unpredictable which until all the documents are opened up. The larger schemes obviously take considerable effort to understand and to formulate a submission. Needless to say, I still have a large backlog.....

3. Positives (hopefully?)
There appears to be a higher percentage of applications coming through which actually acknowledge the need (as required by the Council) for cycle parking. Some improvement in the quality of what is proposed is also noted in many cases. I suspect, but cannot prove, that our 'banging on' about it having some effect. There is also a noticeable pick-up on the SPD requirement from Highways Planning submissions (but they often only comment on the bigger schemes).

4. Conflicts with Police policies re Planning
Police advice on a number of schemes on which they have been consulted runs counter to what we would want – they favour cul-de-sac developments with single entry points rather than developments with cycle and pedestrian routes running through them to provide wider connectivity.

5. Access barriers
As a result of a Sutton Hall Farm application, I have started to draw up a critique of the use of A- & K- Frame barriers. I will pass it to others for comment once drafted. I think that we should formally consider trying to persuade CWaC to ban their introduction anywhere new on grounds of inequality and discrimination. **Perhaps a Campaign Objective?**
I have submitted FOIs to both Flintshire CC & the North Wales Police asking for data on the use of illegal vehicles on the River Dee part of the Wales Coastal Path. Both have acknowledged receipt. I would like to see just how big the issue is, whether it is 'real' and

CCC AGM 2024 – Accessibility Officer’s Report

ACTIVITY (2023)	OUTCOMES
Chester University	<ul style="list-style-type: none"> • Mapping of accessible routes around the University campus with Cathey Harrington • Completion of the university experimental learning Project (creation of a web-based map highlighting accessible and not so accessible areas of the campus for students).
Events/Talks (Attended/ Participation)	<ul style="list-style-type: none"> • Accessibility Gap – Let’s Talk Transport @ Chester University • Sustainability and Climate Change @ Chester Zoo • Chester Active Travel Festival • Chester Disability Pride Parade • Kaleidoscope Festival Celebrating Neurodiversity @ Storyhouse • Elders – Real Life Story - Talk @ Storyhouse • Nordic Walking at the Countess of Chester Country Park & Westminster Park
Groups (Participation & Meetings)	<ul style="list-style-type: none"> • Northern Trains • Wheels 4 Wellbeing (‘A’ Frames) • Flintshire Local Access Forum (‘A’ Frames) • CWaC • Mountain Trike Yorkshire Ramblers • Motability Show • Chester (Cestrian) Ramblers
Accessible Successes	<ul style="list-style-type: none"> • Northern Rail & Liverpool Lime Street Station - In addition to government regulations covering train design, different train companies have different policies regarding mobility scooters, wheelchairs etc on trains. Having attended an event to demonstrate the design and manoeuvrability of the Mountain Trike (going up/down the ramp and fitting into the allocated space) I am delighted to be able to feedback that through the Northern Rail mobility scooter permit scheme 1750 permits have been issued. Northern Rail now have over 160 mobility scooter friendly stations covering 29 specified train routes. • Ness Botanical Gardens - Having held a successful Open Day at Ness Botanical Gardens to promote the various Mountain Trikes, the team there have commenced work on creating “practical and visually pleasing path networks that are accessible, effectively linking garden spaces and with appropriate seating/viewing points”.

2024 The Year Ahead

Continue to participate in local programmes and events (Nordic walking, Rambler's, Mountain Trike) in order to encourage accessible active travel for wheelers and walkers – at the same time promoting Mountain Trike and mobility scooter hire.

Continue advising on user group panels to ensure wheelers and walkers are considered, in all ways, with regards to active travel.

To take a step back from being a 'cycling activist' to focus on wheelers and walkers – taking into consideration and acting in an advisory capacity all areas that impact anyone with a mobility issue considering accessing places like a country park – accessible vehicle adaptations e.g. types of hoists and ramps, electric car charging options etc, public transport, car parking facilities as well as suitable clothing and key passes.

Chester Cycling Campaign AGM 2024

Cycling Matters! Editor's Report for 2023

Production

Four issues were produced in 2023: Spring, Summer, Autumn and Winter.

All issues this year were produced in both electronic and printed versions.

Distribution

Printed version:

- The print run is 2000. These are distributed by the activists to cafes, cycle shops, libraries, GPs, shops, community centres, etc and at events attended by CCC activists. There is a shared Google spreadsheet documenting all outlets, available to all activists. Thanks to all who help with distribution.

Electronic version:

- The Campaign's MailPoet mailing system has replaced the old time-consuming emailing system. I was alerted to emails from the MailPoet system being blocked by spam filters, so sent out individual emails to alert recipients. There is always a danger of this happening again, so as new recipients are added, I contact them to check. There are currently about 97 recipients.
- Distribution on Facebook is done by sharing, there is no system of posting to all groups at once.
- Claudia has started an Instagram account and shares it there. It is also shared on X (was Twitter), thanks to all who post and share.

Opportunities to widen distribution further for both versions are being pursued actively.

The printing of Cycling Matters! is kindly supported by Bartletts Solicitors, for which the Campaign is extremely grateful.

I have edited Cycling Matters! for 7 years and would like to stand down, in order to pursue other activities on behalf of the Campaign.

Cathey Harrington

Editor, Cycling Matters!

22 January 2024

Report of Social Media Coordinator – 2023/24

The Chester Cycling Campaign has three social media channels that are active and attract a growing following and degree of engagement. These support and reinforce the Campaign website as a mechanism to engage with more people locally regarding cycling.



Twitter/X: @Chester_Cycling -



Facebook : @ChesterCycling -



Instagram: @ChesterCyclingCampaign



Facebook :

A big thank you to Page admins and Editors for sharing posts and monitoring messages coming in to the Campaign ‘page’ which has helped to improve engagement this year.

Current Admins to the Chester Cycling Campaign Facebook Page : Simon Brown, Craig Steeland, Ian Slater,

Current Page Editors (in addition to Admins above) are Helen Southall, Cathey Harrington, Andy Evans, Claudio Caldeira

Followers:					
2023 /24 Year	864	<i>(As at 29/1/23)</i>	1035	+20%	<i>As at 04/02/24</i>
<i>2022/23 Year</i>	<i>760</i>		<i>864</i>	<i>+14%</i>	
<i>2021/22 year</i>	<i>593</i>		<i>760</i>	<i>+28%</i>	
<i>2020/21 year</i>	<i>500</i>		<i>593</i>	<i>+ 19%</i>	
<i>2019/20 year</i>	<i>443</i>		<i>500</i>	<i>+13%</i>	
Page Likes:					
2023 /24 Year	733	<i>(As at 29/1/23)</i>	906	+24%	<i>As at 04/02/24</i>
<i>2022/23 Year</i>	<i>695</i>		<i>733</i>	<i>+5%</i>	
<i>2021/22 year</i>	<i>559</i>		<i>695</i>	<i>+24%</i>	
<i>2020/21 year</i>	<i>481</i>		<i>559</i>	<i>+ 16%</i>	
<i>2019/20 year</i>	<i>434</i>		<i>481</i>	<i>+11%</i>	

Maximum total reach on page on any one day:		
2023/24 Year	3770	<i>On 31/03/23</i>
<i>2022/23 year</i>	<i>1472</i>	
<i>2021/22 year</i>	<i>589</i>	
<i>2020/21 year</i>	<i>1.5K</i>	
<i>2019/20 year</i>	<i>313</i>	
Maximum engagement to any one post		
2023/24 Year	207	<i>On 31/03/23</i>
<i>2022/23 year</i>	<i>2.8k</i>	
<i>2021/22 year</i>	<i>226</i>	
<i>2020/21 year</i>	<i>41</i>	
<i>2019/20 year</i>	<i>28</i>	

Maximum reach of top 3 posts		
2023 – 2024 year	4.9K	Clearing shared use path – Vicars Cross 31/03/23
<i>2022/2023 year</i>	<i>2,200</i>	
<i>2021/2022 year</i>	<i>977</i>	
<i>2020/2021 year</i>	<i>2,900</i>	
<i>2019/2020 year</i>	<i>996</i>	
2023 – 2024 year	4.6K	Look how many cyclist visitors at the Groves – 13/05/23
<i>2022/2023 year</i>	<i>1,900</i>	
<i>2021/2022 year</i>	<i>914</i>	
<i>2020/2021 year</i>	<i>1,200</i>	
<i>2019/2020 year</i>	<i>556</i>	
2023 – 2024 year	4.5K	15% discount to Zoo visitors if arriving by bike – 29/3/23
<i>2022-2023 year</i>	<i>1,200</i>	
<i>2021/2022 year</i>	<i>786</i>	
<i>2020/2021 year</i>	<i>1,100</i>	
<i>2019/2020 year</i>	<i>552</i>	
Number of posts published on page during the year	160 from 29/01/23 to 04/02/24	

Commentary

The number of followers of the Campaign Facebook page continues to rise, up 20% on the last year. Page likes have risen by 5% more than either of the previous 2 years. (Previous years' figures shown in blue). The top 3 posts on the Campaign's page accumulated more than 4.5K views more than any of the previous 4 years, demonstrating that the Facebook page is becoming more successful in reaching out to a wider audience.

In the year 2022-23 there were 129 posts made to the page, whilst during 2023-24 there were 160 posts made. The greater number of posts all help to generate more traffic to the page and reaching more people. The Cycling Matters quarterly newsletter is posted on a number of local discussion groups (Thank you Cathey Harrington!) and this helps to reach out to audiences that might not otherwise be steered in the Campaign's Direction due to Meta's algorithms.



Twitter/X

What used to be Twitter is now rebranded to “X” due to an ownership change. The Campaign “X” site is accessed via a password and this is shared with those agreed to have access to make posts on behalf of the Campaign. In 2023 a small group of Campaign members agreed to up their activity on the Campaign’s site and following last AGM Anna Manning stood down from her role, Andy Ashton provided the figures presented below. A big thank you to Andy for helping to keep the account ‘live’ and current.

Current people who have access to account: Simon Brown, Andy Ashton , Simon Tiplady, Andy Evans, Tom Smith.

No. of accounts being followed : 454

Followers as at 04/02/24 - 792 a growth of 95 which is 13% . (2022 – 2023 : 180 (37%) ;2021-2022: 96 (24%); 2020 -2021 : 38 (14%)

There were 137 posts made from the page over the course of the year.

Tweet impressions:

	Feb 2023	Mar 2023	April 2023	May 2023	June 2023	July 2023	Aug. 2023	Sept. 2023	Oct. 2023	Nov. 2023	Dec. 2023	Jan 2024	TOTALS
Posts	0	0	21	8	14	8	20	10	11	13	13	19	137
Profile visits			102	77	63	20	40	15	5	18	40	43	423
New Followers	4	6	13	42	5	14	6	7	2	0	0	0	99
Impressions	0	0	60,587	15,187	22,488	7,294	15,313	4,284	4,748	4335	14,865	6,767	155,868
<i>2022/23</i>	<i>10,900</i>	<i>7,671</i>	<i>14,700</i>	<i>24,800</i>	<i>21,200</i>	<i>14,400</i>	<i>10,900</i>	<i>8,408</i>	<i>12,700</i>	<i>14,600</i>	<i>11,300</i>		<i>151,579</i>
<i>2021/22</i>	<i>4,539</i>	<i>1388</i>	<i>672</i>	<i>953</i>	<i>814</i>	<i>1,781</i>	<i>11,800</i>	<i>767</i>	<i>7,073</i>	<i>11,200</i>	<i>2,354</i>	<i>362</i>	<i>43,703</i>
<i>2020/21</i>	<i>1199</i>	<i>3604</i>	<i>1495</i>	<i>1616</i>	<i>6136</i>	<i>553</i>	<i>463</i>	<i>7123</i>	<i>1411</i>	<i>465</i>	<i>237</i>	<i>54</i>	<i>24356</i>
<i>2019/20</i>	<i>207</i>	<i>143</i>	<i>4,073</i>	<i>322</i>	<i>287</i>	<i>496</i>	<i>740</i>	<i>221</i>	<i>315</i>	<i>990</i>	<i>555</i>	<i>1,392</i>	<i>9,741</i>
Engagements			2,343	676	716	154	259	122	210	159	372	337	5,348

Feb 2023 to end April 2023: top post earned 1,324 impressions -

“ No surprise, the Greenway is very flooded after recent rain, water cascading in from the N side. It’s about 400m long and about a foot deep (certainly over my bottom bracket). I got through with wet feet but it’s highly unsatisfactory. CCC are gathering data <https://t.co/LkRKj7qrCo> “

May 2023 to end July 2023: top post earned 5,110 impressions -

“Look at how many people cycled to the Groves yesterday afternoon! @ShitChester <https://t.co/8b5VH7JS5q> “

Aug 2023 to Oct 2023: top post earned 3,929 impressions

“We are reporting abandoned bikes that impact the @ShitChester cityscape and Colas are removing them, after an appropriate notice period. Helps to free up parking spaces and tidy the place up a bit. <https://t.co/aeSZXXNO1c> “

Nov 2023 to end Jan 2024: top post earned 8,585 impressions”1500 cyclists per day on the Embankment cycle path in London.

“This is because it is a dedicated cycle route which is safe for people to use. Build it, they will come. Chester’s Greenway is the same but does not meaningfully connect to town centre . Come on Chester! <https://t.co/H5BcxosCqi> ”

Total of self generated tweets 2022-2023 (not including re-tweets) : **123** (*360 in 2022, 45 in 2021, 43 in 2020 and 10 in 2019*)

Commentary

- There were a 5 Direct Messages which were fed back to the CCC email group as necessary.
- Making links between news coming out on the CCC email list and twitter has been effective.
- We aimed for a 20% increase in followers this year and we have an increase of approximately 13%. A goal of an additional 20% of followers for 2024/25 seems reasonable.
- Posts have alerted to new content on the website, helping to drive traffic there



Content has been created by Claudia Caldeira including a growing series of “vox Pop” short videos of cyclists in Chester. A big thank you to Claudia for her effort, energy and creativity

chestercyclingcampaign

Edit Profile

View archive

Ad tools

66 posts

131 followers

129 following

7 days 14 days 30 days **90 days**

4 Nov – 1 Feb

Reach ⓘ

915

Accounts reached

Followers 93

Non-followers 822

By content type

All

Followers

Non-followers

Reels  889

Posts  121

Stories  70

• Followers

• Non-followers

Profile ⓘ

190

Profile activity

Profile visits 180

External link taps 10

Email button taps 0

Top content based on reach



6 Nov



12 Jan



20 Nov



16 Jan



72

8 Jan

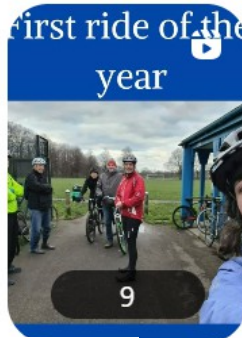
Top content based on engagement



18



10



9

an



8

23 Jan



8

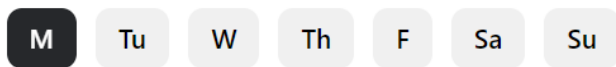
13 Dec

Followers ⓘ

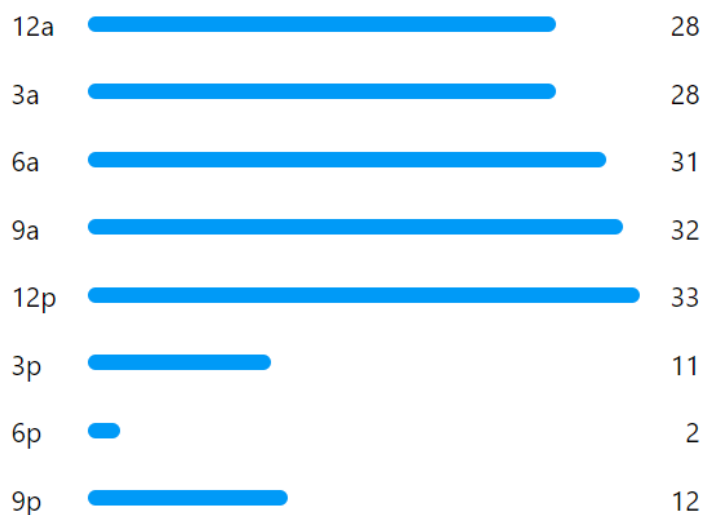
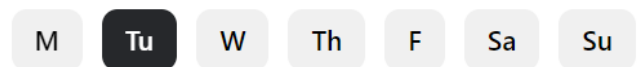
131

Total followers

Most active times



Most active times



• Followers

Thoughts: I have been following other cycle groups on Instagram some similar to ours. Two of these groups are the the_cycling_fix and ecocommunities. What I noticed is that CCC, compared to these groups, lack activities and events which engage with the general public. For this reason our content is very limited and we frequently repost other groups content. In general, and in my opinion, we need more original content about CCC and Chester, so people can engage with us directly and not just with a piece of information that is relevant to cycling but it might not apply to this city or us. Reposting is part of social media but, I believe, it shouldn't be our main content. CCC seems to lack a focused marketing strategy and this is reflected on social media and potentially in the number of new members (less than 2 years) who fail to renew their membership annually (see membership report). I think it's time to discuss what is that CCC has to offer to their community and members, how to do this, and what message are we are trying to convey.

"

"Tgr qtwi" gpgtcvgf "d{ "

Uko qp"Dtqy p."Cpf { "Cuj vqp"cpf "Erwfk"Ecrl gkrc"

"

27124145"

Report of Campaign Bulletin Editor – 2023/24



Campaign Bulletins are sent to all members of the Chester Cycle Campaign electronically every 1 to 2 two months. The intention is to update those members of the campaign that do not attend the regular monthly campaign meetings, or participate in the ‘activists’ email group as to the issues the campaign are addressing and up to date news of progress.

They are sent from an app (Mailpoet) that is included ‘behind the scenes’ on the campaign website and includes a facility in each mail sent for members to unsubscribe if they do not wish to receive the electronic messages any more.

In the year 2023-2024 a total of 15 messages were composed and sent out to the membership and others containing various current items of information. Each message also contains a link to enable anyone to sign up as a Campaign member if forwarded to others.

Simon Brown
05/02/2024

Chester Sustainability Forum report for CCC AGM 2024

Chester Sustainability Forum (CSF) meet every two months. The Forum draws together all the bodies concerned with Sustainability issues across Chester to share information and identify opportunities for campaigning jointly.

The following organisations have been represented on the Forum during 2023:

Forest City Projects, Chester & District FoE, Impact Score Guest, Planet Matters, Chester Cycling Campaign, Chester Zoo, Cheshire Wildlife Trust, Twenty's Plenty, Cathedral, Chester Youth CAN, NHS, CAFOD, CPRE, CWDF, Friends of Caldby Valley Nature Park, Greenpeace, Neston Earth Group, Cycling UK, National Parks City Chester, Chester Community Energy, Cheshire West & Chester, University of Chester, Chester MP Patron, Chester Residents' Associations Group (CRAG), Eco Communities Member, Chester Quakers.

The past year saw the change of Patron as Chris Matheson stood down to be replaced as patron by Samantha Dixon, the new MP. At the end of the year the Chair also stood down and Steve Hughes was succeeded by Neal McFadyen. The change of leadership gave an opportunity to reflect on the organisation and direction of the Forum.

The main topic of interest for the CCC has been around active and sustainable travel for 2023. The successful ATFest was discussed several times at the CSF. In September we heard of a Land use update on Tatton Estate, where they are Promoting green travel through Bollin Valley cycle routes. (<https://www.bollinvalley.org.uk/pdf/bollin-valley-town-meets-country.pdf>)

We also heard from Chester Wetlands project who aim to produce a wet meadow, a collaboration between the Countess Park, CWAC and Chester Zoo aims to create a wildlife corridor and alternative route from City to Zoo.

Andy Hamill
January 2014