

## Voting paper

# CYCLING UK BOARD OF TRUSTEE ELECTIONS 2021

*You are now invited to vote in the 2021 Trustee elections, and you are strongly encouraged to do so.*

## THE ELECTION PROCESS AND HOW TO VOTE

### Who are the board of trustees?

Cycling UK is governed by a board of 12 trustees, including a chair and vice-chair. Trustees come from a cross section of backgrounds and have a breadth of experience, but all possess a passion for cycling. At least nine trustees must be members of Cycling UK, elected by the membership, but the board may also appoint up to three further trustees, based on their particular skills, as co-opted trustees.

### What does the board do?

The board's role is to govern the charity and provide strategic direction. Its fundamental responsibility is to ensure the resources donated and provided to Cycling UK by individuals and organisations are used effectively, and to achieve the particular purpose for which they were given.

The legal responsibilities of trustees are determined by charity and company law, where they are referred to respectively as 'trustees' and 'company directors'.

### Why are you holding elections?

Elections are held each year, with trustees serving for a term of three years. Each trustee is eligible to stand for up to three terms, but has to go through a re-election process at the end of the third and sixth year.

### How were the candidates chosen?

Cycling UK members who wished to stand for election were invited to submit an application. The board's nominations committee assessed

their applications and considered the degree to which they have the personal qualities, skills and experience required, as well as how well they would complement the existing skills mix on the board.

The applications were thoroughly evaluated by a process agreed by the board. This year there has been a significant number of high-quality applications from candidates who have been Cycling UK members for a year or more.

Details of the candidates, their election statement, and the nominations committee's overview are contained in this form.

The candidates put forward for election all exceeded the criteria in the 'person' specification, with many of them demonstrating one or more of the additional skills, qualities and characteristics we specified, which relate to:

1. Financial management and corporate finance;
2. Charity management;
3. Corporate and company law;
4. Governance and compliance;
5. Digital marketing, media and communications;
6. Volunteer management.

### Why should I vote?

It's vital every member has a say in how the charity is run and how it achieves its strategic aims. By voting, you will help to shape the future of the charity and ensure the democratic process is followed.

### How do I vote?

Every member has one vote per vacancy.

There is one UK-wide constituency. Voting is done by post or online. To help us keep our costs down, we urge members to vote online. Should a candidate withdraw during the election process, the votes for this candidate will be void.

We currently have a minimum of **FOUR** trustee vacancies, so from the list of candidates, please vote for the **FOUR** candidates you believe would be most suitable as trustees for Cycling UK.

Elections are conducted using the 'first past the post' system of voting (also known as simple majority voting). The four candidates with the most votes become trustees.

We would strongly encourage you to use all of your four votes. The deadline for online and postal voting is **9.00am Monday 1 November 2021**.

To vote online go to [www.cesvotes.com/cyclinguk21](http://www.cesvotes.com/cyclinguk21) and follow the instructions. You will need to enter your unique two-part security code, which is printed on this form. Then vote for your FOUR preferred trustee candidates.

To vote by post, please vote by putting a cross in the box next to your FOUR preferred trustee candidates. If voting by post, only this form must be returned to **FREEPOST CIVICA ELECTION SERVICES** before the closing date. *N.B. This is the full address as required by Royal Mail. Please do not write anything else on the envelope as this will incur additional charges. No stamp is required on the envelope. Do not send it to Cycling UK.*

For help with electronic voting, please contact Cycling UK on **01483 238301** during office hours or email [haveyoursay@cyclinguk.org](mailto:haveyoursay@cyclinguk.org).

# ▶ TRUSTEE CANDIDATE STATEMENTS

**W**e are pleased to present to you eight prospective candidates for election to the board of trustees of Cycling UK as part of our election and nominations process. This year we are looking to appoint a minimum of four candidates. We believe the candidates below bring a strong blend of skills and experience of the charity as long-standing members, and of cycling more broadly. We can confirm that all have been members for over 12 months, a prerequisite for election.

This year, as we continue to develop our organisation as we emerge from the challenges of the Covid pandemic; to

support our members further by enhancing our membership offer; and to continue campaigning for the rights of cyclists everywhere, we have welcomed a diverse set of applications. This diversity is important as we seek to develop the board with trustees from a wide range of backgrounds, places, perspectives, and experiences.

As well as a passion for cycling, our trustees must have the essential skills, knowledge, and experience required to become an effective trustee. This year we are keen to ensure we have candidates who bring experience and skills in: financial management; charity management and

governance; corporate or company law; digital marketing and communications; and volunteer management to complement the skills of the other trustees on the board.

Having reviewed the applications, we welcome the commitment of our current trustees who are standing again for election and recognise the valued contribution they are making to the board. We also welcome the fresh skills, perspectives and diversity that the candidates who are standing for the first time bring. We believe the candidates presented collectively provide the skills that are needed to enhance the board.

**Cycling UK nominations committee**

## A. Andy MacNae

I ride almost every day, be it the mountain bike on the moors or the road bike through the East Lancashire hills, and I feel keenly aware of the massive impact cycling could have if we could just break down the barriers, real or perceived, that keep so many people off the bike. For the past 15 years I've been active as a volunteer within East Lancashire, trying to develop and improve mountain biking provision, and as a local councillor I've been in a position to help

develop local commuter and multi-user routes. I was the founding chairman of the Pennine Mountain Bike Association, with a key role in developing Lee Quarry MTB centre, and I oversaw the instigation of the 26km Valley of Stone Greenway as chair of our local cycling forum.

And this desire to see an environment that maximises opportunities for cycling was the reason I joined the Cycling UK board in the first place. For the last three years I have been heavily involved in developing the membership offer and evolving our strategy.

I now chair the Finance and Performance committee, and our focus is now all about implementing strategy to maximise our impact in a sustainable way.

I would really like the opportunity to carry on this work and would particularly like to focus on how we can better work with local authorities to enable local schemes, how we can make cycling more accessible and appealing to underrepresented groups, and how we can inspire the next generation of cyclists through a message which resonates with children, teens and younger adults.

## B. Christine Gibbons

My lifelong passion for cycling is instrumental in me being your current vice-chair, and also chair of the Audit & Governance committee.

Like many of us, my cycling journey began with stabilisers, falling off, moving on to wearing cleats, and of course falling off a little more! I embraced the joys of social and club cycling, some triathlon competition and, more recently, cycling has become a means of transport. After completing LEJOG on a Roberts bike, I now

have my sights set on mastering off-road cycling and taking on the King Alfred's Way, having been tempted by members' reviews.

My work as a pharmacist and NHS board executive took me to many parts of England and Wales. On my travels, I explored the countryside by bike, even trying a tandem. Since retirement, I have studied a master's degree in global public health (including planetary health) to support my passions of improving accessibility to sport and leisure and reducing carbon footprints through cycling. Our campaigning for safer roads and cycle lanes is key to this.

Having been a trustee of many charities for 20 years, I bring a wealth of strategic and governance experience to the board. I am a trustee for the global parkrun organisation, instrumental in promoting worldwide public health, and a trustee for Access Sport, bringing community sport to disadvantaged areas.

Cycling UK would not exist without our members and volunteers who devote so much time to our passion, therefore it would be a privilege to continue to serve you as a trustee.

## C. David Telford

We should be pushing against an open door when it comes to broadening and increasing participation in cycling. People are increasingly concerned about the environment and their health and wellbeing; the physical, mental, and financial benefits of cycling are well appreciated. However, converting this interest into participation remains challenging. We have identified the groups we want to attract – women, younger people, and those from a BAME background – but have we identified the value proposition

for cycling and addressed the barriers to participation, and do we communicate clearly and consistently? There are numerous groups working to increase cycling participation but are they aligned and working together or are they operating independently and potentially at odds with each other?

We must strive to understand the benefits and barriers to cycling for the different audiences and to articulate a clear value proposition. This needs to be researched and be compelling. We need to build partnerships with groups that we share vision and objectives with, as well as those where

alliances and common goals need to be developed. We are all citizens whether we ride a bike, drive a car, or walk.

I have the skills to support the organisation with these activities. I have built partnerships based on mutual value and reward. I am an experienced marketer and have developed value propositions and go-to-market strategy for global organisations.

The world is changing fast and organisations that succeed need to be agile and responsive. My commercial background would, I believe, complement the existing board.

## D. Douglas Morrison

As a lifelong Cycling UK member, I would like to see cycling become a universal form of transport for everyone! I am a third-year geography student from Fife in Scotland and enjoy cycling for transport and leisure, clocking up 80 miles a week. I have campaigned for cycling and fair road use on a local and national scale, engaging with decision-makers, and shaping me as a person.

With experience in youth work as a scout

leader, I am well-placed to appreciate how Cycling UK can reach younger cyclists, for whom cycling can be transformational, opening new opportunities in life!

Through my studies in geography, I have a good understanding of many areas that Cycling UK is involved in: climate change; politics; economics; land access rights; and social issues such as community, equal opportunity and rural/urban specific issues.

I also have expertise in video production, as well as social media through my coordination of

the online presence of a fundraising band.

I know that I have what it takes to contribute effectively as a trustee as I am currently the secretary of a society in my university. Being in full-time education, I am very quick at learning, responding to feedback, and working as a team or individually.

We are now at an exciting point where we need to ensure that the recent increase in cycling is sustained, for people of all backgrounds, abilities and localities, a mission which I intend to ensure Cycling UK is at the forefront of!

## E. Dulce Pedroso

I've spent almost 15 years working with the public sector: first as a Big Four management consultant and more recently within the international development sector, helping the government design and evaluate its foreign aid programmes. I occasionally moonlight as an illustrator.

I also cultivate a not-so-secret – and, according to friends, a little bit insane – passion for cycling with a special talent for terrible route planning. My cycling journeys have involved:

skimping on travel costs and riding from my home in Bristol to the office in London; sleeping amongst sheep in the North York Moors; and taking my long-suffering teenage daughter on character-building cycling holidays. But whether on a commute or during an audax ride, I can't help noticing how few people like me are riding bikes. This sparked an academic interest in the UK cycling culture, which turned into my 'ikigai' thanks to a grant from the Active Travel Academy to study underrepresented cyclists as part of my postgraduate studies in Communication for Social Change.

In development, we are always trying to find the silver bullet that has the biggest positive impact on the lives of as many people as possible while being environmentally sustainable. There's no magic potion, but there is cycling. Combining my professional background, academic interests, and creativity with my little bit insane passion for cycling, I believe I have something unique to offer to support Cycling UK in its mission to enable more people to cycle and make Britain a country where cycling is a normal part of everyday life for everyone.

## F. Enid Rowlands

I am a cyclist of over 50 years standing, having cycled widely in the UK, Europe (including the Pyrenees), and the Chinese/Tibetan border area (the latter while most of China was still 'closed' to Western European visitors). I have mainly owned bespoke bicycles, but have also recently acquired an e-bike, as with age the hills around my home in North Wales are proving a real challenge!

Through my travels I have experienced

a range of approaches that countries have taken to encourage and protect cycling. As the level of road traffic in the UK increases post-pandemic, I believe it is vital that Cycling UK both maintains pressure on the UK and devolved governments to ensure appropriate legislative and financial arrangements are in place to promote and encourage cycling, and also works with individual local authorities to create strategic and safe cycling routes.

I have in the course of my career served

as an NED and chair on boards across a wide range of public and private sectors – including a number of UK charitable bodies. I have worked with politicians, civil servants, and public sector organisations at both UK and Wales levels to secure policy changes. I would welcome the opportunity to use the networking skills I have developed to improve the cycling environment in the UK, and also hope that Cycling UK would find my governance experience helpful in continuing to grow the organisation.

## G. Melanie Carroll

I am a committed, passionate, everyday cycle rider – for me, my bicycle is transport and pleasure. I am all about getting other people cycling, and so I am the ride leader for the Cycling UK Lincoln women's group and a regional coordinator for the HSBC Breeze programme. I'm also a freelance adult cycle instructor, an active Cycling UK local campaigner, and regional coordinator for the North East,

Yorks, Lincs & East Mids for our own Cycle Advocacy Network. I've been on the committee as Campaigns & Registrations Officer of the Lincolnshire Cycling UK formal members' group for the last five years, where I actively welcome and then represent our membership and all other cycle riders at consultations with our local highways authority and other organisations.

So as you can see, I am committed to the ideas of cycling for everyone, representing all cyclists locally, and to campaigning actively for

cycling and cyclists rights to make the world better for bikes and by bike,

I'm a real grassroots, rank-and-file member of Cycling UK, who also has the digital media and comms skills plus volunteer management experience being looked for. I really hope you want me to represent you at trustee level for another term of three years because I believe I understand what it really means to be a Cycling UK member, and I want to see our organisation go on and grow in strength and visibility.

## H. Paul Baker

I have been a regular cyclist since I was a child and a member of CTC/Cycling UK since 2009. I cycle for fun with my family or friends, for fitness, and as a means of transport. I enjoy commuting, touring, off-road touring, mountain biking, and road cycling. I also cycle for most of my shopping.

I have had the privilege of being a trustee for Cycling UK for the past three years. It has been hugely rewarding to play an active part in this

successful organisation, and I am keen to continue in this role. I am particularly impressed with how the charity has responded with resilience and energy to recent challenges, especially the pandemic.

I am seeking re-election as I believe that continuity is important in order to maintain the level of knowledge base and therefore the efficient working of the board. It takes time to understand an organisation, and trustees often become more effective if they are able to serve

for more than one term.

I believe that many more people would cycle if provision was better and they felt safer when cycling. If re-elected as a trustee, I would work hard to increase the number of cyclists and campaign for cycling to be considered in any government discussions about transport.

My passion, like the history of Cycling UK, is in cycle touring, and I believe that many more people could be helped to experience the joys and benefits of travelling by bike.

DO NOT ENCLOSE ANYTHING OTHER THAN YOUR VOTING PAPER IN THE ENVELOPE

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| MEMBER'S NAME  |  |  |  |  |  |  |
| MEMBERSHIP NUMBER                                    |  |  |  |  |  |  |
| SECURITY CODE<br>(ONLINE VOTING)<br>PART 1<br>PART 2 |  |  |  |  |  |  |

| <b>TRUSTEES</b> (FOUR VOTES PER MEMBER) PUT A SINGLE 'X' NEXT TO THE <b>FOUR</b> CANDIDATES YOU WISH TO VOTE FOR |                |                |                |                |                |                |
|--|----------------|----------------|----------------|----------------|----------------|----------------|
|  | VOTE HERE<br>▼ |
| A. ANDY<br>MACNAE  |                |                |                |                |                |                |
| B. CHRISTINE<br>GIBBONS  |                |                |                |                |                |                |
| C. DAVID<br>TELFORD  |                |                |                |                |                |                |
| D. DOUGLAS<br>MORRISON   |                |                |                |                |                |                |
| E. DULCE<br>PEDROSO  |                |                |                |                |                |                |
| F. ENID<br>ROWLANDS  |                |                |                |                |                |                |
| G. MELANIE<br>CARROLL  |                |                |                |                |                |                |
| H. PAUL BAKER  |                |                |                |                |                |                |

