

Chester Cycling Campaign

Minutes of the Annual General Meeting Held on 7th February 2018 at the Custom House Pub

Present:

Peter Williams, Craig Steeland (minutes), Simon Brown, Arnold Wilkes, John Holiday, Monica Robinson, Helen Pulford, Tim Wakeling, Trevor Jenkins, Helen Southall, Stephen Perry (chair)

Apologies:

John Spain, Ken Thomas, Stephen Savory, Dave Parry, Carol Convey, Jayne Rodgers

1) Minutes from February 2017 Annual General Meeting

The minutes of the previous AGM were accepted as a true record.

Proposed: Monica Robinson Seconded: John Holiday

2) Treasurer's Report

The Campaign's bank balance at the start of the year was £1,182.27 and at the end of the year was £801.30. The main expenditure during the year was for the printing of the Cycling Matters newsletter, which amounts to £700 per year. In addition £160 was spent on a copy of Microsoft Publisher for Cathey. Other expenditure was broadly in line with previous years. In order to remain solvent, the Campaign will need to ensure that a funding source is found for the printing of future issues of Cycling Matters. The meeting expressed its thanks to Trevor Jenkinson for his activity as Treasurer over the year.

3) Secretary's Report

Our secretary, Stephen Perry, reported that during the year he carried out routine correspondence on behalf of the Campaign. He also undertook formal correspondence, including communication with a local councillor regarding the creation of an Active Transport Forum and communication with Cllr Matt Bryan regarding the Campaign's spreadsheet of potential infrastructure projects. SP also wrote to David Keane, the Cheshire Police and Crime Commissioner, following attendance at the Road Safety Conference held in June 2017. CS proposed a vote of thanks for Stephen's efforts throughout the year.

4) Membership Secretary's Report

The Campaign currently has a total of 113 paid up members which is 11 fewer than last year. Twelve new members joined during the year. There has been a sharp fall in the number of family memberships, which may be due to family members growing up. The Campaign will explore whether we can offer an automatic renewal via PayPal or a direct debit facility for the future. Monica was thanked for her efforts as membership secretary during the year.

5) Development Control Report

TJ has monitored planning applications throughout the year, and singled out 12 applications for a specific response on behalf of the Campaign. Trevor praised several applications where there was evidence of the development including good facilities for bike parking. The planned Wrexham Road housing development also formed a particular focus for activity, including a meeting with Vectos and the project manager for Taylor-Wimpey. SB proposed a vote of thanks to Trevor for his excellent work as development control officer during the year.

6) Press Officer's Report

Stephen Perry coordinated the 'Letters to the Editor' scheme for writing of letters to the local paper each month. Fourteen letters were written and all were published, which meets our objective for 2017. Five press releases were written and three of these were published, just shy of our objective for 2017. SP reported that there was additional radio coverage regarding Bren Bikes and 20's

Plenty. Stephen also coordinated the Campaign's response to the Cycling UK's survey regarding Campaign groups affiliated to Cycling UK. The meeting thanked Stephen for his efforts throughout the year on behalf of the Campaign.

7) Newsletter/Cycling Matters Editor

In Cathey's absence we were unable to receive a report directly from the Cycling Matters editor. However, the meeting acknowledged Cathey's efforts during the year in producing the newsletter each quarter and her efforts in mastering the new Publisher software.

8) Webmaster's Report

Throughout the year our webmaster, Craig Steeland, carried out routine maintenance of the Campaign website and responded to enquires through the 'Contact us' form. During the year, CS also reconfigured the URLs for all of the pages on the website so that they are in a human readable format rather than obscure code references. The number of page views has soared since the redesign of the website in December 2018, with number of page views more than doubling. In 2017 60% of site visitors were using smartphones or tablets to view the site. The cost of running the website was up by 6.5% on 2017. This year the website appears in all top four search results for Google searches on the terms, "Chester, cycling".

9) Resolutions

There were no resolutions to consider.

10) Election of Officers

The following were elected as officers of the Campaign for the coming year:

	Officer Holder Elected	Proposer	Second
Secretary	Stephen Perry	Monica Robinson	Simon Brown
Treasurer	Trevor Jenkins	Stephen Perry	Arnold Wilkes
Membership Secretary	Monica Robinson	Simon Brown	Helen Southall
Webmaster	Craig Steeland	Arnold Wilkes	Trevor Jenkins
Publicity	Stephen Perry	Craig Steeland	Peter Williams
Cycling Matters Editor	Cathey Harrington	Stephen Perry	Helen Southall
Development Control Officer	Trevor Jenkins	Simon Brown	Stephen Perry
Social Media Officer	Helen Southall	Simon Brown	Stephen Perry
Electronic Bulletin Editor	Simon Brown	Trevor Jenkins	Arnold Wilkes

11) Review of 2016 Objectives and Setting of 2017 Objectives

2017 Objectives		Comments on 2017 Performance	2018 Objectives
1	Write a letter to the paper on average once a month	Met and exceeded	Keep
2	Issue at least 4 press releases during the year	Met	Keep

3	Continue to campaign to improve access to and through Chester city centre	Partially met	Keep
4	Continue to improve formal contact with the Council Officers and Members for cycling related matters and try to broaden base of contacts	Met	Keep
5	Provide comments on relevant planning applications	Met	Keep
6	Campaign for a safer environment for cyclists on A540	Partially met	Keep
7	Maintain and further develop a reference list of potential infrastructure improvements listed by priority and size of project and promote its use	Met	Keep with amendments
8	Carry out activities personally and as a group to promote the Campaign in order to increase membership to 150 members	Not met	Keep
9	Carry out preparations for a 'Cycle Friendly GP Surgery of the Year Award' survey and presentation	Not met	Keep
10	To develop a CycleScape presence in Chester and to create a cycle 'tube map' for the Chester area	Met	Drop for 2018
11	Produce one cycle related video during the year and upload to YouTube	Not met	Drop for 2018
12	Organise a series of family friendly cycle rides during the Spring and Summer		New for 2018
13	Campaign to complete the missing link in order to create a continuous cycle route between the existing Riverside Path and the River Dee Path across the Shropshire Union canal outlet		New for 2018

The meeting agreed that the above objectives will be further refined and monitored during 2018.

12) Subscription Levels for 2018

Campaign subscription levels were reviewed and the decision was taken to make no changes to subscription rates for 2018.

13) Any Other Business

No other business was raised.

The Chair thanked members for their activity and hard work during the past year. The meeting closed at 21:40.

Chester Cycling Campaign

Treasurer's Report: 1 January 2017 to 31 December 2017

Bank Account

Year Start Bank Balance	£ 1,182.27
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Credit	Amount	Debit	Amount
Membership fees: PayPal (net)	£ 324.91	AGM Food (2017)	£ 50.00
Membership fees: chq & cash	£ 99.00	Purchase of 'Publisher 2013'	£ 160.00
Cycle Matters Sponsorship	£ 300.00	Cycle Matters printing - 4 editions	£ 685.00
T-shirt and tabard sales	£ -	Cyclenation Membership	£ 25.40
		Cycling UK Affiliation	£ 75.00
		Postage - membership cards	£ 11.00
		Annual Web Hosting	£ 52.75
		Annual Domain Name Registration	£ 31.33
		Exps. Tatton Trail leaflet revision ride	£ 14.40
		0	£ -
		0	£ -
		0	£ -
Total Credit	£ 723.91	Total Debit	£ 1,104.88
Year End Bank Balance	£ 801.30		

Cash

Credit	Amount	Debit	Amount
Balance from 2016	£ -	Payment into Bank Account	£ -
Donation			
Total Credit	£ -	Total Debit	£ -
Year End Cash Balance	£ -		

Value of Other Assets

Asset	Number	Retail value per item	Total
Child T-shirts	6	£ 5.00	£ 30.00
Adult T-shirts	50	£ 8.00	£ 400.00
Hi-Vis Tabards	0	£ 9.00	£ -
Year End Total			£ 430.00

Total Campaign Assets

Asset	Value
Bank Balance	£ 801.30
Cash	£ -
Tabards/T-shirts	£ 430.00
Year End Total	£ 1,231.30



Signed:

T. Jenkins

Trevor Jenkins (Treasurer)

Date:

11/01/18



CHESTER CYCLING CAMPAIGN

....Working to Create a Cycle Friendly City



Press Officers Report to the Chester Cycling Campaign AGM – February 7th 2018

Objective 1: Write a letter to the paper on average once a month

14 written in the calendar year – 14 were published - Month dates are indicative only

January - **Cathey**

February -

March – **Craig**

April – **Stephen**

May - **Ken**

June – **Mark**

July – **Trevor**

August – **Jayne**

September - **Peter**

October - **Sue**

November – **Simon (2)**

December – **Simon (2) Diana (1)**

Objective 2: Issue at least 4 press releases during the year

Those in plain type were written but not published.

Those on **bold** were written and published.

- **Clean up the Railings at Blacon Old Station Site**
- **Bikeability – published May 2017 in conjunction with CW&C**
- **CCC and Cheshire Police Road Safety event**
- CCC and Cheshire Police Webcams
- Cyclists Tube Map – January 2018

Linked PR

- **Dee Radio slot on 20's plenty – Cathey - May 2017**
- **20's Plenty campaign article and photo – Cathey - May 2017**
- **Sustrans' new storage facility & planting day, featuring Peter & Ken**
- **Bren bikes refurbishing University Bikes, via Craig**

Secretary's Report to the Chester Cycling Campaign AGM – February 7th 2018

Formal contact made and letters/e-mails were sent to the following:

Ref Objective 5:

- **To Cllr Louise Gittins** – inviting update on Active Travel Forum Sept 2017 – no response
- **To Cllr Matt Bryan** – after meeting with him sent him the excel spreadsheet list of CCC proposed Infrastructure Improvement ideas – no further response
- **To David Keane** – Cheshire Police and Crime Commissioner attended the Road Safety Conference which took place on Thursday the 29th June 2017 at Cheshire Police HQ in Winsford.

Stephen Perry



CHESTER CYCLING CAMPAIGN

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Membership Secretary's Report – AGM 2018

Overview of year

There are 113 paid up members at February 2018, 11 fewer than this time last year. During 2016 there was a successful drive to recruit new members but this year only 12 new people joined. As can be seen from the table below the number of family members has dropped significantly. This reflects only a few families where there are up to 4 members each.

Current statistics

Paid up members at 6 Feb 2018

	2017	2018
Family	43	26
Life	37	39
Individual	23	27
Unwaged/Under 16/Senior	21	21
Total Paid up members	124	113
Number not paid up but members at 30/9/17	<u>17</u>	24
Total	141	137

I hope that some of the families whose membership has lapsed might be persuaded to rejoin this coming year. We still get members joining via Cycling Matters as well as the website which appear to be our main source of new members.

Monica Robinson
6/2/18

CHESTER CYCLING CAMPAIGN

Development Control Report 2017:

Produced for Chester Cycling Campaign AGM: 7th February 2018



Planning Application	Action/Issues Raised	Outcome
Telecoms Mast, Caldy Valley Rd	Initial application proposed the telecom mast plus accompanying cabinets be located in the middle of the well used west side foot/cycle path.	CCC along with others commented on the application, which was subsequently withdrawn. The new application moved the location to a widened section of the east footpath.
Change of Use, Windsor House, Pepper St – Change of use from office accommodation to 112 room Hotel.	Initial application provided 6 cycle spaces. CCC felt that with a central location with very limited parking this should be increased to 12.	Planning officer accepted the recommendation, asking for 12 spaces.
Chester Zoo, Increase in Staff Parking by 50%.	Proposal to increase staff parking by 50%, but with no increase in the 8 existing cycle spaces. CCC recommended doubling this to 16.	This was not accepted, the cycle spaces remaining at 8. A disappointing result considering a good proportion of the zoo staff is young, and cycling is an ideal mode of transport. Acceptance would have supported CWaC's aim for greater increase in sustainable transport journeys.
Land at Volunteer St. Proposal for 8 apartments, in a central location, with limited parking, but with a secure covered cycle store.	CCC simply made a comment praising the proposal. This was with a view to encouraging this type of provision for all city centre applications.	Application approved.

Planning Application	Action/Issues Raised	Outcome
Hamilton House, Conversion of floors 1-5 from offices to 45 apartments.	This appeared to be a speculative application. Because land was not available and the ground floor level was not part of the planning application it could not adhere to the councils parking policy. CCC had called for secure cycle parking at ground level.	Application refused.
New Bus Depot, nr Chester City Football Ground.	No mention of provision for cycle parking in the planning application. CCC suggested 4 Sheffield stands, at a negligible cost, supporting CWaC's aim for a greater increase in sustainable transport journeys.	Awaiting decision.
Land at Wrexham Rd (included in CWaCs Spatial Strategy Plan) Full permission for 509 dwellings and associated infrastructure (including playing fields / open space) and outline permission for a local centre comprising – supermarket, shops, cafe/restaurant, public house, health centre, nursery/crèche.	This is the first planning application where Chester Cycling Campaign has submitted an objection - normally a neutral stance is adopted. The main objection was based on the lack of suitable infrastructure for cyclists, (not within the development which is fine), but from the development to Chester City and the Greyhound Park.	CCC was invited to discuss the objection with the developer and their transportation consultants. The applicant is now relooking at the infrastructure proposals, but the sticking point is the conservative nature of the council, and their reluctance to accept anything slightly radical. The decision is still awaited.
Student Accommodation, Liverpool Rd, (old bus depot)	Another proposal where CCC objected to the proposal, based again on the lack of any improvement to the surrounding infrastructure; also an objection to the dominance of the architecture and lack of suitable green space. However, as part of the proposal a significant number of cycle space were provided.	Application approved.
Change of Use 38 City Rd	Little detail provided regard to vehicular parking and cycle parking provision as noted by CCC.	Application refused.

Planning Application	Action/Issues Raised	Outcome
Change of Use – Retail Store to Hotel, Foregate St	The applications only provision for parking was for two disabled spaces and a drop off area, so relying on public transport or park and ride, but no cycle provision.	Planning approval given and acceptance of CCC proposal for 8 cycle spaces.
Change of Use - Maintenance Depot to Butchery, Sovereign Way	A very scant application, car parking spaces allocated but no cycle parking. CCC proposed 4 cycles spaces.	Planning approval given with a requirement for 4 cycle spaces. A modest success.

Note:

There is still a lack of commitment within the council with regard to increased provision for cycling infrastructure and halting the increasing traffic congestion, the latter linked to pollution and its affect on health.

Signed: *T. Jenkins*

Trevor Jenkins

Date: *11/01/18*

Webmaster's Report to Chester Cycling Campaign AGM 2018

Overview of the Year

2017 was a relatively straightforward year for the Campaign's webmaster. Activity focussed primarily on maintaining content on a day to day basis, taking periodic backups of the website, and responding to enquiries sent to us via the online 'Contact Us' form.

In addition, a project was undertaken in November to change the format of the web addresses for every page on the website. This involved changing the URLs to a human readable, sensible format based on the topic of the web page. For example, the URL of the web page 'Try the Online Cycle Route Planner' was changed from: <http://www.chestercyclecity.org/?p=566> to <http://www.chestercyclecity.org/online-cycle-route-planner/>. This was potentially very risky, but the change was carried out successfully in a way which has had no impact on our Google web search rankings or results.

Web Statistics

The redesign of the Campaign website in December 2016 appears to have had a dramatic impact on web page views, with numbers soaring immediately after the redesign was completed. Overall, the number of page views in 2017 was nearly two and a half times the number of page views in 2016. This may be due to the attractiveness of the new design which has led visitors to explore the site more widely.

Despite the increase in page views, the number of website visitors has been very constant over the past two years.

Month	Page Views				All Visitors				Unique Visitors			
	2014	2015	2016	2017	2014	2015	2016	2017	2014	2015	2016	2017
January	4,382	2,805	2,732	7,680	1,956	1,174	1,491	1,560	1,631	915	1,295	1,364
February	3,233	3,132	2,541	8,005	1,491	1,363	1,383	1,471	1,279	1,037	1,189	1,222
March	4,581	3,443	3,590	8,434	2,146	1,432	1,926	1,845	1,812	1,068	1,575	1,536
April	5,172	4,972	3,896	12,493	2,476	2,196	2,187	2,598	2,041	1,669	1,811	2,114
May	5,861	5,151	3,448	10,715	2,633	2,083	2,090	2,365	2,166	1,582	1,744	1,975
June	5,016	4,292	1,713	8,188	2,431	1,910	1,094	1,802	2,036	1,476	910	1,522
July	4,389	4,627	3,056	11,143	2,183	2,032	1,862	2,444	1,818	1,543	1,541	1,969
August	4,974	5,379	4,783	10,075	2,600	2,399	2,811	2,376	2,152	1,813	2,368	1,957
September	4,671	3,511	3,797	7,352	2,325	1,488	2,247	1,627	1,892	1,085	1,871	1,376
October	2,641	2,724	2,868	6,748	1,380	1,206	1,666	1,464	1,168	899	1,363	1,223
November	2,350	1,358	2,009	3,710	1,204	702	1,195	919	1,007	514	972	771
December	1,591	1,340	4,819	3,636	858	598	1,079	970	723	462	898	831
Totals	48,861	42,734	39,252	98,179	23,683	18,583	21,031	21,441	19,725	14,059	17,537	17,860

Hosting Arrangements and Costs

The cost of the running the website, including the domain name and web hosting costs, was £84.08 in 2017. This is an increase of about 6.5% on the previous year's cost, an increase significantly above the rate of inflation.

Joining or Renewing Membership Online

In 2017, 37 people joined the Campaign or renewed their membership using the online form and paying by PayPal. This compares with 30 people in 2016, 32 people in 2015, 29 people in 2014 and 25 people in 2013.

Popular Pages

The most popular pages visited in 2017 were:

No	Web Page	Views
1	The River Dee Round	7,205
2	Complete Library of Free Chester Cycle Route Maps	6,605
3	Try the Dee Marshes Route	4,964
4	The Burton Warbler	3,249
5	Try the Online Cycle Route Planner	2,790

Mobile Site Visitors

The number of people visiting the website using a mobile phone or tablet increased dramatically over the past seven years. The number of visitors using mobile phones has doubled since 2013. Clearly the responsive design for our website is important in supporting website visitors using smartphones.

Year	Percentage of Visitors Using Phones	Percentage of Visitors Using Tablets	Percentage of Visitors Using Desktop PCs
2013	19%	20%	61%
2014	22%	26%	52%
2015	28%	25%	47%
2016	35%	22%	43%
2017	41%	19%	40%

Search

The Campaign website continues to hold the first four search results when an internet user does a Google search on the words "Chester" and "cycling". In 2017 our website was accessed by the following means:

Website Access Method	Percentage
Search engine	74%
Directly via a hyperlink on website or in email	18%
Clicking on link in another website	5%
Social media	3%

Future Developments

No significant website developments are planned for 2018, apart from a potential upgrade to a new version of the tool used to produce our email bulletins, MailPoet.

Craig Steeland
Campaign Webmaster
7 January 2018