



# CHESTER CYCLING CAMPAIGN

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



## Minutes of the Annual General Meeting held on Wednesday 3rd February 2021 at 7.30 pm using Zoom

### Present:

Simon Brown (SB), Stephen Perry (SP) (Chair), Steve Pemberton (SLP), Peter Williams (PW), Roger Hones (RH), John Holiday (JH), Cathey Harrington (CH), Ken Thomas (KT), Arnold Wilkes (AW), Eileen Morgan (EM), Nic Siddle (NS), Monica Robinson (MR), Andy Hamill (AH), Juliet Leadbetter (JL), Ashleigh McCraight (AM), Caroline Gerrard (CG), Andy Evans (AE), Ian Slater (IS), Craig Steeland (CS) (Minutes), Tom Smith (TS)

### Apologies:

John Violet, Trevor Jenkins

#### 1. Minutes from the February 2020 Annual General Meeting

The minutes were accepted as a true record

Proposed: Cathey Harrington Seconded: Nic Siddle

#### 2. Treasurer's Report (please see full details in the appendices)

The Campaign's bank balance at the start of the year was £1708.00 and at the end of the year was £2,538.81. Membership income for the year was £1,200.00. Our bank balance has continued to benefit from the increase in membership fees and due to the limited expenditure during the year due to the pandemic. Total assets at year end were £2,885.81. The Campaign has also benefitted from the Cycling Matters printing costs being supported by Bartletts Solicitors. CS offered to write to Bartletts to thank them for their continued sponsorship of Cycling Matters. The meeting thanked Trevor Jenkins for his continued support as Treasurer.

#### 3. Secretary's Report (please see full details in the appendices)

The role of Secretary has continued to develop into a wider representative role on behalf of the Campaign. SP reported on his activity as a key link to the Active Travel Forum (ATF), the CW&C/Sustrans Active Travel Working Group, and the Sustainable Transport Task Force (STTF). His role has also included being the primary CCC interface with CW&C Transport and Highways Team, with key CW&C Councillors, with our Chester MP and with key contacts in Sustrans. This has had a positive impact on the Campaign meeting its objectives 3, 4, 7 and 10. The meeting praised Stephen for his hard work over the past year representing the Campaign in a wide variety of roles, and acting as a link with CWAC officers and teams.

#### 4. Press Officer's Report (please see full details in the appendices)

The Campaign had a very successful year with regard to letter writing. This year 20 letters were written by Campaign members, of which 16 were printed in the papers. In addition 5 press releases were issued, of which 3 were printed.

#### 5. Membership Secretary's Report (please see full details in the appendices)

Monica reported that there were 145 paid up members at the end of the year, three less than the previous year. Membership has held up well despite the impact of the pandemic on the Campaign. Individual memberships have increased due to the changes to the membership categories. Most new members (7) have joined as the result of hearing about the Campaign through friends. The meeting thanked Monica for her work as Membership Secretary.

- 6. Development Control Officers' Report** (please see full details in the appendices)  
NS has had an extremely busy and productive year in his role. He reviewed nearly 150 planning applications in the last 12 months and submitted comments on at least 70. He has also created a master record of applications and set it up as a live document on Google Drive. There is some evidence that CW&C planning officers are beginning to be more proactive and are insisting on cycle storage in certain developments. NS was assisted in his role by MR, TJ and RH who were able to supply some local knowledge in respect of some planning applications. The meeting expressed its appreciation for Nic's considerable achievements over the year.
- 7. Inclusive Cycling Officer's Report** (please see full details in the appendices)  
EM presented a report providing detailed information about her very busy first year in her officer role. The lockdown prevented EM from carrying out some access surveys. Virtual meetings enabled her to continue to be actively involved with the Council and various active travel groups. EM thanked those who have accompanied her on her various site visits. She is currently exploring the possibility of having all terrain mobility vehicles available for hire in Chester. EM was thanked for her work on behalf of the Campaign.
- 8. Cycling Matters Editor's Report** (please see full details in the appendices)  
Due to the Covid pandemic, only one print issue of Cycling matters! was produced and distributed to various outlets. One further bumper Autumn/Winter issue was produced in electronic format. It was sent to all members of CCC and distributed via social media. CH expressed her appreciation to Bartletts for their continued support of the printing of Cycling Matters. The meeting thanked Cathey Harrington for her support as Cycling Matters Editor.
- 9. Electronic Bulletin Editor's Report** (please see full details in the appendices)  
During the past year a total of 8 messages were composed and sent out to the membership. Open rates were between 50% and 70% which is very good for email newsletter. Each newsletter had between 10% and 35% of recipients clicking on links for further information, although without a paid subscription to MailPoet, we do not know what items in the newsletters were most popular. The meeting thanked Simon for his efforts as Electronic Bulletin Editor.
- 10. Webmaster's Report** (please see full details in the appendices)  
Over the past year, my activity as webmaster has 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. Six new web pages were added during the year. Website visits were the highest in the past four years, probably due to the interest in cycling due to the pandemic. Route maps were the most popular pages. Nearly 60% of site visitors are using mobile phones to access the website, which highlights the importance of the website being mobile friendly. The meeting thanked Craig Steeland for his work as Webmaster.
- 11. Social Media Coordinator's Report** (please see full details in appendix 8)  
The Campaign has two social media channels; Twitter and Facebook, and both have experienced an increase in followers over the past year – 14% for Twitter and 18% for Facebook. Simon emphasised the need to cross-post new content across our communication channels (Twitter, Facebook and the website), and the need to ensure that direct messages are picked up and responded to. The meeting thanked Simon Brown for his support as Social Media Coordinator.
- 12. Resolutions**  
There were no resolutions to consider.
- 13. Review of the 2020 Objectives and Setting of 2021 Objectives**

2020 Objectives		Comments on 2020 Performance	2021 Objectives
1	Write a letter to the paper on average once a month	Met	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	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	Met	Keep
7	Add improvements to paper/electronic maps so they can be more readily referred to by CW&C Highways in future programs of work	Partly Met	Keep
8	Carry out activities personally and as a group to promote the Campaign in order to increase membership to 160 members (to 150 members)	Nearly Met	Keep with new wording as shown
9	Support Sustrans organise school based cycle rides (4) during the Spring and Summer	Not Met Due to Covid	Remove for 2021
10	Actively engage with CWAC and other stakeholders in the implementation of the LCWIP (and active participation in the Active Travel Forum and the Sustainable Transport Task Force).	Met	Keep with new wording as shown
11	Attend two community events to promote the Cycling Campaign and to promote sustainable travel	Not Met Due to Covid	Remove for 2021
12	Participate in and help promote local events directed at increasing awareness of the need to address urgent Climate Change issues (e.g. Car Free Day in Chester, Mass Cycle Ride and inclusive cycling initiatives)	Not Met Due to Covid	Remove for 2021
13	Ensure that Cycling infrastructure associated with the proposed A51 changes are of the highest standard	Partially Met	Keep

14	Focus on supporting 'mobility inclusive' use of the Greenway by providing an on-line map that highlights critical features (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.)	Met	Keep with new wording
15	Plan and carry out an appropriate activity for Bike Week 2021 in a safe and Covid compliant way, making use of Cycling UK resources		New for 2021

The meeting agreed that we should attempt to develop some measurable targets for some of these objectives during future monthly meetings.

#### 14. Election of Officers

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

Officer Role	Officer Holder Elected	Proposer	Second
<b>Secretary</b>	Stephen Perry	Arnold Wilkes	Roger Hones
<b>Treasurer</b>	Trevor Jenkins	Nic Siddle	Monica Robinson
<b>Membership Secretary</b>	Ian Slater	Monica Robinson	Eileen Morgan
<b>Webmaster</b>	Craig Steeland	Stephen Perry	Cathey Harrington
<b>Publicity</b>	Tom Smith	Stephen Perry	Cathey Harrington
<b>Cycling Matters Editor</b>	Cathey Harrington	Craig Steeland	Eileen Morgan
<b>Development Control Officer</b>	Nic Siddle assisted by Roger Hones	Arnold Wilkes	Roger Hones
<b>Social Media Officer</b>	Simon Brown assisted by Roger Hones/Steve Pemberton/Cathey Harrington/Arnold Wilkes	Roger Hones	Arnold Wilkes
<b>Electronic Bulletin Editor</b>	Simon Brown assisted by Tom Smith	Cathey Harrington	Eileen Morgan
<b>Inclusive Cycling Officer</b>	Eileen Morgan	Cathey Harrington	Monica Robinson

#### 15. Annual Subscription Review

No change was made to subscription rates for 2021.

#### 16. Any Other Business

- It was confirmed that the Campaign will continue to explore alternative meeting venues to increase accessibility and to make it possible to have hybrid meetings using Zoom.
- Members were encouraged to complete the CWAC online consultation regarding Tranche 2

funding projects being planned in the Frodsham/Helsby area.

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 closed at 21:45.

**Date of Next Ordinary Meeting:** 7:30 pm on 3 March 2021 using Zoom

# CHESTER CYCLING CAMPAIGN

Treasurer's Report: 1 January 2020 to 31 December 2020



## Bank Account

<b>Year Start Bank Balance</b>	£1,708.00
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<b>Credit</b>	<b>Amount</b>	<b>Debit</b>	<b>Amount</b>
Membership fees & Donations: PayPal (net)	£ 980.21	AGM Food (2020)	£ 50.00
Membership fees & Donations: Chqs & Cash	£ 220.00	Cycling UK Affiliation	£ 80.00
T-Shirt and Tabard sales	-	Annual Web Hosting	£ 57.61
		Annual Domain Name Registration	£ 35.75
		Website: Bi Annual SSL Encryption	£ 86.95
		Blommers CCC Activist software	£ 10.34
		Expenses: CCC member attendance at Living Streets Walking Summit (2020)	£ 23.75
		Chester Sustainability Forum	£ 25.00
<b>Total Credit</b>	<b>£1,200.21</b>	<b>Total Debit</b>	<b>£ 369.40</b>
<b>Year End Bank Balance</b>	<b>£ 2,538.81</b>		

## Cash

<b>Credit</b>	<b>Amount</b>	<b>Debit</b>	<b>Amount</b>
Balance from 2019			
Donation			
<b>Total Credit</b>	<b>£ -</b>	<b>Total Debit</b>	<b>£ -</b>
<b>Year End Cash Balance</b>	<b>£ -</b>		

## Value of Other Assets

<b>Asset</b>	<b>Number</b>	<b>Retail value per item</b>	<b>Total</b>
Child T-shirts	3	£ 5.00	£ 15.00
Adult T-shirts	37	£ 8.00	£ 296.00
Hi-Vis Tabards	4	£ 9.00	£ 36.00
<b>Year End Total</b>			<b>£ 347.00</b>

## Total Campaign Assets

<b>Asset</b>	<b>Value</b>
Bank Balance	£2,538.81
Cash	£ -
Tabards/T-shirts	£ 347.00
<b>Year End Total</b>	<b>£ 2,885.81</b>

Signed:

*T. Jenkins*

Trevor Jenkins (Treasurer)

Date:

*15/01/2021*

## CHESTER CYCLING CAMPAIGN



### Treasurer's Notes for 2020:

- 1 Bartletts Solicitors continued to support the production of Cycling Matters, but due to Covid-19 only the Spring issue was distributed as a hard copy.
- 2 The membership income plus donations – including one particularly generous donation - amount to £1200 for 2020. This compares with previous years listed below.  
  

2019	£736
2018	£601
2017	£424
2016	£398
- 4 The £25 cheque payable to Chester Sustainability Forum refers to a payment for Chester Cycling Campaign to have a stall at their 'Exhibition and Conference', to have been held at Chester Cathedral in May 2020, but due to Covid-19 restrictions is postponed until 2021.

Signed: *T. Jenkins* Trevor Jenkins (Treasurer)

Date: *15/01/2020*



## CHESTER CYCLING CAMPAIGN

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### Secretary's Report to the Chester Cycling Campaign AGM – February 3<sup>rd</sup> 2021

In my report last year it was recorded that the role of Secretary has morphed into a much wider representative role and this trend has continued into and throughout 2020. This 'representative' role has included being the primary CCC interface with CW&C Transport and Highways Team, with key CW&C Councillors, with our Chester MP and with key contacts in Sustrans. This role has of course been supported by other CCC members via existing relationships with known individuals or reference their own specific topics. I have also represented CCC in the Active Travel Forum, the CW&C/Sustrans Active Travel Working Group focused on the Greenway and more recently the Sustainable Travel Task Force.

In general relationships with the named organisations and individuals have improved and I feel our efforts have been worthwhile.

Thus effort and time has been spent in support of the following objectives:

#### **Ref Objective 3: Continue to campaign to improve access to and through Chester city centre**

*The CCC has become a 'go-to' team for advice and feedback with key individuals in CW&C, in the Transport Strategy and Highways team in particular. Early in the year our advice was sought reference cycling improvements over Grosvenor Bridge, between the Overleigh roundabout and the Grosvenor roundabout. Sadly (for timing and financial reasons) our more fundamental proposals were not followed and the changes implemented just over the bridge fell short of our recommendations. However subsequently proposed amendments to what had been installed were accepted and installed. This was a significant improvement. We were also invited to discuss the impact on cyclists of the now installed Clockwise changes and our input has been invited on changes to the junction of Northgate Street with Canal Street and George Street, still to be implemented. We have also made recent recommendations to increase the extent of two-way cycling across the City in general. There has been no formal response yet to this.*

#### **Ref Objective 4: Continue to improve formal contact with the Council Officers and Members for cycling related matters and try to broaden base of contacts**

*Real improvements have been manifested in the notes written above and exemplified with changes made in a number of areas: improvements in cycle lanes along the A41 proposed by CCC and thus completed as part of a resurfacing project, change of path width in the Narrows Hoole. Our lobbying on the A51 has also modified and improved the work planned including the addition of a toucan crossing and maintenance of existing SUP's*

#### **Ref Objective 7: Maintain and further develop a reference list of potential infrastructure improvements listed by priority and size of project and supported by paper/electronic maps so they can be more readily referred to by CW&C Highways in future programs of work**

*We started the year full of energy with our newly-formed mapping team supported by Nic Siddle's Google expertise. Detailed work was completed in Hoole and along the Greenway before C19 caused up to pause. There has also been an comprehensive survey completed along the A41 from the A5117 in Ellesmere port to the Hoole Roundabout. It was agreed that we would complete this to give CW&C a record of all that needs to be done to make this route in total more cyclist accessible. This work has not yet been submitted, as we feel we do not want to overload CW&C. Our work in Hoole has been referenced in work now being done by Mott McDonald in their review along the Hoole Corridor and with 5th Studio who are progressing the One City plan around the station. As we look to the future we will need to find the best way to share our mapping work with*

*CW&C, recognising that this work is intend to confirm what is available as well as what needs to be better maintained, improved or added.*

**Ref Objective 10: Actively engage with CWAC and other stakeholders in the actively engage in implementation LCWIP**

*The LCWIP was formally approved by CW&C in the summer and I was asked to speak at the council meeting in support of the plan, which I did. I also used this opportunity to emphasise the need to appoint an Active Travel Officer for CW&C. I am pleased to say this plea was acknowledged and recruitment for such a position is now in progress. Sadly progress with the LCWIP has so far been non-existent in Chester, but has impacted Tranche 2 EATL funding in other areas. I believe that the workload created in CW&C having to review input to the Walk, Ride, Thrive initiative may have been a distraction, but this plan cannot be left on the shelf.*



Stephen Perry



**CHESTER CYCLING CAMPAIGN**  
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**Press Officers Report to the Chester Cycling Campaign AGM – February 3<sup>rd</sup> 2021**

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

**2019 result**

7 written of which 5 were published

**2020 Result**

February – Ashley - sent and printed, plus an additional letter from Nic printed

March – Craig - sent and printed

April – John Spain - sent but not printed

May – Ken – not written

June – Stephen - sent and printed, plus CCC letter printed

July – Mark – not written

August - Cathey - sent and printed plus letters from Brendan Harrington, Roger Hones and Peter Williams printed

September – Trevor – sent and printed, plus one more from Stephen Perry and Simon printed.

October – John Holiday – sent but not printed, plus Ian Slater letter

November - Peter sent but not printed, plus letters from Nic and David Morris printed

December – Simon sent and printed

January – Steve Pemberton – sent and printed plus Molly sent and printed

**Total letters so far**

20 written of which 16 were printed

**Monthly Letter Proposal 2021**

February – Ashley McCraight

March – Craig Steeland

April – Andy Evans

May – Ken Thomas

June – Stephen Perry

July – Nic Siddle

August - Cathey Harrington

September – Ian Slater

October – John Holiday

November – Peter Williams

December – Simon Brown

January 2021 – Steve Pemberton

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

5 were written and 3 were published.

- **Response to the CW&C Consultation on the Air Quality Action Plan for Chester City Centre** – prepared with support from Roger - printed
- **Chester's Inclusive Cycling Campaigner gets national recognition** – prepared with support from Eileen – printed
- **Thanks for listening CW&C - Footpaths at The Narrows Park, Hoole** – prepared with support from Eileen – not sure whether this was printed

- **Clockwise – Guidance for Cyclists** – not printed
- **More bikes than cars during rush hour on Hoole Bridge** - prepared by Simon and printed

~~Stephen Perry~~

Stephen Perry



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## Membership Secretary's Report – AGM 2021

### Overview of year

There are 145 paid up members at 15th January 2021, just 3 less than this time last year. A few family groups have reverted back to Individual members but generally it is pleasing to see that current paid up members are still at a good level. This figure is short of the objective to reach 160 members set in Feb 2020, reflecting in part that about 30 individuals have not renewed this year. 26 new members have joined the Campaign since April 2020. I feel that this a positive for the Campaign having endured a difficult year with Lockdowns and changes to our everyday lives – including the inability to distribute paper copies of Cycling Matters for example.

### Current statistics

#### Paid up members at 15 January 2021

	<b>2020</b>	<b>2021</b>
Family	55	49
Life	42	42
Individual	32	52
Unwaged/Student	19	2
Total Paid up members	<b><u>148</u></b>	<b><u>145</u></b>

Family membership is down as mentioned above and Individual members have increased significantly with Unwaged/Student decreasing, reflecting our change of policy regarding retired members. The new membership form asks how applicants heard about CCC and I have analysed all the new members' responses in the table below (some gave more than one reason). Thanks to all those who encouraged friends to join!

Website	Cycling Matters	Friend	Social Media	Local event	Local press	Other
4	2	7	2	1	2	3

Monica Robinson  
15/01/2021

## CCC Report on Planning application submissions for February 2021 (AGM)

The record of applications is now set up as a live document on GoogleDrive – it should therefore be accessible and up to date at all times. The hyperlinks from the ‘links’ column *should* now work and take you directly to that application – it may still have the odd misdirect resulting from the data importation when transferring the info – please advise if you discover any.

**Please note that from the Gogglesheet you have to press ‘Alt + Enter’ to activate the link (at least in Windows) – and not simply ‘double click’ the link.**

You can find the new sheet at:-

[https://docs.google.com/spreadsheets/d/1dM\\_1NQWdqGosuktDSDxuimTrqd7F2w3NaG4p3SeD3Cg/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1dM_1NQWdqGosuktDSDxuimTrqd7F2w3NaG4p3SeD3Cg/edit?usp=sharing)

Advise if you cannot get access.

Nearly 150 applications have been reviewed in some detail in the last 12 months. Comments have been submitted on at least 70. Many of these applications have yet to be determined, so it is still difficult to see the extent of any influence we might be having.

With some of these (particularly the larger projects) our interventions have been at a late stage, long after the initial permissions were granted. I suspect that this makes them more difficult to influence. On a more positive note some, at least, of the Case Officers appear to be taking a more aggressive approach and insisting that cycle storage which hadn’t been mentioned in the application is conditioned into the permission.

One outstanding issue here is that we do not get to see whether (a) the condition is met and (b) whether what is agreed is really fit for purpose. Even when a proposal does include details, the storage is often of poor quality but seems to be allowed anyway. This problem arises from the lack of a rigorous specification in the Council’s SPD (Supplementary Planning Document). A paper suggesting ways in which the local cycle storage and parking standards could be tightened and made more effective has been passed to Cllr. Beacham.

Many of the applications on which a submission has been made are yet to be determined. Of those that have been, outcomes are mixed and it is often difficult to determine whether it is our intervention that has made a difference or whether it might have happened anyway.

A few where I feel confident that the improvement would not have happened without our intervention:-

- 1) The Rake (pub), Little Stanney. No cycle parking in original plan. We have suggested separate parking for staff and customers. The planning permission has now been granted subject to a number of conditions, one being that “details of the cycle storage provision must be submitted prior to first use of the development”.
- 2) Northwich Market (which burnt down) – to be rebuilt as a public park and event space. No cycle parking in original plan. Rack of canopied 5 Sheffield stands now agreed.
- 3) 5 Faulkner St., Hoole. Specialist Beer and Craft Ale bar and shop. There is no space for the parking specified demanded by the SPD so we suggested replacement of existing ‘Grippa’ by Sheffield Stands on the corner with Hoole Road. Deemed an inappropriate condition to impose on applicant (I think this shows a lack of ambition by Planners and could have been

demanded), but Richard Beacham has now received permission from the land owners for the replacement and it will be actioned by the Council at some stage.

- 4) Car Wash, Bumpers Lane (change to storage facility). No cycle parking in plans but now conditioned following our intervention.
- 5) Land at Foxfield Inn, Netherpool. At our suggestion, the plans were redrawn to include a new stretch of Shared Use Path (SUP) which joins two existing SUPs.
- 6) Station Hotel, E Port – increase in storage from planned 20 to 25 spaces.
- 7) The Royal Oak, Kelsall – no parking in original plans. Now putting in 8 Sheffields.
- 8) Castle Park House, Frodsham – two Sheffield Stands now being provided for Staff use.

Less positively, a large number of applications are currently in the system for change of use for existing buildings – offices to residential, houses to HMOs, houses to flats etc. These present particular problems as most are submitted without plans for any cycle storage at all. In some cases there is no physical room to incorporate storage except by reducing the number of residential units. We are still pointing out where there is a shortfall but unfortunately the application paperwork does not specifically draw attention to the requirement for cycle storage – again something mentioned to Cllr Beacham, but it may not be easy to get altered as CW&C are possibly be using generic on-line forms. Recent change of use applications where cycle storage has, disappointingly, not been conditioned include those for Queens Road and Brook St.

We are also finding that some submitted planning application open up other possibilities upon which we have commented extensively, e.g. the Beechmor Retirement Living project on the A41, the Beeston Reclamation Yard development proposal and that for Moston service station. Our comments here have gone well beyond the normal planning critiques and it has yet to be seen if any notice is taken of our input. What it does tend to flag up is that no-one within planning is looking at an area holistically when considering an individual application.

Having been alerted by a planning application for a battery plant, we have investigated the possibility of a path/cycle track between Great Sutton and Capenhurst Station. It is feasible, but as yet we have no clear idea as to whether this might be allowed in the long term – discussions ongoing as to whether a Right of Way can be secured – if so it is likely only to be for a footpath in the short term and there is an issue of how much time we want to spend on this and whether CCC should keep a low profile to minimise any antagonism from people who might think that it will become a major route for cyclists.

The current method of extracting the data from the CW&C website is still time consuming. I will approach Rob Charnley again to see if it can be provided more easily. Meanwhile, Stephen has arranged a Team Meeting with Lydia Orford, CW&C's Public Health Programme Lead, to explore ways of working together – It is possible that they already get a 'filtered' set of applications which would be useful to us. Simplifying the download and sorting of the applications remains a major objective for the next few months.

Meanwhile, thanks to all who've been commenting and out checking detail on particular applications.

Nic



## CCC AGM - Inclusive Officer Report

This is my first AGM report for the new post of Inclusive Cycling Officer for the CCC. The lockdown made it difficult to carry out as many access surveys as I would have liked but fortunately virtual meetings enabled me to continue to be actively involved with the Council and various active travel groups. My report provides an overview of the access issues (and other areas) I have been involved with and the outcomes. I would like to give my thanks to members of the CCC who accompanied me on surveys – Cathey, Simon, Roger, Monica, Stephen Perry and Nic and Ken for their mapping work as well as those members who contributed by informing me about access issues which I have then been able to pursue. I would very much like to continue acting as the Inclusive Cycling Officer for the forthcoming year.

INCLUSIVE ACCESS ACTION	OUTCOME
Access issues caused by the barrier at the Mickle Trafford end of the Chester Greenway, preventing accessibility for all types of wheeled mobility aids, trikes, cycles, tandems, cargo bikes etc	<p>Attended site survey (a section of the path was flooded under the railway bridge which disclosed further difficulties and danger points) with Kierson Wise, Sustrans Project Manager, accompanied by Ali Dore and Mary Seaton also from Sustrans and Paul Beaudoin from 'Give it a Spin' (who provided a tandem) to assess the situation and determine solutions.</p> <p>The result was that Sustrans changed the barrier which has made it much more accessible for all. The flooding issue is currently being investigated.</p> <p>A CCC press release was generated and I was also invited to spearhead the Sustrans' 'Raise the Bar' campaign to help create a more accessible Network.</p>
Access issues A51 Transport Strategy Meeting input.	Site access survey carried out with Roger Hones. Roger presented his report along with my findings which included guidance information regarding measurement specifications required for inclusive cycle paths and roads. The guidance and findings helped raise interest with regards accessibility issues.
Access issues regarding cycle bays/stands around Chester	Along with members of the CCC, I took part in a site survey group that joined Council members led by Kay Parry to consider cycle parking provision in Chester city centre.
Access issues regarding speed bumps along the Blacon stretch of the Greenway, causing problems for cyclists and wheeled mobility aid users	Attended a survey meeting with Councillor Sheila Little and Monica and Simon from the CCC to review the situation. Councillor Little provided feedback at the Locality meeting.

INCLUSIVE ACCESS ACTION	OUTCOME
Access issues caused by the barrier at Pentland Close	Site visit attended by Cathey Harrington, Simon Brown and myself, with the members of Great Boughton Parish Council (Peter Bulmer, Kath Lloyd) and CWaC council members (Kay Parry, Salty Siteine). After several visits, it was decided that modifications would be made. Kath Lloyd advises that nothing has been done to date but it has been escalated to Sean Traynor through the borough's councillors.
Access issues caused by 'A' frame barriers on the Wales Coastal Path, Higher Ferry. A trike cyclist raised the issue with CCC member Simon Brown.	A site survey demonstrated that wheelchair users (along with a number of cyclists, mothers and prams) are not able to access part of the path due to the very narrow 'A' frame barriers which are different to other more accessible similar barriers further along the path.. Feedback from Flintshire Council (Natalie Davies) and the Public Rights of Way Access Team advised the A frame had been designed to prevent motor cycle access whilst allowing particular types of disability aid access. I have requested details of measurements and the types of disability aids this is based on to consider details with regards all inclusive rights for those who use trikes as an active mobility aid.
Access issues at Faulkner Street, specifically the lack of disabled parking facilities	Due to social distancing requirements traffic cones and planters were causing difficulties with access and parking for those with mobility issues. A site visit and contact with Councillor Richard Beecham resulted in the cones outside Sainsbury's being removed when deliveries were not using this section of road, which has double yellow lines so allowing blue badge parking. I have requested that the council provide designated disabled bay parking for Faulkner street shoppers, as it is difficult carrying shopping to the car park bays when using mobility aids and walking sticks. Also the narrow access path between the car park and shops is often obstructed with large wheeled council bins.
Living Streets Walking Summit	Attended summit, in Manchester, accompanied by Simon Brown where I raised concerns regarding issues for mobility impaired pedestrians and mobility aid users.
Active Travel Forum/working group and LCWIP	Continued to be actively involved with these groups representing inclusive mobility, taking part in site surveys and presenting considerations regarding access for all. Most Recent presentation to the Active Travel Forum to discuss cycle skills training for adults with mobility issues and cycle hire schemes (as per London based Pedal My Wheels and the Big Issue cycle project) with Councillors Jamie Matthews and Lydia Orford for CWaC's consideration
Press Releases   Web   Newsletter	'Thanks for listening CWaC – Footpaths at the Narrows Park, Hoole'; 'Making the Greenway more Accessible'; 'Chester's Inclusive Cycling Campaigner Gets National Recognition'; 'Meet the Campaign's new Inclusivity Officer'

INCLUSIVE ACCESS ACTION	OUTCOME
CCC Map Project	<p>Attended site meeting on the Greenway path between Bren Bikes and Northgate arena with Simon Brown.</p> <p>At a meeting with other members of the CCC involved in the mapping project, we were able to present ideas regarding accessible content for local maps e.g. accessible parking areas, points of access along the Greenway for trikes and cycles.</p>
All Inclusive, family rides	<p>Site visit to Countess of Chester Country Park to establish if the venue would be suitable for inclusive family rides. It is, and following discussions with the park ranger and Friends of the Park, I hope to be in a position, post lockdown, to organise all-inclusive wheeled events.</p>
Bikeability Cycle skills Course	<p>Attended course and provided feedback from a disability perspective.</p> <p>As a result I was invited to attend a zoom meeting with Michael Corden (Bikeright training manager) and Ian Tierney (Inclusive cycling projects manager) to discuss more inclusive skills training and hire of various types of cycles. This in turn raised the possibility of a pilot project for Chester providing inclusive cycle hire and skills training for e-cyclists and mobility aid users. Follow up progress will be reported at CCC meetings.</p>
Mobility aid Skills Training	<p>Discussed my ideas regarding mobility aid skills training with Dave Thompson, Chief Executive of Warrington Disability Partnership, responsible for the Disability Awareness Day, held annually at Walton Hall Gardens, (virtual this year). WDP already operate a wheelchair and equipment loans service. We will be having a virtual meeting to discuss further in 2021.</p>
Virtual Meeting with Cornel Hrisca-Munn, Senior Access Officer - Disability Manager at Cheshire West and Chester Council	<p>Discussed ways in which the council might provide loan of all terrain active wheeled mobility equipment for residents and visitors.</p> <p>Cornel has responded to show his interest and advise he will discuss with relevant people in the council and return with feedback and progress.</p>
Give It A Spin/ Paul Beaudon	<p>Considering ways in which we can work together to broaden the age and mobility range of those able to participate in events currently restricted to children and young adults. At the same time, being able to extend the area permitted to travel e.g. from Give it A Spin to the Mickle Trafford cafe and back.</p> <p>Have also supported the cafe owners planning application to extend, which would provide further level access inclusive facilities for all.</p>
Storyhouse as a possible CCC accessible meeting venue.	<p>The meeting room has been reserved on Wednesday evenings by another group and I am waiting to hear if alternate days would be available.</p> <p>Staff are keen to discuss ways in which the Storyhouse can promote inclusive wheeled access to their outdoor events. However due to the present Lockdown planning dates is proving difficult to arrange.</p>

## **CCC AGM 2021**

### **Cycling Matters! Editor's Report**

A Spring issue was produced as normal in March 2020, with the usual 1000 copies printed and distributed to local cycle shops, cafés, the university and other public areas such as Storyhouse, libraries and GP surgeries.

A Summer issue (normally published June) was not produced due to uncertainty about whether printed copies could be distributed as lockdown eased.

An Autumn issue (normally published in September) was delayed, mainly due to waiting for news about Emergency Active Travel Fund Tranche 1 schemes in Chester. It was produced at the end of October in electronic format and was a "bumper issue" due the large amount of Campaign activity during the summer and early autumn. It was sent to all members of CCC and distributed via social media. I am looking into how the distribution of electronic versions might be widened. The usual print run of 1000 copies was not produced as most of the usual venues for distribution closed again in early November, due to the second lockdown. A few copies of the electronic version were printed off and distributed via Bren Bikes in the weeks Bren Bikes was able to open.

No Winter issue was produced because the Autumn issue straddled Autumn/Winter.

The printing of the Spring issue was kindly supported by Bartletts Solicitors, for which the Campaign is extremely grateful.

Cathey Harrington

## Report of Campaign Bulletin Editor – 2020/21



CAMPAIGN BULLETIN: KEEPING YOU UPDATED ABOUT CURRENT NEWS, EVENTS, AND ACTIONS

Campaign Bulletins are sent to all members of the Chester Cycle Campaign electronically approximately every two months. The intention is to update those members of the campaign that do not attend the regular monthly campaign meetings as to the issues the campaign are addressing.

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

In the year 2020-2021 a total of 8 messages were composed and sent out to the membership containing various items of information as set out below. Also set out in the table below are the "open rates" and "click throughs" on links within the Bulletin. Each issue has a hyperlink to take you to the published bulletin.

Date/Issue Number	Topics Covered	Response
<a href="#">36 – February 2020</a>	<ul style="list-style-type: none"> <li>• Report on AGM and Campaign Objectives 2020</li> <li>• Invitation to respond to current consultations from CWaC                             <ul style="list-style-type: none"> <li>○ The Chester City Air Quality Action Plan (AQAP) and</li> <li>○ The Local Cycling and Walking Infrastructure Plan (LCWIP)</li> </ul> </li> <li>• Critical Mass rides planned for Chester</li> </ul>	Sent to: 125 addresses Opened: 59.2%  16.8% clicked on links for further information
<a href="#">37 – March 2020</a>	<ul style="list-style-type: none"> <li>• Cycle Matters published (Spring 2020)</li> <li>• Critical Mass Ride – Change of date</li> </ul>	Sent to: 134 addresses Opened: 59.0%  10.4% clicked on links for further information
<a href="#">38 – April 2020</a>	<ul style="list-style-type: none"> <li>• Covid 19 Cycling advice</li> <li>• Chester Cycling Campaign mapping project &amp; accessibility survey</li> <li>• Sustrans "Raising the Bar" initiative and Campaign Member Eileen Morgan's involvement</li> <li>• Report on National Walking Summit - Manchester</li> <li>• Consultation responses submitted by the Campaign</li> </ul>	Sent to: 118 addresses Opened: 67.8%  32.2% clicked on links for further information

<a href="#">39 – July 2020</a>	<ul style="list-style-type: none"> <li>• Covid-19 Active Travel investment by CWaC (Tranche 1)</li> <li>• Virtual Campaign meetings hosted on Zoom platform</li> <li>• Uplift on ‘hits’ on Campaign website reported by Webmaster</li> <li>• Plans on making a film showing facility for the mobility impaired</li> <li>• Invitation to respond to proposals for Gt. Boughton Retirement Complex</li> </ul>	<p>Sent to: 124 addresses Opened: 71%</p> <p>21.8% clicked on links for further information</p>
<a href="#">40 – October 2020</a>	<ul style="list-style-type: none"> <li>• Link to Campaign Zoom Meeting &amp; Agenda</li> <li>• Success on modifications to path works on Narrows Community Park, Hoole</li> <li>• Resumé of last (virtual) Campaign meeting</li> <li>• ‘Clockwise Chester’ changes to traffic movement in Chester</li> <li>• Work started on resurfacing on Canal towpath near Chester</li> <li>• Letters to the Editor campaign strategy explained together with email addresses for local newspapers</li> </ul>	<p>Sent to: 129 addresses Opened: 62.0%</p> <p>11.6% clicked on links for further information</p>
<a href="#">41 – November 2020</a>	<ul style="list-style-type: none"> <li>• Cycling Matters published (Autumn edition)</li> <li>• Links to next Campaign meeting to be held on Zoom</li> <li>• Cyclists have their say in the new in the new Sustainable Transport Task Force</li> <li>• Six tips for making cycling more comfortable for women!</li> <li>• Good news story – cleaning of Cyclepath across Burton Marshes</li> </ul>	<p>Sent to: 131 addresses Opened: 58.8%</p> <p>35.1% clicked on links for further information</p>
<a href="#">42 – December 2020</a>	<ul style="list-style-type: none"> <li>• New Year’s Greetings</li> <li>• Link to next Campaign meeting held on Zoom</li> <li>• Invitation to utilise social media to engage with local Facebook sites with positive stories on cycling</li> <li>• Modifications and improvements to Covid-19 highways measures following intervention from Campaign</li> <li>• Active Travel Tranche 2 projects announced</li> <li>• A51 highways works to clear shared use footway following intervention from Campaign member</li> </ul>	<p>Sent to: 133 addresses Opened: 53.4%</p> <p>19.5% clicked on links for further information</p>
<a href="#">43 – January 2021</a>	<ul style="list-style-type: none"> <li>• AGM announcement</li> <li>• Good News from Bren Bikes</li> <li>• Update on Campaign mapping project</li> <li>• Update on canal towpath improvement works</li> <li>• Development Control monitoring update</li> <li>• Electric Scooters in Chester</li> </ul>	<p>Sent to: 134 addresses Opened: 61.9%</p> <p>18.7% clicked on links for further information</p>

# Webmaster's Report to Chester Cycling Campaign AGM 2021

## Overview of the Year

Over the past year, my activity as webmaster has 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. Notable additions to website content in the past year include pages focussing on Greenway flooding, the resurfacing of the towpath, accessible cycling, the mapping project, and the temporary cycle lanes installed by CWAC with central government funding.

## Web Statistics

Following a downward trend in web traffic in 2017, the website has maintained the improvement in visitor numbers from 2018 onwards. While page views have been very constant over the past 3 years, visitor numbers have been increasing year on year. This shows that although more people are visiting the website, they are viewing fewer pages. This may be because the majority of visitors come to the website for specific cycle route information rather than to browse campaigning information.

Spikes in web traffic seem to coincide with periods of good weather when people are making plans to get out on their bikes. The large increase in site visitor numbers in May may have been the result of the easing of Covid-19 lockdown restrictions at the time, as more people got on their bikes and enjoyed the fine weather.

Month	Page Views				All Visitors				Unique Visitors			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
January	7,680	5,622	4,754	4,653	1,560	1,035	1,118	1,183	1,364	967	1,058	1,127
February	8,005	5,771	5,264	3,452	1,471	1,063	1,199	873	1,222	986	1,135	814
March	8,434	11,393	4,743	4,387	1,845	2,016	1,170	1,053	1,536	1,947	1,109	1,008
April	12,493	7,207	8,525	8,062	2,598	1,328	1,752	2,113	2,114	1,233	1,670	2,053
May	10,715	2,430	8,619	11,674	2,365	503	1,741	3,669	1,975	447	1,646	3,544
June	8,188	5,500	6,961	8,300	1,802	1,229	1,612	2,886	1,522	1,173	1,528	2,730
July	11,143	8,916	8,570	7,966	2,444	1,754	1,889	2,673	1,969	1,676	1,818	2,576
August	10,075	9,393	9,037	8,525	2,376	2,134	1,936	2,703	1,957	2,031	1,855	2,579
September	7,352	6,133	7,418	5,695	1,627	1,365	1,875	1,930	1,376	1,285	1,796	1,843
October	6,748	4,886	4,734	4,135	1,464	1,083	1,164	1,360	1,223	1,012	1,106	1,291
November	3,710	3,700	3,318	3,836	919	863	844	1,322	771	809	795	1,245
December	3,636	2,962	3,567	2,414	970	864	897	1,002	831	825	852	952
<b>Totals</b>	<b>39,252</b>	<b>73,913</b>	<b>75,510</b>	<b>73,099</b>	<b>21,441</b>	<b>15,237</b>	<b>17,197</b>	<b>22,767</b>	<b>17,860</b>	<b>14,391</b>	<b>16,368</b>	<b>21,762</b>

## Hosting Arrangements and Costs

The cost of running the website in 2020 was £180.31 This amount includes web hosting, our domain name registration fee, and an annual SSL encryption fee. EasySpace fees have been increasing year on year, and now make maintenance of the website one of the Campaign's highest annual expenses.

## Joining or Renewing Membership Online

In 2020, 51 people joined the Campaign or renewed their membership using the online form and paying by PayPal. This compares with 52 people in 2019, 40 people in 2018, 37 people in 2017, 30 people in 2016, and 32 people in 2015.

## Popular Pages

The most popular pages visited in 2020 were:

No	Web Page	Views
1	Complete Library of Free Chester Cycle Route Maps	9,112
2	Try the Dee Marshes Route	5,397
3	The River Dee Round	5,218
4	Home Page	4,476
5	Mickle Trafford Greenway Extension	2,695

## Mobile Site Visitors

Increasing numbers of people visiting the Campaign website used a mobile phone. The numbers using a desktop PC or a tablet to access the website continue to decline.

Year	Percentage of Visitors Using Phones	Percentage of Visitors Using Tablets	Percentage of Visitors Using Desktop PCs
2016	35%	22%	43%
2017	41%	19%	40%
2018	42%	15%	43%
2019	50%	14%	36%
2020	59%	8%	33%

## Search

The website continues to appear as the first two search results when an internet user does a Google search on the words "Chester" and "cycling". In 2020 our website was accessed by the following means:

Website Access Method	Percentage
Search engine	81%
Directly via a hyperlink on website or in email	13%
Clicking on link in another website	3%
Social media	3%

## Technical Issues and Future Developments

The problems we had been experiencing with the entry of dates into the membership database using the UK date format of DD/MM/YYYY have finally been resolved through a recent update of the software used.

No significant developments are planned for the website. However, I am interesting in increasing the amount of information on the website related to inclusive cycling and developing better links with the Campaign's mapping initiatives on Google maps.

**Craig Steeland**  
**Campaign Webmaster**  
9 January 2021

## Report of Social Media Coordinator – 2020/21

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



Twitter @Chester\_Cycling and



Facebook : @ChesterCycling

### Facebook :

**Current Admins to the Chester Cycling Campaign Facebook Page :** Simon Brown, Craig Steeland, Helen Southall, Roger Hones , Cathey Harrington and Jayne Rodgers,

Followers:					
2020/21 year	<b>500</b>	<i>(as at 01/02/20)</i>	<b>593</b>	<i>(As at 21/01/21)</i>	<b>+ 19%</b>
2019/20 year	443		500		+13%
Page Likes:					
2020/21 year	<b>481</b>	<i>(as at 01/02/20)</i>	<b>559</b>	<i>(As at 21/01/21)</i>	<b>+ 16%</b>
2019/20 year	434		481		+11%
Maximum reach on any one day:					
2020/21 year	<b>1.5K</b>	<i>(on 22/4/2020)</i>			
2019/20 year	313				
Maximum reactions to any post					
2020/21 year	<b>41</b>	<i>Made to post on 17/6/20 – Bren Bikes update</i>			
2019/20 year	28				
Maximum reach of top 3 posts					
	2,900 <i>(996)</i>	Relaying Thanks for cyclist assisting stroke victim on Deeside cycle path (made on 22/04/20)			
	1,200 <i>(556)</i>	Reporting on considerate contractor carrying out hedge trimming (made on 29/11/20)			
	1,100 <i>(552)</i>	Sharing Council advice on Covid-19 & Cycling (made on 10/04/20)			
Number of posts published on page		157 from 1/2/20 to 21/1/21			

## **Commentary**

On various metrics chosen, the year's activity on Facebook shows a healthy increase ([Last year's figures shown in blue](#)).

As a new development, the Campaign's Facebook site is beginning to attract some direct messages from people trying to make contact with the Campaign (although some were missed) – also, a number of individuals and organisations are sending posts to the page, only a few of which, sadly, have been picked up and shared more widely to the Campaign's 'wall'.

Both of these issues point to the need for more active monitoring by page admins of the notifications notices visible to those who have admin access. There is scope to improve on this performance in 2021.

Another area to focus on is to more rigorously post the arrival of any new content posted onto the Campaign's excellent website to drive yet more traffic to it.

## Twitter

The Campaign Twitter site is accessed via a password and this is shared with those agreed to have access to make posts on behalf of the Campaign.

**Current people who have access to account:** Simon Brown, Jayne Rodgers, Roger Hones, and Andy Hamill

**Followers** as at 01/02/20: 312 *(274)*

**Followers** as at 21/01/21: 395 *(312)* - a growth of 83 *(38)* – 27% *(14%)*

**Tweet impressions:**

	Feb 2020	Mar 2020	April 2020	May 2020	June 2020	July 2020	Aug. 2020	Sept. 2020	Oct. 2020	Nov. 2020	Dec. 2020	Jan 2021	TOTALS
<b>Tweets</b>	8	15	4	2	8	1	1	4	5	0	0	0	48
<b>Profile visits</b>	42	102	63	14	203	30	51	156	81	57	55	6	860
<b>New Followers</b>	7	4	2	13	14	5	5	14	5	9	-1	5	83
<b>Impressions 2020/21</b>	1199	3604	1495	1616	6136	553	463	7123	1411	465	237	54	-----
<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>	
<b>Mentions</b>	19	15	6	29	53	9	16	25	7	28	33	1	

**Feb 2020 – end April 2019** - Top post – absence of motor traffic on roads due to Covid (25/3/20)

**May 2020 – end Jul 2019** – Top post – Work with CWaC to identify sites for additional cycle parking (22/6/20)

**Aug 2020 – end Oct 2020** – Top post – Extra bike parking in Chester (8/9/20)

**Nov 2020 – Jan 2021** – no self generated posts

**Total of self generated tweets 2020-2021** (not including re-tweets) : 43 *(10 in 2019)*

### Commentary

Whilst the Campaign Twitter account has been much more active this year and on metrics indicated there is a healthy uptick, there is much more scope for active monitoring of the account to quickly identify any 'mentions' (which could generate a response from the Campaign), any Direct Messages –(a few have been missed through the year) and also re-tweeting relevant content and generating tweets to further develop the account's 'presence' and effectiveness in recruiting members and potential new areas for campaigning activity.. Another area ripe for implementation is to more rigorously tweet any new content that is loaded onto the Campaign's excellent website, to drive even more traffic to it.

Simon Brown

22/01/2021