



MEMORANDUM OF UNDERSTANDING BETWEEN Cyclenation and CTC

This agreement is between the CTC Registered as a charity in England and Wales number 1104324 and in Scotland number SCO38626] and Cyclenation, a company limited by guarantee, company no. 05494843.

Scope of agreement

The agreement covers all aspects of cycle campaigning at a local level primarily relating to utility cycling and includes England Wales Northern Ireland and Scotland but excludes London where the existing collaborative arrangements between CTC and the London Cycling Campaign (which is affiliated to Cyclenation) will continue.

Purpose of partnership

The purpose of this agreement is to set out how CTC and Cyclenation will collaborate to strengthen the capacity of the UK's networks of local cycle advocates and campaign groups.

It is designed to be flexible, respecting the independence of individual campaign groups and the diverse ways in which the relationship between CTC's local Right to Ride representatives (or RtR reps) and Cyclenation groups manifests itself at the local level.

It has been forged against the background of the clear cross-party political consensus which has emerged around the "localism" agenda, and devolution in Scotland, Wales and Northern Ireland. This is prompting a shift in decision-making powers on transport, economic development, health, law enforcement and other relevant policy areas from national to local government. Hence there is a need to strengthen the capacity and geographical coverage of local cycle campaigning throughout the UK.

Aims of partnership

The over-arching aim of this partnership is to support local cycle advocates and campaign groups in galvanising public and political support for the promotion of cycling and improvements to cycling conditions, in order to maximise the health, environmental, economic, road safety and wider societal benefits of substantially increased cycle use.

Specifically, the partnership's aims are:

1. To increase the number of local groups acting as advocates for cycling. Our shared aim is to have an active cycle campaign group in every town with more than 50,000 inhabitants, together with county-wide or sub-regional networks to help organise joint activities and to facilitate the cross-fertilisation of information, ideas and mutual support.
2. To create opportunities for information-sharing, training and other networking activities available to local cycling advocates and campaign groups, including online communication tools as well as workshops and similar activities.
3. To create nationally co-ordinated campaigns and "campaign toolkits" which can be customised and



delivered by local cycle campaign groups and other advocates.

4. To help local cycle campaign and advocacy groups to boost their membership numbers and resources.
5. To help CTC and Cyclenation to secure the resources to deliver on the above aims.

Managing the relationship

The agreement will be kept under review by the Cyclenation board and the relevant subgroup of CTC Council (currently the RighttoRide Advisory Group). Any initial problems will be brought to attention of the Chair of Cyclenation and CTC's Campaigns Director. Joint meetings between RtR Advisory Group and the Cyclenation board will be arranged on an annual basis.

Existing local campaigning

Traditionally Cyclenation groups have tended to lead on cycle campaigning in larger urban areas, with CTC's "Right to Ride" representatives (or RtR reps) providing more geographically dispersed coverage, including many areas not covered by local campaign groups. In practice most Cyclenation groups' key activists are also CTC members and very often RtR reps as well, with Sustrans rangers also being well represented in campaign groups.

A key driver for the formation of this partnership is CTC's aspiration to encourage more of its members to form or to become active in local cycle campaign groups, and to enhance its support for local cycle campaigning and advocacy, in a way which respects, complements and supports the existing arrangements between Cyclenation and its campaign groups.

For some local campaign groups, it is important that they are able to maintain independent identities and policy stances, in response to local conditions. CTC fully recognises the need to respect this independence, and to safeguard it in the process of creating an enhanced support package for local campaign groups. Similarly, Cyclenation acknowledges the leading role CTC plays in national cycle campaigning.

In areas covered by an existing local campaign group affiliated to Cyclenation, the group and any CTC RtR reps in the area will be encouraged to work together collaboratively, as it is important that local cyclists speak with some unity. RtR reps in each cycle campaign area will be encouraged to participate in the local group, for instance by being invited to be a member of the local campaign group's committee.

Developing the campaigning network

Cyclenation currently recruits new groups through personal contact, very often by neighbouring groups. Support is given through its existing members groups. Cyclenation will continue to seek its own funding to develop new groups in specific areas.

CTC meanwhile will seek to accelerate the formation of local campaign groups by encouraging CTC members (including RtR reps who are not currently active in an existing group) to form new groups, and to advise these groups of the benefits of affiliating to Cyclenation.

At the same time, CTC will also continue to develop an enhanced support package for both new and



existing local campaign and advocacy groups, drawing where appropriate on resources developed from within the networks of both CTC and Cyclenation. While this package will require increased resources, its aim is to help strengthen the resource-base of local campaign groups themselves, and thus to help forge stronger relationships between CTC, Cyclenation and an expanded network of local campaign and advocacy groups. CTC and Cyclenation agree to develop a larger funding bid to develop this support package, and Cyclenation agrees to promote the benefits of this support package as it is developed. CTC will establish arrangements to ensure that groups which overtly adopt CTC's identity also follow CTC policy in their public statements and lobbying activities. However, groups are welcome to take advantage of the support package regardless of whether they choose to adopt CTC's identity and policies.

Meanwhile CTC and Cyclenation will also work together to identify geographical gaps in the campaigning network. Work will be undertaken to ensure that there are reciprocal arrangements with regards to web site information on local contacts and groups.

Communication between CTC and Cyclenation groups

For CTC mailings to Cyclenation groups CTC will be provided with address labels. CTC will be able to freely market any services they wish to offer local groups. The Cycle Digest is also very much welcomed by the groups. The Cyclenation newsletter in digital format is available by email to any RtR rep who requests it.

Conferences, training workshops and other events

A separate agreement is already in place governing arrangements for national joint cycle campaign conferences. As additional resources are secured, new arrangements will be put in place for collaboration on regional conferences, training workshops and other events, as part of the enhanced support package referred to above.

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