

## Cycling UK AGM – 29 September 2023

### Questions received before and during the broadcast

#### **Motion 4:**

1. **Bev Nicolson:** I notice that membership fees typically rise every other year for each type of strand. (Concessions or the full fee.) I wanted to ask why this pattern was settled on. Is there any reason why say the concession rate shouldn't rise to around £3 a month but not rise again for four years?

*Question answered verbally by Hannah Foster (Head of membership).*

This year more than any demonstrates why we need to review prices year on year. Just like any other organisation we are seeing costs rise and we do our best to manage this, but it is inevitable that we need to pass some of it on to the members. In regard to the methodology around concession, given the changes we are seeing in everyday costs, I don't think it would be prudent to limit ourselves to a rise only once every four years, but we will consider this alongside other options as we review our annual approach to membership fees this year.

2. **David John Cox:** I'm a veteran of the charity and name change debates! Overall, a great annual report thanks. So good to see Four Nations approach entrenched, campaigning support is brilliant now, community cycle clubs and cycling development work has been great, also opening up new long-distance trails. Membership numbers haven't grown as far as we would have hoped. I'd like to hear more about "the new customer relationship management system". Will this deal with Customer care email responses etc?

*Question answered verbally by Katie Legg (Commercial director).*

Our new Customer Relationship Manager system does help us with Customer care on a one-by-one approach as it enables us to more accurately and succinctly log the specific dialogue that we are having with individual members. However, the real benefit of the new CRM system is to enable us to identify trends in our member's activity and behaviour. This means that we will be able to look at key demographics (i.e. age, gender, locality) and from this insight, understand how to better retain our members across different key areas, giving us the opportunity to consider all the elements of our membership offer to determine where we invest our time to ensure that our product is as suitable and supportive as possible to our members.

#### **Q&A Session:**

3. **Tim Newbery:** Will Cycling UK aid / collaborate with policy makers following the yearlong trial of e-scooters to effect regulation? Illegal use is causing much negative publicity with press blaming "all cyclists" for antisocial behaviour.

*Question answered verbally by James Scott (Director of behaviour change and development).*

Yes, we are collaborating with policy makers on this. We answered a consultation response by the DfT before the trials were to be released. We commented on the speed of e-scooters, asking for those to be lower than they were and asking for the power of e-scooters to also be lowered. Unfortunately, that was not taken on board. However, we are in constant contact with DfT and other policy makers around the trials.

4. **David Bailey:** Has the cycle lane in Shoreham actually been reinstated?

*Question answered verbally by James Scott (Director of behaviour change and development).*

No, unfortunately it hasn't. The outcome of the court case was that they had to accept that they acted unlawfully, however, they were not ordered to reinstate the lane. They paid for our legal costs and admitted they had acted unlawfully. They are talking about progressing plans for a new cycle lane, which is currently going through a consultation process. We haven't seen any real progress yet, but we will keep our members and supporters informed when we hear any updates.