

we are
cycling
The cyclists' champion **UK**



Appointment of CEO
Candidate information
May 2020

Saxton Bampfylde

From our Chair



Dear Candidate,

Having led us for five years and taking forward the transformation and rebranding of CTC to Cycling UK, our CEO Paul Tuohy is stepping down to pursue other challenges.

We are looking for a new CEO who will drive the organisation's strategy to achieve our mission – enabling millions more people to cycle.

There isn't a single simple solution to increasing cycle numbers. Many things need to be in place: more inspiration and practical support for new cyclists; more and better cycling infrastructure, new laws and better law enforcement, better driver education and a fundamental change in culture and attitudes.

We believe that people are the key to bringing about this positive lasting change. Together we are an influential social movement. Cycling UK needs to do much more to connect, equip and facilitate this social movement to increase its impact on cycling for both existing and new cyclists. That is the most important role we can play: bringing about the change we want to see.

If you think you have the business acumen, strong leadership experience in complex organisations and the ability to partner with other major organisations and influence the

government and funders to do more for cycling then look no further.

We are a membership organisation with a UK network of over 65,000 members and affiliate groups and within this there are many volunteers who support us considerably in our mission. In addition to this external presence, we also are looking for a CEO who will spend time developing our internal operations and governance systems to make them robust for the future.

Whatever your background, whether or not it's in the charitable sector, we want you to bring energy and commitment to deliver our mission, increase our reach, grow our capacity and ensure our sustainability.

Cycling UK is ambitious and does immensely powerful work, and it's a fantastic place to work. We are based in Guildford and also have access to offices in London but we are a UK wide charity so a lot of travel may be required, including some weekend work.

I look forward to hearing from you.

Dan Howard,

Chair of Board of Trustees

Why cycling is the simple solution

We want to inspire millions more people to cycle because we believe it's the answer to many of society's biggest problems.

Air pollution is killing our children, obesity-related ill-health crippling the NHS, congestion gridlocking our cities, and our love affair with the combustion engine contributing to a devastating climate crisis.

The bike is a cheap, fun, healthy, environmentally friendly alternative to driving, particularly over short distances.

But more than 70% of the UK population say they never cycle and only 2% of all journeys are made by bike. The reasons are complex.

Some people lack the skills or are fearful of traffic. Others don't have the motivation or the will.

And while cycling infrastructure remains patchy across our towns and cities, it's often too easy for people to choose the car over the bike.

We want to inspire people to choose to cycle.

That's why Cycling UK is on a mission to not only improve conditions for all cyclists but to change attitudes and behaviour.



About Cycling UK

Cycling UK became a charity in 2012 after 125 years as CTC – The Cyclists' Touring Club. It is also a limited company with several subsidiaries. We have done a lot for cycling, as a club and as a charity. We work at a national and local level to lobby for cyclists' needs, provide services to members, and organise group rides for leisure, local activism and lobbying. We have helped change the law, improved conditions for cycling and inspired and supported people to cycle. The original Cyclists' Touring Club began in the nineteenth century with a focus on amateur road cycling but now we have a broader sphere of interest encompassing everyday transport, commuting and many forms of recreational cycling.

Across England, Scotland, Wales and Northern Ireland, there are thousands of people who are creating and supporting a thriving cycling culture. They are educating, inspiring, influencing, and supporting. They get things done through formal and informal community groups through charities in schools and workplaces in universities, or digital platforms. Some work inside public bodies, others seek to influence them. Together we are an influential social movement.

Cycling UK needs to do much more to connect, equip and facilitate this movement to support more people to cycle. That is the most important role we can play in bringing about the change we want to see.



Our achievements in 2018-19



11,154

people engaged with funding campaign in England to secure more infrastructure



106

people received bikes on long term loan as part of WheelNess project in Inverness



437,000

people were reached with Teach the Dutch Reach campaign



60,661

people engaged in a Big Bike Revival event in England and Scotland



100,000+

people took part in Bike Week



824

new volunteers recruited



13,065

new cycling trips made in England through the Big Bike Revival



800 mile

off-road route from England to John o' Groats launched



18,575

employees reached, working for 10 businesses who signed up to Cycle Friendly Employer scheme



29

project development
officers deployed across
the UK scheme



9,108

potholes reported via
our FillThatHole app
and website



10,797

member group rides



104

women took part in four
Belles on Bikes rides
in Scotland



4,594,787

website page views



68,431

Membership

2,724 children participated in Play Together on Pedals in Scotland

Play Together on Pedals works with families in Scotland to help them pedal together. The scheme was set up with project partners Cycling Scotland and Play Scotland in Glasgow and in 2018 has expanded into Edinburgh. The fun and freedom of cycling helps children develop key life skills, brings physical and mental health benefits, and encourages families to make short journeys without a car.

"Play Together on Pedals engages children at a young age and uses their enthusiasm to get parents on two wheels as well. If we're going to tackle Scotland's health crisis we need more families being active every day."
Professor Chris Oliver, University of Edinburgh





The BIG BIKE Revival.

We estimate there are around 16.6m unused bikes languishing in sheds and garages across the UK belonging to people who never or rarely cycle.

The Big Bike Revival aims to return those bikes to full working order while giving their owners the training, confidence and encouragement to return to cycling. In 2018-19, 60,661 people engaged in the Big Bike Revival in England and Scotland, across 1,599 events.



85%

of women in the UK say they never cycle

Women's Festival of Cycling

Our third Women's Festival of Cycling challenged every female cyclist in the UK to inspire at least one more woman to cycle in July.

"It was such a pleasant and confidence-building experience. I really appreciated how the ride leaders led the ride, looked after me and ensured I was never under pressure." Linda Billett



The Great North Trail

We have been campaigning to open up more of the countryside, and launched an 800-mile trail from the Pennines to the northern tips of mainland Scotland, the majority of which is on bridleways, byways, cycle routes, unpaved roads and very low traffic minor roads. The route appeals to both less experienced riders and more competent mountain bikers and off-road riders.



Trails for Wales

Victory in our Trails for Wales campaign after the Welsh Government announced it would be making changes to public access.

"All our strategies will help to connect and support the cycling movement throughout the UK."

James Scott, Director of Behaviour Change



The Department for Infrastructure in Northern Ireland accredited to our Cycle Friendly Employers scheme.

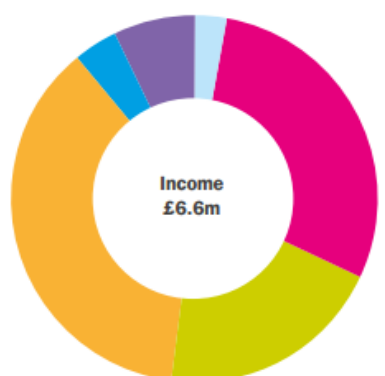


Our finances

Our financial performance in 2018-19 was strong. Our total income was £6.6m and our total expenditure was £6.5m. Our work is funded by a mixture of membership fees, contract and grant income, retail income and donations.

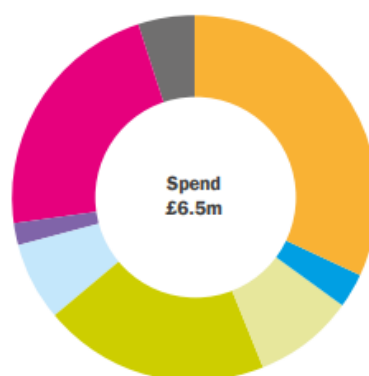
Overall membership increased by over 4% during the year to 68,496 and total membership income increased by 7% compared to the previous year at £2.4m.

2018-19 Income (£m)



Donations and Legacies	3%
Grants	29%
Cycling Holidays	20%
Membership	37%
Sales and Services	4%
Other Commercial Activities	7%

2018-19 Expenditure (£m)



Membership Services	32%
Youth Projects	3%
Campaigning	9%
Cycle Holidays	20%
Health and Wellbeing Projects	7%
Education and Cycle Training	2%
Cycle Development	22%
Raising Funds	5%

The role of CEO

We are proud of Cycling UK's heritage and also hugely excited about the opportunities the future holds. Our next CEO will join halfway through our ambitious current strategy and will build upon our numerous programmes and successes. This person will build partnerships across the sector to help form a unified voice of authority on the cycling movement and will continue to develop our work to make Cycling UK more inclusive and diverse, including leading a digital transformation in the coming years to reach areas of the population we haven't so far.

We're looking for an outstanding leader who can make a wide-ranging and significant impact across the full spectrum of our work. We've set out the specific requirements below and have a vision of a person who has an instinctive empathy with what we do and who we are; someone who will engage and inspire our staff, members, volunteers, and supporters; and someone with the drive and ambition to help us reach our goal of enabling millions more people to cycle by 2023.

Leadership

- Provide visible and inspiring leadership to the Charity, and work closely with the Board of Trustees on its strategic development and delivery
- Provide leadership to the Senior Management Team, empowering them to drive the organisation through effective collaboration and a shared vision
- Maintain and foster an organisational culture that attracts, retains and motivates ambitious and high quality staff and volunteers who come from a wide range of backgrounds and communities reflecting UK society as a whole
- Deliver the Charity's ambitious equality, diversity and inclusion goals
- Work externally as a champion and ambassador for Cycling UK and the cycling community, engaging effectively with stakeholders at all levels including Government, the media, members and member groups and donors, to promote the work of the Charity, stimulate wider support and ensure we support more people cycling

Delivery

Stakeholders

- Connect and mobilise our members and the wider cycling community through a strong, diverse, dynamic and flexible organisation; inspire staff and volunteers to be bold and ambitious with their work
- Develop and maintain effective strategic relationships with other relevant charities, Government and civil services in the UK as a whole (especially Dept of Transport), and in Scotland, Wales and Northern Ireland, statutory bodies and other relevant local and national organisations who support the charity in pursuing its goals
- Take overall responsibility for achieving agreed performance measures in all areas of the charity's activities
- Ensure there are robust income streams in place and that the charity has the resources to maximise financial opportunities and to secure Cycling UK's sustainable future
- Ensure that financial reporting and controls are in place to support financial security, sustainability and compliance
- Drive and deliver a digital strategy that will transform the way Cycling UK undertakes its core functions and engages with its members and wider community, increasing our ability to reach as diverse an audience as we can to increase cycling
- Ensure that risks are robustly managed

Person specification

The successful candidate may come from a range of backgrounds but will have an excellent record of communication, inspirational leadership and people management and will be passionate about Cycling UK's mission and ambitions.

An understanding of the charity sector will be an advantage, although this could also have been gained through Trustee or voluntary work.

Essential

- Leadership experience at board level within a complex organisation, a record of achievement in developing and delivering organisational strategy
- A proven ability to build, develop and lead engaged and high performing teams
- Demonstrable experience of inspiring and engaging funders, staff, members and volunteers
- Outstanding communication and influencing skills with the ability to command the confidence of staff, volunteers, members and our supporters, as well as leaders in the corporate, government, media, sport and environmental worlds
- A record of leading and delivering transformational change, ideally with experience in digital transformation and/or influencing cultural change
- A high degree of commercial acumen and strategic understanding, with the ability to identify opportunities and embrace new initiatives
- Experience of representing the views of an organisation effectively and productively to a range of external audiences
- Ability to manage high-level organisation-wide activities within a broad understanding of the external environment, long term consequences of change and future trends
- An understanding of governance, management of risk and risk appetite, partnership and co-design at trustee and leadership level.
- A passion for Cycling UK's mission and what we are trying to achieve

Desirable

- Experience of influencing at the highest levels in central and devolved governments
- Established networks and ability to open doors within government, sport and the commercial sectors
- Experience of consumer facing industries, mass marketing and engaging wide audiences
- An understanding and insight into cycling for transport and leisure
- An understanding of the influencing of the modern digital experience and a record of harnessing digital transformation to achieve strategic goals

Personal attributes

- An excellent communicator with an ability to connect and engage with a wide range of people
- A collaborative, people-focussed leader who nurtures individuals and teams
- Strong ambassadorial skills; brings a level of credibility and gravitas that garners respect with senior stakeholders
- Politically astute; ability to navigate a complex stakeholder environment and deal with ambiguity
- Commercially and strategically astute and goal-centric, a leader who can think and operate
- Innovative thought leader who anticipates future trends and can adapt the organisation and strategic partnerships accordingly
- The energy, strength of character and personal ambition to motivate and inspire members, volunteers and the wider cycling community to rally behind the Charity's mission
- Resilient, authoritative and forward thinking
- A high degree of personal integrity and authenticity

Terms of appointment

This is a senior position within Cycling UK and remuneration will be agreed with the preferred candidate.

Our head office is in Guildford and we also have desk space in London. This role will require frequent travel across the UK and working on the weekend on occasion.



How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Cycling UK on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code UAKAJA.

Click on the 'apply' button and follow the instructions to upload a CV, and cover letter no longer than two A4 pages, outlining why you would like to be CEO of Cycling UK.

The closing date for applications is by 12pm on Monday 15th June 2020.

Initial interviews with Saxton Bampfylde will take place between 22nd June and 3rd July. Interviews with Cycling UK are scheduled to take place on 20th and 21st July 2020.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please **do not** include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior

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