

Reading Cycle Campaign EGM

19th February 2025



Why are we here?

1. This meeting resolves that the annual membership subscription rates be increased from 1st March 2025 as follows :
 - Annual – Individual: £3 to £5
 - Annual – Joint/Family: £5 to £8
 - Five years – Individual: £12 to £20
 - Five years – Joint/Family: £20 to £32
2. That the option for life membership for new members be withdrawn.



What we'll do with your money

2025 will be a focus on creating a **cycling community** in Reading, both online and in person and to continue to lobby the local authorities to improve cycling access and safety in the Reading area.

We'll run more cycling events, engage more with local businesses and engage more with you, the experts on cycling in Reading, on and offline.



Campaigning Work

Led by Tony Carr & John Lee (Reading BC), Rob Hill (West Berks BC) and Alex Cran (Wokingham BC) we will continue to lobby our councils for:

- Better routes
- Connected routes
- All year round cycling access
- Signage in town



Research

Why do bike lanes in Reading cause so much upset? Are they being built in the right place and the right way? How can we use limited resources to the best effect.

We want to look into why and how things could be better! This is both how local authorities can identify and implement schemes that really work and also how our Campaign can provide better input into this process.



Our events

- Rides and socials
 - Organise 4 rides around Reading focused on highlighting routes to some of our biggest employers. TVP, Green Park, Shinfield (International Business Park and the studios) the hospital and UoR
- Bike yoga session - tbc
- Come and see a screening of a bike focused film with us
- Glow Ride in collaboration with Kidical Mass
- Collaboration series - to maximise effectiveness and cross collaboration across Reading groups.



Biking Events in the community

- University of Reading Community Festival - **Saturday 17 May**
- Three Counties Cycle Ride - **8 June**, 15, 34 and 52 mile
Join in, volunteer on the day or join the Reading Cycle Campaign team
- East Reading Festival - **Sunday 22 June**
- Reading Cycle Festival - **Sunday 14 September**
- Kidical Mass - **23 March, 17 May, 15 June, 15 September**



Bike Hangars

Everyone deserves a safe place to store their bikes at home, sadly for many people this isn't a reality. We're asking Reading Borough Council to do a trial of 10 Bike Hangars for residents of the town to help people who have no bike storage at home.



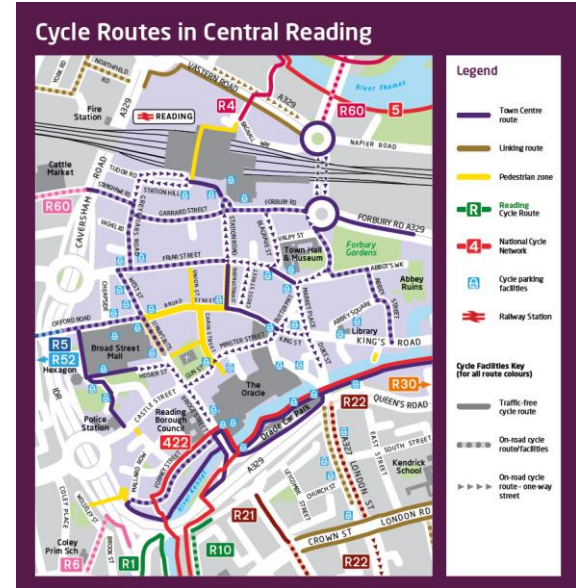
Extending (y)our reach

We will continue to contact local authorities, political representatives, police and other statutory bodies, local employers to make the case for improving cycle provision to keep you all safe.



More publicity to grow our reach

- Create a bike map highlighting the existing and missing routes for Reading.
- Adverts on social media
- Leaflets and fliers
- Festival presence



Monthly Member actions

We can't do this without you! There's so much to do we need you to help us achieve real change in Reading. So, we'll be asking members to complete 1 action a month.

Done Dry January? Obviously this is the best time to email or phone your local pub to ask them to install bike parking.



Time to vote!

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