



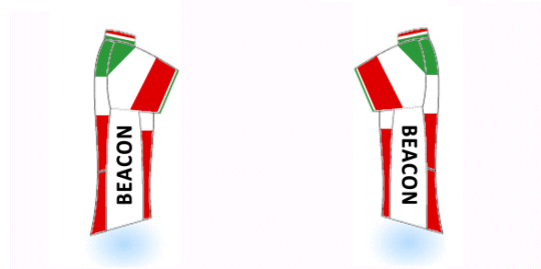
FIAB Cremona

Prof David Cox OBE
Chair of CTC Council





Beacon RCC CTC affiliated club
1946 homage to Coppi + Bartoli



Public Health
Health Improvement
80,000 people
used these lifestyle services...

LIGHTEN UP TEENAGE PREGNANCY TO SMOKE CESSATION
SHIP SCHEME PREVENTION TO SMOKE CESSATION
SEXUAL HEALTH MENTORS IN SCHOOLS WALKING CYCLING
BE ACTIVE FITNESS CLASSES
FIT 4 LIFE CARDIO REHAB
HEALTH TRAINERS FREE BOWLS BYNS
CHILDREN'S SERVICES STOP SMOKING
VILLA VITALITY HEALTH CALL TO QUIT SHIP
WATERLOO STEPS ALCOHOL SCREENING
FIT FOR WORK ALCOHOL SCREENING



Living Well, Living Longer

NHS
South Birmingham

lighten up
Weight Maintenance Record Card

"People who weigh themselves regularly are more likely to keep their weight down"

CONSERVATIVE PARTY CONFERENCE
HEALTH FRINGE DEBATE

**NUDGE, PUSH
OR SHOVE:
GETTING PEOPLE
PHYSICALLY ACTIVE**



Evidence: Health benefits of cycling

- Regular cyclists' level of fitness = that of someone 10 years younger
- Those who continue cycling regularly into middle adulthood have 2 years extra life expectancy
- £1 invested in Be-Active Scheme
- £21 return over 5 years



Four Questions?

- How the CTC did grow successfully to its present size?
- What are the most successful initiatives?
- How did CTC obtain funding?
- What are its best funding sources?



- 1890s boom
- 1970 low spot
- 2010 + return of the Bike?





Cake To Cake



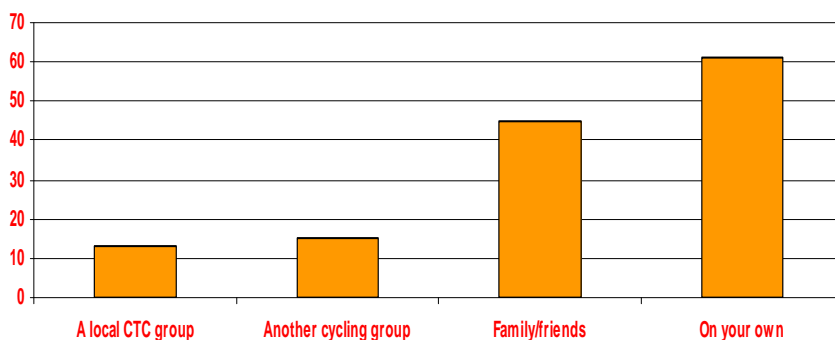
Membership Organisation Comparisons – Spring 2012

Cycling and Non Cycling



Who cycle with

Who do you usually cycle with for leisure/recreation...?



Q12



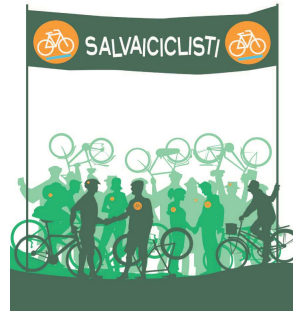
Times Campaign/Parliamentary debate

- 20 mph speed limits
- Better cycling provision
- Redesigned junctions
- Reduce risks from lorries
- Cycle awareness in driving test

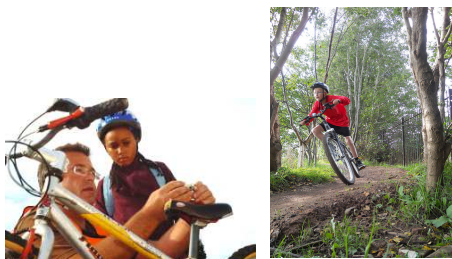


#salviacyclisti

- 50,000 pedal on Roma



30,000 pedal on
Parliament in Scotland



CTC the National Cycling Charity

- Promote
- Inspire
- Protect
- Be an efficient organisation



New Strategy

- Budget
- Regional managers
- Focus on members and public good.
- Thought leadership
- National and local influencing



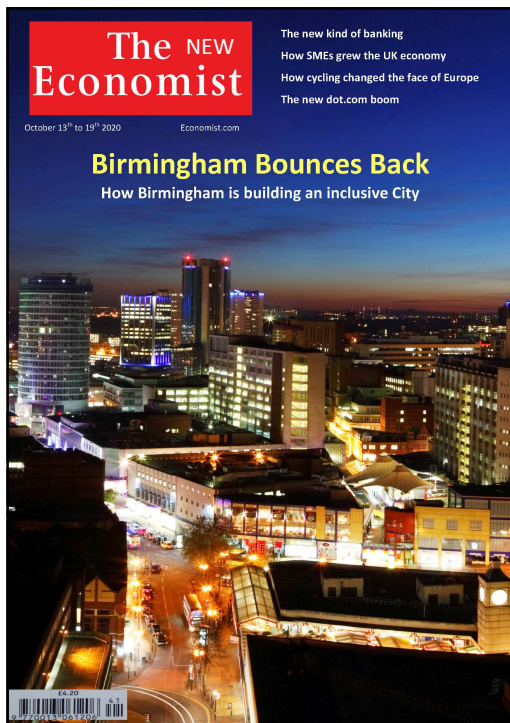


CTC Staff at Cycle Show



Governance and Delivery

- Role of Council – values, strategy, finance oversight, accountability, risk register, monitoring
- Professional management
- Quality of customer care and service delivery
- Charity Commission and peer NGOs



@davidcox65

david.cox@ctc.org.uk

<http://www.ctc.org.uk/>



QUESTIONS AND
COMMENTS?



