

## Manifesto – Colin Crooks MBE LCC Board of Trustees Election 2022

Higher levels of cycling are crucial to our adaptation to a net zero way of life. It is also the key to reducing the terrifying levels of pollution that affect our health.

For these reasons and for the love of cycling and the fun that it brings I am keen to join the board of LCC. I want to play a role in making cycling more accessible and normal for most Londoners. We are at a tipping point in social willingness to try cycling with 22% of Londoners now “actively considering” getting on a bike. If this happened, we would see more than half of Londoners on their bike. This would create an irresistible demand for better facilities. What can we do to get them to take those vital first few pedal rotations?



To start with we need to fully understand the key barriers to starting, whether they be physical, emotional or financial. Then, we need to work in partnership with others in the community to devise and deliver schemes which address these barriers and steadily remove them.

I feel I can offer my experience as a social entrepreneur and as a habitual cyclist to LCC and help it achieve its mission to expand cycling in our extraordinary city.

As a social entrepreneur I have run several not for profit and charitable businesses in deprived communities across London. I can bring some insights from those experiences along with an entrepreneurial approach to getting things done. In my last role I helped hundreds of people from low-income and diverse communities to start their own business. I worked through the myriad of concerns that they had and helped them to take the first important steps to starting up. Many years ago, I was a local councillor, and I learned a lot about how to get things done in a local authority and what makes them tick.

As an employer I have supported and worked with very diverse teams. As a board member on another charity I am responsible for ensuring that its policies and practices support its work to be fully diverse and inclusive.

As a keen cyclist I have commuted to work almost continuously for 45 years now. I cycle to almost all work meetings and events. I am also a regular Sunday rider and usually ride between 30 and 50 miles, although that has been curtailed a bit recently after a collision with a fox put me in hospital!

If I am successful in this election, I will bring all my experience to the board of LCC to help develop practical policies that help the organisation and sustainable travel to grow.

***LCC members nominating this candidate: Simon Brindley (Proposer) and Andy Parry (Seconder)***