

## Manifesto – Jonathan Klaff

### LCC Board of Trustees Election 2022

My name is Jonathan Klaff, and I'm standing for trustee at LCC. The LCC has helped me by driving change in London, provided avenues to engage with my council and introduced me to many people I consider friends.

Given the passion LCC members have for the organisation, I thought it worthwhile for you to know a little bit about me, why I want to do this and what I can offer.

I'm a Barnet resident since birth, married with two children, Jewish, and work in operations for tech start-ups.

I've been a bike rider for most of my life, whether it was tearing round parks, riding to school, commuting, shopping or sports. I have been a campaigner in Barnet for over a decade as part of the Barnet Cycling Campaign and Better Streets for Barnet and have represented the Borough's cyclists at Council meetings and in front of the Mayor of London to highlight the lack of cycling within the Borough. Cycling has taught me so much, and I'd love more to experience this.

When it comes to what I can bring to the LCC board, my experience comes in in two areas – Equality, Diversity and Inclusion and start-ups.

I am passionate about making the world more representative of the communities that make it up. As a Jewish cyclist, I am very much aware of cultural differences that can be a blocker to cycling, and how these barriers can be broken down.

My wife once told me to view "diversity as being invited to the dance, inclusion as being asked to dance" and I have put this at the forefront of my work in ED&I for my company and in my recent volunteer work for Islington Cycling Club, where I stepped down in January after five years as Chair. During this time, I made sure we weren't focused on numbers, but those engaged actively riding, volunteering and committing their time. For example, we saw a threefold increase in women participating week in week out, led by a committee as diverse as the borough. I am also in regular contact with the Diversity in Cycling group to help change the way we treat minority cyclists.

Often when talking to people about the LCC, they mention it runs on a very tight budget. I feel this is very similar to start-ups, who must look at how they spend money. My experience in these kinds of businesses will allow me to help advise the LCC leadership team on areas where the organization can be operationally more efficient. I have helped build companies based on a "build, measure, learn" ethos, using data driven decisions and Objectives & Key Results to really operate smoothly. I can see these techniques being of use to LCC, be it in HR, ED&I or campaigning and membership.

I hope this has given you a little insight into me, and that you would be able to trust me with helping run an organization that means so much to us all.

***LCC members nominating this candidate: Rachael Coleman (Proposer) and Charlotte French (Seconder)***

