



Highway Code timeline (the past five years)

March 2017: Cycling UK launches the Too Close for Comfort campaign to tackle dangerous close passes and press for changes to Highway Code overtaking rules.

April 2018: Cycling UK launches the Cycle Safety: Make it Simple campaign, calling for road safety changes, including a revised Highway Code. It's backed by more than 10,000 members and supporters.

June 2018: Cycling UK picks up British Cycling's Turning the Corner campaign for changes to junction priority rules, pressing for these to be included in new Highway Code rules.

November 2018: In response to our Cycle Safety: Make it Simple campaign, the government promises to review the Highway Code to make it safer for cyclists and pedestrians.

November 2018-present: Cycling UK's policy director Roger Geffen works with stakeholders to influence proposals for changes to the Highway Code.

June 2019: Cycling UK launches the Dutch Reach campaign to tackle car-dooring.

June 2020: Cycling UK launches a major Highway Code campaign, supported by almost 17,000 people, in response to the government's consultation on Highway Code changes.

December 2021–January 2022: Cycling UK presses the government on the absence of any public awareness campaign for the forthcoming Highway Code changes.

February 2022-present: Cycling UK works with the Department for Transport's THINK campaign and partners to help shape public awareness about the changes.

The Cobblestone Café Easy Riders in the West Midlands



Rural Connections project in the Scottish Highlands



19%
of Big Bike Revival participants are from an ethnic minority background



34%
of BBR participants live in areas of deprivation (as per index of multiple deprivation)



260,365
People reached this year by our behaviour changes programmes in England and Scotland (702,274 in the past three years)

representative and responsive charity needed to make a positive difference in today's society.

We have continued to build our capacity to be truly Cycling UK, having staff and volunteers in all nations. Our new staff in Wales and Northern Ireland are already making an impact and building our influence. They've launched new routes and they collaborated with partners to ensure cycling was an important issue in the recent elections.

Build sustainable membership

We recognise that our members are at the heart of allowing us to get millions more people cycling. Continuing to build our membership is critical in helping to secure the incomes that allows our organisation to provide an independent campaigning voice. Our members are also a valuable voice, lending much-needed support to our campaigning and influencing work.

- Our membership is stable at 70,400.
- We have migrated to a new database and payment systems to improve customer experiences.
- Fundraising continues to grow, with £55k from our raffle and over £60k from the Cyclists' Defence Fund appeal.

In 2021 we started a membership review to look at what members and supporters want from us and how we can support the whole cycling community. As a result, we have made the changes listed below, with more to follow in 2022.

- Reviewed our commercial relationships to ensure that members are receiving value for money and great service.
- We increased benefits, including a new cycle insurance partner and legal supplier.
- We are developing new ways to take our work closer to local communities, to engage members with the issues that matter to them, and to make our membership inclusive, welcoming and engaging for all.

Read more

You can read the full, 72-page annual report online at cyclinguk.org/policies-and-procedures/annual-reports-and-accounts