

Welcome to the second issue of Velocheer, the newsletter for and about Cycling UK's amazing volunteers. We hope you enjoy reading about our new volunteering strategy, which has been created over the course of many months by our staff, Trustees, members, volunteers and supporters. Do let us know what you think of it.

We are also announcing our new Volunteer of the Year Awards so start thinking about some of the fantastic volunteers you know who deserve a big pat on the back for their efforts.

In the meantime, happy volunteering!

Julie Rand, Editor

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The Reason to Velocheer!

The Reason to Velocheer! is our brand new volunteering strategy and sits alongside our new five-year organisational strategy, which will be launched soon.

This exciting document covers the years 2018-2023 and heralds big changes in the way in which we welcome and support volunteers, as well as in how we grow the network and in how we monitor and evaluate it. To go along with the strategy, we will also be launching a new reward and recognition programme later in the year, so keep an eye out for details of this.

As we celebrate our 140th anniversary, this ambitious strategy sets out our vision of volunteers continuing to be central to everything we do, with an active network of people empowered and united to support other people to cycle. Written with input from Cycling UK staff, Trustees, and current and future volunteers, the strategy lays out the three main ways in which we will achieve this by:

- **improving the experience of volunteers, with better systems, communications, support and culture;**
- **growing the network, with a greater variety of ways to get involved and a more diverse volunteer base; and by**
- **evaluating the impact of our volunteer network.**

Chief Executive Paul Tuohy says: "For over 140 years, our volunteers have been at the heart of everything we do and we want to ensure they remain so. The new volunteering strategy aims to build on and strengthen our existing network of nearly 10,000 volunteers. We also want to engage with the 40% of our current members who say they are interested in volunteering in cycling but don't currently do so. Our aim is to see millions more people riding bikes in this country."

If you have any comments or questions about the new strategy, please let us know.

**Special offers
for members!**

Do you and your friends love cycling as much as you do? Introduce them to Cycling UK before 30 November 2018 and we'll send you BOTH an exclusive Dave Walker Cycling UK mug absolutely FREE! Just quote code MGM18DW4 when joining online.





Are YOU a volunteer? Find out exactly who our volunteers are

Often people who give their time, energy and skills to enable people to take part in cycling don't recognise this as 'volunteering'.

Why? Probably because cycling is an activity they enjoy themselves. According to the [National Council for Voluntary Organisations](#) (NCVO), volunteering is: "any activity that involves spending time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups) other than, or in addition to, close relatives. Central to this definition is the fact that volunteering must be a choice freely made by each individual."

Therefore, anybody who puts on cycling activities through a group or club, or even just as friends, without payment, can be considered 'volunteers'.

Our fantastic volunteers organise events, put on rides, recce routes, act as marshals, make the tea, serve refreshments, lead tours, hand out medals, and much more besides, including campaigning for better cycling facilities for everyone.

So, even if they don't recognise themselves as volunteers, we do - and thank them for it.



Tell us about YOUR local heroes

Volunteers often perform their tasks so unobtrusively, it can be easy to take their efforts for granted but here's how you can make sure they get the recognition they deserve.

We want to celebrate the immense contribution our cycling groups and individual volunteers make to Cycling UK every year with our [Volunteer of the Year Awards](#). The winners will be invited to [our Big Bike Celebration](#) to receive their awards and showcase their work. There are 10 categories to choose from:

- Outstanding Young Achiever
- Outstanding Campaigning Group
- Outstanding Campaigning Individual
- Best Cycling Event
- Best Cycling Programme
- Exceptional Individual Contribution to a Cycling Programme
- Best Cycling Group
- Exceptional Individual Contribution to a Cycling Group
- Best Community Project
- Exceptional Individual Contribution to a Community Project

If you're not sure which categories to nominate somebody for, we have [more details of each award](#) and what we're looking for. Simply [complete the form](#) to submit your nomination. **NOTE that nominations close on Monday 3 September, which is less than a month away so get nominating today!**

The [Big Bike Celebration](#), which is open to all Cycling UK members and their guests, takes place in Harrogate on Saturday 6 October 2018.

Club Confidential - obtaining photo consent

We all know [extended data protection legislation](#) is now in place in the UK (GDPR) and it can be very confusing knowing who you can and can't publish photographs of. But don't worry - we have updated our [Cycling Group Toolkits](#) with photo consent and guidance that explains all. Don't forget that you should always credit photographers where possible and make sure you have their consent to use any photos or footage they have taken - there may be an expensive price to pay if you do not..



Volunteer of the Month: Graham Brodie



140 great places to ride in the UK

There are so many fantastic routes to ride in the UK, it's hard to know where to start. Luckily, Cycling UK is on hand to help with our selection of some of our favourites.

Thanks to some of our brilliant volunteers and supporters, you can now select from [140 mouthwatering routes](#) throughout the country that have been tried and tested and graded for cycling suitability. That's one route for each of our 140 years, with each one telling part of the Cycling UK story.

For example, all 16 of our [Challenge Rides](#) are represented, as well as the routes supplied by celebrities such as Clare Balding and Chris Boardman MBE.

There are also favourite routes supplied by our Member Groups, staff, partners, members, and supporters.

They range from easy family days out to lengthy adventures from one side of Great Britain to the other. Each one has a short description plus a GPX file to download.

Which ones will you try first?

No fewer than two of the routes in our new library have been created by long-term Secretary of Devon CTC Graham Brodie.

The routes are part of our [Challenge Rides Series](#) this year:

- the Devon Dirt back in April; and
- the 25th Devon Delight in July.

Graham is a previous Volunteer of the Year (South West) award winner and always provides us with some great photos, videos and write-ups of the events he so capably organises.

He describes volunteering as "hard but worthwhile", adding that "it's very rewarding".

Many thanks Graham!

There are more volunteer stories just like Graham's on the '[Why we like being volunteers for cycling](#)' page of our website. Could you feature on it too? If so, [please get in touch](#).

It could be them! Or you?

Last issue we told you how affiliate group [Streetbikes](#) was given a community award from HRH the Duke of York in recognition of delivering cycling activities to the community around Kirklees, West Yorkshire.

Now the group has made the finals of the [National Lottery Awards](#) in the Good Causes category. Voting has closed and the winners of the £5000 funding prize will be announced soon. Not only will they win the cash prize if successful, they will also be featured on a TV special on BBC One on 26 September. Go Streetbikes!



[National Lottery funding](#), which is ongoing and separate to the Awards, is available to voluntary groups who are:

- bringing people together and building strong relationships in and across communities
- improving the places and spaces that matter to communities
- enabling more people to fulfil their potential by working to address issues at the earliest possible stage.

Cycling UK also has a small amount of funding available to groups who will support our strategy by promoting cycling, protecting cyclists and/or inspiring more people to cycle. They will also be asked if the grant might result in increased Cycling UK membership. To apply for this extra funding, please [contact the Volunteering Team](#) for an application form.

Ashiana's busy summer getting more people cycling

Voluntary
group
of the month

It's already been a busy summer for Cycling UK affiliate group **Ashiana Community Cycling Club from Birmingham**. First of all, ride leader [Selina Aktar](#) was named as one of our [100 Women in Cycling 2018](#) back in early July and then the group held a successful ride as part of the [Women's Festival of Cycling](#). Finally, towards the end of the month, the Ashiana Community Project held [an open day](#) as part of Cycling UK's Big Bike Revival project, enabling more people to take part in cycling by showing them how to fix their bikes. Young Qasim Mohammed (below) was one very happy customer after being shown by Shaun Jones and Stewart Boyle of Gear Up! how not to overinflate his tyres.



It's AGM time again



Cycling UK's Member Groups are required to hold an AGM between 15 October and 15 November.

While we enjoy the last of the long days of summer, autumn is creeping ever nearer. And that means it's nearly AGM season again. AGMs are a chance to find out everything that's been going on over the past year, thank volunteers for their efforts, celebrate successes and plan ahead for the next 12 months of the cycling calendar.

They are also a chance to recruit new committee members, ride leaders and other volunteers, as well as enjoying catching up with old friends and making new ones. Some groups even provide free refreshments or include their AGMs as part of a ride.

If you're a Member Group Secretary, [please let me have](#) the dates of your AGMs as soon as you know them so [we can publicise them](#) to other members who may like to attend.

Note that all members of Cycling UK are welcome to attend any Member Group AGM but only full members may vote at them.

And finally....

If you're thinking about volunteering in a cycling group, or even if you already do so, you may be interested to know that we have a range of role descriptions for each committee post plus guidance and other useful documents in [Support for Cycling Groups](#).

Alongside the toolkits for each role, there's also information on [GDPR for groups](#) plus advice on:

- How to organise a treasure hunt
- How to manage your group pages and
- How to organise a charity ride or sportive



Don't forget to follow us!

