Why cycling is the simple solution

We want to inspire a million more people to cycle because we believe it’s the answer to many of society’s biggest problems.

Air pollution is killing our children, obesity-related ill-health crippling the NHS, congestion gridlocking our cities, and our love affair with the combustion engine contributing to a devastating climate crisis.

The bike is a cheap, fun, healthy, environmentally friendly alternative to driving, particularly over short distances. But more than 70% of the UK population say they never cycle and only 2% of all journeys are made by bike. The reasons are complex.

Some people lack the skills or are fearful of traffic. Others don’t have the motivation or the will.

And while cycling infrastructure remains patchy across our towns and cities, it’s often too easy for people to choose the car over the bike.

We want to inspire people to choose to cycle. That’s why Cycling UK is on a mission to not only improve conditions for cycling but to change attitudes and behaviour.

£6.1bn
spent by NHS every year on obesity-related ill-health

36,000
deaths every year linked to air pollution in UK

33%
of UK CO₂ emissions are accounted for by traffic

£7.9bn
cost to drivers of congestion on UK roads every year

7mph
average speed by car in London and Edinburgh

178
average number of hours lost by road users in congestion every year in the UK

1%
of all vehicle miles in GB are cycled
How we performed in 2018-19

11,154 people engaged with funding campaign in England to secure more infrastructure

106 people received bikes on long term loan as part of WheelNess project in Inverness

2,724 children participated in Play Together on Pedals in Scotland

437,000 people were reached with Teach the Dutch Reach campaign

60,661 people engaged in a Big Bike Revival event in England and Scotland

9,108 potholes reported via our FillThatHole app and website

100,000+ people took part in Bike Week

824 new volunteers recruited

10,797 member group rides

104 women took part in four Belles on Bikes rides in Scotland

13,065 new cycling trips made in England through the Big Bike Revival

800 mile off-road route from England to John o’ Groats launched

4,594,787 website page views

18,575 employees reached, working for 10 businesses who signed up to Cycle Friendly Employer scheme

106 project development officers deployed across the UK scheme

10,797 member group rides

106 people received bikes on long term loan as part of WheelNess project in Inverness

"Too many people are becoming obese or enduring inactivity related ill-health. Our roads are congested and vehicle emissions are compounding the climate crisis. But with the right investment active travel can be the answer to many of these problems."

Paul Tuohy, Chief Executive
A Pedal Revolution

To inspire more people to cycle, either for fun or as an everyday active option for travel, especially over shorter distances, we are taking a six-tier approach.
It was such a pleasant and confidence-building experience. I really appreciated how the ride leaders led the ride, looked after me and ensured I was never under pressure.”

Linda Billett

To encourage more people to take up cycling more regularly for all the benefits it brings, we need to understand their habits and attitudes and how we can help nudge people to make a change in how they travel actively.

This could be addressing their lack of cycling knowledge, access to a bike or fear of riding.

We have a hugely experienced team of development officers working in communities across the UK to address these issues with a series of targeted programmes and projects reaching thousands of new and returning cyclists.

“85% of women in the UK say they never cycle”

Our Women’s Festival of Cycling challenged every female cyclist in the UK to inspire at least one more woman to cycle in July.

Expand our behaviour change programmes

Community clubs

Community Cycle Clubs are at the heart of our programme to bring about sustained change and to encourage more people to cycle.

We have more than 200 diverse clubs across England and Scotland, which have engaged with more than 50,000 people.

Clubs run in all sorts of places including with older people’s groups, youth groups, workplaces, refugee charities, mosques and veterans’ groups.

People who joined a Community Cycling Club reported they were:

• Cycling more often
• Starting to meet physical activity guidelines
• Feeling healthier, happier and better connected to their communities
• Starting to use a bike for short journeys and commuting
The BIG BIKE Revival

We estimate there are around 16.6m unused bikes languishing in sheds and garages across the UK belonging to people who never or rarely cycle.

The Big Bike Revival aims to return those bikes to full working order while giving their owners the training, confidence and encouragement to return to cycling. In 2018-19, 60,661 people engaged in the Big Bike Revival in England and Scotland, across 1,599 events.

Martin Williams had been homeless, using drugs and involved in crime. He now provides workshop skills to fix bikes.

"By being involved in the cycle group, I feel like it’s given me another reason to avoid drugs as I’m working hard at something positive."

Martin Williams

Jason Unsworth-Mitchell, 50, had been between jobs and needed his bike serviced to be able to commute to his new job.

"The bike was looking tattered. I knew I needed to get it serviced so I would be able to get to work without using my car, but getting it repaired at a bike store was just going to cost too much."

Jason Unsworth-Mitchell

Nine-year-old Declan Nangle never thought it would be possible to learn to ride a bike because of his dyspraxia, a developmental coordination disorder.

"This has been fantastic for us as a family and for him and his confidence, so he can ride his bike with his friends."

Siobhan, Declan’s mum

Sisters Yazmin and Joni learning how to repair inner tubes as part of the Big Bike Revival’s Windrush Bike Project in Oxfordshire

16.6m unused bikes in the UK

7,334 non-regular cyclists increased their cycling activity through BBR in England
133 people were introduced to cycling through the Cycle for Health scheme in West Yorkshire in partnership with the West Yorkshire Combined Authority.

141 people took part in 16 Cycle for Health projects 73% of the attendees showed an increase in cycling activity levels with 57% reporting that they now cycled more than once a week.

“I’m more confident. I’m able to be out with other people, more than I would normally. My fitness has improved. My lung function is a lot better and now I actually want to go out and do other things, and keep cycling, keep active and really start living my life.”

Andrea, Cycle for Health participant

"You might have a bad week and you’d come here and you might feel a little bit low, feel a bit tired, a bit drained but you’d leave it feeling invigorated and energetic."

Dan, Cycle for Health participant

Play together on Pedals

The Rudras family from Edinburgh were keen to go out cycling as a family, but struggled to get their youngest daughter pedalling – until they found Play Together on Pedals.

“When you’re outdoors, it’s nice to do biking, because some roads you can only walk or bike. That’s why we were very keen for our youngest one to pedal as soon as possible, so she could ride on her own.”

Sushma Bomma

Project Development Officers

We increased the number of Community Development Officers across the length and breadth of the UK to 29 including new appointments in Orkney, Greater Manchester, Essex, Norwich and Great Yarmouth, Portsmouth and London.

29 Cycling project officers across the UK

Training

Our Training Department has delivered training courses in road and off-road ride leading, and first aid to around 900 people.
Influence a wider range of people

To inspire a million more people to cycle, we recognise the need to influence, engage and campaign to bring about improvements to conditions for cyclists and encourage more people to adopt cycling into their everyday lives.

We hosted the annual Bike Week celebration in June and a month long Women’s Festival of Cycling throughout July, while continuing to fight for better cycling infrastructure, influencing those in power and educating all road users about safely sharing the road.

Teach the Reach

More than 14,000 people have viewed our Teach the Reach video promoting the use of the Dutch Reach when opening a car door.

The technique encourages a simple change of habit that aims to reduce more than 500 injuries every year caused to cyclists by car doors opening in their path.

35% of drivers admit to not checking for cyclists before opening their door

The Great North Trail

We have been campaigning to open up more of the countryside, and launched an 800-mile trail from the Pennines to the northern tips of mainland Scotland, the majority of which is on bridleways, byways, cycle routes, unpaved roads and very low traffic minor roads.

The route appeals to both less experienced riders and more competent mountain bikers and off-roaders.

“Cycling UK’s vision is of a connected network of National Trails that can be enjoyed by everyone, whether they are walking, cycling, or riding a horse.”

Sophie Gordon, Campaigns Officer, Cycling UK
Media engagement and influence

4.6 million

- Website views reached 4,594,787 people
- Which is an increase of 12.9%

+7.8% Twitter
+10.7% Facebook
+87% Instagram
+88% Strava
+44.2% LinkedIn

160

MPs wrote to the Transport Minister supporting our funding campaign

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Did you know?

77.8 million tonnes of CO₂ are emitted in the UK through people commuting to work.

Cycle Friendly Employer

By encouraging more businesses to sign up for our Cycle Friendly Employers scheme, we’re creating the conditions for more people to commute to work by bike.

10

Businesses signed up to the Cycle Friendly Employer scheme

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Trails for Wales

In April, the Welsh Government announced a proposed change to allow cycling and horse riding on many footpaths, following our Trails for Wales campaign.

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9,108 potholes reported through our FillThatHole app

314 Bike Week events across the UK

947,000 video views of our Be Nice, Say Hi campaign guide to passing horses safely

100,000+ people took part in Bike Week in 2019

Former Transport Minister, Michael Ellis MP joined Cycling UK Chief Executive, Paul Tuohy at the launch of Bike Week in London in June.
Women’s Festival of Cycling

In 2018-19, we registered the largest number of volunteers in Cycling UK’s history after identifying volunteering opportunities in all departments of the organisation.

We launched our Velocheer newsletter, introduced a volunteer management tool, launched our Going the Extra Mile volunteer reward and recognition programme and showcased the best volunteering work at a Volunteer Awards ceremony in London.

“Volunteers are at the heart of everything we do and are greatly valued. We support them to use their time and expertise to make a significant contribution, both to their communities and to our mission of enabling millions more people to cycle.”

Alex Cuppleditch, Head of Volunteering, Cycling UK
Welcome to the first issue of Velocheer, the brand new e-newsletter from Cycling UK for all our wonderful current and would-be volunteers.

We hope it will inspire and entertain you, as well as keeping you informed about everything you need to know to make volunteering for Cycling UK the best possible experience.

We have a vibrant, varied and highly skilled volunteer community and we feel lucky to be supported by them.

This newsletter wouldn't be possible without stories about YOU and all you're doing on behalf of cycling so don't be shy, please get in touch to let us know what you've been up to so we can tell the world about the great work you've been doing.

The next issue will hit your inboxes at the end of July. If you know someone who would be interested in receiving the next issue of Velocheer, they can subscribe online.

In the meantime, Happy Volunteers' Week!

In this issue
Special offers for members!

Celebrating people who are passionate about helping others to cycle

Velocheer
Issue 1
Summer 2018

Do 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.

Did you know that 20 million people volunteer in the UK, with 48% supporting sport and physical activities, contributing £22.6 billion to the UK economy?

Most volunteers get involved in cycling simply for the enjoyment of helping others but expressing appreciation for the huge difference they make to the lives of others goes a long way in keeping them enthused and interested as well. This week until Friday 7 June is Volunteers' Week #VolunteersWeek. This is a chance to say a massive 'THANK YOU' for the valuable contribution volunteers make to people's lives across the UK. It's easy to overlook the amount of time, enthusiasm, energy and skill involved in putting on great cycling events, organising enjoyable rides, campaigning for better infrastructure and the numerous other activities that wouldn't take place without our amazing volunteers.

We've come up with some ideas for easy ways you can show gratitude:

• Buy them a tea, coffee or treat of choice - small gestures can mean a lot
• Send them a quick message of appreciation
• Buy or make a 'thank you' card
• Present them with a personalised Certificate of Thanks from Cycling UK in front of others, if you're sure they would enjoy a moment in the spotlight
• Request a personalised letter from Cycling UK’s Chief Executive Paul Tuohy to recognise long service, outstanding deeds, or to welcome/say goodbye to particular volunteers
• Hold a celebratory event using free resources from Volunteers' Week
• Invite a local MP or dignitary to attend a workshop session, start a ride or join you at your coffee stop

During the week, The Guardian is also looking for volunteering stories to share with its readers so why not tell them about what you do for cycling?

It's Volunteers' Week – here's how to thank them

National Volunteers’ Week
We highlighted the contributions of our volunteers by celebrating national Volunteers’ Week in June.

Newsletter
Velocheer, our newsletter for and about volunteers, is delivered to more than 4,000 email addresses.

Member group rides 2018-19

2,892 easy/family rides
4,508 moderate rides
3,280 hard rides
117 off-road rides

Cycling Holidays and Tours
CTC Cycling Holidays and Tours Ltd has helped cycling enthusiasts discover the world by bike for more than 20 years.

68 tours:
14 in UK
38 in Europe
16 in rest of the world
352 people took part in Birthday Rides in August

New destinations included:
- Isle of Wight
- London & River Thames
- Mongolia
- Cuba
- Costa Rica
Collaborate more

Working with like-minded organisations and businesses is a crucial step to achieving our ambitious aim of inspiring more people to cycle.

We know we can’t achieve it on our own, but by joining forces with others and pooling our resources we can be stronger and more effective.

Be Nice, Say Hi

Our Be Nice, Say Hi campaign with the British Horse Society aimed to help cyclists and horse riders pass each other more safely.

WACA

The Walking and Cycling Alliance (WACA) continued to act as a united voice for the active travel charities to bring pressure to bear on the Government for increased funding and more support.

Living Streets

Cycling UK partnered with Living Streets, the charity for everyday walking, to launch a campaign for greater funding for active travel.

300 trail markers sent to National Parks

11,554 actions taken in our funding campaign
Be responsive to the needs of different places

Different places will see a different rate of change because of varying national and local contexts.

Some cities have elected mayors with an agenda to improve active travel, and transport budgets and policy decisions are devolved to governments in England, Scotland, Wales and Northern Ireland.

To make the biggest impact, we are focussing our efforts in those places where the political will already exists for change.

Be responsive to the needs of different places

Scotland
We campaigned at Holyrood, the Scottish Parliament to make cycling in Scotland safer and easier for everyone.

Wales
More than 200 people cycled on the Senedd, the Welsh Assembly, in Cardiff to call for more investment in cycling.

Bike Week
launched in London

Handcycling in Edinburgh

Cycle for Health
Cycle for Health in partnership with West Yorkshire Combined Authority

20mph zones
We campaigned in partnership with other organisations in Scotland to reduce the speed limit in residential areas to 20mph.
Belles on Bikes
104 women took part in four Belles on Bikes rides in Scotland

“All our strategies will help to connect and support the cycling movement throughout the UK.”
James Scott, Director of Behaviour Change

Trails for Wales
Victory in our Trails for Wales campaign after the Welsh Government announced it would be making changes to public access.

CFE success
The Department for Infrastructure in Northern Ireland accredited to our Cycle Friendly Employers scheme.

Member groups & projects
Community cycle clubs

Affiliated groups
Grow and diversify our income

Finding new streams of revenue to fund our key campaigning and community work is a vital strand of our strategy over the next four years.

After appointing a new Director of Income Generation, we have put in place an income generation strategy which sets out our plans to increase our income by 40% by 2023.

Improve the way we engage with groups

We have a network of member, affiliate and community cycle groups across England, Scotland, Wales and Northern Ireland who we rely on to help us encourage more people to cycle.

As part of our ongoing strategic aim, we have been developing ways to better engage with all of our groups while helping them to grow and thrive.

In 2018-19, we have assisted our groups to run 11 Challenge Rides for 4,000 cyclists, put on 15 Tri-Vets events and hosted our Going the Extra Mile volunteer awards.

Membership – UP 4%

68,431

Uber partnership

A key way to raise income to fund our behaviour change work is through innovative corporate partnerships, such as our partnership with ridesharing company Uber which funded a ‘Dutch Reach’ virtual reality educational film helping us reach millions of people with road safety messages.
Financial review

Our financial performance in 2018-19 was strong. The consolidated accounts show a surplus of £0.1m for the year, which meant we didn’t exceed our operating budget. Our total income was £6.6m and our total expenditure was £6.5m. Our total charity funds increased to just below £6.3m, split between £0.3m restricted funds and £6.0m unrestricted funds (designated and general).

Our work is funded by a mixture of membership fees, contract and grant income, retail income and donations. Our total annual income has been broadly similar to 2018 with a decrease in legacy income but a strong increase in grant income. Overall membership increased by over 4% during the year to 68,496 and our Members continue to benefit from our wide range of benefits.

Total Membership income increased by 7% compared to the previous year at £2.4m. We constantly review our membership rates to ensure we offer both excellent value for money and to safeguard the sustainability of the charity and plan to make some changes to the membership programme in 2020.

Financial summary

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<th>2018-19 (£m)</th>
<th>2017-18 (£m)</th>
<th>Change (£m)</th>
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<tr>
<td>Income*</td>
<td>£6.58</td>
<td>£6.62</td>
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<td>Expenditure</td>
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<td>Surplus</td>
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<td>Total Charity Funds</td>
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*Adjusted for unrealised gains on investments

Key partners

We’re proud of our association with our key partners and funders.

Living Streets
British Cycling
Behavioural Insights Team
Southampton University
Newcastle City Council
West Midlands Combined Authority
Transport for West Midlands
Greater Manchester Combined Authority
Transport for Greater Manchester
The Active Well-Being Society
Birmingham City Council
Southampton City Council
West Yorkshire Combined Authority
City Connect
Active Norfolk
Norfolk County Council
Lambeth Borough Council
Essex County Council
Portsmouth City Council
University of Southampton

Interreg
Sport England
Argyll and Bute Health and Social Care Partnership
The City of Edinburgh Council
Cycling Scotland
Glasgow City Council
Inverclyde Council
Inverclyde Health and Social Care Partnership
RS Macdonald Charitable Trust
Mid Argyll Community Pool
NHS Greater Glasgow and Clyde
Paths for All Health Walks Fund
Paths for All Smarter Choices, Smarter Places Funds
Scottish Canals
Transport Scotland
Your Voice Inverclyde

Each year we are honoured to be remembered in people’s wills. The figure for donations and legacies in 2018-19 was below that in 2017-18 as we were lucky to benefit from one unusually significant legacy in 2017-18. We are investing in our legacy programme in 2020 to increase this important source of funding for the charity. It’s a privilege to know that the work we do means so much to our supporters.