



**Volunteer Welcome**  
Your guide to making an impact

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# Welcome to Cycling UK as a volunteer!

Alex Cuppleditch  
Head of Volunteering, Cycling UK



**Thank you very much for stepping forward in the name of cycling; it's wonderful that you would like to join us on this exciting journey.**

Here at Cycling UK, we dream big, wanting a better future for us and our children and we believe cycling is the catalyst to make this possible. However, we can't do it alone, so let us work together in making a greener, cleaner world for everyone to live and thrive in.

We appreciate you giving your precious time, skills and experience in assisting us towards our ambitious goal to enable millions more people to cycle. With your voluntary contribution, passion and encouragement, I believe we can easily achieve this. In return, we pledge to provide you with the support and guidance you need.

This booklet will make sure you are fully prepared for your volunteering role. It is aimed at anyone volunteering for us whether in a group or partner organisation, or as an individual; whatever your role, be it campaigner, ride leader, event organiser or other, we are here for you.

**Thank you once again for your interest in volunteering for Cycling UK.**

## Our Mission

An active and inspirational volunteer network which is empowered and united to support more people to cycle.

## Our Vision

Our volunteers are recognised as being at the heart of everything we do and feel valued and supported to use their time and expertise to make a significant contribution, both to their communities and to our mission.

“ I am passionate about  
**inspiring**  
as many people  
as possible to  
**get on**  
their **bikes**”





## Why your volunteering is so important

**By volunteering for Cycling UK, you can take on a challenge, get involved in your local community, meet like-minded people, and help others enjoy the huge benefits of cycling. You can also make a real difference to people's lives while improving your own social life and mental wellbeing.**

We offer a wide range of roles that can contribute to your personal development, increase your skills and confidence and motivate you to be more physically active. The experience gained through volunteering can also boost your CV and lead to new opportunities in cycling, all with the support of a national cycling charity.

Volunteering is a central element of Cycling UK's strategy 2018-2023 – "Enabling Millions More People to Cycle". Volunteers are a part of our heritage and essential to our future. The knowledge and support they offer are vital to achieving our vision. Volunteers bring us skills and new perspectives, increase the quality of our work, and help us promote cycling and its benefits to a wider community so we can reach more people and get them active.

We believe people are key to bringing about positive, lasting change.



## What we do

**Cycling UK is a national membership charity which has been championing cycling since 1878. We promote all forms of cycling, protect the interests of existing and would-be cyclists, and inspire people of all ages, backgrounds and abilities to discover the joys of cycling.**

Almost 70,000 individual Cycling UK members receive support, insurance, retail discounts and our bi-monthly magazine *Cycle*. Members help give our campaigning team a louder voice on local and national cycling issues, and their support also benefits our community projects, which get thousands of people cycling every year.

All over the UK, more than 1000 Cycling UK- supported groups give their time to share their love of cycling and knowledge of the local area. These groups, all run by volunteers, organise rides, events and social activities to suit all abilities and also support our campaigning and development work. To help with the running of rides and events, the groups receive insurance and other benefits from Cycling UK such as guidance and resources.

In addition, there are core staff in all four nations, and Cycling UK development officers all over the UK. They work with local people and groups to set up cycling initiatives that change behaviour and overcome challenges. Our volunteer-led community focused behaviour change programmes are increasingly helping more people to improve their health and wellbeing and develop skills through fun cycling activities.



## Cycling UK's activities and achievements

**Big Bike Revival**  
engaged with  
**70,000**  
new cyclists  
across the UK



Helped secure a review of the

**Highway**  
**Code**  
to make cycling  
**safer**

**Celebrated**  
**1000** women in  
cycling

**>1000**  
Cycling UK supported groups  
gave their time to share their love  
of cycling and knowledge  
of the local area



Maintain bikes



Lead rides



Campaign



Run events

## What Cycling UK's volunteers do for cycling

**Our amazing volunteers perform valuable hands-on roles to create better cycling conditions and inspire others to get involved.**

Local groups and the volunteers that support them are essential in delivering social cycling activities and campaigning in their local communities. Their passion for and understanding of cycling brings huge benefits to both individuals and the places they live.

Volunteers campaign, lead rides, fix bikes, run events and much more. They also support staff centrally at Head Office and with specific local projects. For example, volunteer photographers capture events and rides, forum moderators enable cyclists to share their knowledge and enthusiasm with each other, and admin volunteers help with distributing marketing materials, as well as perform many other valuable tasks.



“Go for it, it’ll enhance your life.”

Richard Warburton,  
volunteer tandem  
pilot, Bury Tandem  
Club



“It’s improved my confidence, my riding ability, and my mental and physical health too.”

Joy Anibaba  
(centre),  
Joyful Bellas and  
Fellas Community  
Cycling Club,  
Birmingham



“I found Cycling UK through joining a local women's group and was encouraged to become a ride leader. I love volunteering for our local group and as a trustee. As a result, I know how vital the contribution by volunteers is and how important it is that we provide great support to them.

“I want to see people from every background cycling, and I want them to be safe and feel confident to do so. Cycling UK does great campaigning work to improve infrastructure so people are safe and supported to get out and experience that enjoyment of cycling. Local volunteers are vital to this work.”

**Janet Atherton OBE**  
**Chair of Cycling UK**

**13,000**  
local rides run by Cycling UK  
**volunteers**  
every year



## Reward and recognition

**Different people have different motivations for volunteering but, whether you are donating your free time, energy or expertise for the improvement it makes to other people's lives, and/or you are looking to boost your CV and perhaps land permanent, paid work, we want you to feel your efforts are appreciated throughout your volunteering journey.**

Not only will we thank you both informally and formally whenever possible, we will also make sure you are aware of the impact you are making, whether this is through Going the Extra Mile, our official reward and recognition programme, or via regular feedback from your volunteer manager.

Outstanding effort and achievements will be highlighted nationally at our annual Volunteer Celebration. You will also have the opportunity for your ideas to be heard and, where possible, contribute to the growth of the organisation as a whole. When your volunteering for us comes to an end, we will also be happy to support you on your onward journey.

# How we support you

**We strive to provide opportunities and support for every volunteer, regardless of which role they do or who they volunteer for. Normally, you will have a dedicated volunteer manager to guide you throughout your time with us. They may be a member of staff or a fellow volunteer who will, in turn, be receiving guidance and support from the volunteering team at Cycling UK.**

## **Induction, Support and Training**

Your volunteer manager will introduce you to key people, show you around, demonstrate how to use equipment, and make sure you are briefed on relevant resources. These could be, for example, our ride leader handbook, campaign guidance, social media toolkit or a photography briefing. This will be followed up by regular reviews to help your personal development in the role. Certain roles will also have the opportunity to undertake free training.

## **Networking**

As a volunteer, you will have opportunities to network with other volunteers, either online or at meet-ups and volunteer celebration events.

## **Communications**

Volunteer activities and news will be featured in all our communications, particularly in Velocheer, which is our regular volunteer newsletter. We would love to hear your stories so please tell us about your experiences as a volunteer so we can share them and inspire more people to get involved in cycling.

## **Expenses**

We do not want you to be out of pocket as a result of volunteering with us! Agreed expenses can be reimbursed, if this is specified in your role description.



**“There is no doubt that without the support of Cycling UK, we would not have been able to get our cycling project off the ground.”**

Tony Prescott from the Hamilton Davies Trust



# Our values and Volunteer Promise



**Collaborating  
as One Team**



**Enabling  
the movement**



**Believing  
in better**



**Cycling  
for all**



**Being  
brilliant**

Our values, alongside our refreshed five-year strategy, clearly spell out who we are, what we do and how and where we want to be. They underpin our charity's mission of enabling millions more people to cycle so our vision of making the world better by bike becomes a reality.



**Collaborating as One Team** means we support each other, valuing the power in combining our personal qualities, expertise and enthusiasm to drive innovation and get more people cycling, whilst **Enabling the Movement** means that together, we inspire, educate and equip more people to cycle, more often. **Being Brilliant** means that we provide a human touch to deliver the best services with simple, efficient processes.

We hope and expect everyone who undertakes tasks in the name of Cycling UK lives and breathes our values. We work together with you as a Cycling UK volunteer and our **Volunteer Promise** outlines what we will do for you and what we would like to ask from you, whether you are volunteering for Cycling UK directly or with a local group.

## What you can expect from us

- A clear induction, including relevant guidance and resources
- Ongoing support and supervision
- Support with training and development where possible
- To be treated fairly and with respect within the guidelines of our policies and procedures
- To have any problems, grievances or difficulties resolved fairly
- To be covered by our insurance for agreed volunteer activities
- To have your expenses covered, if this is outlined in your role description
- To respect your privacy in your volunteer role

## What we ask from you

- To support and spread our vision to encourage millions more people to cycle
- To be collaborative and treat staff, supporters, other volunteers and members of the public with respect and consideration
- To attend training and meetings relevant to your role
- To act fairly, objectively and in good faith when representing Cycling UK
- To let us know if your role or responsibilities are unclear
- To let us know if you are not receiving the support you need
- To give us as much notice as possible should you be unable to fulfil your role

## Policies, Guidance and Resources

**Cycling UK's policies, guidance and resources provide a structure in which volunteering activities can take place safely, consistently and in accordance with current legislation. These policies must be followed by Cycling UK members, staff and volunteers involved in Cycling UK activities.**

Please find details about Health and Safety, Equal Opportunities and Diversity, Safeguarding, Data Protection and our Complaints Procedure on the Cycling UK website at: [cyclinguk.org](http://cyclinguk.org).

## Equality and Diversity

We are committed to providing opportunities to the wider community regardless of Ethnicity, Gender, Age, Physical disability, Nationality, Educational opportunity, Language, Cultural differences, Religion and any other defined group.

As a volunteer representative of Cycling UK, it's imperative that you have an open approach when it comes to diversity. When different minds and abilities come together, the accomplishments can be enormous and this is where real impact can be made. The aim of our strategy is to move towards a more tailored and supported environment for all to participate in volunteering to drive the mission of cycling. Please see the Equality and Diversity Policy on the Cycling UK website ([cyclinguk.org](http://cyclinguk.org)) for more information.

## Insurance

**Registered volunteers supervised by a Cycling UK member group, affiliated group or by a member of staff are covered by our insurance while undertaking the agreed role as specified in their role description. Please see the insurance guidance on the Cycling UK website ([cyclinguk.org](http://cyclinguk.org)) for more information.**



## Tell us about your volunteering

**We would love to know about the time you spend volunteering and the activities you do. By sharing your amazing contribution and measuring its impact, together we can inspire more people to volunteer in cycling.**

You can log your volunteering on our volunteering platform, Assemble. Your volunteer manager will talk you through how to do this. You can also contact us via [volunteering@cyclinguk.org](mailto:volunteering@cyclinguk.org).

## How you can spread the word

**As a volunteer and a cycling enthusiast, you also have a unique opportunity to showcase what you do and spread the word in your local community and beyond. Here are some suggestions as to how you can do this:**

- Invite a friend to start volunteering
- Send your volunteering photos to us
- Share our posts or other cycle-related posts on social media
- Follow us on [Instagram](#) [Twitter](#) [Facebook](#) [LinkedIn](#)
- Promote one of our current campaigns, events or activities



**From left to right:** Gjoril Berg, acting volunteer manager (maternity cover), Julie Rand, volunteer communications officer, Tom Page, groups officer, and Alex Cuppleditch, head of volunteering

## **A massive thank you from the volunteering team!**

### **Contact**

If you would like to comment on the volunteer booklet or find out more about volunteering, then contact the Volunteering Team on:

01483 238300

[volunteering@cyclingsuk.org](mailto:volunteering@cyclingsuk.org)  
[www.cyclingsuk.org/volunteer](http://www.cyclingsuk.org/volunteer)

**we are**  
**cycling**  
**UK**

For our Cycling UK volunteer newsletter - Velocheer, visit [www.cyclingsuk.org/velocheer](http://www.cyclingsuk.org/velocheer)  
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