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Founded in 1878



## FROM THE EDITOR

'I'M SORRY, THERE isn't anywhere you can leave your Brompton.' I just stood there, stunned. My 14-year-old folding bike has been parked discreetly in restaurants, pubs, offices, cloakrooms, vehicles, hotels, and homes. It had never been turned away. I didn't expect it to be rebuffed here – at a bike show.

Cycle parking is something you expect at a bike show. Often you get it, but I've wheeled a full-size bike across a carpeted exhibition lobby before now, wanting to know where I could park it securely. The response? 'Er, we'll find somewhere.'

This is the cycle industry! The cycle industry which would, at the venues I was visiting, be displaying hundreds of bikes, some of them commuter bikes. If there's a disconnect in the cycle industry about the use of bikes as transport, I think we've still got a battle for the hearts and minds of the general public.

How do you convince your employer, for instance, to provide facilities such as cycle parking at your workplace when utility cycling isn't on their radar? Here, at least, transport cycling has a trump card: money. Cycling employees take fewer days off sick. They're not late for work due to jams. They don't require expensive car parking spaces. Getting cycle facilities at work isn't just about what they can do for us – it's about what we can do for them.

**Dan Joyce**  
EDITOR



Clockwise from far left Chris Juden, CTC, Robbie Gillett

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**On the cover**  
Cyclist modelling a Ridgeback Avenida, off Ladbroke Grove, London. Photo © Seb Rogers

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