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{ F R O M }

THE EDITOR



BRACE YOURSELF: transport cycling is not cool. Not yet, at least in the mind of the average Brit. If you live in London or York or Cambridge or anywhere else you can find bicycles ridden by satchel-wearing hipsters or fashionable women with floaty hair, you may not believe me. But it is so. Most people would not even conceive of getting on a bike for their next A to B journey, let alone consider it.

Sporting cycling is perceived as cool and aspirational, especially in this Olympic year. What's odd is the disconnect between the bicycle as sporting or recreational tool and the bicycle as vehicle. Some keen club cyclists would no more consider cycling to the shops than cycling to the moon. Even at bicycle trade shows, where there are lots of bikes on display, you'll seldom see anyone arriving by bike. (The Brompton in the cloakroom is either mine or Chris Juden's.)

However, it doesn't worry me that transport cycling isn't seen as cool across large swathes of the UK. Wanting transport cycling to be cool, as it already is in some metropolitan areas, is aiming at far too low a target. I look forward to the day when cycling is *post-cool*: something normal and ordinary for normal, ordinary people. The hipsters won't like the hoi polloi rediscovering the bicycle; for everyone else, it will be a huge step forward.

D A N J O Y C E



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Photos: Geoff Waugh, Joff Sommerfield, Giant



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