

Chief Executive

SNOW FORECAST

A series of interviews with cycling's movers and shakers by our President Jon Snow is just one of the things on Cycling UK's busy agenda for 2017, as **Paul Tuohy** explains



PAUL TUOHY
Chief Executive



Right: by Luke Sellers

Jon Snow interrogates Andy Burnham MP for the first of his podcasts

I'M PENNING THIS in early January, which I have to admit I've been itching to get to. Why? Because 2016 was a year of change for Cycling UK, a year in which we changed our name to project the need for an organisation to champion cycling for the wonderful pursuit it is. This year, 2017, is about action – not that 2016 wasn't. We've never been more active in the media than now. Our brilliant communications team (just two staff, plus one part-time) is quick to respond whenever cycling prejudices surface. We've been on so many radio programmes both nationally and regionally that I've lost count. But if we don't stand up for cycling, who will? That's why 'We Are Cycling'!

Our members and supporters have been fabulous in helping us promote our vision for cycling, one that is accessible to all, one that builds on our CTC heritage and history,

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and one that supports cycling and campaigns for all its many benefits – as practical transport, for improved health, and for the sheer enjoyment of it.

BROADCASTING SUCCESS

This edition of Cycle is packed with examples of how our members and supporters are helping us to change the landscape for a more inclusive approach in society towards cycling. Sam Jones's piece on off-road cycling is a case in point. The results of the survey we undertook are illuminating, with a staggering 11,000 respondents.

Respected broadcaster and Cycling UK President Jon Snow is about to travel to the US, as I write this, to cover the inauguration of President Trump for Channel 4. But before that, he agreed to launch a brand new series of hard-hitting video podcast interviews on cycling for us.

These interviews will be with movers and shakers who have the power to make a difference in cycling. They start with Andy Burnham MP, who stands for Mayor of Greater Manchester in May, and other

interviews will follow. As a broadcaster who is also a regular cycle commuter, Jon will be giving all his guests a good grilling.

BIG BIKE REVIVAL RETURNS

Big Bike Revival is going from strength to strength. The recent evaluation of the project saw:

- **14,500** bikes revived
- **42%** participants were non-regular cyclists
- **41%** of beneficiaries came from the most deprived communities
- 12 weeks after the events, **47%** of non-regular cyclists were cycling more and 4,992 new purposeful trips had been made by bike (including to work, to the shops, to visit friends and family).

Thanks to this evidenced-based approach, the Department for Transport is funding us again with a further grant of £1million. The cycle team there have been hugely supportive, so many thanks to them.

NEW IDEAS TO TRAIL

As we're in the thick of winter, some of our trustees and staff, including me, have been doing more cycling off-road. It's fantastic to get off the road into the woods for a club run and a coffee. If only there was more access! The West Kent CTC roughstuff route I did back in October was so much fun that my friends want to do it again in February, hopefully with snow.

We're using WhatsApp to arrange our planned rides and it really helps with last-minute changes. The other week it was very foggy so the message went out to meet on mountain or cyclocross bikes for an 'off-roader'. The app means we can also take pictures and build up a diary of our rides. Even the oldies have got the hang of it!

Lots more action for me both off and on the bike is what I hope for in 2017 – action such as supporting our volunteers, supporting our CTC groups, supporting people new to cycling, increasing our membership, and always standing up for cycling. **Happy New Year!**