

Chief Executive

SPREAD THE WORD

Cycling UK is worth shouting about so let's tell non-members what they're missing. If you want Cycling UK-branded kit, we've got that too, says **Paul Tuohy**



PAUL TUOHY
Chief Executive



Paul Tuohy keeping warm on the Kentish Killer in his new jacket

SPRING HAS FINALLY sprung. Soon we can and put away the leggings and ride in shorts. I've no doubt some of you hard core Cycling UK members are doing so already, but my pasty legs have remained undercover – health and safety for those on my wheel!

In February, I took part in a sportive called the Kentish Killer. Some participants noted that I wasn't wearing gloves or overshoes. It was windy but a healthy 10 degrees, and the gloves I started in were soon discarded. I was toasty warm on this hilly sportive, thanks mainly to my new Cycling UK wind jacket,

“Sign up a friend, colleague, or anyone you know who rides”

made by Endura. It kept me comfortable so I just scraped inside the Gold Standard for a tough ride. I'm sold on it.

This jacket and other Cycling UK clothing will be coming soon from our new online shop. Keep an eye on CycleClips, Twitter and Facebook for details of when we go live, then treat yourself. The CTC heritage touring jersey will be available soon too. I had a preview at the London Bike Show and it looks brilliantly retro. I'm getting one!

There's so much happening at Cycling UK right now that I can't pack it all in here, but you'll get a taste of what's to come from this and subsequent editions of Cycle. Events include the Women's Festival of Cycling, Big Bike Revival, our new Challenge Ride Series, Bike Week, Member Group rides, and more. Of course, when you're not out on the bike, there's plenty to enjoy in Cycle. No wonder

it's the UK's most-read cycling magazine!

I still have to remind myself that it's only a year since we remodelled our look and feel as the national cycling charity, in order to help us attract wider public support and new members to support our cause. This wider support is starting to take shape, with increases in funding enabling wider engagement with people currently cycling or wanting to do so but needing our help.

A WELL-DESERVED CUPPA

We appreciate the benefits of cycling because we are already converts, or because cycling has been handed down to us by our parents or friends. It's simply part of our lives. We tour, commute, shop, do club runs, events, group rides, and we understand that cycling is the 'get me anywhere' means of active travel to be nurtured and shared. We want to spread that message – with your help. With a summer of cycling ahead of us, I want to appeal to you to support us and help us grow in size. Our best advocates are our members: you. See page 76 in this edition of Cycle and sign up a friend, colleague, or anyone you know who rides. As a thank you, you'll get a free, limited-edition Dave Walker Cycling UK mug to say thanks.

By joining Cycling UK, your friends will be making a donation that is repaid with insurance cover, magazines, advice, and discounts exclusive to our members. They will be actively supporting cycling in all its forms, and will help us to pass on the joy and pleasure that cycling brings to even more people. They will be joining the UK's most influential and active cycling community – one that stands up for cycling to protect, enhance and improve conditions for cycling across the UK like no other organisation can.

Please introduce a friend this spring and share your love of cycling with them. Why not send us a photo of you enjoying a cuppa with your new mug? We'll then share that more widely, because doing such a good deed should give you a warm feeling beyond your brew.