

Chief Executive

HERE'S WHAT'S IN STORE



PAUL TUOHY
Chief Executive

A new partnership with Halfords, Big Bike Revival, Challenge Rides, and more. **Paul Tuohy** looks at what's happening this summer



Members now get 10% off bikes and cycling products from Halfords

Photo: Julie Anne Images

THE WARM WEATHER might have been slow to arrive, but this hasn't deterred Cycling UK from getting ready for a summer of cycling. The headline news is our new partnership with Halfords, the UK's biggest bike seller. Halfords are keen on promoting everyday cycling, away from the sports side of things, just like Cycling UK. 'Why don't we work with each other?', we suggested. They agreed. You can read about the tie-up overleaf. But in brief, all Cycling UK members will now enjoy a 10% discount on bikes and cycling goods purchased there.

In addition, Halfords will be supporting this year's Big Bike Revival with their stores (over

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400 of them) across the country. Big Bike Revival (BBR) has been awarded a further £1m from the Department of Transport in England, plus £0.5m from Transport Scotland! So now we will have many more outlets to help get your friends' old bikes (and yours?) out of the shed and up and running for free.

We've been promoting this summer's BBR on Eurosport during the Giro d'Italia. If you're a cycle racing fan, you may have seen our ad. Our next task is to use all the good news surrounding BBR to persuade Northern Ireland and Wales to join in.

THE NEXT CHALLENGE

Our Challenge Ride Series is now in full swing (see page 48). It's the perfect excuse to cycle in some of our amazing countryside and perhaps discover an area you haven't visited before. You can, for example, enjoy Momma's Mountain Views with Chester and

North Wales CTC, go Back to the Fuschia with Leicestershire and Rutland CTC, and ride the Devon Delight with (you guessed it) Devon CTC. Our local groups are at the hub of the action, so it's a great opportunity to meet fellow Cycling UK members. All finishers will receive a handsome Challenge Ride Series medal and ribbon branded with the event name, a certificate, and a Cycling UK goodie bag.

In working to champion the gift of cycling for all, we were pleased that the Government's Cycling and Walking Investment Strategy (CWIS) for England was finally published in April. The first in a series of five-year strategies to support a longer-term ambition to make walking and cycling the natural choice for shorter journeys by 2040, the CWIS was required by the Infrastructure Act 2015 – which Cycling UK and our partners campaigned for. Apart from its vision, which we absolutely support, the promise of CWIS lies mainly in the contribution it could make to better cycling infrastructure... as long as local councils commit to investing in it.

To this end, I have formed a partnership consortium with Sustrans and Living Streets to look at how we can best support local authorities to improve cycling infrastructure at a grassroots level. Work has already begun.

MEMBERSHIP MATTERS

Cycling UK is the cyclists' champion thanks to you, our members. It's always nice to pay tribute to our volunteer heroes, as we do in this issue with Sue Booth of the Chester Fabulous Ladies. (They're a modest bunch!) I had the pleasure of joining Sue on a ride last year on my tandem with my wife, and Sue's commitment, enthusiasm, determination, and true CTC spirit was a joy to behold. Read more about her efforts and the Women's Festival of Cycling further on in the mag.

Enjoy the long days of summer. Do encourage your cycling friends to join the family that is Cycling UK; at an average £3 a month, it's a bargain. And if you shop a little at Halfords, it could be free!