



Avoid ski-boot blisters by getting fitted at Snow+Rock

## Member benefits

# MORE TO ENJOY OUTDOORS

The merger between Cotswold Outdoor, Snow+Rock, and Runners Need is good news for Cycling UK and our members, as Marketing Director **Matt Mallinder** explains

**T**HE COLLECTIVE ENDEAVOURS of Cycling UK and Cotswold Outdoor to help the British public discover the outdoors and get cycling just got even better, thanks to the launch of a wider partnership, which means more benefits for members.

Cotswold Outdoor has been a close partner to Cycling UK since 2005, providing our members with 15% discount on outdoor kit. Now that Cotswold Outdoor is part of Outdoor and Cycle Concepts Ltd, the 15%



**MATT MALLINDER**  
Marketing Director

member discount is extended to high street brands Snow+Rock and Runners Need.

A proportion of money spent by our members in store and online is returned to Cycling UK to help fund our mission to get the country cycling, through our projects and advocacy work. In 2018, this will help us to continue to get the nation cycling through events such as Bike Week.

### MAKING TRACKS OFF-ROAD

The new partnership will also add to the momentum of last year's off-road access campaign: Cycling UK is planning a sustained effort to improve access for off-road cycling in England and Wales, aiming to achieve similar access rights to those enjoyed by cyclists in Scotland.

In addition to the hundreds of off-road rides put on by our groups every year, Cycling UK has an impressive pedigree in securing access to the countryside. In 1968, we won the right to cycle on bridleways and long-distance cross-country

routes, and this was incorporated into the Countryside Act of that year. In 2003, we successfully fought for open access legislation in Scotland, which gave everybody statutory access rights to most of Scotland's countryside.

Last year saw the publication of our Rides of Way report, which summarised a state-of-the-nation survey of the views and habits of existing off-road riders. We were soon using the findings in evidence to parliamentary inquiries, and were opening up positive dialogues with Natural England and several National Parks, Areas of Outstanding Natural Beauty (AONB), and county councils.

Wales has presented us with an even bigger opportunity. The Welsh Government proposed reforms to rights of way laws that would allow responsible access to all rights of way, including footpaths. Cycling UK forged a coalition with groups representing ramblers, disabled ramblers, horse-riders, climbers, cavers and canoeists to support the principle of outdoor access. Through our



Cotswold Outdoor has you covered for clothing and kit

## “The new partnership will also add to the momentum of last year’s off-road access campaign”

Trails for Wales campaign, we mobilised over 8,000 people to respond supportively to the Welsh Government’s consultation.

### THE GREATER OUTDOORS

Cotswold Outdoor, Snow+Rock, and Runners Need have 117 outlets across the UK, as well as online stores. Each is committed to providing the best kit and expert advice, in order to help as many people as possible enjoy the great outdoors, whether they’re snow sports enthusiasts, born-again runners, or – since they share Cycling UK’s mission – cyclists.

The group also supports the National Trust and the Ramblers. It backs the BMC’s Mend Our Mountains campaign, has a partnership with Mountain Rescue, and helps inspire the next generation to enjoy the outdoors through Girlguiding and the Duke of Edinburgh’s Award.

Greg Nieuwenhuys, CEO at Outdoor and Cycle Concepts, said: ‘We are proud to have

the opportunity to support Cycling UK as they continue in their mission to help more people fall in love with cycling and discover the outdoors. We are also delighted to announce that Cycling UK members can now claim their discount with our brands, including Cotswold Outdoor, Snow+Rock and Runners Need.

Paul Tuohy, CEO of Cycling UK, said: ‘We want to thank Cotswold Outdoor for their ongoing support. We know how much our members enjoy the outdoors, whether they’re cycling or walking. Being able to broaden our member benefits with Snow+Rock and Runners Need is great. It provides additional benefits for individual members and has the potential to generate additional funds to help get the UK cycling.’

### HOW TO CLAIM YOUR DISCOUNT

As a Cycling UK member, you receive 15% off full-price items throughout the year from Outdoor and Cycle Concepts retailers, whether you shop online or in stores nationwide. Full T&Cs apply. This discount cannot be used in conjunction with any other offer or discount, and selected lines are exempt. The discount is only valid on production of your Cycling UK membership card in store, or when you use a discount code online. The offer expires on 31st December 2018. The membership discount code can be found at [cyclinguk.org/membership/member-benefits](http://cyclinguk.org/membership/member-benefits).



Runners Need the right shoes for pounding the pavement or the trails

### About the brands

**Snow+Rock** are winter sports experts with a passion for all things snow. If you’re looking to escape to the mountains in comfort and style, their experts can help you to stay protected whatever the weather. Plus, their unparalleled fitting service makes finding the perfect pair of ski boots simpler than ever. Brands include Canada Goose, Salomon, Black Diamond, Rossignol, Black Crows, ARC’TERYX, Sorel, and Kjus. [www.snowandrock.com](http://www.snowandrock.com)



**Runners Need** are the running specialists. Professionally trained in the science of gait analysis, their team will help you find running shoes that keep you on the track or trail for mile after mile. Push your limits with their range of cutting-edge running clothing and equipment. Brand include Garmin, Fitbit, Saucony, Adidas, Brooks, Asics, and New Balance. [www.runnersneed.com](http://www.runnersneed.com)



**Cotswold Outdoor** have dedicated 40 years to sourcing the latest technology, providing expert service and bringing you an unrivalled range of top-quality brands, helping you to get the most out of your time outdoors. Innovation is everywhere, from jackets engineered for extreme conditions, down to their humble hiking socks, which are full of hidden features. Brands include Rab, ARC’TERYX, The North Face, Jack Wolfskin, Fjallraven, Mountain Equipment, and Berghaus. [www.cotswoldoutdoor.com](http://www.cotswoldoutdoor.com)





Encouraging cycling instead, through cycle training, benefits schools and pupils

Cycling to school

# TEACHERS, LEAVE THOSE KIDS ALONE

Schools can't ban cycling but they can discourage it. Some in Coventry, St Albans, and Surrey have done so, as **Duncan Dollimore** reports

**C**YCLING UK HAS written to several schools in England regarding their new cycle-to-school rules, imposed in late 2017 as part of a raft of measures regulating active travel school journeys. We pointed out that school policies that discourage cycling are likely to make pupils more sedentary, with repercussions for their health. Only 20% of year-six girls meet the government's physical activity recommendations. Girls who cycle to school are seven times more likely to meet the recommendations than those who don't.

### NOT DEALING WITH DRIVERS

So far, the schools imposing new cycle-to-school rules have been unwilling to address the pupil health argument, justifying their decisions on the basis of road safety concerns. In some cases, their own school travel plans rightly identify the risks presented by drivers ignoring parking and speed restrictions outside the school, but their solution is to put limitations on cycling rather than addressing the source of the problem. So when the adults drive and behave irresponsibly, more restrictions are imposed on children: a fine educational message!

My own introduction to cycling, beyond simply riding to my mate's house, came from cycling to and from school. Back in the day, the choice about my mode of travel to school

was a matter for me and my parents. It now seems that some head teachers believe that their permission is required to cycle to school, which they can terminate if the errant pupil fails to wear hi-vis, a helmet, or attach a number plate to their bicycle.

### TEACHING THE WRONG MESSAGE

With threats to confiscate bicycles and impose disciplinary sanctions, and enforcement at the school gates, it's hard to see how this will encourage children to cycle to school. I was fortunate to have a mother who understood the benefits of doing so, promising that if I cycled to school she'd still give me the bus fare money, which I could keep. But if I'd been the only kid in my class to cycle – identifiable by a number plate, with my attire checked at the school gates – I think I'd have gone with the herd and taken the bus.

In the UK, only around 2% of children cycle to school, though interestingly there are individual schools which promote and encourage active travel and have far higher rates. You might have thought that, with one in three year-six pupils in the UK obese or overweight, all schools would see the benefits of increasing the numbers cycling to school. Alas, some seem keener on imposing barriers to doing so rather than removing them.

For more, see [bit.ly/cycle-schoolrules](http://bit.ly/cycle-schoolrules).

### Quick releases

#### PAUL TUOHY'S STOLEN BROMPTON RETURNED

Cycling UK Chief Executive Paul Tuohy said he was 'stunned' after a kind-hearted Samaritan returned his folding bike, which was stolen from a train in Kent on 20 December. It was spotted by a commuter on his way home, abandoned near an alleyway. Jason, who lives in Dartford, but who didn't want his full name revealed, said: 'I saw the bike near an underpass. I thought it was odd so I picked it up and carried it home. On my way to work next day, when I was checking Twitter, I saw the story on Kentonline and realised it was

the bike Paul had had stolen. I Tweeted Paul, then I phoned the office.' Paul was delighted to have his Brompton returned.



#### CYCLING UK AGM

The 2018 Cycling UK AGM will be held in Bristol on Saturday 12 May. Venue details will be published in the next issue.

#### IMPROVING COUNTRYSIDE ACCESS

The British Horse Society, Open Spaces Society, and Ramblers have joined Cycling UK's call on the Environment Secretary Michael Gove MP to make his plans for improving access to the English countryside clearer. Mr Gove has said he believes 'public access is a public good', and all four organisations are now working together to increase the opportunities for more people to enjoy the English countryside. Cycling UK believes this will benefit not just cyclists, walkers and horse riders, but also the rural economy as more people visit, stay and spend money in the countryside. For more details, see [bit.ly/cycle-gove-countryside](http://bit.ly/cycle-gove-countryside).





The Tripster AT is suitable for bikepacking and more

Left: Upgrade Bikes

Membership survey

# TELL US HOW WE'RE DOING

Complete Cycling UK's membership survey and you'll be in with a chance to win a Kinesis Tripster AT adventure bike.

**Adrian Wills** requests your feedback

**F**ANCY THE CHANCE of winning a brand new adventure bike? All you need to do is tell us how we're doing at Cycling UK. Our survey is your chance to let us know the good, the bad – and even the ugly. What are we doing well? What could we be doing better? By taking part, you'll be eligible to enter a prize draw to win a Kinesis Tripster AT bicycle, courtesy of Upgrade Bikes.

**YOUR FEEDBACK**

Whether it's to tell us what you think about our website, or if you think membership of Cycling UK is value for money, we want your

opinions. Tell us why you cycle, what you think of Cycle magazine, and why you joined the organisation. Do you like us on Facebook? Tweet us on Twitter? Or maybe you have no interest in social media at all. We want to know.

And did we mention there's a prize? The Kinesis Tripster AT adventure bike is a perfect all-round lightweight alloy bike, ideal for adventure, road and commuting. Its alloy tubing has been tested to pass the tougher mountain bike frame standard, meaning it's ideally suited to heavy touring and bikepacking as well as gravel and bridleway adventures. It's truly a bike to inspire the desire for adventure. The winner will be able to choose between two colours Seon Yellow or Arran Blue, and a size that best suits them.

**DON'T MISS THE DEADLINE**

To enter the prize draw, take part in our survey by following this link: [cyclinguk.org/survey2018](http://cyclinguk.org/survey2018). But hurry – the deadline for entries is midnight on Wednesday 7 February.

The winner will be announced in the April-May issue of Cycle. See our website for full terms and conditions.



**Quick releases**

**THANKS FOR YOUR HELP**

Cycling UK believes in recognising the outstanding achievements of our members who have gone above and beyond the call of duty, whether it's office-based hero Roy Wigmore – who has been volunteering at the Cycling UK head office in Guildford for almost a year, having recently retired from working as a bank manager – or those club secretaries and other committee members who make weekly club runs possible. Cycle magazine would like to echo the note of thanks CEO Paul Tuohy wrote to 15 club officers who collectively have dedicated a whopping 293 years in service! If you know of any members who deserve recognition, let us know.

**CYCLE SAFETY REVIEW**

By the time you read this, the results should be known of phase one of the Government's Cycle Safety Review, which is looking at whether there should be new offences relating to illegal cycling behaviour. Shortly after, the Government is expected to begin phase two which will consult on wider safety issues. Cycling UK is urging the Department for Transport to make this consultation evidence based, and to look at how to encourage more and safer cycling and ensure that walking benefits too. Look to our website and social media for updates, as we may need your support to make this happen.

**20MPH LIMIT IN SCOTLAND**

Thanks to our members and supporters north of the border, Scotland is a step closer to safer urban streets. Close to 2,000 emails were sent to Members of the Scottish Parliament urging them to support Green MSP Mark Ruskell's member's bill to make 20mph the default speed limit in Scotland's urban areas. With the help of Cycling UK's members, 25 MSPs have backed Mr Ruskell's bill which will now be debated and progress to a vote in the Scottish Parliament mid-2018.

**CLUB SHORTS**

Dudley Member Group voted to dissolve at its annual general meeting last autumn.