



FROM THE EDITOR

GETTING ON YOUR BIKE is a given when you're a transport cyclist. Commuting? Bike. Shopping? Bike. Dropping in on friends? Bike. Things that might stop you from cycling, you work around.

When the weather's bad, you pull on your waterproofs. When there aren't any cycling facilities, there's always those railings for locking up your bike, and you can get changed – if you need to – in the loo. If you (okay, it was me) fall off your bike and separate the AC joint in your shoulder, you turn your ever-versatile Genesis Longitude into a balloon-tyred, sit-up-and-beg roadster, so it can be ridden with no weight transferred through the injured shoulder.

For could-be, would-be transport cyclists, on the other hand, the default position is *not* cycling. They need convincing. Traffic conditions are one of the biggest barriers; there's a perception that cycling is risky. Making cycling safer, and feel safer, is a mixture of infrastructure, lower speed limits, law enforcement, and more; see p13-14. For anyone unable to ride due to a broken-down bike, meanwhile, there's the Big Bike Revival (p16).

Employers can help too by becoming more bike-friendly. They can offer the Cycle to Work Scheme, so staff can save money on a new bike and equipment. They can provide cycle parking, lockers, showers... For employees who would cycle anyway, these things are an endorsement. For the rest, they could be the difference between getting on a bike and not.

DAN JOYCE
Cycle editor



34



40



52

CW from far left: Dan Joyce, Brian Morrison Photography, Josie Dew

Contents

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EVERY ISSUE

- 04 BIG PICTURE**
It's Bike Week 2018 from 9-17 June
- 07 FROM THE CHIEF EXECUTIVE**
Paul Tuohy on everyday travel for everyone
- 08 CYCLE SHORTS**
The Adventure Syndicate, Ros Harper's mountain bike, Cycle safety: making it simple, Big Bike Revival, the Women's Festival of Cycling, and more
- 20 SHOP WINDOW**
Previews of new products
- 22 GEAR**
Components, accessories, and books reviewed
- 31 LETTERS**
Your feedback on Cycle and cycling
- 59 Q & A**
Your technical, health and legal questions answered
- 81 TRAVELLERS' TALES**
Cycling UK members' ride reports

THIS ISSUE

- 34 HERE COMES THE SUN**
Starting British Summertime with the Two Mills Challenge Ride
- 40 CYCLISTS WELCOME**
Cycle-friendly employers and how to get one
- 46 UNPACKING GASCONY**
Touring south-west France with a tandem that fitted into two suitcases
- 52 SMALL WONDERS**
Josie Dew on how to enjoy family cycle touring, even when you're outnumbered
- 64 THOROUGHbred HYBRIDS FOR WOMEN**
Genesis Skyline 20W and Pinnacle Chromium 3 Mixte compared
- 71 FAST-ROLLING WIDE TYRES**
Transform your tourer or gravel bike



ON THE COVER
Cyclists on Park Drive, just off Lister Park, Bradford.
By Joolze Dymond



Founded in 1878



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