

# this is cycling UK



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## Empowering cycling

Chief Executive **Paul Tuohy** examines how, with your support, Cycling UK has helped change society for the better by promoting and protecting cycling

**C**ycling UK is very much living up to its description as “the cyclists’ champion” – thanks to you, our members and supporters. As we begin 2019, I want to remind you how amazing 2018 was. It demonstrated how people-power gets things done. You responded in your thousands to stand up for cycling, and I cannot thank you enough.

Many of you volunteered to put on cycle rides, encouraging more and more people to get active. You supported us in record numbers: more than 26,000 of you – that’s 40% of you – took part in our campaigns, including our now famous close-passing awareness campaign, Too Close For Comfort.

More and more of you are asking for additional support to improve cycling in your local communities, so we are investing more in volunteer support and IT tools to help empower the biggest single resource Cycling UK has – you!

### Cycling for all

Then there is the much-needed charitable giving to support our work beyond membership benefits. The traditional Prize Draw raised £40,000, and we had a record-breaking year of legacy bequests, raising £700,000. This support helps us to make the world a better place for all of us to ride our bikes. Whether it’s in towns and cities or off-road on accessible trails, there is only one organisation that is going the extra mile to make this vision a reality.

Having worked for charities nearly all my life, I am conscious of the need for efficiencies in raising money and spending it. Fundraising can be a costly business, and the



Our VR headsets change perceptions. More on p42

public quite rightly want to know how much of their hard-earned cash they donate to good causes actually reaches those causes. So here’s a few facts...

### An economic cycle

There are approximately 200,000 charities in the UK. Most are relatively small. Cycling UK would be described as a medium-sized charity by income, which is currently around £5million per year. The biggest charities are well over £100m a year. But how efficient are charities at spending your money?

A recent study found that the average percentage of income that is used for an organisation’s charitable objectives is 69%, or 64% in the case of bigger charities. In 2018, Cycling UK used 94% of every pound raised to help support people to cycle – through projects like Big Bike Revival, Play on Pedals, and Cycle 4 Health, alongside the many campaign initiatives to protect and champion cycling for all. In addition, for every £1 raised by you, we raised another £2.50.

In 2019 we shall be pressing ever harder on the pedals to make it easier for people to engage with cycling. We shall be at the forefront of campaigning for more infrastructure to give more confidence to cyclists both old and new. We’re going to be busy, because to stand still is not an option. Thanks to you we have found a new gear. Time to engage it!

Happy New Year, and wrap up well for your winter rides.

**Last year’s Too Close for Comfort campaign raised over £12,000 to buy close pass mats for police**

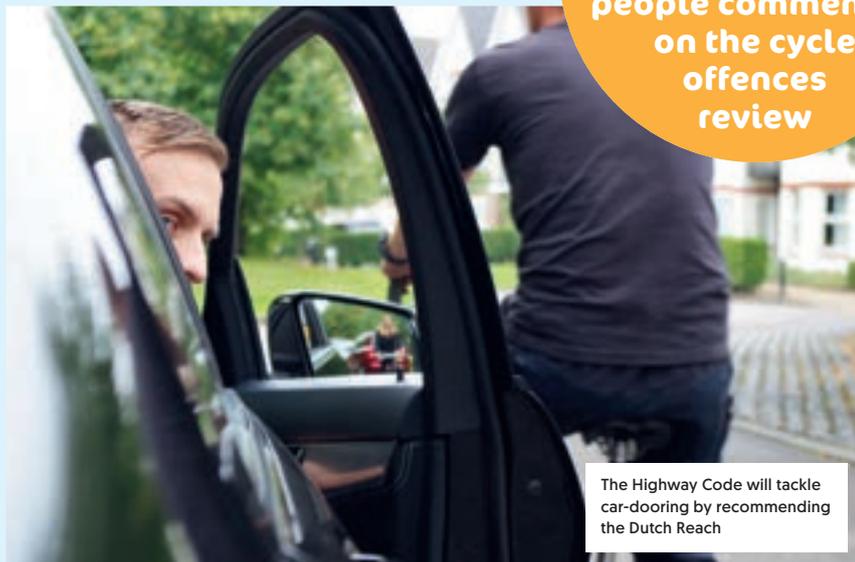


**£17,000 raised to provide close pass VR headsets**



**13,500**  
people commented  
on the cycle  
offences  
review

Right: Cycling UK Far right: Alamy



The Highway Code will tackle car-dooring by recommending the Dutch Reach

## Active travel

# SAFETY MATTERS

*The Department for Transport has announced 50 recommendations to make walking and cycling safer. Duncan Dollimore assesses them*

**B**ack in March 2018, the Government in Westminster began its cycling and walking safety review. The stated ambition guiding this review was, in the words of Transport Minister Jesse Norman, “a world in which a 12-year-old can walk and cycle safely”. Whilst some people made the point that this aspiration had been declared before, and that proposals to achieve it had been outlined, it’s an aim we at Cycling UK nevertheless share. So we responded to the Government’s consultation, pulling together 66 recommendations across themes that included safer roads and junctions, safer road users, and safer vehicles.

Nearly 11,000 signed up to our ‘Cycle safety: make it simple’ campaign and supported our response to this safety review. But aspirations are one thing, action another. Would the Government listen?

The answer came in November with the publication of the Government’s response, setting out 50 actions it intends to take to fulfil the minister’s ambition, many of which reflect our recommendations. They include: revisions to the Highway Code; reviewing planning

guidance to strengthen consideration of pedestrian and cycle safety; and various measures around driver training, testing, and awareness of vulnerable road-users.

If you’re a glass half empty type, you’ll immediately note the absence of further funding for cycling and walking to enable councils to build the safer infrastructure we all want to see. Furthermore, there’s nothing on reviewing road traffic offences, and the delivery timescales for many actions aren’t clear. If you’re a glass half full type, however, the response suggests a real attempt to consider the evidence submitted and come up with sensible proposals.

Either way, implementing the recommendations will require resources and a wider commitment from the Treasury and across Government. So perhaps the balanced summary is: a promising start, but my glass still needs topping up!

### Find out more

You can read our ‘Cycle safety: make it simple’ report on the website.

[cyclinguk.org/cyclesafety](https://cyclinguk.org/cyclesafety)

## Magazine

### PLASTIC-FREE POSTAGE

You asked, we listened: your copy of Cycle is now delivered in a bag made from potato starch rather than plastic. The material is called Polycomp. It is fully compostable – within ten days in the right environment – and is EN13432 certified. It contains no genetically modified organisms (GMO), and is certified GMO-free by French manufacturer Barbier SAS.



## Diary date

### CYCLING UK AGM

The 2019 AGM will be held in London on Saturday 15 June. Venue details and the AGM Agenda will be in the next issue of Cycle. Members wishing to submit motions should read the guidance at [cyclinguk.org/agm-motions-2019](https://cyclinguk.org/agm-motions-2019) or phone Sue Cherry on 01483 238302. The deadline for motions is 1 February 2019, via post or email to [sue.cherry@cyclinguk.org](mailto:sue.cherry@cyclinguk.org).

**Motoring survey**

**DRIVERS PULL A FAST ONE**

Nine out of ten drivers classify themselves as “careful and competent”, despite 52% admitting they have exceeded a 20mph speed limit and 57% saying they’d broken a 30mph limit. The survey, commissioned by Cycling UK, also found there was widespread public support (77%) for automatic driving bans for drivers who cause serious injury. [cyclinguk.org/drivingsurvey](http://cyclinguk.org/drivingsurvey)



**Member group**

**WEST DORSET GROUP SGM**

A special general meeting of the West Dorset Member Group of Cycling UK will take place at 2pm on 9 February in order to vote on a resolution that the group be dissolved ‘on or as soon as possible after 31 March 2019’. The venue is Frampton Village Hall, 33-36 Dorchester Road, Frampton, DT2 9NF. The intention is to form a club that will be affiliated to Cycling UK instead.



**47,000**  
followers on  
Twitter



Big Bike Revival 2018 kicked off with events in Stockport and Birmingham (pictured)

Left: Jooize Dymond

**Events**

**BIGGER BIKE REVIVAL**

**THE FOURTH BIG** Bike Revival in England was the biggest yet. In 2018, we reached more than 40,000 people, with 125 partner organisations running 1,077 events. The programme was longer too. Instead of a week focused on fixing bikes, it took place over three months, giving participants more opportunity to get involved and to keep cycling once they’d started. The

longer duration provided a clearer picture of the ways gender, age, background, and economic standing all impact levels of cycling, enabling us to address these imbalances better in future.

Big Bike Revival was similarly successful north of the border. More than 20,000 people were reached by 662 events across Scotland in 2018. Of the 105 organisations that the Big Bike Revival funded in 2018, 50 of them were completely new to the programme.

The Big Bike Revival will be taking place again in 2019. Details of events will be published online at [cyclinguk.org/bigbikerevival](http://cyclinguk.org/bigbikerevival).

“ We reached more than 40,000 people in England, and there were 1,077 events ”

**Sportives**

**CENTURY RIDES IN 2019**

**CYCLING UK IS** the charity partner for two new 100-mile, closed-road sportives this June. Take part by raising a minimum sponsorship amount for Cycling UK. The **ToC 100 Sportive** is one

of several weekend events at the **Tour of Cambridgeshire**, while **The Great British Cycling Festival 100-mile sportive in Norfolk** is part of the **2019 HSBC UK National Road**



**Championships.** More details at [cyclinguk.org/memberbenefits](http://cyclinguk.org/memberbenefits).



Matt Mallinder (2nd L, Cycling UK) and Xavier Brice (2nd R, Sustrans UK) meet Queen's staff

### Grand Draw

## WINNING TICKETS

Congratulations to the winners of the 2018 Cycling UK Grand Draw. They were: 1st prize, £3,000 cash, Mr J Elder (Vale of Glamorgan); 2nd, Green Jersey Cycling Tour for two across France, Mr R Thomson (Liskeard); 3rd, Shand Stoater handbuilt tourer, P Brocklehurst (Stalybridge); 4th, a Red Rock Trails holiday for a couple or family, Mr D Gilbert (Bicester); 5th, Islabikes children's bike, G Mayne (Crieff); 6th, Altura jacket & Blackburn pump, Mr O'Toole (Wirral); 7th, See.Sense Reactive Bike Light sets, Ms S Giovanni (London); 8th, Two KitBrix bags, Mr D Phillips (Nottingham); 9th prize, Five Cicerone guidebooks, Mr M Beeching (Bridport). Thanks to everyone who took part to help raise vital funds for Cycling UK.

### Transport

## A CYCLE-FRIENDLY FIRST

**Q**ueen's University Belfast was presented with Cycling UK's Gold standard Cycle Friendly Employer award in November. It's the first organisation in the UK to receive the award.

Cycle Friendly Employer accreditation (CFE-UK) rewards companies in the UK who make their workplaces awe-inspiring through cycling, and Cycling UK is the recognised provider for the UK. CFE-UK is the only international standard for workplace cycling and the charity is working in partnership with countries across Europe, developing the standard within the EU project Bike2Work, which has previously supported Bike Week.

Recognised for their success at a Bronze, Silver or Gold standard, organisations must meet a range of measures to demonstrate

their cycle-friendliness, including communications, training, and incentives for staff, as well as physical facilities such as secure cycle parking and showers.

Matt Mallinder, Director of Influence and Engagement for Cycling UK, said: "We've been very impressed with the university's facilities and the cycle-friendly culture that has been created, as well as their commitment to improve their surroundings, increase sustainable travel, and make the university cycle-friendly for all staff and students."

### Sign up your employer

*They'll benefit too if they register as a Cycle Friendly Employer.*

[cyclinguk.org/CycleFriendlyEmployer](http://cyclinguk.org/CycleFriendlyEmployer)

01483 238301

### Volunteers

## GOING THE EXTRA MILE

**VOLUNTEERS ARE vital to our vision of changing millions of lives through cycling. While many don't seek anything in return, except for the satisfaction of knowing they are**

**making a difference, it's important to acknowledge their efforts. 'Going the Extra Mile', our new reward programme, will enable members, staff and others to show their**



Janet Gregory, event organiser

**appreciation for those who do just that. Visit [cyclinguk.org/celebrating-volunteers](http://cyclinguk.org/celebrating-volunteers).**



**Membership**

# CYCLING UK BENEFITS

**M**embers have been at the heart of Cycling UK for 140 years and are vital to help us continue our work for cycling and cyclists across the country. Membership also helps you to...

**Have fun**

- 10% off cycling products and 50% off servicing at Halfords
- 15% off Cotswold Outdoors, Snow & Rock, Runners Need
- 10% off YHA accommodation
- 10% off Cycling UK training courses
- Regular ticket offers on national events, rides and shows
- 6 issues of our new-look Cycle magazine

**Stay protected**

- Third-party liability insurance covering sportives and member-against-member claims
- 24h legal assistance via the Cycling UK Incident Line
- Discounts on travel, health, cycle activity provider insurance
- 15% off security marketing kits from Bike Register

**Membership renewal**

To renew your membership, visit our website or call the number below

[cyclinguk.org/renew](http://cyclinguk.org/renew)

01483 238301



**Win!**

## A NEW CYCLING UK JERSEY

As we head into spring, we're refreshing our Cycling UK kit. We've chosen the best of your designs and are putting them to a vote by members to decide on our new style. Head to [cyclinguk.org/cyclinguk-kit-comp](http://cyclinguk.org/cyclinguk-kit-comp) to choose your favourite. Everyone who votes will be in with a chance of winning a new jersey.



**Halfords**

## HALF PRICE SERVICING

Cycling UK members can get their bikes in tip-top condition for spring with an exclusive half-price Silver and Gold Service offer from Halfords this February and March. Whatever you ride, Halfords will ensure it is back to its best. To access your discount voucher, you will need to create an online account and log-in to our website: [cyclinguk.org/member-benefits](http://cyclinguk.org/member-benefits)



**Volunteering**

## PROMOTE YOUR CLUB LOCALLY

As the national cycling charity, we would love to have a presence at more events up and down the country – but we need help from our groups to make this happen. We can provide promotional materials, resources, and support to help you run a stand or cycling activity. You will be covered by our public liability insurance. For more details, email [events@cyclinguk.org](mailto:events@cyclinguk.org).