

# this is cycling UK



Thousands of health and social care workers have taken up free membership

## Membership

# THANK YOU, NHS

Cycling UK is offering free membership for NHS and care workers during the coronavirus crisis. **Sam Jones** reports

**H**ealth and social care workers have been on the frontline of the coronavirus crisis, ready to support any of us in our time of need. They've been heroic. With reports showing more NHS and care workers turning to their bikes to get them to work, or simply for leisure and a break, Cycling UK decided it was only right to give them something back: free membership.

"Just as the NHS has got our back in case the worst happens, Cycling UK wants to make sure everyone in the NHS who needs it is looked after too," said our former chief executive, Paul Tuohy.

That's why, on 3 April, we offered free three-month membership of Cycling UK to health workers, and then a week later to all social care workers. We hope they'll never need the third-party insurance and free legal advice but it's there for them (and you) if it's required. At time of writing (1 May), more than 2,000 of our everyday heroes have joined Cycling UK, and hopefully many more will have by the time you read this.

"Cycling UK couldn't make this offer to the

nation's real heroes if it wasn't for the ongoing support of our 68,000 members," said Mr Tuohy. "But by opening up our membership to those who need it most, it is likely to impact our finances. I'm appealing to our members and the wider cycling community who can afford it to make a small donation, so we can keep on helping those who need it the most."

For NHS and care workers who are already Cycling UK members, we are extending their current membership by an extra three months. As well as free membership, we've put together a cycling advice page for those key workers who are getting back on their bikes after a long layoff.

If you know someone who would benefit from our membership offer please send them to: [cyclinguk.org/join/nhs](https://cyclinguk.org/join/nhs). To make a donation, visit [shop.cyclinguk.org/donate/key-workers](https://shop.cyclinguk.org/donate/key-workers).



Alleviate the lockdown with new local loops

## Covid-19

### LOCKDOWN RIDE IDEAS

With long-distance riding discouraged and far-flung expeditions on hold, many of you will be looking to explore closer to home. Visit our website for a guide to online route-planning sites, which can help you find fresh riding ideas on your doorstep. When, as a Cycling UK member, you create an account with one of those sites, komoot, you can claim a free region map bundle worth £8.99.

[cyclinguk.org/article/how-plan-local-cycle-ride](https://cyclinguk.org/article/how-plan-local-cycle-ride)

## Covid-19

### LATEST ON RIDING IN PANDEMIC

The Covid-19 travel restrictions have focussed attention on cycling, both positive and negative.

While we have all missed the social aspect of group rides, the lockdown has highlighted how cycling is a great way to get exercise and make essential journeys. With guidance changing all the time,

we have been regularly updating our online Q&A. You can find the latest advice at [cyclinguk.org/coronavirus](https://cyclinguk.org/coronavirus).



## Outreach

### COMMUNITY CLUB GROWTH

Cycling UK's Community Cycle Club network now has over 200 affiliated groups in England and Scotland. Based in more deprived areas, the groups use cycling to address health inequalities, community cohesion, and social isolation. Half of the participants are new cyclists. [cyclinguk.org/community-cycle-clubs](https://cyclinguk.org/community-cycle-clubs)



## Events

### BIKE WEEK GOES DIGITAL

While its real-world events have been postponed until September, Bike Week is going ahead online from 6-14 June. We are asking our members to help spread the word about the health and wellbeing benefits of cycling, and get more people to make it part of their 'new normal'. [cyclinguk.org/bikeweek](https://cyclinguk.org/bikeweek)



Left: Joanne Dymond

## Big Bike Revival

### PEDAL POWER IS KEY

**M**any key workers are now cycling to get to work in a safe and socially distant way, while others are going out for rides to look after their mental and physical health. At Cycling UK, we want to help keep them pedalling – or help get them cycling if they don't have access to a working bike. That's why we're proud to launch a new project: the Big Bike Revival for Key Workers.

This provides funding and support so that independent bike shops, recycling centres, and bike mechanics can offer free services to key workers. From bike safety checks and repairs to bike loans, the scheme will ensure that our key workers can get from A to B on two wheels.

More than 120 partners have signed up to provide free services across England and Scotland, thanks to funding from the Department for Transport and Transport Scotland respectively. Participating centres are spread across England and Scotland, from Shetland to Taunton, with more locations to be announced.

The project builds on our existing Big Bike Revival project, which inspires tens of thousands of people every year to start or return to cycling through community-based activities. These activities are currently on hold because of the Covid-19 crisis, so we were keen to adapt the project to support key workers on the frontline of the fight against the virus. [BigBikeRevival.org.uk](http://BigBikeRevival.org.uk)

## Commuting

### RALEIGH GETS GOLD

Raleigh, a company synonymous with cycling, has been awarded gold in Cycling UK's Cycle Friendly Employer (CFE) accreditation scheme. Amongst other measures, the bike company offers staff a paid incentive to cycle to work, plus free maintenance. Cycling UK's CFE lead, James Palser, said: "We were impressed to see the enthusiasm Raleigh has for supporting their staff to cycle more often, which is very encouraging from one of the country's best-known bike brands."

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





## Events

# WOMEN'S FESTIVAL OF CYCLING

Cycling UK's three-week festival to celebrate and promote women's cycling is likely to be online only this year

The coronavirus pandemic may be changing the way we do things in 2020 but it won't stop this year's Women's Festival of Cycling, which returns from 11-31 July. The festival has been run by Cycling UK for the past three years to raise the profile of women in cycling and provide dedicated activities and rides for women. We don't know yet whether or not we'll be able to cycle together this July, but there will be some great things taking place online.

Amongst them will be our list of 100 Women in Cycling 2020. Last issue we asked you to nominate cycling women who deserved recognition, and you replied with hundreds of recommendations for:

- Community champions:** the unsung heroes of your cycling groups, women who lead rides, organise groups, or encourage or teach others to ride.

- Industry moguls:** women running bike repair shops or cycling-related companies, breaking down barriers and creating female-friendly spaces in the cycling world.

- Cycle influencers:** writers, podcasters, and women in local government; women who have used their position to inspire others.

- Sporting heroes:** women who have excelled in the world of sport, and some who have achieved dominant victories over both female and male competitors.

If every person who cycles gets just one non-cycling female out on their bike this year, imagine the difference we can make. If you're in lockdown with a woman who doesn't cycle, why not pledge to take her out riding? Or you could encourage and support a friend online. Share our advice pages on the website: [cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival).



## Video chats

### AN AUDIENCE WITH...

During the lockdown, Cycling UK launched 'An Audience With' – an online series hosted by Engagement Officer and presenter Anna Glowinski, aimed at bringing home the social aspect of cycling we've been missing from group rides. Guests have included Alex Dowsett, Lizzie Deignan, and Rebecca Charlton (pictured). Catch up on episodes you missed via our YouTube channel, [bit.ly/cyclinguk-youtube](https://bit.ly/cyclinguk-youtube).

## Your videos

### BIKE, CAMERA, ACTION

Want to make an engaging film of your bike-related adventures? Cycling UK video producer Rob Spanring gives his tips on how to make a solo cycling film. Share your film with us and you could win an exclusive bundle from komoot, including a year's subscription to their premium service – perfect for planning post-lockdown international rides. We'll be announcing the winner in Bike Week

on 15 June. [cyclinguk.org/article/how-make-film-your-solo-adventures](https://cyclinguk.org/article/how-make-film-your-solo-adventures)





## Fundraising

# YOUR HELP FOR HEROES

**W**hat an incredible response! We asked you to help keep the wheels turning and you did. Thanks to you, our members, we have been able to support over 2,000 health and social care workers with a free three-month membership [p7], so they can feel safe and are insured when getting to their vital work by bike.

At the time of writing, we are just short of our target of £25,000 for the appeal. One extremely generous member, who wants to remain anonymous, gave a £1,000 with the wish that half goes to a Big Bike Revival supported project in Oxfordshire, where they have a long waiting list of key workers wanting

bikes to commute on.

As cyclists, we have been fortunate during the lockdown in that we can still do what we love. Now we want to encourage more people to embrace cycling and support those who are less able to do so. Your generosity, whether it's with your time in the form of volunteering or with your money through a donation or a decision to leave a gift in your Will, is enabling us to do that.

Please visit [cyclinguk.org/ways-to-donate](https://cyclinguk.org/ways-to-donate) for ideas of how else you can get involved. Don't forget there will be further fundraising activities throughout Bike Week to take part in.

## Online

### NEW-LOOK WEBSITE

Cycling UK's website, which had five million views last year, has had a makeover. There's a video on the homepage explaining what Cycling UK is and does, plus four other popular videos from our YouTube channel. We've made it easier to find your favourite sections, improved the photos, and there's thousands of pages of inspiration and advice – including past issues of Cycle magazine. [cyclinguk.org](https://cyclinguk.org)



**60%**  
Year-on-year falls  
in NO<sub>2</sub> in some  
UK cities during  
lockdown

## Member groups

### GIVING IT BACK

Almost half of Cycling UK Member Groups have generously donated their subscription allocations for 2020 to help fund projects linked to the response to coronavirus. A total of more than £7,000 will be redeployed. Alex Cuppleditch, Head of Volunteering, said: "This will help support our key worker programmes around the UK. It really demonstrates our groups coming together to support local communities through a love of cycling."

## Donations

### VEHICLE FOR CHANGE

Cycling UK would like to give a massive thank you to Peter Murray-Rust from Cambridgeshire for his generous donation of £2,254.46. As lockdown began, Peter traded in his old VW via giveacar, a social enterprise that takes unwanted cars, sells them, and donates the proceeds to your nominated charity. Peter said: "It's been wonderful getting rid of it." Donate the proceeds from your old car to Cycling UK at [giveacar.co.uk](https://giveacar.co.uk).



## Infrastructure

# MORE SPACE FOR CYCLING

*The lockdown has seen a surge in active travel. To sustain it, cycling and walking require room to grow*

Social distancing has put the importance of space around us in the forefront of everyone's minds; witness the careful manoeuvres in the supermarket aisles. Most cyclists are all too aware of what a lack of space feels like from needlessly close passes from drivers. And 60 years of car-focussed town planning has created a deep imbalance in how our streets are shared, with pedestrians and cyclists too often squeezed out.

The consequences of this imbalance have been both exposed and exacerbated by the current crisis. On the one hand, the quiet roads confirmed what we knew already: remove the cars and people will get on their bikes. Leisure and family cycling have been booming nationwide. Meanwhile, the limited space for pedestrians is forcing people to step off the pavement and into the road to maintain social distance, while some shared, car-free walking and cycling routes are also too narrow.

As the lockdown eases, the need for social distancing will remain. Yet a return to busy roads and pavements will make keeping two metres apart almost impossible for anyone



Left: Vanessa Morris. Below right: Luke Stanley



not in a car, and congested roads will once again deter millions from cycling.

It need not be this way. Cycling UK has called on national and local governments to urgently implement measures across the UK to enable people to walk and cycle safely during lockdown and well beyond. At the time of writing, ten councils have already responded, closing streets to motor traffic, creating temporary cycle lanes to and from hospitals, and using traffic cones to widen pavements. Positive conversations with national governments are ongoing.

It's a promising start but wholesale change is needed. Now is the time to ensure our cities become places for people, not just cars.

[cyclinguk.org/space-for-distancing](https://cyclinguk.org/space-for-distancing)

Reallocating road space supports a shift to cycling

## Road safety

### BRAKE ON SPEEDING DRIVERS

The early days of the lockdown saw a huge drop in motor traffic – sadly coupled with many reports of speeding drivers. Cycling UK teamed up with road safety charity Brake to demand that drivers take care and don't become complacent on quieter roads and lanes. The appeal highlighted the fact that many families and individuals would be using these routes for their daily exercise, whether cycling or walking.

## Education

### ANTI-CYCLING BEHAVIOUR

While the country has largely pulled together during the coronavirus crisis, the negative attitude of a minority of the public towards cyclists hasn't changed. We've seen signs in villages telling cyclists to "go home" and an uptick in dangerous driving, with some motorists speeding on quieter roads. So Cycling UK and British Cycling have put out a joint appeal calling out for an end to this hostility: [cyclinguk.org/BC-joint-letter](https://cyclinguk.org/BC-joint-letter).

