



**364,000**  
people persuaded  
to become regular  
cyclists by Cycling  
UK's projects



BAME communities and women ride much less than white men

## Strategy

# LET'S GET MILLIONS CYCLING

*Cycling UK's strategy is being updated. Chair **Janet Atherton OBE** explains what's changing and why*

**T**he last year and a half has seen huge changes in society and in the cycling landscape. Cycling UK's current strategy, which runs until 2023, is being refreshed as a result.

The 'what' – the core goal – remains the same: to get millions more cycling. As to why: cycling is even more relevant in a post-pandemic world. In terms of how we deliver the strategy, it will become more focussed as we build on the successes of our campaigning and behaviour change programmes.

### The what

Imagine a country where cycling is a safe and popular mode of transport, where air pollution is no longer poisoning our children, obesity has been eliminated, and traffic congestion is gone. This is Cycling UK's vision. We believe that millions more people could cycle, transforming their lives and communities. Right now cycling levels remain low. Only 2% of trips are by cycle, only 12% of women cycle regularly, and only 2% of

children ride to school. And people from a BAME background or with disabilities are far less likely to cycle. Cycling UK is working to change this.

### The why

The pandemic has shown how important cycling is for transport and health. Cycling levels soared in the first lockdown. Thanks to our campaigning, governments invested in temporary cycling and walking infrastructure. Going forward, all the home nations have committed to provide significant funds for cycling infrastructure and initiatives.

### The how

Since the strategy launch in 2018, Cycling UK staff and volunteers, with the support of our members, have shown what we can achieve to enable cycling for all. We've created 364,000 more regular cyclists through programmes like the Big Bike Revival, where we responded to travel restrictions by helping frontline workers cycle, and spotlighted new audiences through the Women's Festival of Cycling.

We've increased income through corporate sponsorship and grants, and by attracting generous donations and legacies, and we continue to secure government commitments to invest in cycling. We now want to reach out beyond the usual cycling communities to further diversity in cycling. (Read more about our activities in our annual report and strategy refresh document: [cyclinguk.org/strategy](https://cyclinguk.org/strategy).)

We've increased membership to over 70,000 and continue to improve benefits, including a new cycle insurance offer. We're working on a digital transformation project to better enable us to send you the content you most want to see.

### What's new?

Our refreshed strategy will focus on four priorities.

- **We'll enable cycling for all.** We'll expand our

programmes to make cycling more accessible for individuals and communities who don't often ride. And we'll push for investment for this from local authorities and governments.

- **We'll speak for all who cycle.** We'll continue to campaign locally and nationally on issues that impact all existing and potential cyclists. We'll stand up for cycling when it's given a bad press.

- **We'll strengthen our organisation.** In a volatile charitable funding landscape, we'll work to secure stable income to deliver our mission. We'll invest significantly in modern IT systems to enable our staff and volunteers to work more efficiently. Using new digital tools, we'll respond better to the needs of our members and beneficiaries.

- **We'll build sustainable membership.** Membership is at our heart. The refreshed strategy aims to capitalise on the increase in people cycling, involving them in our campaigns and welcoming them into our membership. We also want to improve your membership experience by providing more of the tailored content and activities that are relevant to you.

### Why it's important to me and you

I started cycling relatively late in life, supported by the Wirral Bicycle Belles cycling group. Cycling UK has a unique membership of new and experienced cyclists. I've seen how effective that membership can be, whether that's getting someone like me riding again or adding your name to the thousands who take part in our campaigns. Your membership makes a difference to every new cyclist and helps us force the hand of government. That's why our refreshed strategy is so important.



Janet's journey began with a Cycling UK group

Access

DUKE OF BALK

The gate remains shut to cyclists visiting Bolton Abbey. The Duke of Devonshire, who owns the 30,000 acre estate, came between cyclists and their cake in April when he stopped them from crossing the Wooden Bridge to reach the café. The Duke secured a tax exemption by promising additional access across his estate, including for cyclists, but has been banning cycling on his land for 20 years. We're liaising with HMRC on this.



No way through to the estate's café

Governance

CYCLING UK  
AGM 2021

Due to the risks from the pandemic, and to protect the health and safety of members, trustees, staff and others, Cycling UK's Annual General Meeting will again be held as a virtual meeting. It's at 11am on Friday 10 September. You can vote on motions by post, online, or at the virtual meeting. Details of the agenda and how to vote are on the insert included with this issue.

41 miles  
The Guildford to Chichester leg of the Cathedrals Cycle Route: [cyclinguk.org/gld-chich](http://cyclinguk.org/gld-chich)



CTC Tour of Mongolia, led by Pat and (below right) John Ashwell

Left: Peter Bell. Far left: Alistair Preston

Travel

HOLIDAYS CANCELLED

**W**e're sad to announce that after 20 years in business and hundreds of tours worldwide, Cycling UK's subsidiary company CTC Cycling Holidays & Tours (CTC H&T) will cease trading in October 2021. Holidays where the minimum participant levels have been reached will still be run.

It wasn't an easy decision but the travel chaos caused by Covid-19 and the resulting uncertain future have forced anyone in the holiday industry to take a hard look at their operating model and viability. CTC H&T had to cancel most of this and last year's tours and absorb the loss of income.

Cycling UK trustees and the CTC H&T directors looked at a variety of options to enable the company to continue, focusing on those that were compatible with charitable aims, the demands of the cycle travel market, and the resources available. CTC H&T worked hard over the last few years to restructure the company to meet changes in legislation, deliver the governance required by the business, and to continue to comply with travel regulations.

CTC H&T was unique in providing cycle tours that were designed and led by volunteers for other members. While popular with those who attended, demand had dropped in recent years, both from our own members and the wider public. Looking to the future, market research identified that customers are now looking for a wider range and a more supported cycling holiday experience.

We know that touring continues to be a big part of what our members do – individually, through our groups, and on our routes. For the 2022 season, Cycling UK is exploring options to promote a broader range of holidays in the UK and worldwide from a group of trusted suppliers.

We'd like to recognise and thank the CTC H&T Directors, Jonathan Naughton and notably Jim Maynard, who set up the CTC H&T Company and still chairs the company. We'd also like to thank the other directors past and present, all the volunteer tour leaders, and the participants who contributed to that unique 'CTC Tours' camaraderie.

## Equality

### THEY ARE THE CHAMPIONS

As part of Cycling UK's commitment to women's cycling, we're following the journeys of six female cyclists who are new or fairly new to cycling as they work towards their 2021 goals. Whether joining a group or conquering a challenge, the ongoing stories of the digital cycling champions will help inspire women to take up cycling. [cyclinguk.org/digital-cycling-champions](https://cyclinguk.org/digital-cycling-champions)



Lorraine Liyanage only learned to ride in her forties

## Health

### WANTED: W YORKS CYCLE INSTRUCTORS

Cycle for Health is a programme of training and led-rides for adults in West Yorkshire with poor mental or physical health. It's helped more than 1,000 people. Cycling UK now needs instructors (NSI or 1st4sport qualified) and co-instructors (NSIP or Ride Leader qualified) who can commit to six weeks of a 12-week programme. Email [cycleforhealth@cyclinguk.org](mailto:cycleforhealth@cyclinguk.org) or tel: 01483 904562.



Sophie Gordon (2nd right) rode the new route in June. Full article next issue

Left: ?????



Women's Festival of Cycling ends. Missed anything? Catch up at [cyclinguk.org/womensfestival](https://cyclinguk.org/womensfestival)

## Routes

### WEST KERNOW WAY

**T**his September Cycling UK will launch the West Kernow Way, a new 150-mile bikepacking trail that showcases the best of west Cornwall, including the Botallack tin mines, the Bronze Age monument Mén-an-Tol, Land's End, St Michael's Mount, and Lizard Point. Expect spectacular coastal scenery, hedgerows bursting with wildflowers, and ancient tracks across isolated moorland.

The route is designed to be ridden over three or four days. It links together bridleways, byways, lost ways,

and quiet lanes to escape the tourist hotspots and discover hidden treasures that reveal the history and culture of the region. With over 4,200m of climbing, it's quite a challenge – but all that exertion is a good excuse to sample some excellent Cornish cuisine.

The West Kernow Way forms part of the EU-funded EXPERIENCE project, which aims to develop sustainable off-season tourism activities across six regions in England and France. As part of the project, Cycling UK will also be helping hospitality businesses along the route

become accredited Cycle Friendly Places, so you know you will be greeted with a warm welcome.

The route will be launched on 3 September to coincide with the Tour of Britain passing through Cornwall. As well as downloadable route files, there will also be a comprehensive guidebook by MTB writer Guy Kesteven.

The trail follows in the wheel tracks of King Alfred's Way and the Great North Trail as part of our vision to create more long-distance trails for cycling adventures. [cyclinguk.org/west-kernow-way](https://cyclinguk.org/west-kernow-way)

## Projects

### SCOTLAND CYCLE REPAIR SCHEME

Over 31,000 bikes, trikes and wheelchairs have been repaired thanks to the Scotland Cycle Repair Scheme, which ended in May. The scheme was funded by the Scottish Government and run by Cycling UK to help those who needed it most with £50 of free cycle repairs and servicing at 330 bike shops and mechanics across Scotland. One mechanic taking part, Morag Prach, told us how the scheme had given her small business a big boost. You can read her story on the Cycling UK website. [cyclinguk.org/cycling-scientist](https://cyclinguk.org/cycling-scientist)



Morag repaired 109 bikes through the scheme

### Member benefits

## DON'T SKIM THIS, SCAN IT

Scan the QR code below with your phone's camera and click on the notification to find out about the new range of Cycling UK and heritage kit from leading clothing brand Stolen Goat ([stolengoat.com/cycling-uk](http://stolengoat.com/cycling-uk)). This summer also sees new member discount offers from OS maps, Muc-Off, Asgard sheds, Caravan and Motorhome Club, Bike Club, and BIKE-DROP. [cyclinguk.org/member-benefits](http://cyclinguk.org/member-benefits)



### Events

## VOLUNTEER CELEBRATION

This year's Volunteer Celebration is on Saturday 9 October, with the theme of 'Enabling the Movement – moving forwards'. There'll be a virtual group ride plus workshops and fun activities, including a quiz. Visit [cyclinguk.org/event/virtual-volunteer-celebration-2021](http://cyclinguk.org/event/virtual-volunteer-celebration-2021). We'll also recognise those volunteers appearing on our new Roll of Honour: [cyclinguk.org/cycling-uk-roll-honour](http://cyclinguk.org/cycling-uk-roll-honour).



**25 years**  
The first National Cycling Strategy appeared in 1996.  
Don't celebrate: read [cyclinguk.org/ncs25](http://cyclinguk.org/ncs25)

Drivers accruing 12 or more penalty points from repeat offences are avoiding bans

### Road justice

## ROAD CRIME & PUNISHMENT

**C**ycling UK is working with road safety partners and charities to push for amendments to the Police, Crime, Sentencing and Courts Bill, which would tackle some of Great Britain's failing road justice laws.

Our new report, Five Flaws: Failing Laws, highlights five changes that could be brought in via this bill to tackle dangerous road crime, make our roads safer for everyone, and stop victims being let down by our road justice system. The proposals include closing the 'exceptional hardship' loophole, which allows people who have

accrued 12 or more penalty points to avoid a driving ban – and which is currently exploited by around 10,000 drivers a year, making a mockery of the term 'exceptional'.

Christopher Gard was someone who dodged a ban in 2015, despite being caught using his phone at the wheel eight times. He quickly broke his promise to magistrates that he'd lock his phone in the boot when driving and, texting once again behind the wheel, he hit and killed cyclist Lee Martin.

Although Cycling UK continues to push for the full

review of road traffic laws promised by Government in 2014, we cannot miss this opportunity to address: the underuse of driving bans by the courts; the belittling maximum sentence for 'hit and run' of just six months custody, even where a driver leaves someone for dead; and the inadequate penalty for car-dooring.

We'll now be engaging directly with members of the House of Lords, but you can support our campaign by writing to your MP to ask them to raise these issues with the Minister. [cyclinguk.org/road-justice](http://cyclinguk.org/road-justice)

### Events

## MERIDEN MEMORIAL SERVICE

This year's Cyclists' Memorial Service on Sunday 5 September at Meriden in the West Midlands will be the 100th time it has taken place since its inception in 1921. Also on the same date is the 95th annual Coxwold Memorial Service for Cyclists in Yorkshire, as well as the Dorset Dirt off-road ride in Dorchester. You can find details of these and other Cycling UK events on our website. [cyclinguk.org/events-listing](http://cyclinguk.org/events-listing)



Left: Cyclists' Memorial at Meriden, by Alamy