

this is cycling UK



Stay in touch

Be in the know on all things cycling related. If you'd like to hear more about Cycling UK's work – our projects, training, campaigns and fundraising, and how you can get involved – sign up to hear more: cyclinguk.org/subscribe



Cycling for all

Making cycling more accessible to could-be, would-be cyclists, whatever their backgrounds, is a key part of Cycling UK's plans for the year ahead, as **Sarah Mitchell** explains

As we look ahead to 2025, there's a palpable sense of excitement at Cycling UK. The year ahead is set to be transformative, with new campaigns, impactful programmes and the launch of a refreshed brand that will help us reach even more people across the UK.

Our board has recently signed off on a bold new influencing strategy that will drive our advocacy work in the coming year. Central to this are some major UK-wide campaigns, which we'll be sharing details of soon. These initiatives will advance our vision for happier, healthier and greener lives through cycling.

On the ground, our behaviour change programmes continue to expand their reach and impact. The Inclusive Cycling Experience (ICE), funded by the Motability Foundation, enters its second year, enabling disabled people in Greater Manchester and Inverness to discover the joy and freedom of cycling. Through free try-out sessions and non-standard cycle loans, the programme inspires people with disabilities to consider cycling for everyday journeys. Also open to people with long-term health conditions, this initiative is helping make cycling accessible to everyone.

For those seeking adventure, 2025 promises to deliver unforgettable experiences through our new fundraising challenges. Whether cycling from Land's End to John o' Groats, traversing iconic European routes, or tackling the Snowdon Sea to Summit multi-activity

“As 2025 unfolds, we remain committed to championing cycling for everyone... Together, let's make this year one to remember”

challenge, these events offer something for everyone. Beyond the personal achievement, taking part directly supports Cycling UK's work, creating lasting change for communities across the country. As one rider told us, the camaraderie and breathtaking views make these challenges truly unforgettable.

We're also delighted to welcome two new trustees to our board: Ben Still and Roxanne De Beaux. Their passion for cycling and impressive experience will help shape our future direction. Ben brings a wealth of knowledge in active travel planning and local and regional government, while Roxanne's leadership of Camcycle has transformed it into one of the UK's most successful city cycling campaigns. Alongside the welcome re-election of long-standing and committed trustees Melanie Carroll and Paul Baker, our board is poised to guide us through the year ahead.

Also, this year the trustees will select a new permanent chair of trustees, following Janet Atherton's departure. The chair recruitment process has been open to members and to non-members, with the aim of finding a chair who combines governance experience and knowledge with a strong commitment to cycling and to our aims. We've had a great response and hope to be able to announce the new chair by April.

As 2025 unfolds, we remain committed to championing cycling for everyone. Whether through influencing policy, delivering life-changing programmes on the ground or inspiring the cyclists of today and tomorrow to take on new challenges, Cycling UK is here to support you every pedal of the way. Together, let's make this year one to remember. ●

The Scottish and Welsh governments are about to slash active travel budgets. Tell your MSP or MS why they shouldn't: cyclinguk.org/budget-action

Below: ID8 Photography/Mark Harvey



Stay connected

f facebook.com/CyclingUK x [@wearecyclinguk](https://twitter.com/wearecyclinguk) g www.cyclinguk.org @ cycling@cyclinguk.org t 01483 238301