

this is cycling UK



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Change in the air

We're changing our brand so that we're better placed to make positive changes for cycling, for cyclists and for all potential cyclists.

Sarah Mitchell explains

Rolling into April, there's an exciting energy in the air at Cycling UK as we prepare to launch our updated brand in just a few weeks – a fresh new look that better reflects who we are and what we stand for.

For a long time, we've known that not enough people are aware of the work we do. Research showed us that while we're well respected by those in the know, our brand doesn't stand out and hasn't been reaching as many people as it could. That's why we've worked on a refresh – to make it clearer, more engaging and more representative of what we do. This update will help us connect with more people and inspire even more of them to cycle. One thing that won't be changing is our name: we'll still be Cycling UK.

This has been a team effort, with input from our members, trustees and staff, as well as new audiences we want to reach. It's been fantastic to see the enthusiasm and passion for shaping Cycling UK's future.

Before we unveil our new brand, we've already been making waves with another critical issue: women's safety in cycling. We all know that cycling should be a safe, accessible and enjoyable way to get around, but women are more likely to feel discouraged because of concerns about busy traffic or harassment. Our recently launched campaign, 'My ride. Our right' is tackling this head-on – not just by calling for better infrastructure, but by addressing the wider issues that make cycling feel less safe for women.

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The data tells us that when cycling is safer for women, it's safer for everyone. We need governments across the UK to step up with long-term investment, local councils to deliver smarter street design, and a cultural shift so that more women feel confident to cycle. This isn't just about transport; it's about equality, opportunity and giving more people the chance to benefit from time on a bike. Thank you to everyone who has supported this campaign so far. We'll keep pushing for real change.

For those looking for a fun way to challenge themselves and their family, we've launched our new Pedal for Your Medal virtual event! With half term coming up in May, it's the perfect time to set your own personal challenge and get pedalling. Everyone who raises £100 or more will receive a medal. Turn to page 12 to find out more about this great way to set a goal and stay motivated this spring.

Finally, I want to take a moment to celebrate the success of the 20mph speed limit in Wales, which has now been in place for a full year. The numbers speak for themselves: 100 fewer deaths or serious injuries, a 35% drop in casualties and the lowest road casualty rate since records began in 1979. This is a massive win for road safety and proof that the campaigning we do works.

Of course, there's still work to be done. Slower speeds save lives, but we also need high-quality cycling infrastructure to make cycling a natural choice for more people. This success in Wales is a reminder that change is possible – and that together, we can keep pushing for safer, more inclusive cycling across the UK. ●



Cycling UK's female membership has already risen from 22% to 25%

Below: Paul Craig Photography



Women cycle far less than men. Cycling UK wants to change that

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