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The new brand will communicate what we stand for better

Left: Cycling UK. Right: pamlar.cc

## Strategy

# CYCLING UK'S NEW LOOK

**D**o people know who we are? Are we getting across what we stand for? Are we setting ourselves apart from the crowd? The answers to these questions – and many others – convinced us that it was vital to improve Cycling UK's brand. Through extensive research and testing, we established that awareness of Cycling UK and what we do is low, particularly among the general public but even among our own supporters and members.

We know that we must reach new people to broaden our reach, improve our membership offer and ultimately deliver our mission. But testing with those new audiences showed us that the current brand wasn't helping to engage them.

In member focus groups, you told us that the current brand lacked stature, felt fragmented and sometimes confusing, and didn't clearly communicate what we do.

Additionally, most people don't currently view us as a charity, making it more difficult to raise money to support the work that our members and supporters value – like helping more people to get on a bike, campaigning for better and safer cycling, advocating for more

funding for cycling and trailblazing exhilarating new routes.

We've been working hard to develop a fresh new look and feel that is clearer, more engaging and better tells the story of what we do – while keeping our name the same. This has been about much more than a new logo and some updated colours. We've positively reshaped all elements of how Cycling UK comes across: what we sound like, how we communicate our values, the photography we use.

The process has been led by robust data and testing, which gives us confidence that our new brand will enable us to do more, and do it better.

By better communicating what we stand for, we'll stand out from the crowd and engage more people with the joy and benefits of cycling.

A more modern and appealing brand will enable us to build exciting partnerships with new brands and organisations, meaning better member benefits for you. By shining a light on our impact as a charity, we'll encourage more people to support the work we do.

We're excited to share our new look with you in April, with a new-look Cycle magazine to follow for the June/July issue.



## Routes

### FIVE YEARS AND 54,775 DOWNLOADS

The King Alfred's Way route has been downloaded almost 55,000 times in the five years since it was published. Are you one of those people who has ridden it? If you're looking for inspiration for a long weekend trip this Easter, check out the Cycling UK routes page ([cyclinguk.org/routes](https://cyclinguk.org/routes)) for our pick of Britain's finest cycling offerings. You can make planning a breeze with a supported trip from our holiday partner, Saddle Skedaddle. [cyclinguk.org/saddle-skedaddle](https://cyclinguk.org/saddle-skedaddle)

## Wales

### SLOWER SPEEDS SUCCESS

One year into the 20mph default speed limit being introduced in Wales, casualties have fallen by 35%. That's 100 fewer deaths or serious injuries, resulting in the lowest road casualty rate since records began in 1979. Slower speeds combined with segregated infrastructure will help create an environment where everyone feels able to choose to travel by bike.