

this is cycling UK



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That was 2019

Paul Tuohy looks back on what Cycling UK has achieved in the last 12 months, thanks to your amazing support

The New Year is finally here. Spring is on its way. While there's lots to look forward to in the year ahead, now is a good time to reflect on the year just gone. Sometimes, like riding up a long climb, you only realise how far you've come when you pause to look back.

Last year was the first in our five-year plan to inspire a million more people to cycle. Already there are green shoots of growth. Our membership rose by 4% to 68,431. With funding from the Department for Transport and Transport

Scotland, we enabled 60,661 people to take part in a Big Bike Revival event. Our website was visited by 4.5million people. Our invaluable volunteer network grew by 15% to 8,880.

Our Dutch Reach campaign to prevent car-dooring reached over 400,000 drivers and won critical acclaim. It is now being used by police forces and driving instructors across the country to keep cyclists safe. More than 9,000 potholes were reported on our FillThatHole app and website.

Finally on the campaign front, more than 11,000 Cycling UK members and supporters used our online action to write to parliamentary candidates ahead of the December election, asking prospective MPs to back our calls for more investment in cycling. We've now got a good idea of which MPs are cycle friendly. This will be critical as we make our case for greater cycling investment.

More funding is urgently needed to bring the seismic shift in road design, infrastructure, and town planning that's needed to encourage more cycling. It's unclear if the new Government will invest the money to enable more people to cycle, particularly for short journeys. So we will be busy lobbying, engaging with, and influencing politicians in 2020.



Left: Joolize Dymond

Going the extra mile

As ever, our hardy member groups have been incredible, having put on over 10,000 rides throughout the UK in 2019. These ranged from short family rides to longer tours and off-road 'rough stuff' rides.

Our 800-mile Great North Trail – stretching from the South Pennines to the northern tips of the Scottish mainland – picked up a national Staycation award from the i newspaper. The launch of the Great North Trail was responsible for a huge spike in traffic to our

website. Our guide book for it is flying out of the office; orders have already passed 600.

Life member Russ Mantle became the first person in the UK to log a million miles by bike, and his achievement made headlines across the world. Back home, our Cycle for Health scheme in West Yorkshire hit a landmark after more than 1,000 people with physical and mental health issues were referred to it. This is a brilliant example of how cycling is now being prescribed to help improve health and well-being. We are seeking to expand the scheme – if the funding is forthcoming to do so.

Lastly, as the year closed in December, our Real Yellow Jersey campaign made BBC Breakfast and Sky News, highlighting true cycling heroes and their moving stories on how cycling has helped them in their lives. More on the jersey winners later this issue.

So there you go: another busy year over, and a new one just begun. Happy New Year!

“
Funding for a seismic shift in road design, infrastructure, and town planning is needed to encourage more cycling
”

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Club news

At a meeting on 11/11/19, Aylesbury CTC informal group voted to become a Member Group. See cyclinguk.org/group/aylesbury-ctc

6 days
Non-stop cargo bike ride to Copenhagen by pairs of Adventure Syndicate cyclists (resting in turns in the load bed)



Left & below right: Robby Spaming

Investment in infrastructure is essential if we're to get more people on two (or three!) wheels

Funding

PEDALLING PROMISES

Active travel needs billions and there's a budget looming. **Duncan Dollimore** wants to know: if not now, when?

It's the question we've been asking about investment in cycling and walking for far too long: if not now, when? We'd expected news about active travel funding in England as part of a promised long-term spending review last year. The review never came. Neither did the budget or publication of the Government's infrastructure strategy. And the Conservative manifesto was largely silent on capital investment for cycling.

It did reference a £350million cycling infrastructure fund over five years, but if that's all there is it's a significant reduction in real terms, despite former Transport Minister Jesse Norman's acceptance last year that active travel spending would need to more than double for the Government to have any chance of reaching its own targets.

It's always mañana when it comes to money for non-motorised transport. That's hugely disappointing given your support for our campaigning to get the Government to show us the money for cycling, which helped us secure commitments from 44 of December's newly elected MPs to back a

major increase in investment. With others responding positively but without pledging, we've been able to engage with over 200 MPs since the election, with meetings already set to press them to stand up for cycling.

It's vital they do this now because, save potentially for the infrastructure fund, it's unclear what capital if any will be available for English local authorities from April 2020 onwards. The Government could stop funding for active travel falling off a cliff by announcing new long-term funding streams in the budget set for March 11. It can't keep kicking this into the long grass. Sometimes there is no next time, no time-outs, no second chances. Sometimes it's now or never, and that means March's budget needs to include billions for active travel not millions.

By the time you read this, we'll have set out our case to the Treasury explaining why billions are needed, and how this would help address our pollution, congestion, climate and inactivity-related public health crises. In the run-up to the budget, we'll explain what you can do to help. cyclinguk.org/campaigns

Incidents

POTHOLE WATCH

Our week-long Pothole Watch kicks off on 16 March. We're encouraging everyone to report the road defects they find via our app FillThatHole. What if you're unfortunate enough to hit a pothole before you can report it? We've prepared a guide of things you should do, starting from when you hit the hole and taking you through the process of how to make a claim. cyclinguk.org/what-should-i-do-if-i-hit-pothole

Routes

TRAIL BLAZING

The Great North Trail was named Sports Staycation of the Year at the inaugural i news Staycation Awards in November. The judges were particularly impressed by the route guide, which recommends places to visit, eat, and stay along the trail to benefit local businesses. Cycling UK's next long-distance off-road trail launches in summer: King Alfred's Way, a 220-mile circular route around historic Wessex. cyclinguk.org/kingalfredsway



Scotland

BIKE BUSES LAUNCHED

Borders Buses has launched Scotland's first fully bike-friendly bus route. Every service between Berwick and Edinburgh will have internal bike racks, with the Galashiels to Edinburgh route to follow suit in early 2020. The company has also pledged that all new buses it orders will come with bike racks. bordersbuses.co.uk/scotlands-first-fully-bike-friendly-bus-route



Wales

NEW WELSH OFFICER

To deliver our strategy to get millions more people cycling across the UK, we need staff on the ground in all four nations. So we're delighted to announce that former Cycling UK Trustee Gwenda Owen is our new engagement officer in Wales. It's a varied role dealing with campaigns, volunteering, engagement and lobbying. Next stop Northern Ireland, where we're now recruiting.



41%
Cycling UK members who have been with us for more than 10 years



Last year's Bike Week was launched with a mass ride. This year's is aiming higher

Left: Marcus Ahmad Far left: Borders Buses

Bike Week

WORLD'S BIGGEST BIKE RIDE

Cycling UK is launching a new challenge for Bike Week called the **World's Biggest Bike Ride**. The aim is to get as many people as possible cycling on one day: **Saturday 13 June**.

Whether it's toddlers together on balance bikes, seasoned club cyclists on café rides, or mates on mountain bikes, the type, duration and distance of the rides don't matter. What's important is to get involved and then log the ride – individually, as a group or club, or via events. Then we can demonstrate that the World's Biggest Bike Ride has taken place that day.

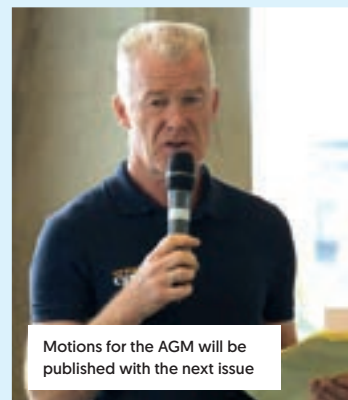
Bike Week encourages everyone to experience cycling in whichever way is suitable for them. As well as the World's Biggest Bike Ride, there will be group rides, bike maintenance sessions, and commuter buddy rides. A quarter of a million people are expected to join in events, and perhaps switch to cycling as the most convenient way to get around as they rethink their everyday journeys.

Bike Week is delivered each year by Cycling UK, in partnership in Scotland with Cycling Scotland. In 2020, it runs from Saturday 6 to Sunday 14 June. For more information, visit worldsbiggestbikeride.uk.

Governance

AGM: CALL FOR MOTIONS

Cycling UK's 2020 AGM is on Saturday 13 June, at a venue and time to be confirmed. Members wishing to propose a motion should read the guide at cyclinguk.org/agm; for a paper copy, call Richard Walker (01483 238 304). We look forward to considering your motions and discussing them with you. With your help, our next AGM can be progressive debate about cycling's future. The deadline for motions is noon Friday 14 February. Email cycling@cyclinguk.org (include in the subject 'Draft AGM motion 2020') or post to Cycling UK, Parklands, Railton Rd, Guildford, GU2 9JX.



Motions for the AGM will be published with the next issue



£100,000

**Won for Cycling UK
members in third-
party liability
claims in 2019**



Buying your next bike from Cycle Surgery will save you money and earn funds for Cycling UK

Left: Cycle Surgery

Membership

SAVE WITH CYCLING UK

If you're looking to save the pennies following the festive splurge, don't forget that your membership of Cycling UK includes many benefits, discounts and offers to support your cycling this new year.

Lucky enough to get a bike for Christmas? Why not protect it with a security marking kit from BikeRegister and/or take out bike cover with Cyclesure, which donates 10% on each insurance premium back to the charity.

Get kitted out with our outdoor retail partners Cotswold Outdoor, Cycle Surgery, Snow+Rock, and Runners Need. In addition to your 15% discount (10% off bikes), a proportion of your money spent comes back to Cycling UK to support our charitable work.

If you're planning a touring trip this year, get 50% off YHA membership and enjoy 10% off accommodation (including during school holidays). Our Cyclecover travel insurance, meanwhile, offers a 10% discount on specialist

cover for cyclists.

We've got you covered with third-party liability insurance and legal support via our Incident Line, should something unfortunate happen when you're out on your bike.

More at cyclinguk.org/member-benefits.

Claim your benefits

To view your member discount codes, you'll need to log-in to the Cycling UK website by first creating an online account (click the rectangle-with-arrow icon at the top right of the homepage). Once logged in, the codes will then appear at the bottom of the relevant member benefit page.

Issues logging-in? Check you're using the same email address with which you first created your account.

Further help is available online at cyclinguk.org/membership-frequently-asked-questions.

Prizes

GRAND DRAW WINNING TICKETS

Winners of the 2019 Cycling UK Grand Draw were: 1st prize, Mr N Hughes; 2nd, Mrs Richmond-Bishop; 3rd, Mrs W Bradshaw; 4th, Mr C Lycett; 5th, Mr

D Collison; 6th, Mrs S Gill; 7th, Mr C Born; 8th, Mr P Woods, Mr A Brown, Mr K Sharples, Mrs D Leitch, and Mr M Bundy; 9th, Mr D Mason; 10th, Mr G Cain; 11th,

Mrs L O'Keefe; 12th, Mr S Cross; 13th, Mr M O'Kelly; 14th, Mr M Purdie; 15th, Mr P Bailie. For the full list of prizes, see cyclinguk.org/grand-draw/prizes.

Volunteering

TRAINING ROADSHOWS

There have been some significant digital developments in the way we support our volunteers over the past year. With the new volunteering platform, Assemble, launched this January, there will be other innovations in store in 2020, including a series of training roadshows throughout the UK. For more details, visit our Volunteer Hub at cyclinguk.org/volunteer.

Road safety

DUTCH REACH

Our award-winning Dutch Reach campaign, which aims to put an end to car-dooring, has been endorsed by driving instructors. The AA Driving School and British School of Motoring are including it in their instructor training. They're also backing our call for it to be included in the next update to the Highway Code. cyclinguk.org/dutchreach



Driving instructors have backed our Dutch Reach campaign

Left: Julie Skeilton



Photographs: Joolze Dymond

Survey results

MEMBERSHIP MATTERS

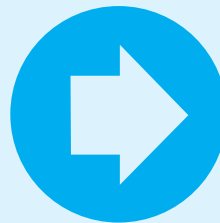
We wanted to know more about you, your cycling, and your thoughts about Cycling UK...

More than 8,000 of you took part in two recent surveys that we conducted for some work we're doing on a new membership package and how we tell the story of Cycling UK's charitable work. This huge response provided a fascinating insight into who you are and why you value your membership.

For example, we discovered 41% have been members for more than ten years, and 28% between four and ten years. That's incredible loyalty and we're honoured you've remained with us all this time.

We also surveyed 2,400 non-members to gain some insight from people who might not know us so well into what appeals to them about cycling and Cycling UK, and how we might appeal to them to support our mission. We're enormously grateful to everyone who participated: your input will help us shape the future direction of the charity.

We're currently analysing the full results. We'll bring you details of our plans to make Cycling UK even better in 2020 soon. ●



GREAT NORTH TRAIL

Thanks to you, we have been able to launch our new ready-to-ride 800-mile Great North Trail, creating a cycle route between the Peak District and Scotland's most northerly mainland points.

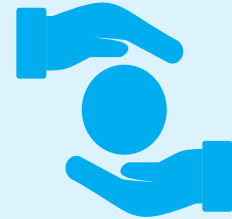


LEGAL SUPPORT

Nearly 1,000 members seek expert advice from our legal support helpline a year.

COMPENSATION

In 2019, we have helped to claim over £100k for members in third-party liability incidents.



3RD-PARTY INSURANCE

We saw a big increase in membership after a cyclist who collided with a pedestrian hit the headlines last summer, highlighting the value in having third-party liability insurance.



MONEY MATTERS

Members using their 15% discount at Cotswold Outdoor raised over £90k towards Cycling UK's charitable work. Members taking out our Cyclesure cycle insurance raised more than £14k.





CYCLE IS NO. 1

Cycle remains the highest-circulation, most-read cycling magazine in the UK. More than 50,000 copies of every issue are posted to members.



GROWING OUR GROUPS

To thank our member groups and affiliated groups, we are offering a training bursary in 2020 to help them expand and diversify. volunteering@cyclinguk.org



LOYAL MEMBERS

We celebrated over 700 members reaching 25, 50 and 75 years of membership in 2019.

YOU'RE AMAZING!



Our members did amazing things in 2019. Russ Mantle (82) became the first person in the UK to cycle a million miles. Blauen Roberts (21) used cycling to reduce knife crime in Liverpool.



More info

Cycling UK gift membership isn't just for Christmas: it's a year-round gift that keeps on giving.

cyclinguk.org/gift-membership

Activities you did in 2019

- Cycling **97%**
- Walking **84%**
- Swimming **34%**
- Camping/caravanning **32%**
- Gym **22%**
- Running **21%**
- Yoga/pilates **19%**
- Other fitness class **11%**
- Racquet sport **8%**
- Team sport **7%**
- Golf **4%**
- Triathlon **1%**



The cycling you do

- Road biking for fun **75%**
- For general fitness **64%**
- Recreational **62%**
- Commuting/shopping **55%**
- Touring **52%**
- Off-road/mountain biking **34%**
- Road biking for training **28%**
- Indoor/gym **16%**
- Road biking for sport/racing **7%**
- Road biking for competition **4%**
- Work-related (e.g. courier) **3%**

Cycling UK's most import work

- Making cycling safer for all ages **90%**
- Improving people's health through cycling **73%**
- Encouraging more people to cycle **72%**
- Making cycling more enjoyable for all age groups **71%**
- Encouraging cycle use to benefit the environment **71%**
- Encouraging more bike owners to use their bikes **64%**
- Opening up new countryside routes **53%**

The bikes you own

- Road bike **69%**
- Touring bike **54%**
- Mountain bike **46%**
- Hybrid/city bike **45%**
- Folding bike **25%**
- Gravel/adventure bike **19%**
- Electric bike **17%**
- Tandem **11%**
- Children's bike **9%**
- Racing bike **9%**
- Cargo bike **3%**
- BMX **2%**
- Adapted bike **1%**
- Triathlon bike **1%**
- Other **9%**

Why you cycle

- Leisure and enjoyment **75%**
- Fitness **64%**
- Wellbeing/mental health benefits **59%**
- Environment **39%**
- Quickest way to travel/ convenience **27%**
- Cheaper way to travel **18%**
- Riding as a family/ encouraging children **15%**
- Competition **3%**

