



Big Bike Revival was modified to help key-workers



16,500 people took part in our Highway Code action



220,000 views of our Highway Code film on proposed junction rules



2,000 copies of our King Alfred's Way guide sold



Active travel budget in Scotland increased from £80m to **£100M**



8,784 potholes reported on Fill That Hole



638 supporters responded to Scotland National Transport Strategy

Headlines

2020 IN REVIEW

Despite the pandemic, Cycling UK was busier than ever as more and more people got back on their bikes. Adrian Wills reflects on an extraordinary year

It was a year few of us will ever forget. Coronavirus has had a significant impact on all of our lives in ways we couldn't have imagined at the start of the year. Many people have lost friends and loved ones to the virus, and everyone has had to make sacrifices to combat the spread of Covid-19. Yet it has also offered some glimmers of hope, as we've seen streets freed of traffic, air pollution reduced, cycling rates up by almost 400%, and even the Prime Minister declaring a "golden age of cycling".

Unfortunately, group rides and the social side of cycling took a major hit. As Cycle went to press, England had recently entered a second full lockdown. Despite this, Cycling UK has been busier than ever, even though many of our activities have had to be postponed and our staff forced to work from home.

We've recorded our highest ever membership levels, more people than ever have visited the website, volunteer numbers are up, we've found new ways of engaging with a new audience of cyclists, we've doubled down on our award-winning campaign work, and we've secured more money than ever to deliver behaviour change programmes and new projects.

We've never stopped working to make cycling

better for you. As 2020 draws to a close, here's a look back at some of our main highlights and achievements.

Campaigning

Our campaign work remained at our heart during 2020. We continued to champion cyclists' rights, open up new routes, and fight for safer roads for cyclists.

It was the year we:

- Had our most successful engagement in our campaign about revisions to the Highway Code.
- Campaigned for more funding for more space for walking and cycling across all nations, in response to the pandemic.
- Launched our Campaign Advocacy Network.
- Launched the 350km King Alfred's Way off-road trail around the heart of historic Wessex.
- Launched our Missing Links campaign to help more people explore the countryside by bike.
- Appointed staff in Wales and Northern Ireland.
- Worked with partners in Scotland to secure a 25% increase in the active travel budget.
- Helped 638 supporters respond to the Transport Scotland consultation – slightly more than half of all responses.
- Helped secure a law change in Northern Ireland to legalise e-bikes.

Membership

- Membership reached 70,500, our highest ever.
- We supported nearly 3,000 health and social care workers with three-month free memberships during the first national lockdown.
- Launched a new membership structure to improve the membership benefits, experience and communications, and to create a fairer and more accessible membership.
- New 30-day free cycle insurance & personal accident benefit introduced.
- Launched new Employer Membership to organisations.

Fundraising

- Raised £25,000 for the Keep the Wheels Turning appeal for key-workers.
- Raised £43,500 in our summer raffle in tickets and donations.

Engagement

Many of our regular activities sadly had to be cancelled or postponed. For others we had to rethink how we could still run events to encourage people to keep cycling. For example, for our annual Bike Week and Women's Festival of Cycling we ran a whole series of online events and webinars to keep people engaged and motivated.



Our campaign to support the cycling surge



Our online festival celebrated cycling for women & girls



1.3 MILLION women reached through our Women's Festival of Cycling



100 Women in Cycling recognised



83 MILLION people reached through our virtual Bike Week



51,000 people visited our website through Bike Week



4,500 people logged rides for our inaugural World's Biggest Bike Ride



Free three-month memberships for NHS heroes like Mónica

Volunteering and groups

- More than 9,400 volunteers registered.
- 186 new groups.

Behaviour change

Changing people's attitudes and behaviours are two of the most crucial steps in helping more people to cycle. That's why we run programmes and projects such as the Big Bike Revival throughout the year. The coronavirus pandemic unfortunately meant some of our projects had to be suspended, while others were adapted. For example, the Big Bike Revival was modified in the spring to help key-workers use their bikes to cycle to work and avoid public transport. The programme has now been expanded to provide pop-up Dr Bike sessions in England, while in Scotland we have been running the Scotland Cycle Repair Scheme.

- 4,673 key-workers reached through the Big Bike Revival.
- 2,602 key-worker bikes repaired in England.
- 1,367 people made use of the Pop-Up Dr Bike scheme in England.
- 907 bikes have been serviced or fixed by the Pop-Up Dr Bike scheme in England.
- 9,500 people have had free repairs under the Scotland Cycle Repair Scheme.

Pumped Up

Off the back of the huge surge in people cycling during the pandemic, we launched our Pumped Up publicity campaign to encourage people to keep cycling. As part of the campaign we ran three separate but linked initiatives:

- Pumped Up portraits – 50 cycling pictures and stories of individuals across the UK for whom cycling had become a way of life.
- Pumped Up crew – creating the AA of cyclists – a volunteer crew to help support those new to cycling.
- The World's Biggest Bike Ride was launched under the banner of the Pumped Up campaign.

Our profile

HOW OTHERS SAW US IN 2020

- More than 4,648 press mentions of Cycling UK in the media.
- More than 9.1 million website page views – an increase of 107% on last year.
- Our number of social media followers has grown by 29%.
- Number of Instagram followers doubled.
- Facebook followers up by 34%.
- 83 e-bikes, cargo bikes and adaptive cycles loaned for free in Scotland to enable key-workers to get to work safely and communities to make deliveries during lockdown.
- We launched three new projects in Scotland: the Dunoon Bothy, the Golspie Bothy, and Active Cairngorms E-Bikes.