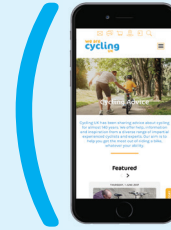


this is cycling UK



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The route ahead

Cycling UK is looking forward to a busy year, with a new strategy this spring, campaigning work ahead of the general election, and lots of programmes to deliver. **Sarah Mitchell** reports

The new year is a time when many of us make resolutions and start forming plans for the year ahead. That might be an adventurous route to discover or a new destination to explore by pedal power. At Cycling UK, we're also busy making exciting plans for 2024.

Work continues apace on our new strategy, which comes into effect in April. It will be a bold and ambitious plan because that's what is required to fully realise the vast potential of cycling to improve people's lives and help shape a better society. We can't do that alone, so we will build new collaborations to achieve our aims. This will also allow us to offer you new and enhanced member benefits.

That work has already started, and we're delighted to now be partnering with the world's biggest sporting goods retailer, Decathlon, to bring you a new 10% discount on a wide range of cycling products.

Continuing to look ahead, a key focus of our policy and campaigning work this year will be the general election, which is widely expected to take place in the autumn. We will be taking every opportunity to move cycling up the political priority list, with several key events already planned to help us push for better policies and more investment in

cycling. We know that the collective voice of Cycling UK and our 70,000-plus members is one of our biggest strengths, so we will be calling on your support to help achieve the positive change that we all want to see.

Our award-winning programmes to help people experience the benefits of cycling will go from strength to strength this year. From supporting Community Cycle Clubs in Plymouth to reaching people in some of Scotland's most remote communities through our Rural Connections programme, we will help tens of thousands more people across the UK discover the joy of cycling.

This time of year is when the scourge of potholes hits the headlines, so it was a fitting time to relaunch Cycling UK's Fill That Hole app and website. They've been updated thanks to funding from our partners Fletchers Cycle SOS. Reports via the tool go directly to the relevant highway authority, and they have a legal responsibility to check and repair where necessary. Nearly 200,000 potholes have been reported since Fill That Hole was first launched in 2007. We'd love you to add to that tally and help to make our roads safer for everyone.

Manchester has become the first ever European Capital of Cycling. It's well deserved recognition for the city's impressive commitment to promoting and growing cycling. Cycling UK is pleased to have collaborated on the bid alongside other key partners, building on our long-standing work in the city through programmes like the Big Bike Revival, Making cycling e-asier and Community Cycle Clubs.

I was so proud to see Cycling UK receive the Community Builders Award in the Singletrack World Awards recently. The award is all about getting more people outdoors and on bikes, and it was voted for by the readers of Singletrack. Seeing our charity's role in supporting mountain biking recognised in this way is a huge honour.

Whatever your plans and aspirations are for this year, I'd like to wish you all the best for 2024. Thank you for your ongoing support for all that Cycling UK does. We couldn't do it without you. ●



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200,000

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Routes like Traws Eryri inspire adventures

Photo: Phill Stasiv



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