

# Our values



## Collaborating as One Team

We are one team  
delivering lasting change

We **support** each other, value the power in combining our personal qualities, expertise, and enthusiasm to drive **innovation** and get more people cycling.



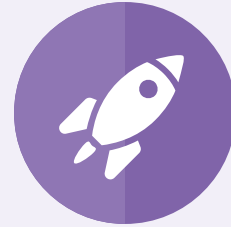
## Enabling the movement

Together we inspire,  
educate, and equip more  
people to cycle more often

We **unite** everyone in the cycling movement with a common goal of making it an activity accessible to millions more people.

We **partner** with and **learn** from others.

We **equip**, lead, **educate**, and **inspire** others to find their voice.



## Believing in better

Cycling can transform  
lives and communities

Everyone should be able to share the **joys** of cycling and unlock that **fun, freedom, and adventure**.

We believe cycling can be highly affordable, **convenient**, and a **healthy** way to travel.

We want to highlight the life enhancing **benefits** that cycling can bring to individuals, communities, and the environment.



## Cycling for all

We enable those less  
likely to be able to cycle

**Equality, diversity**, and **inclusion** is core and fundamental to our work.

We push back on barriers, **inspire, equip, educate**, and work with others to find solutions.



## Being brilliant

We are the experts,  
eager to learn more

We are **transparent** and **accountable**, and strive to continually improve by being open and responsive.

We provide a human touch to deliver the best services with simple, **efficient** processes.