



Feature

# THE WAY AHEAD



**SAM WALLER**

Cycling UK brand, marketing and communications manager

**CYCLING UK'S NEW FIVE-YEAR STRATEGY LAUNCHES THIS SUMMER. SAM WALLER OUTLINES WHAT WE'LL BE DOING TO FULLY REALISE CYCLING'S EXTRAORDINARY POTENTIAL AS A FORCE FOR GOOD**

**F**rom improving our health and wellbeing to tackling climate change and creating more pleasant places to live and spend time, cycling delivers an extraordinary range of benefits. As we get ready to launch Cycling UK's new five-year strategy, we are focused on fully realising the vast potential of cycling to help people and society.

A huge amount has changed in the external environment since our previous strategy started in early 2019. We're proud of the achievements you enabled us to secure during that time: winning vital improvements to the Highway Code; helping hundreds of thousands of people to discover the joys of cycling; creating iconic new routes to help people explore the UK's stunning landscapes; and bringing you exciting new member