



Main image: Promoting the power of e-bikes in Leicester
Left and below: Sending politicians a message in Glasgow and Belfast

In a nutshell

Our vision: happier, healthier and greener lives through cycling.

Our mission: we enable and inspire people from all backgrounds and abilities to experience cycling's joys and benefits. We speak up for all who cycle to make sure it's a safe and easy choice for everyone to travel, explore and have fun. Our charity works with diverse partners to maximise our impact.

Our purpose: we improve lives, places and the planet through cycling's remarkable benefits. We are powered by our heritage and expertise, and the passion of our staff, supporters and volunteers.

benefits. We're now ready to build on these achievements with a bold and ambitious plan – one that you helped to shape by sharing your views in our surveys and focus groups over the past year.

Among the themes from your feedback was the importance of our campaigning work – from making roads safer to securing more high-quality cycling infrastructure. Another common thread was the desire to see more people cycling, particularly the next generation, with all the benefits that brings. Cycling can be a powerful force for good, a potent solution to some of the biggest problems our society faces. We now aim to fully harness this potential.

Many of you emphasised the value of our support for member and affiliate groups, plus the insurance cover and other member benefits you receive. As a charity we are powered by our members and

supporters, so providing the best possible membership experience is a vital aspect of our new strategy.

We know that there's one thing that unites us all: we all love getting on our bikes and going out for a ride. It's our goal to make the UK an even better and more positive place to cycle, no matter where or why you ride, or what type of cycle you use. We are in a unique position to deliver on this mission thanks to you – representing our members for the past 145 years has given us the expertise and mandate to make this change possible.

In order to shape our work for the next five years, we have agreed on five new strategic objectives, which will help to ensure our efforts are focused on the things that will have the biggest positive impact. While there isn't space to share every detail here, we want to give you a flavour of what we will be doing under each of those objectives.

IMPROVE PERCEPTIONS OF CYCLING SO THAT EVERYONE SEES THE BENEFITS

While we all know that cycling is a force for good, some people view cycling less positively. Research shows us that this is a noisy minority but they can be influential, and these views are widely covered by some parts of the media. Convincing more people that cycling is broadly a good thing is a crucial factor in persuading more politicians and decision-makers to support and invest in cycling.

We will change perceptions by consistently making the positive case for cycling. One of the tools we will use is 'framing', which is about the language we use and how we can most effectively

present information and arguments in a way that will engage and persuade our audiences. As part of our new strategy, we will commission research into the ways we can most effectively make the case for cycling. Because we want to see consistent and effective messaging from all cycling campaigners, we will share this research with the wider community so together we can all have more impact.

It's also crucial that we challenge the perception of who rides a bike. People who cycle come from all walks of life – there is no such thing as a 'typical cyclist'. We'll be proving that by showcasing stories from across our supporter base that demonstrate anyone and everyone can benefit from time on a bike.

Shifting public perceptions won't be easy. It's a major task and it certainly won't happen overnight. However, as our director of external affairs Sarah McMonagle says, Cycling UK is up for the challenge: "Improving public perceptions of cycling is a really significant task, but it's one we're committed to tackling head-on. We know that if we can build a clear consensus that more people moving about by bike is a positive thing, it will put us in a strong position to secure increased support and investment in cycling. This is crucial to unlocking our other strategic objectives, including enabling many more people to start cycling.

"We won't be able to do this alone. Developing new partnerships and coalitions with a broader range of organisations that have crossover interests in things like environment, health and wellbeing will be essential. Partnership working is also something you our

