

members told us you wanted to see Cycling UK do more of, and we certainly will be.”

BOOST THE NUMBER AND DIVERSITY OF PEOPLE WHO CYCLE

To fully realise cycling’s amazing power to improve people’s lives, we must increase the number of people who cycle. That means reducing the barriers that people face, both physical and psychological.

We will build on our track record of delivering impactful community-based projects that enable people to discover or revive a love for cycling, like our Big Bike Revival programme. Now in its 11th year, it delivers sessions and events across England to help adults to cycle. All these are specifically designed to offer solutions to the barriers that are currently preventing people from cycling.

We will also continue our award-winning cycling projects in Scotland, bringing life-changing benefits to the people who need it most, including disabled people, people with physical and mental health challenges and people who are struggling financially. We are also actively seeking partnership and funding opportunities to expand our programmes into Wales.

Alan (name changed for anonymity) started cycling regularly after attending weekly cycle sessions at one of our Community Cycle Clubs, FirstLight Trust in Gosport, Hampshire. Initially going along to improve his mental health, Alan soon discovered additional benefits to cycling. Since selling his car due to the increasing costs associated with it, he cycles for most of his journeys.

“Cycling gets you out and gets life back together,” he says. “It’s one of the best things you can do and is good for everyone. It is the best way to see the environment around you, better than car or motorbike. I used to feel stressed driving on roads, but travelling by bike is fine.”

MAKE CYCLING AN EVEN MORE POSITIVE EXPERIENCE

We all know the friendship and camaraderie of a great group ride, the thrill of discovering a new route or the reward of completing a journey under your own steam. However, we also recognise that not every cycling experience is as positive as it could be.

We are determined that cycling should be a safe, convenient and enjoyable option for everyone. Whether you’re doing the school run by bike, enjoying long road



Families use bikes for transport and recreation when the active travel provision is good enough

rides with friends or seeking off-road adventures in wild places, we want to make the UK an even better place for you to ride your bike.

We will support Cycling UK’s brilliant member and affiliate groups to go from strength to strength, enabling them to introduce more people to the joy of cycling. We will create new initiatives and products, to inspire people to get involved in cycling. And we’ll use our position to engage with groups that are less well represented in cycling, like our highly successful annual 100 Women in Cycling awards.

Based on your feedback from surveys and focus groups, we know that our members value our work creating spectacular new cycling routes across the UK. As commercial director Katie Legg explains, these routes create positive cycling experiences for those who ride them, but the benefits don’t stop there.

“Our strategic focus on enabling more positive cycling experiences is at the heart of our routes work,” she says. “By developing more long-distance routes that immerse riders in the UK’s stunning landscapes and heritage, we inspire deeper connections to the great outdoors. Our

routes work also promotes sustainable tourism and financially benefits local communities, so it’s not just those who ride our routes that feel the benefits, but the businesses and attractions along them too. This helps more people feel the very tangible benefits cycling offers to communities.”

Cycling UK members Martin and Julie Gill from London stumbled across Cycling UK’s long-distance routes by watching GCN coverage of them and have since ridden King Alfred’s Way, Cantii Way and Rebellion Way. They enjoyed these routes so much they felt inspired to support Cycling UK to create a series of new multi-day routes through their charitable foundation. They say: “These routes should allow riders to explore new parts of the country – enjoying historical sites, seeing incredible views from quiet roads, and riding on a mix of terrain – so there is something for everyone. The routes will also open new sections of lost byways or closed access, to make for new adventures.”

As a member-driven charity, we’re incredibly grateful for the support of our members and route lovers who donated to our recent long-distance route appeal,



Above: Promoting all-ability cycling in Hyde, Manchester
Right: A Big Bike Revival maintenance workshop for women

