



Group ride in Epping Forest to celebrate the 100 Women in Cycling awards

cycling has on the challenges facing our society, that resonates with politicians and policymakers more than if we simply talk about cycling in isolation. And although not everyone wants to cycle, the argument that people should have more transport choices is hard to disagree with.

“So, how we communicate what we want and why it matters is a core part of an exciting new strategy which is positive about choice, perceptions and diversity. Our campaigning and wider influencing work is essential to deliver this strategy, starting with our general election campaign, which we’ll build on through priority campaigns across all four nations over the next five years.”

Our community-based cycling projects also play an important role in enabling people to cycle as part of their normal daily lives. We are proud to have recently launched the Inclusive Cycling Experience (see page 10 for more details), an exciting new programme funded by the Motability Foundation. It will support disabled communities in Greater Manchester and Inverness to start cycling, through free try-out sessions and non-standard cycle loans to enable people to consider cycling as an active travel option for everyday journeys.

ACHIEVE GREATER IMPACT BY BECOMING THE BEST POSSIBLE CHARITY WE CAN BE

In order to deliver on those first four objectives, we recognise that we must further strengthen our organisation to be the best possible charity it can be. The stronger our foundations, the greater the impact we can have.

This means investing in our fantastic staff team, improving systems and processes, and growing our capacity to

“*Our community-based cycling projects play an important role in enabling people to cycle as part of their normal daily lives*”

deliver. Because we are a charity, this also means looking at our income and finding new ways to generate more funding to deliver the work we do. Without this objective, we wouldn’t be able to realise the others – and that is why it is so crucial to our success.

Together, we believe these five objectives will put us in the best position to maximise our impact as a charity. We recognise that we can’t do it alone, so we will build exciting new collaborations with organisations and brands to achieve our aims. We will continue to enable and inspire people from all backgrounds and abilities to experience cycling’s joys and benefits. We will speak up for all who cycle to make sure it’s a safe and easy choice for everyone to travel, explore and have fun.

We’re really excited about what the future holds for Cycling UK and we’re ready to write the next chapter in our organisation’s long and proud history. None of our work would be possible without our members, so thank you for taking this journey with us. Together we can make the UK an even better place for everyone who rides a bike or might do so in the future. ●

What you said

• **“Improved cycling infrastructure is vital to encourage more people to feel confident to start or continue cycling.” – survey response**

We couldn’t agree more. If we want more people to cycle, we must ensure it’s a convenient and safe option. We will continue to campaign for more and better infrastructure that empowers people to choose to cycle.

• **“An essential need for society is for cycling to become recognised as an important mode of transport” – survey response**

Convincing more people that cycling is a positive thing will be a crucial factor in persuading decision-makers to support and invest in cycling. Shifting public perceptions is a central part of our new strategy.

• **“I certainly would like to see more work done on safe routes to schools and getting kids [cycling]” – focus group participant**

Enabling the next generation to cycle was a clear theme from our focus groups and surveys. We want to make cycling to school or nursery a safe and enjoyable option for families across the UK.

• **“I am particularly impressed by Cycling UK’s encouragement of everyone to get involved with cycling... particularly people with mobility issues [using] e-bikes, trikes and adapted cycles” – focus group participant**

We passionately believe in supporting people of all ages, backgrounds and abilities to experience the joy and benefit of cycling. We continue our award-winning community-based programmes in England and Scotland and are looking to expand to Wales as well.