

this is cycling UK



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The journey begins

Cycling UK's new five-strategy launches this June, aiming to deliver happier, healthier and greener lives through cycling.

Sarah Mitchell introduces it

We're giving you a first look at the full detail of our new strategy in this issue, ahead of its public launch on 12 June. This strategy sets out the change we want to see in society and our plans over the next five years to make that change happen. I believe that it is – quite rightly – a bold and ambitious plan, one that builds on the successes of the last strategy and on our 145 years of heritage and expertise.

As people who love riding our bikes, we all know that cycling can be a powerful force for good. It delivers an extraordinary range of benefits, from transforming our health and wellbeing to tackling the climate emergency. Our new strategy focuses on fully realising this potential for cycling to help people and society.

Your input has been invaluable in shaping this strategy. Through focus groups and surveys, you've told us about your priorities and the things you most value about being a Cycling UK member. From our award-winning campaigning work and providing the best possible membership experience, to supporting Cycling UK groups and enabling the next generation to cycle – you'll see many of those priorities reflected in our new strategy.

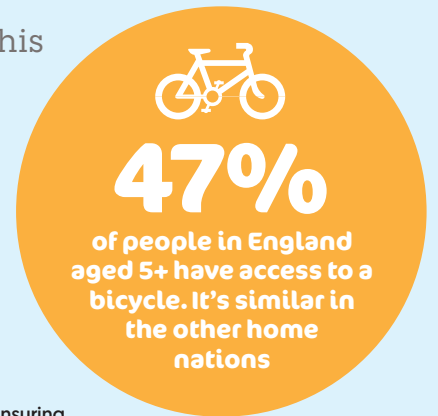
We recently gathered all our staff together in York to kickstart our work on the new strategic aims, and I was

inspired by the skills, experience and passion of our staff team. Cycling UK really is in safe hands. I'm so proud to be leading this wonderful organisation towards our 150th anniversary and so grateful for your continued support.

Our trustees will play an important role in ensuring that we achieve our aims under the new strategy. They guide all our work and help to ensure that we use our resources as effectively as possible. As the terms of some of our trustees come to an end, we're looking for members who can bring their skills, experience and passion for cycling onto the board. If you've got those things to offer, and want to get more involved in Cycling UK's work to enable more people, from more diverse backgrounds, to experience the benefits of cycling, I'd encourage you to think about standing for a trustee role in this year's election process – applications are open now.

I'm delighted that Cycling UK recently launched a brand new programme to enable people with disabilities and long-term health conditions to experience the joy of cycling. The Inclusive Cycling Experience has a fleet of specialist cycles that will help people to overcome many of the barriers that prevent them from using a standard upright bicycle. Free cycle loans, along with confidence-building sessions and expert support from our team, will boost the mobility and independence of people in Greater Manchester and Inverness. Thank you to our partners at the Motability Foundation for funding this important work.

Finally, please join us to celebrate Bike Week from 10-16 June; there will be plenty of ways to get involved. The theme this year is cycling as a force for good. Together we can improve lives through cycling – and you don't need to wear a cape to do it. We want to celebrate all the bike heroes who encourage and enable more cycling. We know that when more people cycle, we all become happier, healthier, greener and more connected. cyclinguk.org/bikeweek



Families cycling in the New Forest

Photo: Julie Rand

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