



## Campaigns

### ELECTING TO CYCLE

Thanks to the thousands of you who asked your election candidates to speak up for cycling in the run-up to the general election in July. In total 442 candidates pledged to support policies to invest in active travel, produce a holistic transport strategy, and improve the planning system. We now have 57 MPs in Parliament who expressed their support. We'll be engaging with them about what they can do to support more sustainable transport choices.

## Fundraising

### HELP US KEEP PRESSURE ON MPS

The general election is over but the hard work has just begun. We plan to meet as many of the 57 MPs who backed our policies as possible, to support them to speak up and deliver for cycling, and hold the new government to account. But we need your help to do that. Will you chip in to make sure we can keep cycling and better transport choices on the agenda? [cyclinguk.org/donate](https://cyclinguk.org/donate)

20

In Wales, the number of road accidents has fallen since the introduction of 20mph – as have insurance costs



Sarah Mitchell, Biola Babawale, Iffat Tajani and Carol Thompson

Left: Cycling UK. Below: Getty Images

## Governance

# NEW STRATEGY STARTS NOW

In June we finally launched our ambitious new five-year strategy. First we revealed the strategy to you, our members, who had a pivotal role in shaping our new strategic direction. We held an online event attended by 140 people who were able to hear direct from our CEO and ask questions about what comes next. And we've been heartened by your enthusiasm and feedback to date. Then we had an external launch event in the heart of Westminster during Bike Week. We were joined by

over 150 influential guests, including commercial partners, policy makers, journalists and charity leaders – not just from the transport sector but also the sectors we want to work with more closely to underline the wider benefits of cycling, including health and the environment. But the stars of the show were our 100 Women in Cycling, who set the event alight with their energy and passion. Three of these women, our community champions Iffat Tajani, Biola Babawale and Carol Thompson, joined our CEO Sarah Mitchell on stage for a panel discussion. They explained what cycling meant to them and how it's changed

their lives for the better. A good launch event isn't an end in itself. What was most exciting about the evening was that it felt like the start of a conversation with new and existing partners. The goodwill towards Cycling UK and what we're trying to achieve was extraordinary. And that's important because if we want to ensure everyone recognises the benefits of cycling, we're going to need to partner with a broad array of individuals and organisations – not least our members, cycling's biggest champions! **Sarah McMonagle, director of external affairs**

## Routes

### CYCLING UK (WELSH) MARCHES ON

Cycling UK is excited to reveal the location of our next long-distance route: the spectacular Shropshire and Welsh Marches area. The route will meander through market towns, historic sites, national landscapes and awesome vistas, providing a real sense of adventure in some beautiful countryside. Our team



is working hard on the next stages of developing this exciting new route. Stay tuned for more information over the coming months.