

this is cycling UK



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Peddling the dream

Volunteers play a vital role around the country in supporting and promoting cycling. Chief executive **Paul Tuohy** salutes them

Summer is a busy time for the staff of Cycling UK. It's peak cycling season and there are many events for members and supporters. Inevitably, there are lots of meetings too. Sometimes I'm in Westminster with Government ministers, and sometimes around the country with partner organisations such as Sustrans, British Cycling, Ramblers, and Living Streets as we press on with our mission to get more people cycling and walking.

It was therefore a welcome change when Julie Rand, our Volunteer Communications Officer, mentioned that the Tri-Vets rides were about to start – and that I should do one. Tri-Vets are longer distance cycle rides for people aged 50 and over, so I'm certainly qualified! They have been organised by our Member Group volunteers since Cycling UK's 50th anniversary back in 1928. They take place every three years, hence the full title: the Triennial Veterans' Rides.

"You mean I can actually go cycling?!" I replied to Julie.

Inspirational individuals

I signed up to CTC South West London's Tri-Vets ride on 19 June. The volunteers who put on these events are so committed to cycling that it's inspiring to be around them. I found myself riding with 80-year-old Pam, who chatted with me non-stop as she ticked along the 50-mile route. A retired bus driver, Pam's appetite in retirement to get out on her bike at every opportunity was a pleasure to behold.

The CTC South West London group were fantastically welcoming, providing breakfast, lunch, and high tea at the finish. The charge was just £5. Who says Cycling UK isn't good value for money?



Pam Jones and Terry Lowe of CTC South West London

Also in June, we held our first Volunteer Celebration event. You can read more about how we honoured some amazing volunteers on page 12. Then in July, to tie in with our now-annual Women's Festival of Cycling, we announced our 2019 list of 100 Women in Cycling. This list recognises inspirational women who are encouraging and supporting others to experience the joy of cycling.

Volunteer support

All our events this summer, from the Tri-Vets to the Volunteer Celebration and beyond, show why we are committed to putting more resources into helping volunteers help others to cycle more. We have over 67,000 members, and you are our greatest asset. Your time, commitment, and energy in campaigning, mentoring, training, and ride leading are what make us tick – not forgetting all the many other unsung roles such as those providing the wonderful refreshments on the Tri-Vets rides.

We shall be working hard to ensure we can provide the back-up you need to improve cycling in your community. We now have a dedicated team to provide volunteer support, and we are investing in digital technology so that every volunteer can access the information, advice, and toolkits they need. It will take time but it's the way forward.

Summer is well and truly here, so I hope you're enjoying the longer days and warmth. Happy cycling!

“
Your time,
commitment,
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”

86

Age of the oldest
finisher on this year's
CTC SW London's 100-
mile Tri-Vets ride





11,306

YouTube views of
our Dutch Reach
video by the first
week of July



View our #Teachthereach film on the website: cyclinguk.org/files/dutch-reach-teachthereach

Road safety

GOING DUTCH

Cycling UK's Dutch Reach campaign to prevent car-dooring has partnered with Uber. **Duncan Dollimore** explains why

Why have you partnered with Uber? That was a question which a few people asked via social media and email following last month's launch of our Dutch Reach campaign to prevent car-dooring.

The answer is simple. While cyclists understand the dangers of car-dooring, we need to influence the behaviour of people who don't cycle but get in and out of cars as drivers or passengers. That includes the five million people in the UK who use the Uber app and Uber's 60,000 licensed drivers.

But let's row back. What's the Dutch Reach? It's a simple technique to ensure that drivers and passengers always look over their shoulder before opening a car door. You use the hand furthest from the door – your left if driving in the UK. Doing this naturally turns your body, so you look over your shoulder and behind.

To highlight the risk of opening a car door without looking and show how this can be avoided by doing the Dutch Reach, we've

produced a number of impactful educational films showing the consequences. We've also produced paper and online guides that we're distributing with the films to driving schools, road safety partnerships, and police forces. The ultimate aim is for these to be part of a suite of materials, including the educational films and guides from our Too Close for Comfort campaign on close passing, which anyone learning to drive will be signposted towards.

With this campaign, we're talking to a different audience, which Uber can help us reach through their media channels. You can help too, by being a Dutch Reach Hero!

So far, we've reached over a quarter of a million people just via social media with this campaign, but that's not enough. If every Cycling UK member helped to #TeachTheReach to friends, family or work colleagues we'd reach millions more. You can do this by sharing our films via Facebook, Twitter or email.



Active travel

The Government's target is to double cycling levels by 2025 but it isn't doubling funding. More at:

bit.ly/cycle-doubleinvestment

Governance

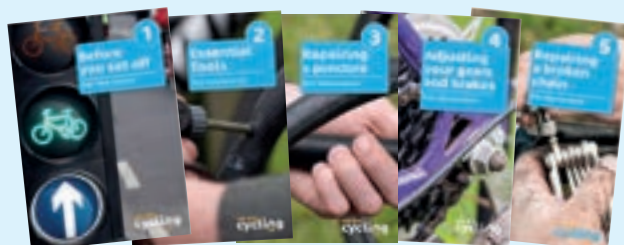
IT COULD BE YOU

We're recruiting three trustees to our 12-person board for 2020-23. You could help in directing Cycling UK's new strategy, enabling millions more people to cycle. As well as a passion for cycling, you must be a member and be able to offer one or more of the skills the board needs. We encourage applications from people from all backgrounds. Closing date is 9am on 31/7/19. To find out more, visit cyclinguk.org/about/cycling-uk-board/how-to-become-a-trustee or call Sue Cherry on 01483 238302.

Cycling advice

SEE IT, PLAY IT, SORTED

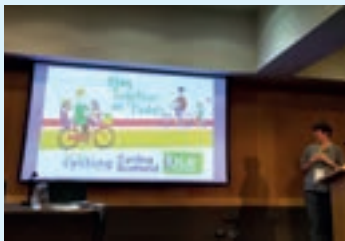
We've produced a series of video and written guides on road positioning and bike maintenance. Topics include what to do before you set off, essential tools, puncture repair, adjusting gears and brakes, and fixing a chain. Download the videos to your phone for roadside reference! cyclinguk.org/advice



Transport

VELO-CITY DUBLIN

This year's Velo-City, the annual global cycling summit organised by the European Cyclists' Federation, was in Dublin. Cycling UK Engagement Director Matt Mallinder presented our Cycle Friendly Employer accreditation scheme, while Project Manager Emily Ryder explained how our Play Together on Pedals project in Scotland is helping pre-school children learn to cycle. velo-city2019.com



Transport

M4 MOTORWAY PLAN STOPPED

The Welsh Government has scrapped a £1.4bn plan to re-route the M4 motorway at Newport. The 15-mile extension to avoid a bottleneck at the Brynglas tunnels would have destroyed the Gwent Levels, an important wildlife habitat, and was "unaffordable". Cycling UK gave evidence against the scheme in 2017. cyclinguk.org/blog/new-beginning-cycling-newport

36%
Women who said they'd be inspired to cycle more by friends or family*

* YouGov survey for Cycling UK. Right: Julie Skelton



Participants ranged from 11-year-old Ruby Isaac to 89-year-old Sylvia Briercliff

Women's Festival

RIDE ON PARLIAMENT

Television presenter Angellica Bell led over 150 women (and some men) through the streets of London to Parliament in July to mark the start of the month-long Women's Festival of Cycling and celebrate Cycling UK's 100 Women in Cycling.

At a Parliamentary reception, Angellica spoke about her experience of learning to ride as an adult and the motivation and support she had from friends and family. Inspiring others was the main take-away message from the event, where this year's 100 Women in Cycling were presented with their certificates.

Speaker Isla Rowntree, previous 100 Women nominee and founder of Islabikes, said: "Women are more likely to cycle if they're encouraged to do so; many need help to take the first step. We need more people to see cycling as a viable option. Women need to see more people like them in cycling imagery. When women are underrepresented the message is, 'cycling is not for you'. Every time you go out on your bike you could prompt another woman to think, maybe I could do that too."

To see what went on during the Women's Festival of Cycling, visit cyclinguk.org/womensfestival.

Politics

NEW CYCLING MINISTER

Reshuffles within Government are to be expected at the moment. This meant we saw former Cycling Minister Jesse Norman MP moved to the Treasury. However, his replacement, Michael Ellis MP, seems to have picked up where Norman left off. At the launch of Bike Week, he said he was "utterly convinced of the wide range of benefits that active travel brings." Hopefully he's still in post as you read this!



New Cycling Minister Michael Ellis MP (left) with Paul Tuohy



Cycling was optional on the volunteers' ride. Some were passengers with pedalme.co.uk

Left: Gjonil Berg

Volunteers

GOING THE EXTRA MILE

Cycling UK volunteers, staff and trustees came together on 15 June at the Coin Street Conference Centre in London to celebrate some of our most outstanding volunteers. Cycling UK Head of Volunteering Alex Cuppleditch welcomed the guests, telling them that the theme of the day was 'Inspiring Volunteers'.

Chief Executive Paul Tuohy then explained that the Volunteer Celebration was a chance not only to showcase the efforts of the 30 finalists in the ten categories of our Going the Extra Mile Awards, but also shine a spotlight on everyone who volunteers their time, energy, effort and skills, both in traditional roles such as ride leading and also other vital tasks such as monitoring the forum.

World record holder

Keynote speaker and Cycling UK member Jenny Graham, who last year became the fastest female cyclist ever to circumnavigate the globe, spoke about how she had been inspired by volunteers who put on outdoor activities to become more active herself, even though she wasn't sporty at school.

Then it was the turn of the winners and finalists to take centre stage as Jenny presented the 'Going the Extra Mile' trophies and Certificates of Appreciation. Some of them, including Sarah Javaid of Cycle Sisters (Winner: Exceptional Individual in a Cycling Programme), Ted Liddle (Winner: Outstanding Campaigning Individual) and Susan Nicholson

of Social Track (Exceptional Individual: Community Project), also gave fascinating talks about their voluntary roles in cycling.

The day finished with a short ride around the streets of Central London. Congratulations to all the winners and everyone who was nominated for a Volunteer Award.

Read about all the finalists and award winners at: cyclinguk.org/winners-and-finalists-our-volunteer-awards-2019.



Ted Liddle: Outstanding Campaigning Individual winner



Adam Mouhout (right, front) of Monty's Bike Hub was named Outstanding Young Achiever



Cycle-friendly employers

UNIVERSITY MEETS CHALLENGE

Swansea University has become the first organisation in Wales to achieve Gold standard in Cycling UK's Cycle Friendly Employer accreditation for its work in promoting the benefits of cycling to staff. The university has a ride leader programme to support those returning to or new to cycling, and it was the driving force in bringing Santander cycle hire to Swansea. cyclinguk.org/cyclefriendlyemployer

Transport

CYCLE TO WORK SAVINGS

Cycling UK has teamed up with Cyclescheme to bring Cycle Friendly Employer accreditation to more UK businesses. Cyclescheme enables employees to save 25-39% on a new bike and equipment, and employers to benefit from more productive staff who take less time off sick. Now businesses can exclusively save 20% on the cost of becoming an accredited cycle friendly employer.



9,112
Miles ridden by
Simon Woodward
visiting all 402
British Cycle Quest
checkpoints



Left: Julie Skelton. Right & below: Andy Catlin

Transport

SCOTLAND'S FAILING 2020 VISION

Transport Secretary Michael Matheson has announced that the Scottish Government's target of 10% of everyday journeys in Scotland to be made by bike by 2020 won't be met. Only 4% of such journeys are now made by bike, and no new funding has been announced. cyclinguk.org/failing2020vision



Insurance

CRASH, BANG, WALLET!

It was a case that not only made headlines but sent a shudder of fear through cyclists across the country. Robert Hazeldean, a cyclist who collided with a pedestrian when she stepped out in front of him, was ordered to pay £4,300 in compensation plus the pedestrian's legal costs. The judge ruled both Mr Hazeldean and the pedestrian, a yoga instructor who suffered a minor head injury, were equally culpable.

The costs to be paid would have been capped at £6,690 had he been insured, but he wasn't and has claimed that the £100,000 legal costs sought by the pedestrian's lawyers

could bankrupt him. Cue a massive spike in traffic to Cycling UK's website as people sought out information about insurance.

Cycling UK membership not only provides cover if someone else is injured by your actions – for example, a pedestrian stepping into your path – but also if you're involved in a collision with a fellow cyclist or cause property damage.

Richard Gaffney, of Slater and Gordon, said: "The case of Robert Hazeldean emphasises the importance of Cycling UK members' insurance and legal representation for both fault and non-fault accidents."

In other words, we've got you covered.

Incident Line

RINGING: THE CHANGES

The main number for the Cycling UK Incident Line has changed to **0330 107 1789**. If your phone plan includes free calls to landlines, **0330** numbers are free. The **0844** number remains valid but the cost will vary depending on your provider. cyclinguk.org/incidentline

Cycling UK
Incident Line
0330 107 1789

Transport

20MPH SETBACK IN SCOTLAND

To Cycling UK's dismay, MSPs voted against proposals to make 20mph the default speed limit for residential streets in Scotland. A huge opportunity to make the streets where

people live safer and healthier has been squandered. Thanks to everyone who used Cycling UK's website to ask MSPs to support the bill; over 5,000 emails were sent. We'll

continue to campaign for safer streets.




£90,000
Money for Cycling
UK projects from
members' spending
at Cycle Surgery
and Cotswold
Outdoor



Left & below: Outdoor and Cycle Concepts Ltd

Member discounts

BUYING BETTER

Buying new gear? Why not help Cycling UK at the same time? Many of you will have already enjoyed 15% discount on full price items (10% off bikes) at Cycle Surgery, Cotswold Outdoor, Runners Need, and Snow+Rock. But did you also know that a proportion of the money spent by our members in-store or online is used to help Cycling UK's charitable work? In the last three years, this has totalled an amazing **£90,000!**

Thanks to this funding from Outdoor and Cycle Concepts Ltd (O&CC), we are able to invest in projects and campaigns. We've taken our Too Close for Comfort close pass educational work to employers, schools and driving instructors. And we've developed programmes such as Cycle for Health, the

hugely successful referral scheme for people suffering from poor physical or mental health (featured in the last issue of Cycle).

Cycling UK's mission is to enable millions more to cycle. O&CC's philosophy is to inspire and support people to get active outdoors. They're complementary goals that our combined reach can help achieve.

It's not all about shopping: look out for some great features on our website over the summer, combining Cotswold Outdoor's expertise of the outdoors and Cycling UK's trusted cycling knowledge and advice. We're also delighted that Cycle Surgery has actively supported both Bike Week and Women's Festival of Cycling this year.

Without your purchases, this funding wouldn't be possible.

Changes to claiming your discount

You will now need to sign-up to O&CC's free Explore More loyalty card in addition to showing your membership card in store or using your discount code online. To view your code, you'll need to be logged into the Cycling UK website (by first creating an account). The code will be visible at the bottom of the relevant page.

cyclinguk.org/member-benefits



Outdoor kit

COTSWOLD OUTDOOR

Cotswold Outdoor have been preparing people to discover the great outdoors for over 40 years, offering clothing, equipment and accessories from the best brands. Anyone can find you the best kit, but only Cotswold Outdoor can find you the right kit, tried and tested by passionate outdoor experts so you can make the most of every moment spent out there.

cotswoldoutdoor.com



Bikes & more

CYCLE SURGERY

Cycle Surgery understand how and why you ride, whether it's on the road, in the city, or out on the trail. They share your passion for cycling, and want to help you make the most of every ride. Since 1992, they've been getting cyclists out there with every cog, every service and every piece of valuable advice from their in-store experts. Visit them in their stores nationwide or at cyclesurgery.com

