



Annual report

A LOOK BACK ON 2021

Janet Atherton reflects on 2021 at Cycling UK: a year where we grew stronger as an organisation against a backdrop of tumultuous world events



**DR JANET
ATHERTON OBE**

Chair of Cycling UK's board of trustees

Hard on the heels of the life-changing year we all experienced in 2020, 2021 was another eventful one. Despite those circumstances, when we looked back at 2021 and early 2022 to create our annual report, it was hugely reassuring to see the evidence that Cycling UK has gone from strength to strength.

In 2021 we refreshed our current strategy, which runs until 2023. Our core goal remains the same: to get millions more cycling. To do this, we identified that we needed to focus on four core areas.

1. Enable cycling for all

- Make cycling more accessible for individuals and communities who don't often ride.

2. Speak up for all who cycle

- Push for investment from local authorities and governments.
- Campaign locally and nationally on issues that impact all existing and potential cyclists.

3. Strengthen our organisation

- Invest in our digital infrastructure, systems and our staff.

4. Build sustainable membership

- Our members are at the heart of our organisation, giving us the financial resources to promote cycling and your mandate to lobby for better cycling conditions.

Enable cycling for all

Changing people's attitudes and behaviours are two of the most crucial steps in helping more people to cycle. That's why we run programmes and projects such as the Big Bike Revival in England and Shift in Scotland. These projects both offer grants to local organisations to provide cycling support and activities in their communities.

Speak up for all who cycle

A big highlight this year was our campaigning success with the Highway Code. Cycle campaigning has been a core part of our work at Cycling UK since our earliest days 144 years ago. We know that campaigning for real change can take many years. It's not

every year that we get to see tangible results, but 2022 saw significant changes to the Highway Code that will inform and improve the welfare of cyclists on our roads for years to come. This was the culmination of 11 years of lobbying.

Strengthen our organisation

Our charity has grown. We now employ almost 200 staff, we have volunteers and staff located right across the UK, grant income has risen, and we are supporting more and more programmes and groups to cycle. With that growth, we recognise that it's imperative to make sure that the processes and systems that support what we do are robust and can scale with us as we grow.

This year we have made significant investment in our IT, governance and HR systems to ensure members receive the best experience. We've equipped our teams to deliver remotely and digitally.

We are also exploring how we make sure we as a charity can represent the diversity we want to see in cycling. All this is helping us to be the resilient,



Clockwise from top: Jordan Gibbons; Robert Spaming; Paul Campbell; Robert Spaming