



Almost half of BBR participants were not regular cyclists



### Getting cyclists' voices heard!

This year it's been a challenge just keeping up with the fast-moving world of policy in all four nations! But our policy and campaigns team has risen to the challenge. They've been well ahead of the increasingly divergent politics in the devolved nations and have supported our growing Cycle Advocacy Network to campaign successfully in their local areas. Most recently, we've been campaigning jointly with the Walking and Cycling Alliance to reverse the devastating cuts to active travel funding in England, announced by the transport secretary in March.



**85** elected councilors in Scotland pledged their support for cycling ahead of local elections in response to our call for action



**2,000** letters were written calling for the continuation of the National Dashcam Safety Portal in Scotland



### Strengthen our organisation

None of this work would have been possible without our brilliant teams working in finance, IT, HR, volunteering and project management. This year we continued to invest in our back-office support. It's been a lot of work but is paying off: our online portal now enables those who wish to do so to manage their own membership online; our new database provides all our audiences with timely and relevant information; and our project management support means we can track and organise our many different areas of work across the whole country.

Our volunteer network is crucial to our success so we have been advancing our current training options and

reviewing the overall direction. We purchased a training platform to establish role-specific pathways for our direct volunteers. We have also devised and delivered a bespoke ride leader training course for our member groups, which will enable consistency and compliance within our groups' delivery on the ground.

### A strategy for our future

Over the last six months we've started work on a new strategy for Cycling UK. We're taking our time over it because we want to hear from a wide range of people inside and outside the organisation about what they think the future holds for cycling and what our role could be in this. We'll continue to share our thinking on this as it progresses, and we look forward to publishing the new strategy in 2024. The current strategy is to reach one million more cyclists. Now we want to build on our successes, grow our influence and make an even bigger difference to encouraging cycling in the UK.

One thing we are all agreed on is that cycling is as important now as it has ever been, and has an essential role to play in preventing climate change, boosting the nation's health and increasing the fun in all our lives.

Thank you to all our brilliant staff, our dedicated trustees, our thousands of committed volunteers and our members for another incredible year for Cycling UK. We are really looking forward to developing our future direction with you. ●

### Read more

You can read the full, 70-page annual report online at [cyclinguk.org/policies-and-procedures/annual-reports-and-accounts](https://cyclinguk.org/policies-and-procedures/annual-reports-and-accounts)