

Chief Executive

NAMING OUR SUCCESSES

The recent rebrand is already bearing fruit with the bike industry, Government, and the Inland Revenue. Chief Executive **Paul Tuohy** explains



PAUL TUOHY
Chief Executive



and positioning Cycling UK to continue to support our membership but also to attract new supporters and to further our mission. That mission is: **'To make a lasting difference to the lives of individuals and communities by championing cycling for everyone.'** That's not being competitive, it's being inclusive.

As a charity, we are governed by a Board of Trustees who voted by an overwhelming majority to overhaul the way we are governed. It may have served us well in the past but it needed updating. You agreed, endorsing the governance review by voting 85% in favour of it at the AGM in Derby.

Finally, you will see in this edition that there is a 'poll of the club' on the new name, Cycling UK. It would help us tremendously if you could vote in favour of our new name, which as you will read in this edition of Cycle is helping us massively to further our mission in cycling. **It was the trump card the Inland Revenue couldn't ignore after a fruitless battle trying to get Gift Aid as CTC.** Gift Aid will make every penny you give us go further.

CTC remains the touring wing of our cycling groups, and we're proud of the club mentality that runs through all our groups. But the CTC name is not by itself representative of everything we do. I appreciate that some of our more seasoned CTC members may struggle with the change, but rest assured: CTC is alive and cycling, and will grow and become more relevant in the 21st century.

Summer's just upon us. Make it a good one and get out on that bike!



The Department for Transport has welcomed the rebrand

I'M WRITING this on the train home from Bath after a great day presenting our new-look Cycling UK to the cycle industry. Virtually every well-known brand name in cycling was there. The purpose was to show them our relevance today as cycling grows in popularity. I took them through our history from 1887 to 2016, showing them we are the cyclists' champion now just as we were then.

A key objective for us this year is to engage with new partners and promote the inclusive world of cycling that Cycling UK represents. We no longer wish to be cycling's best-kept secret. Cycling is not all about sportives and races; it's about people who want to ride for leisure, commuting, and touring. The take-up we're getting for ride leader training is astonishing – over 800 last year. Meanwhile, the Big Bike Revival fixed 24,000 bikes, helping the public to re-engage with cycling.

The Cycling UK name is getting a lot of

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influential people interested in what we're doing and wanting to know more about us. When they see what the name stands for – CTC, Big Bike Revival, Space for Cycling, campaigns, magazines, forums, training, engagement with cycling, and more – they realise that we're an authoritative voice.

CHANGING UP A GEAR

It's been an incredible two months since we announced our new look in the April/May issue of Cycle. The Department for Transport in England said they wished Cycling UK had been around 10 years ago, because they are finding it much easier to convey to ministers our importance to cycling now. 'You do what it says on the tin and there's no long-winded explanation needed to say who you are,' they said. Then £500,000 arrived to do more work to get people cycling! The following week in April, I had a meeting with the Scottish Government with Heads of Cycling Development Suzanne Forup (Scotland) and Ian Richardson (UK). We presented the findings of the Big Bike Revival we ran in England last year and they said they now want it in Scotland. Watch this space.

All this justifies the major rethink that my Trustees asked me to deliver: modernising