

Comment & interviews

CYCLE SHORTS

THIS MONTH NEW PARTNERSHIP WITH HALFORDS; SUE BOOTH OF THE FABULOUS LADIES; A UNICYCLE WORLD TOURER; CLOSE-PASS UPDATE; AND SUMMER EVENTS

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Bradley Wiggins pays a visit. Wiggins bikes are exclusive to Halfords



MATT MALLINDER
Membership Director

Recently, we have embarked on national programmes in England and Scotland targeted specifically for women, such as Belles on Bikes and the new Women's Festival of Cycling in July. In Scotland, thousands of children have been welcomed through Play on Pedals. Meanwhile, our Community Cycling Clubs programme has helped establish hundreds of new grassroots cycling groups.

Halfords haven't been resting on their laurels either. They sell a quarter of all new bikes in the UK, making them the country's largest cycle retailer, and they service thousands more. They too are on the road to creating a cycling culture in the UK, teaching the next generation of cyclists to understand and maintain their bikes. Their Kids Holiday Bike workshops have taught thousands of children the basic skills of cycle maintenance. Through their Gear-UP! school workshops, they teach bike maintenance and safety to children in their final year of primary. They have also teamed up with the Scouts Association, creating Cub Bike Workshops in order to help Cubs achieve their Cyclist activity badge.

The new partnership between Cycling UK and Halfords, as well as supporting cycling all year round, will see a programme of activities across spring and summer to get bikes checked over, fixed up, and back in use through free-to-attend events across the country.

Halfords partnership

SELLING CYCLING

A new partnership between Cycling UK and Halfords aims to get 5.7 million Brits cycling more by 2020. Membership Director **Matt Mallinder** talks shop

AT THE TIME OF a General Election and laudable manifesto promises, it's fitting we unveil our own. Don't worry: we're not starting the People's Cycling Party for Great Britain. Instead, Cycling UK and Halfords have launched a new three-year partnership aimed at getting millions of people in Britain cycling more.

Together we have ambitious plans to help increase participation in active travel, as well as encouraging new cyclists,

particularly more families and children, to get out on their bikes and enjoy the benefits that cycling can bring.

Through national programmes such as Big Bike Revival and Bike Week, as well as our 13,000 local group events, Cycling UK is already working towards this goal of supporting many more people to ride. We've trained up over a thousand new ride leaders, passing on the expertise of our Member Groups.



Halfords' Kids Holiday Bike workshops teach bike care to children



Halfords Group Cycling Director Simon Irons: 'It's a natural fit.'

A BOOST FOR BIKE WEEK

First up this summer, Halfords will be adding their considerable weight to National Bike Week and the Big Bike Revival by hosting free drop-in bike checks across their 460 stores. Their expert mechanics will provide a thorough safety check and assess for wear and tear. If anything needs further work, they will offer 20% off their servicing prices.

For the home mechanic wanting to revive a bike, they have a great library of 'how to' videos on the Bike Week website. We'll be passing on their advice and guidance to Bike Week participants through downloadable guides – see bikeweek.org.uk for more. Look out for Halfords support crew at events this summer: a team of mechanics will be offering free checks and technical support.

Paul Tuohy, Cycling UK's Chief Executive, said: 'This great new partnership with Halfords will really help Cycling UK get more

“We will help to get more Brits cycling more often”

people cycling more often. With over 460 Halfords stores adding their support to that of our 64,000 members, we will help to get more Brits back on their bikes. The Government's announcement of over one billion pounds of investment in walking and cycling shows real intent, and Cycling UK and Halfords are proud to champion a similarly ambitious and achievable target to get over five-and-a-half million people cycling more.'

Simon Irons, Halfords Group Cycling Director, said: 'For Halfords, partnering with Cycling UK seemed like a natural fit, given that we share many of the same aspirations. We're really excited to work with Cycling UK to encourage people to cycle, at all levels and across all ages. We're proud to make a commitment to giving participation in cycling across the UK a real boost.'

At Cycling UK, we believe that cycling should be open to all. Our experience shows that some people need a nudge to rediscover the freedom and enjoyment of cycling that our members love. If you know someone who could use a helping hand to get their bike back in use, point them towards Halfords' free bike checks and to one of the many events and group rides that will be taking place this summer.

halfords
for life's journeys

Save 10% in store

Cycling UK members save 10% off the in-store price of cycles, cycle clothing, cycling-related accessories, and cycle servicing.

Halfords is the UK's largest cycling retailer, with over 460 stores across the UK. On-site mechanics with the right tools and spares are available seven days a week.

Halfords has over 100 years of experience in selling bikes, ranging from road and mountain bikes to children's bikes and electric bikes. Bike brands in store include Carrera, Boardman, Wiggins, Pendleton, Voodoo, Kona, and Raleigh.

To claim your 10% discount on cycles, cycling-related products, or cycle servicing at Halfords, simply present your valid Cycling UK membership card at time of purchase. (Photocopies not accepted.)

Hal-facts

- Founded in Birmingham in 1892
- The UK's leading retailer of cycling and automotive products
- More than 460 retail stores throughout the UK and ROI
- A Halfords store is less than a 20 minute drive away for 90% of the UK population
- Over 3,000 cycling service and repair jobs carried out each day
- Kids Holiday Bike workshops have taught thousands of children the basic skills of cycle maintenance
- Has cycle mechanic training facilities for offenders at HMP Onley and at HMP Drake Hall. Bikes are donated to primary schools
- Visit the website halfords.com



The 10% discount applies to cycling-related products