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Pedalling: the message

Active travel can help with household budgets, health, and happiness – which means media myths on cycling can't go unchallenged, says **Sarah Mitchell**

As the weather turns distinctly autumnal, lots of us are preoccupied by fuel prices and the cost of living. With that in mind, our editor Dan decided to find out if he could buy a good everyday bike for under £100, which is the average cost of filling up a family car at the moment. Turn to page 40 to find out how Dan got on...

Over the summer we've seen cycling get a lot of attention in the press, some of it positive and some not so much. At Cycling UK we believe in the importance of busting damaging myths around cycling. So when the news has taken a less positive turn we've been busy challenging those stories, whether that's in interviews or by complaining to the Independent Press Standards Organisation, IPSO, where stories are factually inaccurate.

One of the more positive stories to make the news in August was around the Government's announcement of a pilot programme where GPs will start to prescribe cycling, walking and wheeling to improve physical and mental health. This is a great opportunity to build on previous successes, such as our Cycle for Health programme.

In another good-news story, we were delighted to be able to donate a fleet of ten tandems to VIE Velo, an Edinburgh-based cycling club for blind and partially sighted people. This is such an inspiring project and you'll find more about the plans for these tandems on page 12.

In this magazine you'll also find an exploration of the Rebellion Way. I hope it inspires you to try out this 370km loop around the beautiful and fascinating county of Norfolk, but if you can't make it there yourself just yet, Taylor Doyle's description will give a sense of the sights to be seen along the way.



Economic cycles

Left: Double Take Projections

Next week I'll be doing some travelling myself, heading off to Northern Ireland to meet up with our man on the ground there, Andrew McLean, for the first time since the Covid lockdowns. I'm looking forward to learning more about the unique cycling opportunities and

challenges in Northern Ireland, while the Stormont Assembly is still not sitting, and to trying out some of Belfast's cycling infrastructure for myself.

As I write on 8 September, we're in the midst of political changes with the appointment of a new Secretary of State for Transport. The Cycling UK team, along with our partners in the Walking and Cycling Alliance, will be reminding the new minister of the progress made over recent years with the development of Gear Change and the recent establishment of Active Travel England. We look forward to working with the new administration to build on these successes and to support the implementation of our cycling goals.

LATE ADDITION

Shortly before this issue went to press, Cycling UK was deeply saddened to hear of the passing of HM The Queen. As well as being Britain's longest reigning monarch, she was also Cycling UK's longest standing royal patron. We are so thankful for her 70 years of support. Our thoughts are with her family at this difficult time. We've put an article about the royal family's connections with Cycling UK on the website: cyclinguk.org/article/cycling-uk-royal-riders-history-royal-patrons



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