



PAUL BAKER
Cycling UK trustee



Annual report

A LOOK BACK ON 2022/2023

Cycling UK trustee **Paul Baker** outlines some of the highlights from this year's annual report, where we look back at what we've achieved in the last financial year (April 2022 to March 2023)

This is the final year in our current strategy and so we're pleased to be on track to meet our target of reaching one million more cyclists, which includes people who are discovering or rediscovering cycling. Last year was a period of change in the policy and campaigning world, but we had some great successes in our campaigning against that backdrop. Read on for a rundown of some of our highlights from the year just gone.



71,000
cycling UK
members



28%
are women



34
is the average age
of new members



241
people celebrated 75
years or more with us

Investing in membership

This year we completed our membership review, which underlined the value of our membership offer to its existing audience. Based on this, we've continued to refine what we offer to give members more of what they value most. We've also started to develop and test complementary offers for those who aren't interested in membership but do want to continue to be involved with our work as a charity.

More people on bikes

Thanks to our behaviour change programmes we are reaching more non-regular cyclists than ever before. This year 46% of participants did not cycle regularly before being involved in our projects. Our figures show clearly that we are encouraging more people to cycle and that many are swapping their cars for bikes for short journeys. It's an achievement we are really proud of.

We are also reaching an increasingly diverse range of people. With more than half of our project participants being women and 30% from black and minority ethnic backgrounds, we have evidence that cycling really can be enjoyed by all of us. Winning the tender to deliver the government's e-cycle trials in

Big Bike Revival case study

Before taking part in a Big Bike Revival event with Broadmead Community Church in Northampton, John relied on his car because he didn't feel it was safe to cycle locally. After attending a led ride and servicing the family's bikes, he's now keen to get out more together and has started cycling for some of those local journeys that he used to drive. He explained:

"We're now all safe to ride. We spend time together, which means healthy and happy children."



65,000+
people at bike
repair activities,
led rides and
events across
England



46%
were not regular
cyclists already

England was an exciting development this year. The Making cycling e-asier project runs in four cities, has proved incredibly popular and is already building the evidence base for e-cycles as a viable alternative to the car for many people, of all ages and backgrounds.

More routes to cycle

The year has seen our EXPERIENCE project draw to a close. It was funded by the EU Regional Development Fund's EXPERIENCE project, which supported the creation of three of Cycling UK's long-distance bikepacking routes – the West Kernow Way, the Cantii Way and the Rebellion Way.