

FROM CTC'S CHIEF EXEC

REBUILDING A CYCLING TRADITION



*CTC is Getting Britain Cycling by influencing policy and reviving bikes, says **Paul Tuohy**, but we've been hiding our light under a bushel*

SPRING HAS definitely sprung for CTC!

The year is only a few months old but we're off to a flyer. Many of you will know that our campaigns team, headed by Roger Geffen, had been working to get cycling embedded in the road planning budget, which is worth billions and can greatly improve the cycling infrastructure for us all. Over 5,000 of you used our website to email your MPs and successfully lobby for our amendment to the Infrastructure Bill. It became law last month: a stunning victory for cycling.

A CYCLING-PACKED SUMMER

CTC's growing influence in Getting Britain Cycling caught the attention of the Department of Transport (DfT), who agreed to our proposal for £1million to develop CTC's Big Bike Revival. The minister responsible for cycling, Robert Goodwill, was impressed by the pilot scheme that CTC's Ian Richardson coordinated last October. Ian is now aiming to get 50,000 people to start using their neglected bikes again in May and June this year – and we hope that many will join CTC as a result.

It looks like being an eventful summer for CTC too. CTC members, staff, and Chair of Council David Cox will be at Eroica Britannia in June. This nostalgic weekend of cycling has brilliant routes from 30 to 100 miles. We will also have a team of 50 raising money for CTC at RideLondon, and we're gearing up our Dr Bike stand there to service more than the 2,400 bikes we sorted last year.

Later in the summer, CTC has teamed up with SweetSpot, organisers of the Tour of Britain pro bike race, as the lead charity for The Great Tour. It's an amazing multi-stage event for cycling enthusiasts that will circumnavigate Great Britain. There are 64 stages, each about 60 miles. CTC will be promoting two stages, and we will be using our partnership to promote ourselves as the go-to place for the everyday cyclist.



CTC'S ROLE, PROFILE & HERITAGE

Last week, I spoke at our Inclusive Cycling Conference in Reading. I heard from some great grassroots projects that operate on tiny budgets but have big impacts in their communities. Our lottery funding for this work is about to end but we want to do more to champion the rights of disabled people to have better access to adapted bikes and to group rides to engage further in cycling.

As part of our ongoing need to develop as a national charity for cycling, we are looking at how we operate. We are currently reviewing our governance to explore improved ways to deliver our mission as a charity.

We are also working on how we better communicate what CTC is, in order to attract new members and supporters. I am often told by stakeholders who work with us that we need to be more visible and make our work better known. Millions of people with bikes have never heard of CTC; I want to make sure that they get the message. To do this, we are looking at our brand and image, and how we communicate what we are and what we do to support cycling for all. We have the history but we haven't used our heritage to good effect. I think it's one of our greatest assets and, if marketed correctly, could help us be the home for a new generation of cyclists. ●

“The Department for Transport is providing £1m for us to develop The Big Bike Revival. We're aiming to get 50,000 people back on their bikes”