

WHAT'S HAPPENING IN CYCLING UK'S WORLD

WE ARE CYCLING UK

CTC has a new name. Why? Chief Executive **Paul Tuohy** explains how we got here and where we're going

CTC IS THE longest-established transport organisation in the UK. We were founded in 1878, when cycling meant penny-farthings and tricycles. Cycles were changing fast then – chain-driven 'safety bicycles' were soon to take over – and they were opening up new horizons for independent travel.

CTC was a pioneering organisation, offering a home to those who were keen to explore the world from the saddle, and connecting those people together. More than that, we were an organisation that wanted to share its new-found passion for cycling with the world – to excite others into taking up this fun and exhilarating form of travel. CTC also stood up for the interests of everyone who wanted to cycle, and it helped to get more people cycling more often. Fast forward 138 years and those aspirations and values remain.

But there is a challenge. Our name needs to be more inclusive, to better reflect who we are and what we do. It's an issue we've encountered before. In 1883, the Bicycle Touring Club (as CTC was then) became the

● Touring remains a key part of Cycling UK, as does promoting cycle use (below)



Left: Sheila Simpson, CTC Cycling Holidays

Cyclists' Touring Club, in order to embrace those early tricyclists. Today, and for some years now, our members have been telling us that the name Cyclists' Touring Club needs updating.

It appeals to one of our many audiences – touring cyclists – but can seem confusing in other contexts. It can be a stumbling block for, amongst others, transport campaigners, planners, politicians, off-road cyclists, and newcomers to cycling. There's a disconnect between our name and what we're doing outside of touring cycling. It can limit us when we're trying to get more people to join us on our local rides, when we're trying to get media attention, or when we're trying to secure funding for cycling.

we are cycling UK
The cyclists' champion UK

A NEW NAME FOR CTC

CTC Council, our board of CTC-member trustees, began investigating our brand identity in detail in 2013. The first step was to question over 9,000 people – and subsequently 2,000 more – about CTC. The surveys included Member Groups, affiliated clubs, members, non-members who have been in contact with us, campaigning volunteers, local and national



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