

HELP IN THE CRISIS

Pete Fitzboydon, the Interim Chief Executive of Cycling UK, explains the impact of Covid-19 on the organisation and why we need your support more than ever

Coronavirus

For advice on cycling during the Covid-19 outbreak, visit: cyclinguk.org/coronavirus



We are living in extraordinary times. The coronavirus crisis has impacted on all our lives in a way none of us could have predicted even a few months ago. At least we're still able to cycle, bike shops have been exempted from closure, and we're seeing an unprecedented increase in the number of people cycling as part of their daily exercise or for vital travel.

On top of that, the Government announced £250m for temporary cycling infrastructure and a £2bn package of measures to encourage greater levels of cycling in England as the workforce is encouraged to slowly return to work.

More money has been promised in Scotland and Wales for pop-up cycle lanes. In Northern Ireland the government has committed to deliver temporary infrastructure during the crisis.

But for many businesses, individuals, and charities the impact has been devastating. According to the Institute of Fundraising, 91% of charities surveyed expect their cash-flow to be disrupted during the lockdown, with a projected loss of 48% in voluntary income.

At Cycling UK we're not immune. The lockdown is hitting us hard. We've had to

reschedule or rethink a number of events, including our Challenge Rides, our World's Biggest Bike Ride, and Bike Week, and we're looking closely at what the impact might be on the Women's Festival of Cycling in July.

We've cancelled all our training, suspended our Holidays and Tours operations, our magazine has been hit by reduced advertising, and businesses have cut sponsorship budgets.

It will mean a loss in revenue of around £250,000. That's a big hit for a small charity. It means we're having to make some tough decisions in our planning for next year.

Working for cycling

We know the lockdown has been tough on you too, but your support and continued membership is more important to us than ever, particularly at this unique moment in time when cycling could be entering "a new golden age", to quote the Prime Minister.

We're still campaigning for cyclists' rights, especially during the current crisis, and we're continuing to support you with advice and guidance to help you keep riding. We're still protecting you through our third-party insurance and legal helpline, and you're still receiving your free Cycle magazine and online retail discounts.

All our staff are now working from home, in line with government guidance, and we've taken the difficult decision to furlough a number of staff where their work has been seriously impacted by the lockdown.

As our external mailing house is closed, we've had to switch from PVC biodegradable membership cards to a paper version, which is now included within welcome emails and

renewal correspondence. There may also be a delay in supplying replacement copies of Cycle magazine that are lost in the post.

Throughout the crisis, our campaigns team has been busy lobbying hard to make sure local authorities get on with installing temporary infrastructure. If you've not already done so, I would urge you to participate in our campaign action, Space for Distancing, which has been designed to allow you to write directly to your local council with the click of button.

We've offered free three-month memberships to key workers so they can benefit from our insurance and legal advice. And we've adapted our Big Bike Revival programme to benefit key workers choosing to cycle rather than drive or take public transport to work.

That means they can get their bikes serviced or repaired for free or benefit from bike loans and free equipment to keep them moving. We think that's an important gesture to help those on the frontline in the fight against this terrible disease.

The coronavirus crisis doesn't mean we've stopped supporting cycling or fighting for cyclists' rights, any more than it means we've had to stop riding our bikes. But it has meant we've needed to think carefully about how we run the charity in these unprecedented times, and how we can capitalise on an apparent resurgence in the interest in cycling.

Your continued loyalty and support is vital in achieving those aims, and we're already looking forward to an even bigger and better cycling future. Stick with us today and together we'll make a truly amazing difference for a better world tomorrow.

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Top: Traffic levels have plummeted during the lockdown. This is the M3
Right: More key workers are using bikes for transport
Top right: Families have been rediscovering cycling for recreation



Left to right: Rob Kingston, Carol Richardson, Julie Skelton



Meet the new Chief Exec

Pete Fitzboydon has joined Cycling UK as its Interim Chief Executive, following the departure of Paul Tuohy after six years at the helm

Pete is the former Chief Executive of London Sport and has a long career in the sport and leisure sector, including ten years at the Football Foundation. There he oversaw more than £1bn of investment into grassroots sport, helping to transform some of the most rundown communities in the country.

More recently, he led Parkwood Leisure, one of the UK's largest leisure providers, where he completed a business transformation which helped the organisation to grow by 20%, to over £100m turnover and 5,000 staff.

He said: "I have always been a keen cyclist, commuting 20 miles a day in London for over ten years, long before it was fashionable! Nowadays I'm limited more to weekends on the road, either on my own or with my young family, and using my trusty Brompton on trips to London. My passion for technology also spills over into cycling. I love nothing more than buying a new cycling gadget."



Interim Chief Executive Pete Fitzboydon is a keen cyclist

WHAT YOU CAN DO

BY BEING A MEMBER, YOU'RE ALREADY DOING SO MUCH TO SUPPORT ALL THE THINGS WE'RE DOING TO IMPROVE CONDITIONS FOR CYCLING IN THE UK. HERE'S HOW YOU CAN HELP FURTHER.

• Renew your membership.

Your fees fund: all our campaign work; our engagement work, such as Bike Week and the Women's Festival of Cycling; our communications, including Cycle magazine, our new-look website, our social media channels, and CycleClips; and underpin our vital grassroots work helping more people to cycle.

• Encourage your cycling friends to join us too – or renew if they're already a member. It will help us ensure there's Space for

Distancing and support us in our ongoing campaigns to keep cyclists safe and open up the countryside.

• Donate to our Keep the Wheels Turning Appeal, raising money to help us keep key workers cycling during the Covid-19 crisis, and support all our great initiatives to help key workers with membership offers, cycle maintenance, and bike loans.

• Take part in our Instagram challenge #RideChangeLives – a fun and easy way to support our appeal by riding seven

miles, donating £7 and nominating seven friends to do the same.

• Doing a lot more shopping online? Raise money for Cycling UK at the same time at no cost to you. You can now nominate us as your chosen charity on: Amazon Smile; Easyfundraising, which partners with over 4,000 retailers; and Giveacar, where you can donate to us when you scrap your car.

• You can also donate via JustGiving and Facebook. Find out more at cyclinguk.org/ways-to-donate.