

this is cycling UK



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Drive less, cycle more

People like low traffic neighbourhoods and will cycle when they feel confident to do so, as our project data shows. It's time all parties realised, says **Sarah Mitchell**

25,000

Approximate number of low-traffic neighbourhoods across the UK – at the moment

Over the past few months, I've been busy working with colleagues across Cycling UK to shape our new strategy, which will launch in 2024. At the moment we're setting up some further opportunities to discuss our direction of travel with member focus groups and external stakeholders. It's an exciting time and I look forward to sharing more with all our members and supporters in the next issue of the magazine.

We've also been putting our annual report together, which is a good time to reflect on how we're progressing against our current strategy. It's always great to be able to see the impact we've had over the past year. For example, our Big Bike Revival project supported 55,000 new cycling trips across England after engaging with 65,000 people. As well as participants reporting a 61% drop in car journeys, we're also able to see more people discovering the joy of cycling, with 86% of participants reporting feeling happier after attending one of our Big Bike Revival events. You can find a summary of the annual report on pages 14 and 15 of this magazine.

As I write in early September, we're enjoying a late blast of warm summer sunshine, which is a great excuse to squeeze in a visit to our newest long-distance route, Traws Eryri, which we launched to great fanfare last month. This spectacular route weaves 140 miles from Machynlleth to Conwy in Wales, through arguably one of the UK's most dramatic mountain landscapes. This route is also probably our most technical yet, with sweeping descents, gnarly climbs and rugged terrain throughout. We were delighted to see that our routes are gaining more traction with each launch, and are receiving widespread coverage both in Wales and in the wider UK media.

Less positively, we were dismayed to see the prime minister attacking his own government policy on low traffic neighbourhoods over the summer. We were quick to respond in the media, and also swiftly launched



Low traffic neighbourhoods have been dragged into a spurious culture war

an online action to enable you to write to the PM in support of safer residential streets.

We'll be working hard to remind all political parties that low traffic neighbourhoods are overwhelmingly popular with most voters and that this isn't a battleground for the next general election. We're continuing to campaign on this and will be raising our concerns at the Conservative Party Conference in October. We also launched an appeal to help support this and our wider campaigning work. Thank you to everyone who donated.

The Cycling UK team will be attending all of the main political party conferences this autumn as part of our general election campaign. These conferences provide a great chance to speak directly to MPs, peers and councillors about our key asks for the manifestos. We'll report back in the next edition of Cycle. ●

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