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Bicycle Association consolidates top team

The Bicycle Association of Great Britain today announced it has consolidated its top team to prepare the association for the crucial 5-year period ahead.

Steve Garidis is confirmed as the organisation's new Executive Director after a number of years managing the organisation as Operations Director.

Steve said: "I'm delighted to be in a position, backed by our members and our new Leadership programme, to build and strengthen our team, working on behalf of BA members and the industry. We have an ambitious programme underway to position our industry for the future, and this needs a top team with the skills and enthusiasm to deliver it.

With Brexit around the corner, a potential transport cycling boom in the making, and some of the biggest changes we've seen in the industry taking place, a strong and capable trade body is vital to ensure the cycle industry's interests are secured."

Phillip Darnton OBE, previously Executive Director, will chair the Bicycle Association's Board, and continue to play a vital advocacy role.

The Association has also announced that Simon Irons, who was previously the Group Cycling Director at Halfords and has worked for over 20 years in senior commercial positions at Asda, Argos, and 2 Sisters Food Group will extend his role for the Association, having led the development of the BA's imminent market data service through the first half of this year

Also formally joining the team is Daniel Gillborn, previously Senior Director for Product Management and Director & General Manager of Cyclescheme for The Grass Roots Group, with over 20 years experience in leadership and board positions in the employee benefits, incentives and more recently the Cycle to Work sectors.

Peter Eland continues his role leading the Association's technical work including securing UK interests in standards development and new regulations. He now also represents the UK at CEN and ISO level.

The Association has created a Leadership Programme with a board comprised of leading BA members: Brompton, Evans Cycles, Frog Bikes, Giant, Halfords, Islabikes, Moore Large, Raleigh, Schwalbe, Specialized, Trek and Zyrofisher. The programme is focused on growing the market for all by getting more people cycling, and supporting the industry over the next 5 years.

To support this programme the BA has taken on agency Teneo Blue Rubicon and is partnering with sustainable transport consultancy 'Transport for the Quality of Life' to build the industry's economic case and evidence base.

Businesses are invited to join the Bicycle Association to ensure their views are heard and their interests represented.

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