

Cycling Weekly

Redesign team

Cycling Weekly had retained a functional format for many years, but sales had declined and several titles had modernised with effective refreshes. Cycling Weekly's new look and restructure was to focus on becoming more of a news-based title with a variety of shorter articles rather than long, text-heavy features. An all-new cover layout and masthead were required, along with a website that complimented the redesign.

Focus group research revealed that whilst the title should be centred around news within the sport and the industry, there was also a desire for features that could offer a broader story. Content was therefore delivered through imagery and captions rather than copy.

I was also involved with matching the existing website to the relaunched title. This was one of my first web projects, and it was from these early WordPress sites that I learned the fundamentals of how they are built.

Solution

- Uniformed content delivery with stories no larger than a double page spread
- Simplifying features with improved photography and less copy
- Improved navigation by signposting the magazine into key sections



- Complete cover and masthead redesign
- A new content running order
- Incorporating a new set of fonts and colourways
- Introduction of a more readable typeface
- Restructuring the existing website
- Daily “Show and Tell” meetings to senior management

Outcome

The relaunched brand saw a significant increase in both newsstand sales and subscriptions. The new format was warmly received and proposed sales forecasts were reached within a few months.



Fitness



WHAT CAN WE LEARN FROM OTHER SPORTS?

Even for those who seem to have reached the pinnacle of cycling, applying principles from other sports can keep progress in motion

Dr Josephine Perry

Cycling has become the envy of most other sports in Britain. There's no denying it. One of our own has won the biggest race, the Tour de France, four times in the last five years; every member of our track team in Rio won a medal, our big sprinters are so popular they warrant ballot entry, and we buy more bikes than cars. But let's not get arrogant — there is still much we can learn from other sports, and in doing so, we might just get even better.

Some sports already understand the benefits of intelligence sharing and cross-pollination — rugby is a case in point. Top clubs in both league and union have recently brought in athletes from triathlon, wrestling and Taekwondo to develop more aggression on the pitch, and ballet dancers are helping players become more flexible, build stronger cores and more focused mindsets.

Cycling seems to be cottoning on to this trend. Whether it is around coaching or conditioning, training methods or mental strategies, sports as diverse as football, ballet, swimming, athletics and Formula 1 have all been plundered to help cyclists continue to improve.

Consider this example: following all the recent trials and tribulations within British Cycling, the organisation has shifted in Stephen Park — formerly team manager at British Cycling — as its new performance director. Unfortunately Park declined to be a column appointment — sailing is a multifaceted, highly technical sport — the idea of building skills from other sports is Alex Dowsett. His coaching company Cyclism has been assessing how athletes can gain the edge by

adopting new ideas. James Millard, Cyclism's performance director, is passionate about cross-sport learning. "We work closely with a medical team that has a background in professional rugby, and some of our testing can identify the specific strengths or imbalances of individual muscle groups as a result of techniques used in that discipline — complementing standard cycling testing," Millard says.

"We also have strong links with the world of ballet and have used this knowledge in conjunction with physiotherapists when working on posture and core stability."

Dowsett not only took advice from a former professional ballet dancer but was brave enough to be filmed for YouTube learning some of his moves, and shows how, regardless of ability, there are always things we can learn from other areas to make us better in our own.

Hayley Simmonds, the current British time trial champion, is another cyclist who has developed her physical conditioning from other sports.

She explained to CW that she trains very differently from other cyclists primarily because she used to be a rower.

"I did quite a few weights sessions when I rowed for Cambridge University Women's Row Club, and the techniques I learned there have definitely been useful," Simmonds says. "I did quite a few sessions as part of my rowing training, which I have continued."

James White, author of recently published *The Science of the Tour de France*, draws attention to the reverse periodisation model of training, which was brought into Team Sky by Chris Froome by former British Swimming coach Tom Kerrison. The technique has now also been adopted by Tinkoff and BMC Racing and sees riders

8 lessons for cyclists from other sports

Improve your physical conditioning by finding a position for hours and hours on the bike means that some muscles get incredibly tight, and others can become prone to overuse injuries. Physical conditioning is fundamental in sports like running, martial arts and ballet as cyclists, we could learn a lot from watching how these athletes prepare each muscle group to better their training and performance and stay injury-free.

Consider reverse periodisation
If you already have a high level of fitness, instead of spending all winter doing long, slow rides, keep doing shorter, faster sessions, focusing on speed and power. Later, as the race season heats up, up your distances.

Do more intervals
Runners tend to do sessions with more intervals, and often with shorter recoveries, than is favoured in cycling. If you're feeling physically capable of it, add one or two extra intervals to your session; it could help take your fitness to the next level.

Practice race craft
There are always certain skills we can get better at as cyclists, whether on the road, track or triat. Put aside a few minutes on each ride to practise at least one of these.

Find your song
A short, repetitive song that you can sing in your head and adapt to reflect a mantra can be a great way to distract yourself from the pain during intense sessions. Keep a positive message circulating inside your head.

Learn a relaxation technique
Simple relaxation techniques can turn nervous energy into valuable extra focus.

Use active recovery
Keep moving when you are recovering from a hard training session. In many sports, walking, swimming or a gentle spin are believed to offer better recovery than staying still.

Get researching
Big companies continually do research to make their kit faster and more aerodynamic. Keep up to date with developments to stay ahead of who's offering the most bang for your buck. And look out for the research coming from the sports science universities (Loughborough, St Mary's, Bangor, Bath and Brunel) and try to keep track of other sports too, with a view to bringing new elements into your own racing or training.

Photos: Steve Ginn/Contrasto, Getty Images, Andy New, Ben Brierley