

For Immediate Release - Monday 18 October 2010  
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## Cycle to Work Alliance surveys users of the cycle to work scheme

The Cycle to Work Alliance are surveying users of the cycle to work scheme, in order to better understand participants' commuting and cycling habits. By asking both employees and employers to take part in the survey, the Alliance hopes to demonstrate the popularity of the cycle to work scheme and the important role it plays in keeping employees fit, reducing carbon emissions and reducing congestion on the roads.

Please look out for the surveys, which will be distributed via your cycle to work scheme provider.

Mark Smith, Retail Director at Evans Cycles, said: *"The cycle to work scheme plays an essential role in the Government's strategy for sustainable transport, health and their commitment to reduce CO2 emissions. This survey will produce a robust evidence base to demonstrate the benefits of cycling to work."*

-ENDS-

Notes for editors:

- The Cycle to Work Alliance is a group of leading providers of the Cycle to Work Scheme, including Cyclescheme, Cycle Solutions, Evans Cycles and Halfords.
- The Cycle to Work initiative is a tax-efficient, salary-sacrificed employee benefit aimed at encouraging more adults to take up cycling. Introduced in the 1999 Finance Act, the scheme encourages employers to loan bicycles and cyclists' safety equipment to employees as a tax-exempt benefit. Under the scheme, employers buy cycling equipment from approved suppliers, and hire it to their employees. Once the hire period has ended employers may choose to offer bikes for sale at the fair market value.
- The cycle to work scheme allows employers to improve the health and wellbeing of their workforce, reduce their carbon emissions and improve employee productivity.
- For more information please see [www.cycletoworkalliance.org.uk](http://www.cycletoworkalliance.org.uk) or contact Alexandra Arikoglu at [alexandra@westminsteradvisers.co.uk](mailto:alexandra@westminsteradvisers.co.uk) or 0207 222 9500