



***Businesscycle* launched to help promote cycling to work**

The Cycle to Work Alliance have teamed up with Transport for London, Business in the Community, British Cycling and the Department for Transport to launch a new website promoting cycling in the workplace.

This summer has been a tremendous success story for cycling, with 52% of people now motivated to cycle as a direct result of the Olympics. To help build on this, the members of the Cycle to Work Alliance (Cyclescheme, Cycle Solutions, Evans Cycles and Halfords) have worked in partnership with TfL and BiTC to develop *businesscycle* website. The website acts as a one-stop-shop to help businesses create a positive environment, encouraging continued growth in the number of people commuting to work by bike.

Businesscycle will provide helpful information to companies on all areas of cycling, including cycle safety, access to cycle training and ways to help make cycling more affordable for employee through the Government supported Cycle to Work Scheme.

Given the increased interest in cycling, businesses have an opportunity to embed cycling at the heart of their employee engagement, and CSR strategy, ensuring a lasting legacy which encourages sustainable transport and healthier living.

Dennis Millard, Member of the Cycle to Work Alliance and Chairman of Halfords said: “*Businesses have an enormous potential to encourage their employees to lead active and healthier lifestyles. The Cycle to Work Alliance is delighted to be partners in businesscycle helping to provide practical information which companies need to make cycling easy, affordable and safe for their staff.*”

Businesses have a real interest in encouraging their employees to cycle to work. It’s a virtuous circle: employees can save up to 42% of the cost of a new bike through the cycle to work scheme and lead a more active and healthy lifestyle, while employers see the benefits of a productive and engaged workforce.”

The Mayor of London, Boris Johnson, said: “*It’s the age of the cyclist in London. The incredible achievements of Team GB’s Olympic cyclists have inspired thousands more Londoners to take to two wheels and they are now reaping the rewards of fun, active travel across the capital. We want employers to capitalise on this enthusiasm and encourage more of their staff to weave cycling into their lives. This new website is a one-stop shop of information to support them.*”

Business in the Community’s Chief Executive Stephen Howard said ‘*For the past 3 years, through its ways2work programme, BiTC has been working with businesses to influence sustainable commuting and business travel. We are now delighted to be a businesscycle partner and part of what we believe will be a resurgence of cycling as an efficient, healthy and equitable form of transport benefiting people, businesses and communities across the UK*’

Ben Plowden, TfL Director of Planning, Surface Transport said: “*The success of the London 2012 Games has spurred on a huge growth in cycling across the country. At TfL we want to nurture that growth and encourage more people to take to two wheels as a means of transport for both leisure and work. businesscycle is a great way of encouraging businesses to promote cycling to their employees in a positive way, giving both employers and employees access to a wealth of information regarding good cycle practice.*”

-ENDS-

Notes for editors:

- The Cycle to Work Alliance is a group of the 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, and on the whole, salary-sacrificed employee benefit that provides a way of encouraging more adults to take up cycling. Introduced in the 1999 Finance Act, the scheme encourages employers to loan bicycles and cycling safety equipment to employees as a tax-exempt benefit for the purpose of cycling to work. Under the scheme, employers buy cycling equipment from suppliers approved by their scheme administrator, and hire it to their employees. At the end of the loan period, the employer may choose to give the employee the option to purchase the equipment.
- To date over 500,000 people have taken advantage of the scheme, which involves over 2,220 bike retailers and 23,000 employers.
- For more information please see www.cycletoworkalliance.org.uk or contact Alexandra Arikoglu at alexandra@westminsteradvisers.co.uk or 020 7222 9500
- For more information about Business in the Community please visit: <http://www.bitc.org.uk/>
- For more information about businesscycle please visit: <http://businesscycle.org.uk>
- For more information about Transport for London's cycling tips visit: <http://www.tfl.gov.uk/roadusers/cycling/14798.aspx>