

**FOR IMMEDIATE RELEASE**

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## Cycle to work scheme users surveyed

The [Cycle to Work Alliance](#) is conducting a survey of employees and employers participating in the Government-supported cycle to work scheme. The scheme is an extremely popular employee benefit and the Alliance's survey hopes to quantify the impact cycling to work makes to individuals, businesses and the wider environment. The survey responses will form the basis for a forthcoming report, to be published by the Alliance, analysing the vital contribution the scheme makes.

As a thank you for taking part in the survey, scheme users will be entered into a prize draw to win vouchers that can be redeemed with your scheme provider, towards cycling accessories.

Members of the Alliance, Cycle Solutions, Cyclescheme, Evans Cycles and Halfords, have distributed surveys to employees and employers with whom they run the scheme. The survey, which takes no longer than 5 minutes to complete, looks at a range of issues including the distance scheme users commute by bike and improvements in health that individuals have noticed since participating.

The survey will be used to inform the second edition of the Alliance's *Behavioural Impact Analysis*. This report examines the effect and benefits the scheme is having on a range of public policy areas, including its contribution to improving public health and delivering sustainable transport.

The survey has been distributed by members of the Alliance to their employee and employer networks via email. If you have not received this survey, please contact your individual scheme provider. The deadline for survey responses is 31<sup>st</sup> January and the Alliance intends to release the results at the end of February.

**-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 28,000 employers.
- For more information please see [www.cycletoworkalliance.org.uk](http://www.cycletoworkalliance.org.uk) or contact Simon Darby at [simon@westminsteradvisers.co.uk](mailto:simon@westminsteradvisers.co.uk) or 020 7227 1649