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CONTACT: Simon Darby, Cycle to Work Alliance,
020 7227 1649/ 07763 846 116



2012 growth sees increase in commuters cycling to work

As rail fares continue to increase above inflation and the legacy of the 2012 London Olympics continues to electrify the consumer market, many individuals are looking to cycling as a new form of commuter transport. The Cycle to Work Scheme provides an affordable solution to reducing commuting costs helping some employees save up to 42 per cent of the cost of a new bike and safety equipment.

This Government supported scheme saw a 7.9 per cent increase in take up during 2012 compared to 2011. Members of the Cycle to Work Alliance (Cyclescheme, Cycle Solutions, Evans Cycles and Halfords), have seen a growth in the number of employees signing up to the scheme. 2012 saw over 86,000 new cyclists commuting to work by bike*, far exceeding the comparative figure for 2011.

The fourth quarter of 2012 saw the largest increase in users – with 30 per cent more individuals signing up to the scheme than in the fourth quarter of 2011. Members of the Alliance have seen the boost in take up as a legacy of a result of the success of the British Cycling Team during the London 2012 Olympic Games and the Tour de France.

Steve Edgell, Chair of the Cycle to Work Alliance and Director of Cycle Solutions said: *“2012 was one of the most successful years for the cycle to work scheme. With the Olympics boosting the image of cycling, and rising costs deterring people from traditional forms of commuter transport, the scheme has become an increasingly popular and important option.*

The Alliance has seen an increasing interest by both employers and employees in the benefit of commuting to work by bike. For employers, promoting cycling to work ensures a healthier and happier workforce, while employees see the scheme as beneficial to both their health and their finances.

We expect this success to continue in 2013, as the scheme builds on the legacy left by 2012. We hope cycling, and the scheme, will continue to be promoted by Government as a most valuable form of commuter transport.”

-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 32,000 employers.
- * Industry data shows that 61% of the scheme uptake each year are new users. Given 141,219 certificates were issued by Alliance members in 2012, there were approximately 86,144 new scheme users. Please see the [Behavioural Impact Analysis](#) for further details.
- For more information please see www.cycletoworkalliance.org.uk or contact Simon Darby at simon@westminsteradvisers.co.uk or 0207 227 1649