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2014 sees more people than ever cycling to work

For the second year running, record numbers of employees have participated in the cycle to work scheme, new figures released by the Cycle to Work Alliance demonstrate.

Highlighting the continued growth in the number of individuals choosing to commute to work by bike, 183,423 employees participated in the scheme in 2014, breaking the previous record set in 2013. Overall, 2014 saw an 11.6% increase in uptake compared with 2013's figure, as the scheme goes from strength to strength in encouraging people onto their bikes.

The scheme's ongoing success comes as ever greater attention is paid to the significant health and environmental benefits that cycling can deliver – for individuals, for employers and for government. A recent survey of first time participants highlighted that over 70% of users had been either occasional, novice or non-cyclists prior to joining the scheme. With ever increasing numbers of individuals choosing to participate, the cycle to work scheme is continuing to play a vital role in supporting individuals to switch to a more active, healthy and sustainable form of commuting.

Steve Edgell, Director of Cycle Solutions and Chair of the Cycle to Work Alliance said: *"It is clear that the cycle to work scheme is a key mechanism for delivering on the Government's health and sustainable transport objectives, such as those set out in the draft Cycling Delivery Plan. The Alliance is obviously delighted in the part it can play in driving these positive behaviours, with 2014's figures showing that the scheme is on an upward trajectory and more people than ever across the country taking up cycling."*

Whilst these figures are clearly excellent news, it is important that the scheme's ongoing success is ensured through continued governmental commitment to cycling. Alongside efforts to improve access to equipment and improve safety, the Alliance believes central and local government must work together to promote the benefits of cycling to local employers and the wider community. That way, we can make sure that as many people as possible are getting on their bikes".

-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.
- Since its introduction, over 600,000 individuals have participated in the scheme.
- For more information please see www.cycletoworkalliance.org.uk or contact Simon Darby at simondarby@westminsteradvisers.co.uk or on 0207 227 1649 / 07763 846116.