

Supporting independent bike retailers:

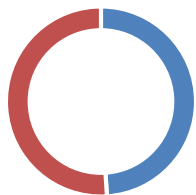
The impact of the Cycle to Work scheme

Critical to business success

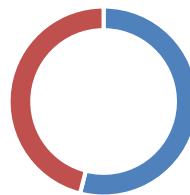
65% of retailers thought that the scheme was important or very important to their business

New customers, long-term custom

32% of retailers said that a majority of the cycle to work users who receive their bike through their business are new customers to them.



51% of retailers see more than 30% of scheme users return for servicing



46% of retailers see more than 20% of scheme users make further purchases from their business

Supporting micro-businesses

Over **2,200** independent bike retailers across the UK are involved in the delivery of the cycle to work scheme



42% of retailers that supply bikes to users of the scheme have a turnover of less than **£250,000** per year



65% of retailers that supply bikes to users of the scheme employ less than five people



70% of retailers that supply bikes to users of the scheme have a turnover of less than **£500,000** per year