

THE BRITISH CYCLING ECONOMY



CYCLING ACCESSORIES
= £853m PER ANNUM



AN EXTRA 12,000
MILES OF CYCLE
NETWORKS

FREQUENT REGULAR OCCASIONAL



VALUE TO THE ECONOMY

£958m

£717m

£801m

INFRASTRUCTURE

200% Expansion of the
National Cycle
Network

40% OF HOUSEHOLDS
OWN A BIKE



MARKET

3.7m
bikes sold

- 28 per cent increase in volume of cycle sales
- £51m of which were British-built
- Generating £1.62b



208m CYCLE JOURNEYS TAKEN
ACROSS THE UK IN 2010

WORK PERFORMANCE

1 Regular Cyclists take 1 less
sick day than non-cyclists

- saving the economy £128m a year in reduced absenteeism
- inactivity costs in the UK = £760m per annum

PARTICIPATION

£1.3m
new
cyclists

- 22,000 daily journeys
- 200,00 Sky Ride participants



GROSS CYCLING
PRODUCT

£2.9b = £230
per cyclist
annually

TOTAL ANNUAL
COST OF TREATING
OBESITY = £4.2b



MARKET POTENTIAL

£141m

= value of 1m additional
Regular Cyclists over next
two years

EMPLOYMENT

23,000

Employed directly in cycling
economy generating over £500m
in wages and £100m in taxes



RIISING FUEL COSTS



PREFERENTIAL TRAFFIC SIGNALS



COMMUTING



LEISURE AND RECREATION



OLYMPICS



HEALTH



CARBON NEUTRAL



MOTIVATIONS FOR CYCLING