

Start Cycling

The Bicycle Industry Manifesto

Start children cycling

Advocacy: Lobby for Bikeability cycle training for ALL children; for measures to halt the decline in children's access to bicycles (VAT exemption on children's bike sales, schemes to restore access for disadvantaged children).

Outreach: Fund projects which provide children with access to new cycling opportunities, coordinating with other cycling programmes for young people for maximum impact.

Promotion: Promote family cycling as the best way for children to keep cycling.

Start adults cycling

Advocacy: Lobby for a cycling-friendly policy environment:

Sufficient funding: Lobby for 10% of the transport budget to go to cycling; for a high-quality cycle network connecting urban centres, stations, schools, and workplaces.

Better safety and security: Lobby for limiting motorised traffic speed and volume at urban centres, stations, schools, and workplaces. Lobby for more cycle parking, and crime prevention.

Incentives: Lobby to extend the cycle to work tax break; for measures to improve access and affordability of bicycles.

Outreach: Fund projects and schemes which give non-cyclists the chance to enjoy cycling, coordinating with other programmes for maximum impact.

Promotion: Promote cycling and its benefits, particularly to older age brackets, and promote electric bicycles as an "enabling" new, green, technology for those whose access to cycling is limited by health, fitness, distance, topography, or cargo.

Funding the Manifesto

Implementing this manifesto will need resources. **The initial target is for the cycle industry to raise £500,000 via the Bicycle Industry Fund and to challenge Government to match us pound for pound.**