



INVESTORS IN CYCLING

Working together to grow
the cycling market

2021 REPORT





There are over 1,000 supporters of the advocacy work of the Bicycle Association (BA), from the largest global brands to the smallest local retailers. We recognise the vital role you all play as Investors in Cycling - helping the industry shape a more powerful advocacy message for more people cycling.

Investors in Cycling is open to any organisation within the cycle industry, whatever your size or sector. Your voice matters, and every contribution goes directly to the industry's uniquely effective advocacy work managed by the BA.

In this report we highlight recent accomplishments enabled by your contribution and signpost what is coming next. The mission of the BA, as the non-profit national trade body for the UK cycle industry, is to work together to grow the cycling market. As an Investor in Cycling you are helping us with the vital advocacy work needed to deliver this mission.

BA ADVOCACY TIMELINE



2020

January

Direct BA lobbying at Ministerial level secures an election manifesto commitment to expand the Bikeability scheme

As a result, in April 2021 DfT commits to fully fund Bikeability by 2025

February

E-bikes legalised in Northern Ireland thanks in part to BA support and consultation with officials there

March

Lockdown: BA immediately lobbies for essential status, resulting in Govt guidance to ensure bikes shops remain open

To support open shops BA launches high traffic COVID Hub on website with industry info, offers free legal / HR support, develops Open Bike Shops finder with ACT and supports Bikes4KeyWorkers. BA develops and proposes to Govt a package of measures to support COVID use of bikes for transport including pop-up 2021 lanes, e-bike incentives, VAT, repair vouchers

April

Govt announces £250m emergency active travel fund for pop-up infrastructure. Govt announces £25m Fix Your Bike repair voucher scheme

May

BA Market Data Service goes fully live. DfT straight away requests retailer servicing data to support Fix Your Bike scheme

June

Govt announces "Gear Change" policy document with £2 billion over four years for infrastructure (with quality standards), e-bike incentive commitments (& more)

• 7 key recommendations of the BA adopted

July

- Fix Your Bike voucher scheme releases first batch
- BA provides evidence to Commons e-scooter enquiry
- BA submits response to DfT's Future of Transport Regulatory Review

August

After a year of BA work on cycle parking and security, funding secured via CRWG for UK cycle parking standard development

September

BA lobbies to secure cycle shops essential status ahead of possible future lockdowns in England and Wales

October

BA launches industry sustainability initiative and publishes commissioned research

November

- Minister and senior officials speak at BA Conference
- BA engages with DfT ahead of spending review, with proposals for e-bikes and e-cargo, supported by Market Data Service

December

BA members receive earliest possible info and analysis as Brexit transition end approaches

BA engages further with DfT and the devolved administrations on potential future e-bike and e-cargo bike incentive schemes, and establishes that these will be worth at least £11m in the next 12 months

2021

April

Govt reiterates commitment to training every child, and confirms funding settlement to grow the Bikeability programme

June

£1.48 million funding announced to fund local authority pilots of e-bike incentive schemes ahead of a national scheme

July

A further £1.2 million is made available for local authorities for e-cargo bike schemes, including try-before-you-buy and logistics projects

August

New £400k fund for businesses to purchase e-cargo cycles is announced, covering up to 40% of the cost per cycle

October

Despite intense public finances pressures, Budget & Spending Review announcements confirm "Gear Change" £2 billion spending on cycle infrastructure is still on track – some allocated via regional transport funding packages





BICYCLE ASSOCIATION ADVOCACY HIGHLIGHTS



CLEAR INDUSTRY VOICE

The Bicycle Association works to ensure the cycling industry has a voice at the highest political level, ensuring industry interests are represented.

BIKE SHOPS ESSENTIAL AND OPEN

In the lead up to the first lockdown in March 2020, the bicycle industry was understandably nervous. People had been urged to stay at home, work from home, and travel only in emergencies or to get groceries. The list of 'non-essential' retail that had to close was long. Thanks to BA advocacy to key decision-makers, bike shops weren't on that list. The BA lobbied the Governments in England, Wales, Scotland and Northern Ireland to ensure that the value and essential nature of bike shops was recognised. Bicycle retailers were deemed essential and allowed to stay open, to sell, service and repair bikes.

"I agree that cycle shops provide an essential service and, as in the first lockdown period, I will do my utmost to ensure that they can stay open in the advent of any future lockdown."

CHRIS HEATON-HARRIS
MP, Minister of State for Transport

THE FUTURE IS ELECTRIC

Fully Charged: The BA helped Government to administer the eCargo Bike Grant Fund, a £2 million pot available to support organisations with the purchase of eCargo bikes for business use.

The BA predicts that the electric bike market will triple in the next three years. The range of e-bikes continues to expand as the notion of e-bikes as heavy and cumbersome is dispelled. Alongside this, the opportunities for e-cargo transport continue to grow.

The BA works to ensure that the benefits of e-bikes and e-cargo are explained at all levels of Government. Since 2008, van mileage has increased by a fifth, and vans now make up about 15% of traffic and cause over 30% of NOx and particulate emissions. Electrically-assisted cargo bikes offer a solution to the van problem. They take up less road space, are zero-emission, and are less intrusive than vans in city centres.

BIKEABILITY

Knowing that the path to a lifetime of cycling enjoyment begins in childhood, the BA played a prominent role in lobbying Government to extend funding for Bikeability training to all children. Research shows that if children don't learn to ride by age 11, they probably never will. In April 2021 the Department for Transport committed to fully funding Bikeability by 2025, which will allow every child in England to learn to ride their bikes safely and well.



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PRIORITIES FOR 2022:

Our advocacy objectives for the year ahead are relentlessly focused on topics of common interest for the cycling industry.

At the heart of our advocacy work is what we call the 'industrial case for cycling'; the economic and employment case that we are uniquely positioned to make.

GROWING THE LOCAL BICYCLE ECONOMY

With £2bn funding for cycling made available at national level, the focus is now on local Government to turn this investment into real measures which support cycling on the ground. We need local authorities to be bold and ambitious with cycling infrastructure and other measures which incentivise many more people cycling, more often. The BA is working to bring together data, partners and policy makers to make the local economic case for cycling investment. To highlight to local policy makers the real benefits that increased cycling brings to the local bicycle economy - and the shops, businesses, services which benefit and grow with it.

Our first focus region is in London but we aim to act locally right across the UK over the next 3 years. London's most important ambition is to be a net zero carbon city by 2030. This will require increases in cycling to bring London in line with the best 80 cities for cycling around the world. The BA has calculated the boost to the local bicycle economy of this growth:

- 1) **Tripling of sales** of cycling products and services in the London Bicycle Economy.
- 2) **£5bn per year** economic dividend in health and decongestion benefits derived from the use of these products and services.
- 3) **25,000 new green jobs** created in the London Bicycle Economy.

This is a powerful message for local policy makers.



WE AIM TO BRING THIS POWERFUL LOGIC FOR CHANGE TO EVERY REGION IN THE UK, BRINGING MORE ORGANISATIONS INTO THE INVESTORS IN CYCLING COMMUNITY TO DELIVER MARKET GROWTH.



ELECTRIC FUTURE

To achieve in the UK the impressive growth seen in the European e-bike market the BA has argued that UK Governments must incentivise e-bike travel and make access to e-bikes affordable for all. E-bikes have the potential to revolutionise travel but this needs Government support. Furthermore we support the swiftest possible uptake of e-cargo (and mechanical cargo) bikes as part of this transformation.

Working with the government to ensure that net-zero and post-covid travel solutions prioritise bikes as much as other electric vehicles is critically important at this moment in time. We are doing this today and seek to expand our programme in 2022 by establishing e-bike and cargo support packages steered by the cycle industry to work for the cycle industry.



CHILDREN'S CYCLING

Giving every child the opportunity to cycle ensures our industry continues to grow. Securing the Government's commitment to the provision of training for every child was a huge success for our advocacy work last year. Now we aim to guarantee that every child has the right to learn to ride, access to a bicycle, training on-road, places to ride and have fun and a positive experience of cycling when young.



AND MORE:



As Investors in Cycling, our advocacy work continues to develop along with the cycling industry. In 2022 we will tackle new projects to help grow the cycling market together. To deliver change that benefits you we're focusing on the following themes:



PARTICIPATION

including opportunities to be actively involved in advocacy and key topics, collaboration to tackle issues, and opportunities for meeting and networking



RESILIENCE

including initiatives which tackle market failures of key services to our sector and which support your business resilience such as data, logistics and consumer finance



KNOWLEDGE

including market data, research, statistics, technical and regulatory insight and advice



INFLUENCE

including our work to influence national and local Government investment in cycling and the cycling industry to grow the market



SUSTAINABILITY

including cross-industry initiatives to tackle carbon footprint, waste, efficiency

WITH SPECIAL THANKS TO THE INVESTORS IN CYCLING LEADERSHIP GROUP:

GIANT

RALEIGH

SPECIALIZED

TREK

BROMPTON

CSG
CYCLING SPORTS GROUP

FRÖG
bikes

halfords

ISLABIKES

SCHWALBE

SRAM

wiggle



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