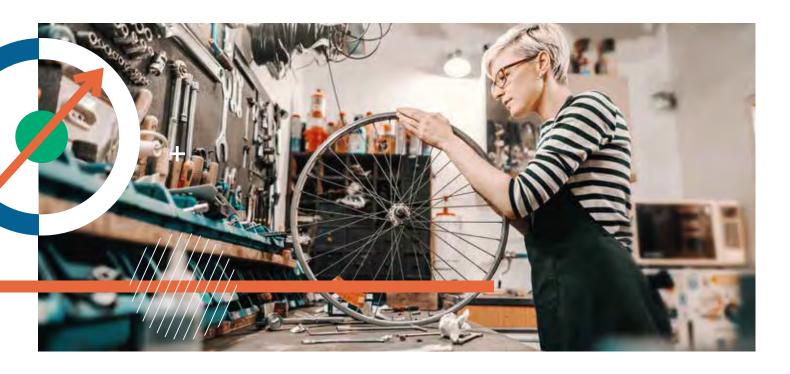


INVESTORS IN CYCLING

Working together to grow the cycling market







HOW IT WORKS



Retailers

Any UK cycle retailer can support the BA's advocacy work and benefit from being an Investor in Cycling by allowing your supplier to collect the Retail Advocacy Fund. This levy adds 0.1% to the value of your invoices with participating suppliers (that's just 10p on a £100 invoice).



Suppliers, distributors and manufacturers

You can donate to the advocacy work of the Bicycle Association according to the scale of your organisation. We suggest an annual pledge from the supply-side sector based on turnover so that you can join the Investors in Cycling making a difference today.

TO LEARN MORE GET IN TOUCH



0203 857 4411



www.bicycleassociation.org.uk CHAT





emma@bicycleassociation.org.uk



@BicycleAssoc





DONT FORGET...

As an Investor in Cycling, your organisation is part of a national network of over 1,000 bike businesses working together to grow the cycling market. Your contribution directly powers our advocacy work, and also ensures your voice is heard and represented.

In recognition of this, Investors in Cycling also get:

- · exclusive rates on services
- support through unique data, guides and events
- free business support
- access to industry programmes
- marketing materials for your store, office and digital

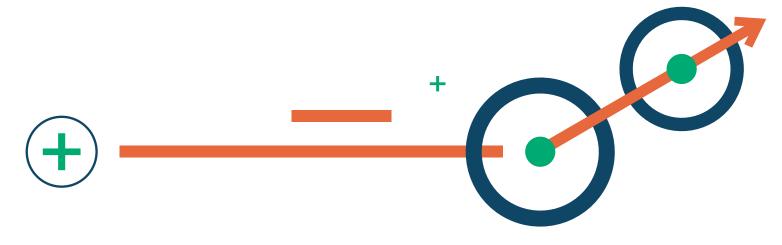


Access your benefits

Find out more about your benefits at www. bicycleassociation.org.uk/investors-in-cycling where you can also download your digital logos and window stickers to let your customers know that you are an Investor in Cycling.







INVESTORS IN CYCLING LEADERSHIP GROUP

At the forefront, leading change

The Investor in Cycling Leadership Group comprises companies who have made substantial commitments in time, resources and funding to support and shape our advocacy programme to grow cycling and strengthen the industry. Meeting regularly to inform the work of the BA, our leaders help fund and guide our collective purpose to grow cycling together. We are very grateful for their continued support.

























"For us as a society to overcome the challenges we face, most notably climate change, it will require collaboration with our peers and our competitors. That is why we are Investors in Cycling."

Tim Goodall, Managing Director, Islabikes

"As long standing members of the BA we're proud to be leaders Investors in Cycling, that gives the industry a meaningful voice in policy making."

Ian Beasant, Managing Director, Giant Bicycles UK





The BA would like to thank Investors in Cycling who have continued to pledge their support this year













List of investors in cycling:

This list comprises bike businesses contributing to the advocacy work of the BA through the Retailer Advocacy Fund over the last year.

Every effort has been made to ensure the accuracy of the following information. If your business has been omitted or incorrectly listed please contact The Bicycle Association.

No.

18 Bikes 1MTB1 2 Wheels Only 3 Peaks Cycles 4Play Cycles 99 Bikes

Δ

A Mere Cycle A To B Cycle & Car Care Centre A-S Cycles A6 Cycle Warehouse Aaron's Bike Shop AB's Motorcare Ace Bike Co

Activ Cycles Active Cycling Projects Adams Cycle Repair AE Bike Shop and Cafe Afan a Blast Ainfield Cycles AJ Cycles Alans Bikes Albany Cycles Aldridge Cycles Alf Jones Cycles All Ride Now All Terrain Cycles Alloa Cycle Repairs Alpine Bikes Angus Bike Chain Angus Cycle Hub Anthony Hole and Sons **AOK Bikes Apex Cycles** Arragons Cycle Centre Arran Bike Hire Arthur Caygill Cycles Asa Cycles AT Johnson Athlete Service Autocraze (Al Motor Stores) Autoparts of Braintree Avenue Cycles Sark Aviemore Bikes

AW Cycles Ayrshire Bicycle Repairs Ayrshire Cycle Services

B

B and D Cycles **B-Spoke B&L. Stevens Cycles Bache Brothers Cycles** Back On Track Bikes Baker St Bikes **Balfes Bikes** Banjo Cycles Barbourne Bicycles **Barreg Cycles** Basecamp Bikes **Bassett Bikes Bay Cycles** BD Price - Bikes and Cycle Acces-**Beeline Bicycles Beics Betws Beics Brenin** Belhaven Bikes Bellevue Bicycle Workshop **Belper Cycles** Berkshire Cycles Berwick Cycles Bespoke Be Heard Bespoke Cycling



Beverley Car and Cycles

Bewl Bike Hire Beyond Bikes BG Cycles

Bicycle Coffee Shop Bicycle Repair Shop Bicycle Repair.co.uk Bicycles By Design Bierspool Cycles Big Bear Bikes Big Maggy's Biggin Bikes Bigpeaks Bike and Run Bike Bros

Bike Chain Ricci Bike Company Windsor

Bike Garage Bike Guy Bike It

Bike Cellar

Bike It Barnstaple Bike Pro Racing Bike Scene

Bike Shop Wrexham

Bike Soup

Bike Station Ballater

Bike Style Bike Works Bike Zone Bikebase

bikebikebike.bike

Bikechain Bikehavn Bikelove

BikePark Wales Bikepost bikeremedy Bikes and Boards Bikes and Sports

Bikes Direct Warehouse

Bikes n Gear Bikes of Inverness Bikes You Like

bikesmiths cycle mechanics

Bikesparx

Bikespeeds Cycling

Bikesport

Bikestation Uk Ltd

Bikestyle Biketart

Biketrax - London

Biketreks
Bikeworks
Bikeworks CIC
Bikeworks Fife
Bikewright

Billy Bilsland Cycles

Birdie Bikes Birkenhead Cycles Bishop Cycles Blackboy Hill Cycles

Blackwell Mill Cycle Hire Blazing Saddles (Rustington) Blazing Saddles Bike Hire

Bloomfield Cycles Bobs Bike Shed Bool's Bicycles Boost Bike Hub Bothy Bikes

Bournemouth Cycleworks Braking Wind Cycles Brecon Beacons Cycle Hub

Bridge Bike Hire

Bridgend Cycle Centre Bridgtown Cycles Bright Cycles Brighton e-Bikes Brilliant Bikes

Brink

Bristows Cycles Brixton Cycles Broadgate Cycles Broadway Bikes Brodick Cycles

Broken Spoke Bike Coop Bromilows Cycle Centre

Brookes Cycles Eccles Brooks Cycles Browns Bikes Browns Motorcycles Bruce's Cycle Bothy

Bspoke Cycles Burnley Cycle Centre Bus Stop Bikes

Buy a Bike



C & A West C & N Cycles C and D Cycles C H White & Son

C J Performance Cycles

C6 Bikes Cadence Cadenza Cycles Callington Cycles Cam Cycles

Camel Trail Cycle Hire Cannock Chase Cycle Centre

Car Care

Car Crazy/Cyclelife Carl Sullivan Cycles Carlos Cycles Carrick Cycles Cars n Bikes

Castle Douglas Cycle Centre Certini Bicycle Company

Chaineys Cycles Chase Cycles

Chasing Tails Bicycle Repairs

Cheltenham Cycles

Cheshire Cycle Hire Chevin Cycles Chris G Cycles Cicli Sport

Ciclo

City Cycle Hire City Cycles

Clarkston Cycle Centre

Clever Mike
Cliff Pratt Cycles
Climb On Bikes
Clive Mitchell Cycles
Cloud 9 Cycles
Co-op Bikes

Cog Cycle Repair and Design

Cogs Workshop Colina Bikes Compton Cycles Comrie Croft Bikes Condor Cycles

Coast Cycles

Coney Hall Cycle Works

Contour Cycles Cookson Cycles Ltd Coombes Cycles Corcoach Electric Bikes

Corley Cycles
Cotswold Cycles
County Cycles
Cowley Cycles
Cranks Bicycles
Crightons Cycles
Crown Cycles

Curwens Cycle Repairs
Cycle Assembly Network

Cycle Care Cycle Cellar

Cycle Centre Congleton Cycle Centre Newcastle

Cycle Confident
Cycle Docs Workshop
Cycle Evolution
Cycle Gear

Cycle Gear
Cycle Junxion
Cycle Medic
Cycle Moore
Cycle Orkney
Cycle Paths
Cycle Power
Cycle Recycle
Cycle Rescue
Cycle Revival
Cycle Solutions

Cycle Revival
Cycle Solutions
Cycle Sphere
Cycle Spirit
Cycle Station
Cycle Studio

Cycle Systems Academy Cycle Technology

Cycle World Portsmouth

Cycle-Logic



Cycle-Ops Cyclebase Cyclecare Cycledealia Cyclefit Cyclefix Cyclefixit Cyclegarden Cyclehouse Cyclelogical Cyclemart Cycleology Cycleopedia Cyclepaths Cyclerama Cycles 4U Direct

Cycles Clements Cycles Scuderia Cycles UK Cyclesense Cycleshack Cyclestore cyclestore.co.uk Cyclestreet

Cycletech Horsham

Cycleways Sports and Leisure

Cycleworks Cycleworx Cyclexperience

Cyclists Discount Centre

Cyclopaedia Cyclotricity Cycology Bikes Cytronex

D

Dalby Bike Barn Dales Bike Centre **Dales Cycles** Damian Harris Cycles Damn Dirty Bikes Darke Cycles Dave Mellor Cycles De Ver Cycles Dean Forest Cycles Deens Garage Deepdale Bike Hire Deers Leap Bikes **Deluxe Cycle Tours** Dentons Cycles **Detour Cycles Devon Cycle Repairs** Dialled In Bikes

Diamond Cycle Centre Discount Cycles **DML Cycle Repairs Doer Cycles** Don Skene Cycles Don Valley Cycles Don's Cycle Centre Donoghue Cycles

Dooleys Cycles Dorvics Cycles Drayton Cycles

DRH Cycle Technology

Drover Cycles Dryburgh Cycles Duncans Cycles Dunlops Auto Shop Dunx Cycles

Dutch Bike Shop and Coastal

Cycles Dutchtub UK Dyno-Start **Dyson Cycles**

Е

E Motion Electric Vehicle

Company E-bikes Direct e-bikestore.co.uk E-Flow Cycles **E-Venture Bikes** East End Cycles East Side Bikes East Side Cycles **Eastgate Cycles** Easy Pedal Bikes Easygo Electric Bikes

Ebike Electric Cycle Centres

EC Cycles **Echelon Cycles EDEMO Electric Bikes Edge Cycles**

Edinburgh Bicycle Cooperative

EDS Bikes Edwardes Cycles Elan Cyclery

Electric Bikes Scotland Electric Dragon Cycles

Electric Garage Elite Cycling Elmy Cycles

Elswood Cycleworks **Enterprise Cycles** Eric Brown Cycles Escape Bike Shop **Escape Route Evernden Cycles Evolution Bikes Evolution Cycles Ewood Bikes**

F and J Cycles Fawkes Cyckes Fergusons Bikes Fife Cycles Finches Emporium Finsbury Cycles

Flamme Rouge Cycles

Fish Bikes

Flitch Bikes

Flying Dutchman Bikes Forest Leisure Cycling Formby Cycles

Forth Valley Cycle Works Forward Cycle Stores

Frankenbike

Fred Williams Cycles

Freeborn Freewheel Fudge & Sons **Fully Charged Future Bikes**

G

G & B Cycles **GA Cycles Gary Harris Cycles Gateway Cycles** GC Bike Repairs Gear Bikes

Geared Up Cycles

George Halls Cycle Centre Get a Grip Bicycle Workshop

Get Cycling CIC **Ghyllside Cycles**

Giant Store - Blackburn Giant Store - Cambridge Giant Store - Chelmsford Giant Store - Edinburgh Giant Store - Halifax Giant Store - Helston Giant Store - Kendal

Giant Store - Leamington Spa

Giant Store - Lincoln

Giant Store - Lincoln Station Giant Store - Liverpool Giant Store - Camden Giant Store - Crystal Palace Giant Store - London St Paul's

Giant Store - Loughton Giant Store - Newcastle

Giant Store - Newport Pagnell

Giant Store - Norwich

Giant Store - Paddock Wood

Giant Store - Pitsford Giant Store - Sheffield Giant Store - Shoreham Giant Store - Southampton Giant Store - St Albans Giant Store - Stirling Giant Store - Swansea Giant Store - Twickenham

Giant Store - York

Gibbons Cycles and Sports Gloucestershire Bike Project CIC

Go Further Cycling Goku Cycles Green Machine Bikes

Greenrig Cycles

Greenwich Cycle Workshop



Grimsby Cycle Hub **Grips** Grounds Cycle Centre

н

Hackney Cycles Hancocks Cycles Handsome Bicycles Harbour Cycles Hardy Cycles Harpenden Cycles Harts Cyclery Hastings Cycle Hire and Sales Hayball Cyclesport Hayle Cycles Head For The Hills Helensburgh Cycles Henry Burton Cycles Herberts Cycles Herts Balance and Ride Hicks Lodge Cycle Centre **Highland Bikes Highway Cycles Holy Spokes** Hot Pursuit Cycles **Howards Cycles Hub Velo Huff and Puff Cycles**

I-psycle Ian Brown's Cycle Shop **Inspiral Cycles Irvine Cycles**

J J E James Cycles J H Cycles JJ Cycle Repairs J M Richards J R Bikes Janes Jardine Cycles JC Cook Cycles Jez The Mechanic **Jobes Cycles** John Atkins Cycles John Geddes Cycles Johns Cycles Julian House Bike Workshop Julies Cycles Just Bikes Andover Just Bikes Ashby Just Cycle

K

K Cycles K K Cycles K's Bicycle Workshop Keep Pedalling Ken Ellerker Cycles Ken Fosters Cycles Kids and Family Cycles Kinetic Cycles Kings Cycles Kingsway Cycles Knobblies **Knotour Cycles**

L

Lakeys Bikes Larkfield Cycles Launceston Cycles Law Cycles Lawsons Cycles Leeds Bike Mill Leisure Lakes Leisurewheels Leith Cycle Co Lensfield Road Cycles Leslie Bike Shop Lewes Cycleshack Leyburn Bike Repairs Life On Wheels Lifecycle UK Lifecycles Bike Shop Liphook Cycles Liv York Llyn Cycle Centre **Lobbs Cycles** Lodge Cycles Look Mum No Hands! Louth Cycle Centre Love E-bikes Lunar-Cycles Lutterworth Cycle Centre

М

Macccycles Madgetts Cycles Madspeed7 Cycles Maglia Rosso Maison du Velo Mal The Bike Guy Mammoth Manchester Bikes Manchester Cycle Exchange Mantague Bicycles Manual Bikes Mapes of Millport Mark Anthony Cycles Mark Pickford's Cycle Shop Martyn Ashfield Cycles Mastercraft Cycles Matt Bottrill Performance Coaching Matthew Drake Cycle Services and Repair **Mccabrey Cycles** McGanns Cycle Centre Melksham Cycle Centre Mercian Cycles Merlin Cycles Mike Vaughan Cycles Mikes Bikes and Models Mikes Bikes Aviemore Mikes Bikes Haverfordwest Minster Cycles Mitchell Cycles Mo-tech Bikes Mobile Bike Services Mobile Cycle Service Exeter Mobile Cycle Service Midhurst Moonglu Moore's Cycles **Mountain Trax** MPG Cycles Mr Cycles MTB Monster Mud Dock Cycleworks Mud Sweat and Gears Mule Mullens Cycles My Triathlon

Ν

ND Cycles Nevis Cycles Newdales **Newlec Cycles** Niche Cycling Nicholas Freilich Cycling Nicholson's Cycles Nightingale Bikes Nirvana Cycles Nix Cycles No Limits Cycling North West Mountain Bike Centre Northfield Cycles Northumbria Cycle Services Nottingham Bikeworks

Oban Cycles Off The Rock Cycles Offcamber On Yer Bike Cycles On Your Bike **ONITsports** Onyerbike Orbit Cycles **OTEC Bikes Outfit Moray Owens Cycles**



P

P and D Cycles
Pace Cycles
Paceline Cycles
Padstow Cycle Hire
Palace Cycles

Palace Cycles
Panagua Bikes
Parrett Trail Bikes
Partridge Cycles
Paul's Bikes
Pauls Cycles
PCM Group

Peachykeen
Peak Ascent Cycles

Peak Ebikes
Pearce Cycles
Pearson Cycles
Pedal and Spoke
Pedal Cycles

Pedal Electric Cycles

Pedal Heaven Pedal On

Pedal Power Cycle Centre Pedal Power Cycles - Abingdon

Pedal Power Loughborough

Pedal Power Loughbo Pedal Power Scotland Pedal Revolution Pedal Zone Pedalabikeaway Pedalheads Cycles

Pedalworks Peddle My Wheels

Peddlers

Pentewan Valley Cycle Hire Performance Cycles

Performance Cycling

Perlie Rides

Peter Hansford Cycles Philip Lang Cycles Phill Prothero Cycles

Phillip McCallen Motorcycles

Phoenix Cycles
Phoenix Cycleworks
Pilot House Cycles

Planet Bike Planet Velo

Plymouth Bike Hire

Portsmouth Cycle Exchange

Powerbikes
Powercycle
Precision Cycles
Primera Sports
Pro Cycle Centre
Progression Bikes
Propel Bikes
Psubliminal
Pure Electric
Purple Bike Shed

Q

Queensway Autos Quench Cycles Quest 88 Quest Adventure Quinn Cycles

R

R H Roberts Cycles R Yates and Sons R. Turner Cycles R.T. Cycles Race Co Cycles UK

Race Hub

Raleigh Cycle Centre Shoreham Ranelagh Cycle Warehouse

Rayment Cycles Re-cycle Engineering

Rebuilt Bikes Recycles Bike Shop Recyke Y'Bike Red Brick Cycles Red Kite Cycles

Redbridge Cycling Centre

Redchilli Bikes
Reg Taylor Cycles
Renhams Cycles
Repair To Cycle
Revel Outdoors
Revolution Cycles
Revolutions

Rhondda Cycle Centre Ribble Valley E Bikes Richards Mobile Cycles Richardson Cycles

Richardson Cycles Scarborough Richmond Station Cycle Centre

Rick Green Cycles Ride Bikes Wales Ride Bridport Ride Sunderland Ridgeway Cycles Riks Bike Shed

Risboro Car and Cycle Parts Rob Buckley Cycle Shop

Rock & Road Rockinbikes Rollquick Bicycles Romney Cycles (Kent) Ron Spencer Cycles Roots Cycle Works Roots Cycles Ross Cycles Route 2 Bike Shop Roylan Cycles Royston Cycles RPM Cycles RT Bike Doctor

Runway Cycling

Russell Cycles

Russell's Bicycle Shed Rutland Cycling Ryans Bike Surgery

S

S and S Motors Saddle Safari Saddle Skedaddle Safe and Sound Outdoors

Salt Dog Cycling

Sam Taylor Bicycle & Motorcycles

Sams Bike Shop Samways and Son Sanders Cycles

Sandy Balls Cycling Centre

Sax Velo SBC Cycles Scot Cycles Scotts Cycles SE20 Cycles

Sea Palling Cycle Hire Senacre Cycles

Senacre Cycles
Sequin Cycles
Setchfield Cycles
Shepherds Cycles
Sherwood Pines Cycles
Shirebrook Motorcycles
Shorter Rochford Cycles
Shrewsbury Cycles
Sidcup Cycles
Sideways Cycles
Sigma Sport

Silvester Brothers Cycles Simon Porteous Cycles Singletrack Bikes Skinnergate Cycles Snails Pace Cafe Soanes Cycles Soham Cycles

Somerleyton Cycle Hire and Sales

Soren's Cycles Soul Cycles South Coast Bikes South Downs Bikes Southsea Cycles

Solent Cycles

Sowerby Brothers Cycling

Spa Cycles

Specialized Concept Store -

Birmingham

Specialized Concept Store -

Bristol

Specialized Concept Store -

Chester

Specialized Concept Store -

Harrogate

Specialized Concept Store -

Newbury

Specialized Concept Store -

Norwich

Specialized Concept Store -

Nottingham



Specialized Concept Store -Plymouth Specialized Concept Store -

Ruislip Speedhub

Spokes Cycle Service

Spokes Cycles Spokes of Bagshot Sprocket Cycles St Albans Cycles St Blazev MX St Marys Bike Hire St Peters Cycles Stanley Fearn Cycles

Star Bikes Starcycle Spares Stif Mountain Bikes Stonehenge Cycles Stort Valley cycles

Stourport Specialist Cycles

Summertown Cycles Summit Cycles Sunset Cycles **Surbiton Cycles** Surf 55 Windsurfing Surrey Cycles

Sustainable Travel Solutions Sutton Bank Bikes

Swindon Cycles Swinnerton Cycles Synergy Cycles

Take Charge Bikes Tallis Autostores Tarty Bikes **Tavcycles** Team Cycles **Terry Wright Cycles** The Bicycle Chain The Bicycle Doctor The Bicycle Guys The Bicycle Lounge The Bicycle Works The Bike Company The Bike Factory The Bike Hub The Bike Place

The Bike Project

The Bike Shed (Cambridge) The Bike Shed (Devon) The Bike Shed (Kent) The Bike Shed (Wales) The Bike Shop - Derby The Bike Shop - Greenford The Bike Shop - Harrow The Bike Shop - Moreton The Bike Shop - Watford The Bike Shop Thurso

The Bike Station The Bike Works The Break Pad

The Charity Bike Shop

The Cogfather The Cycle Centre The Cycle Mart The Cycle Mechanic The Cycle Shack The Cyclehub The Cyclestore The Cyclogical Shop The Edge Cycleworks The Electric Bike Shop

The Electric Transport Shop The Endurance Hub The Forge Cycleworks The Hub Cycleworks The Iron Horse Cyclery The Little Bike Company The London Bicycle Repair Shop

The London Cycle Workshop The Marlborough Bike Company

The Online Cycle Shop The Spokesman Bicycle

Workshop

Thunder Road Motorcycles Thurrock Cycle Centre

Tilleys

Tokyobike London Tony Butterworth Cycles

Top Gear Top Mark Cycles Torrington Cycle Hire Torvelo Bike Repair

Total Fitness Town Bikes Townsends Towsure Trail Bike Hire Trailways **Transition Cycles** Trax Cycles

Tredz Trek Bicycle Bakewell Trek Bicycle Bath Trek Bicycle Battersea Trek Bicycle Bicester Trek Bicycle Bracknell Trek Bicycle Bristol Trek Bicycle Edinburgh

Trek Bicycle Manchester Trek Bicycle Milton Keynes Trek Bicycle Poole

Trek Bicycle Sheffield Fox Valley Trek Bicycle Shrewsbury

Trek Bicycle St Albans

Trisports TT Cycles Tweeks Cycles Twelve50 Bikes Two Wheels Cycles Two Wheels Good



UK Electric Bike Centre **Unit Cycles University Cycles Uprise Bikes Uttoxeter Cycles**



Velocipede Cycles Veloline Velorution Velosport Cleethorpes Velosport London Veloton Velow Bikeworks Vive le Velo Volt BMX

Voltz Bikes

Wallington Cycles Walthamstow Cycles Walton Street Cycles Warlands We Cycle Welsh Coast Cycles Westbrook Cycles Westham Cycles Wetrocknride WG Friend and Son Wheel Travel Cycle Hire Wheelbase Wheelies Bikes Wheels Cycling Centre Wheels of Dorset Wheelspin Cycles Whites Cycle Centre Wibsey Cycle Centre

Wilderness England Wilderness Scotland Williams Cycles Winklebury Cycles Wolf Cycles Wood's Cycles Woodford Cycle Centre Woodrup Cycles Woodsons Cycles **Woodston Cycles** Worcester Cycle Centre Yellow Jersey Cycles York Cycleworks Yorkshire Cycle Hub Youngs Cycles Zebra Cycles

Zero Bikes

Wight Mountain





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