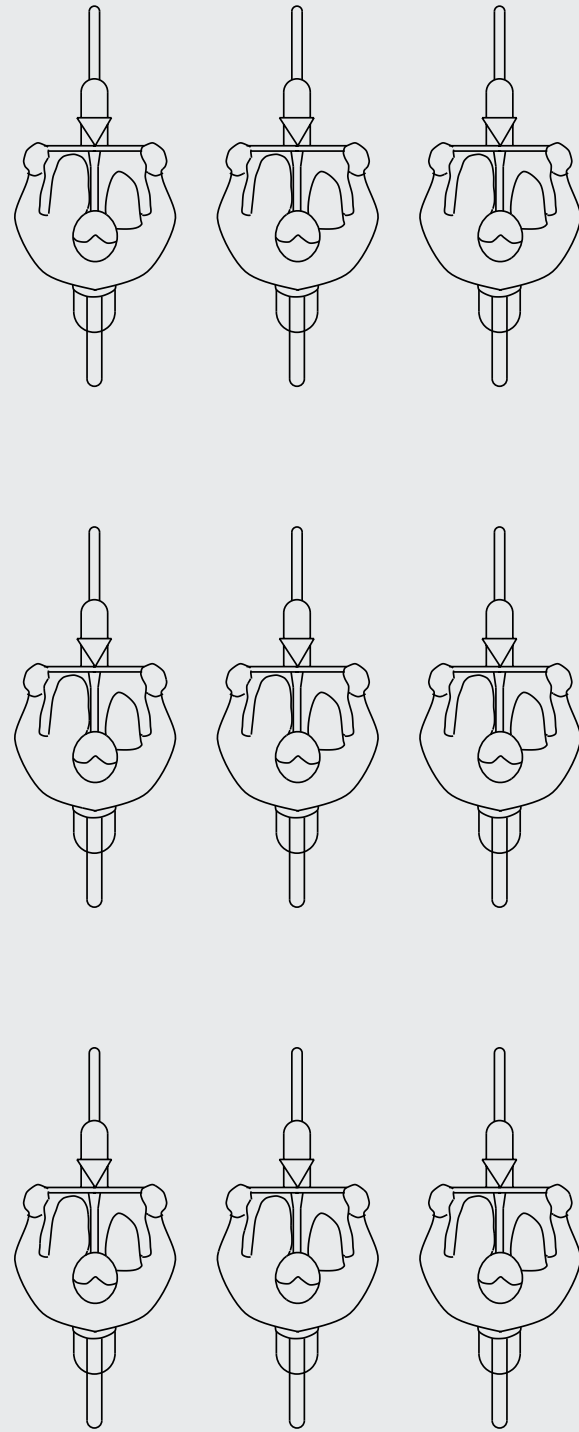
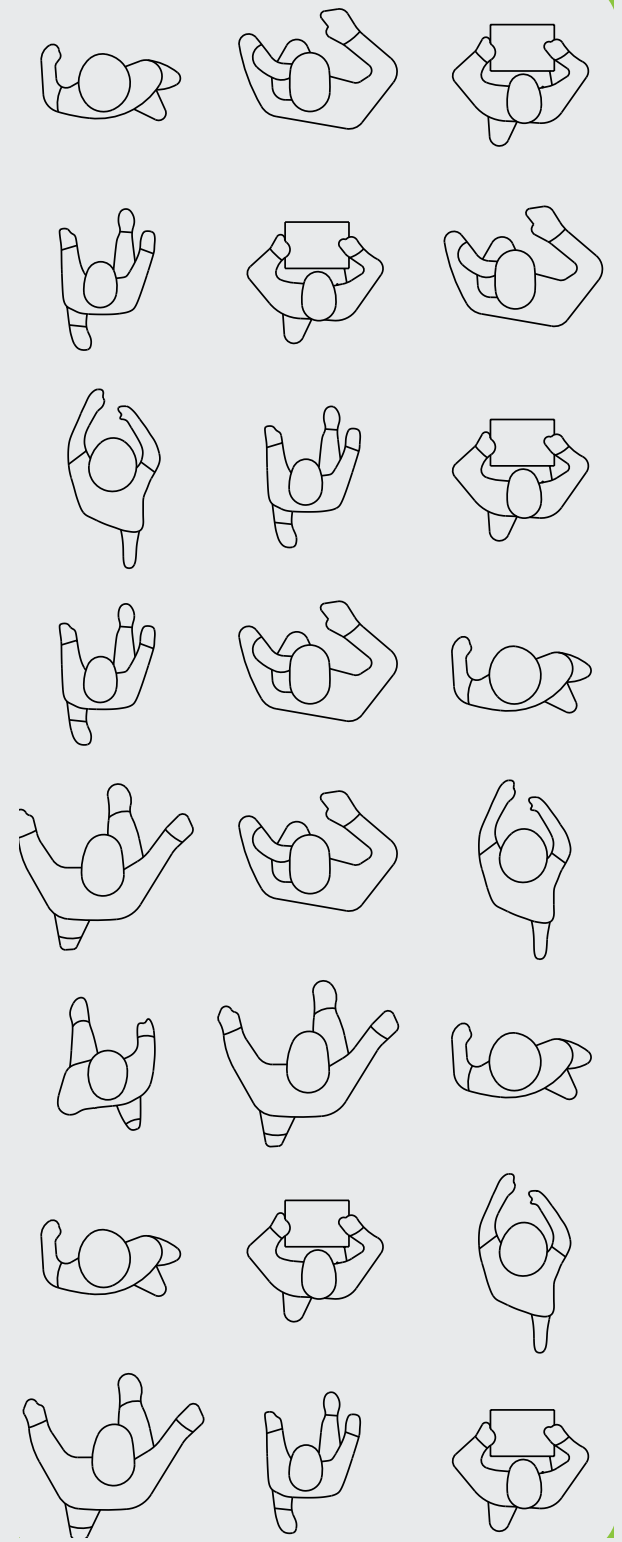


1



9



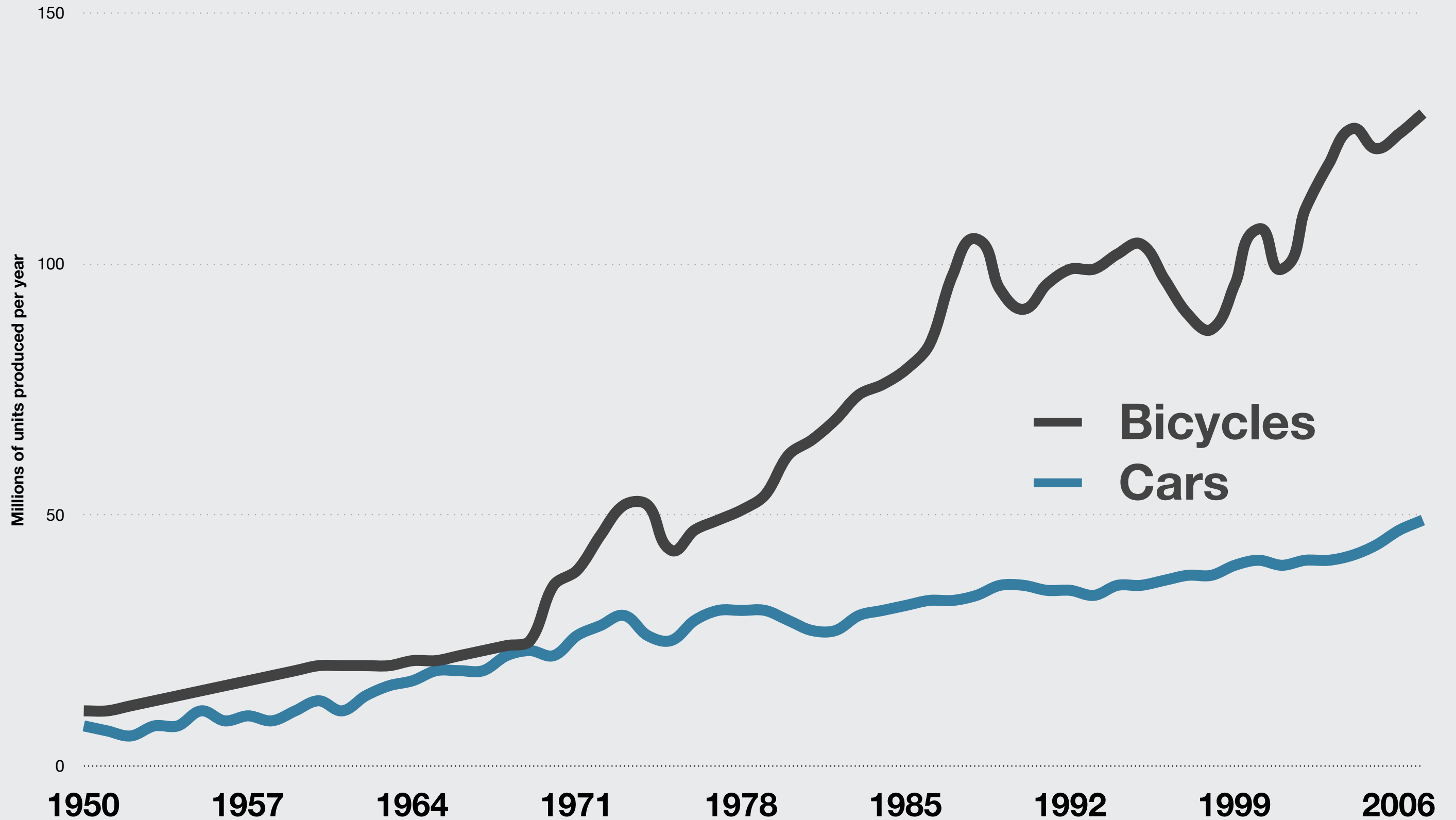
24

# sicko?

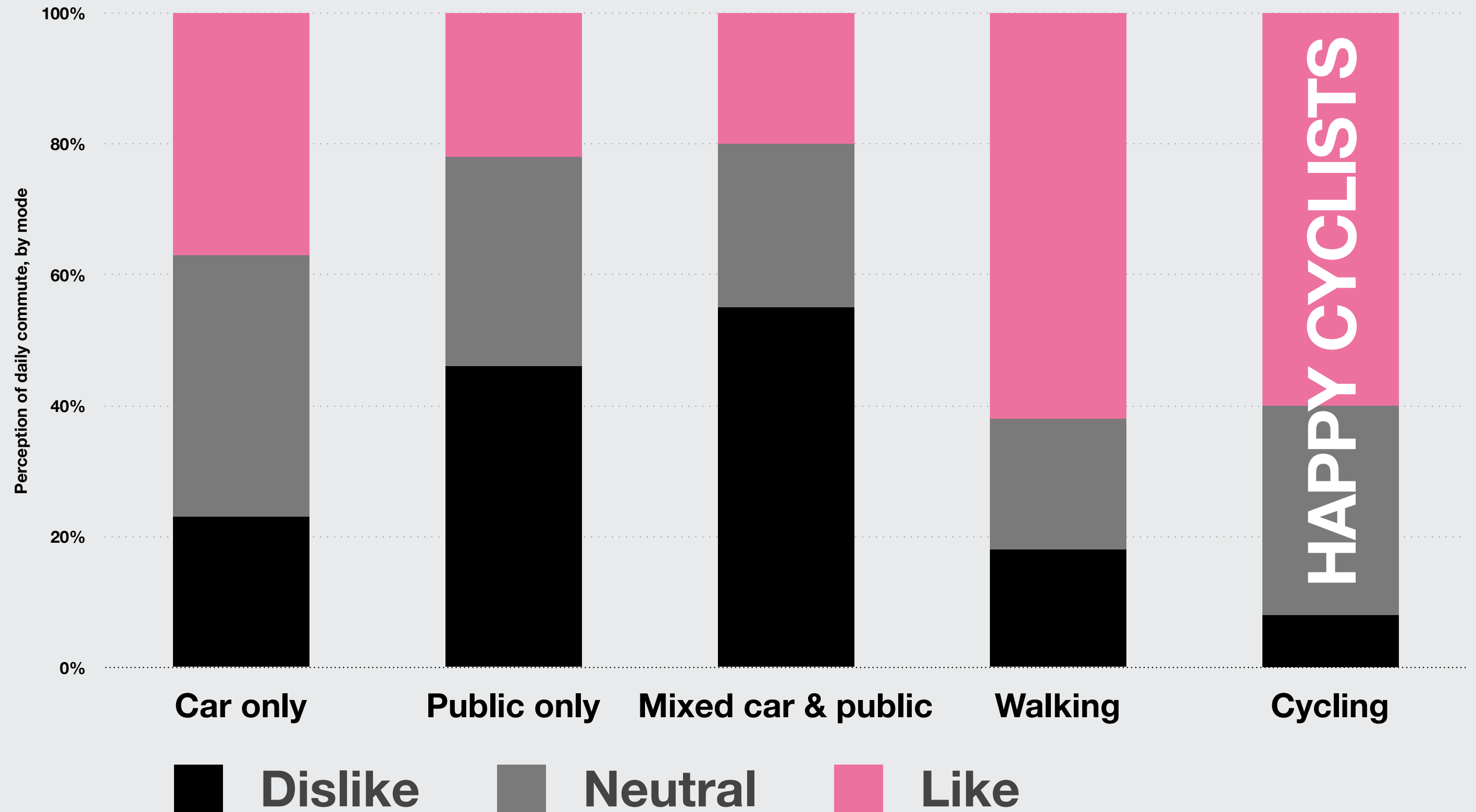
1%  
increase  
in cycling

£95m  
saving for  
business

# The Great Bicycle Economy



# Happy Commuters

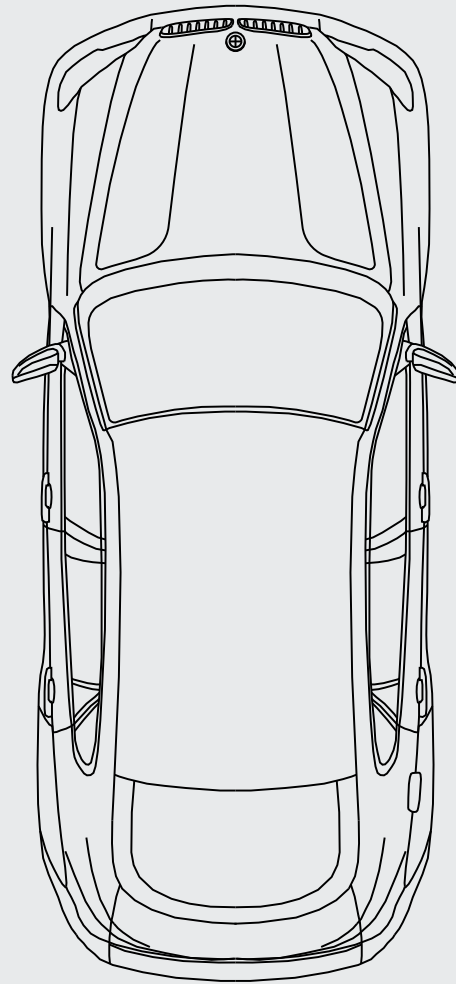


**LIVE  
LONGER**

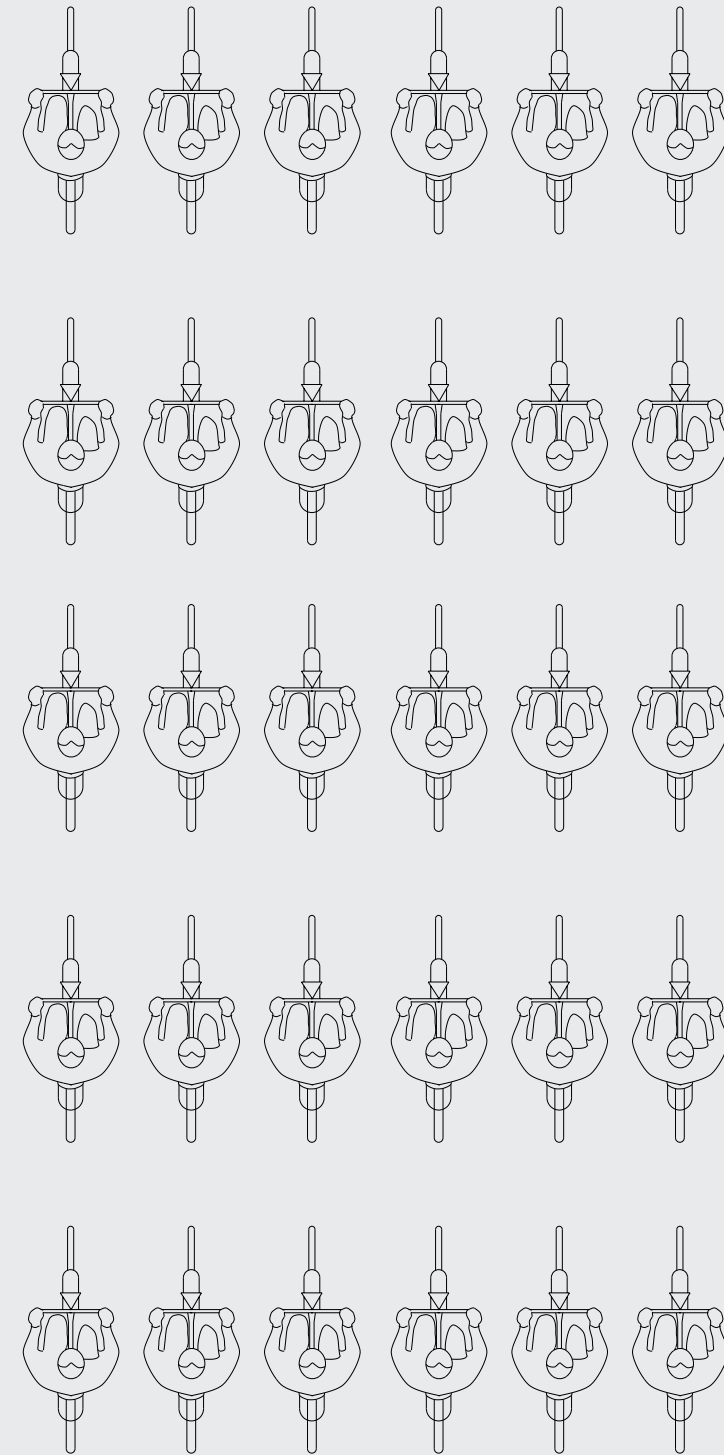
**LOOK  
YOUNGER**

**BEAT  
POLLUTION**

**BUNS OF  
STEEL**

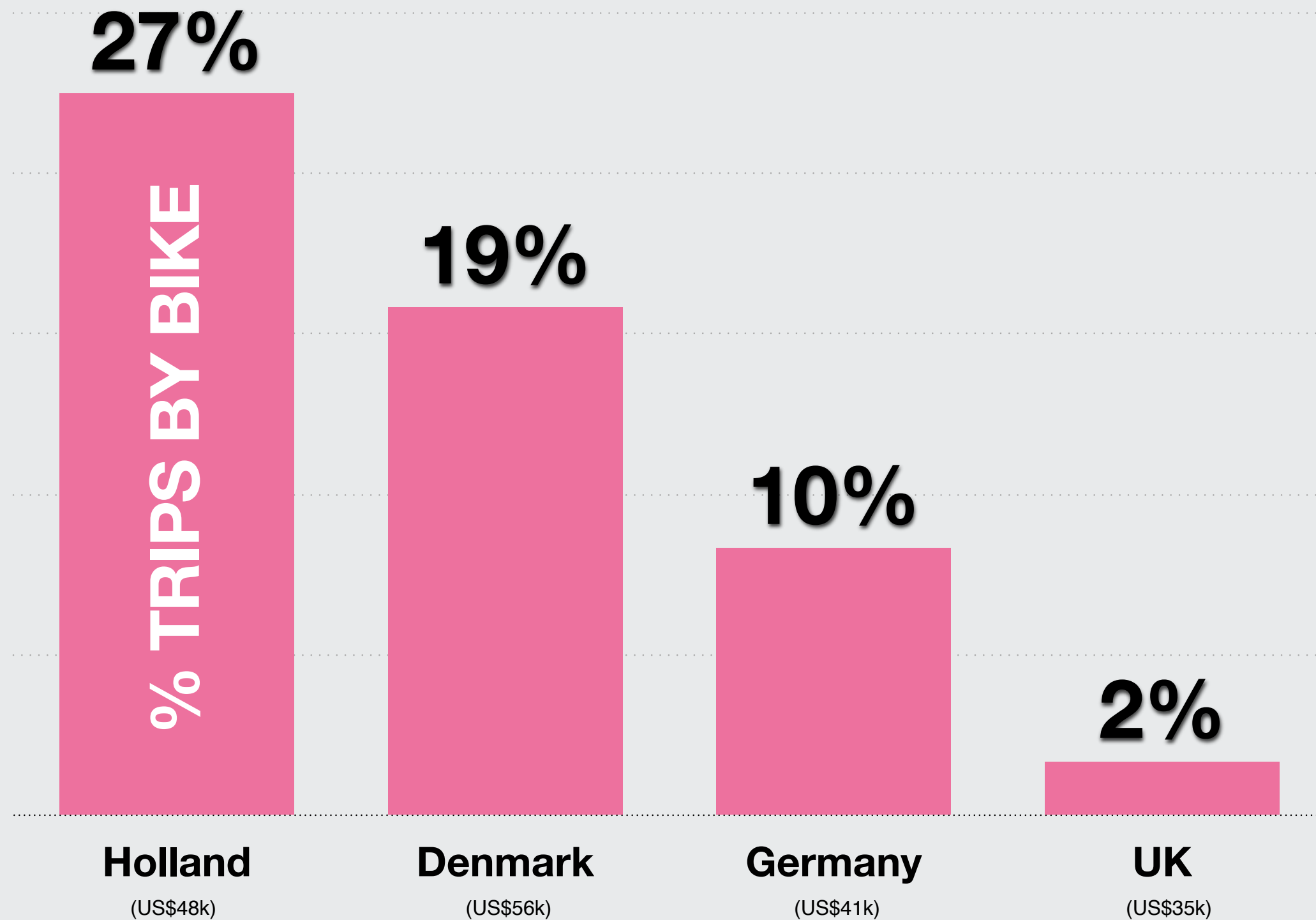


**£6,689**



**£200**

# Catching Up







THE ENEMY



# THE BRITISH CYCLING ECONOMY

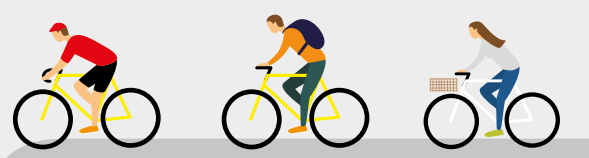


CYCLING ACCESSORIES  
= £853m PER ANNUM



AN EXTRA 12,000  
MILES OF CYCLE  
NETWORKS

FREQUENT REGULAR OCCASIONAL



VALUE TO THE ECONOMY

£958m

£717m

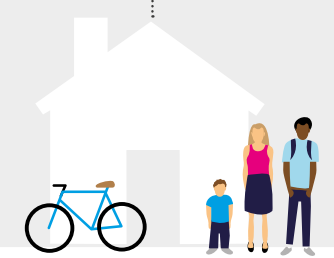
£801m



EMPLOYMENT  
**23,000**  
Employed directly in cycling  
economy generating over £500m  
in wages and £100m in taxes

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



PARTICIPATION  
**£1.3m  
new  
cyclists**  
• 22,000 daily journeys  
• 200,00 Sky Ride  
participants

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

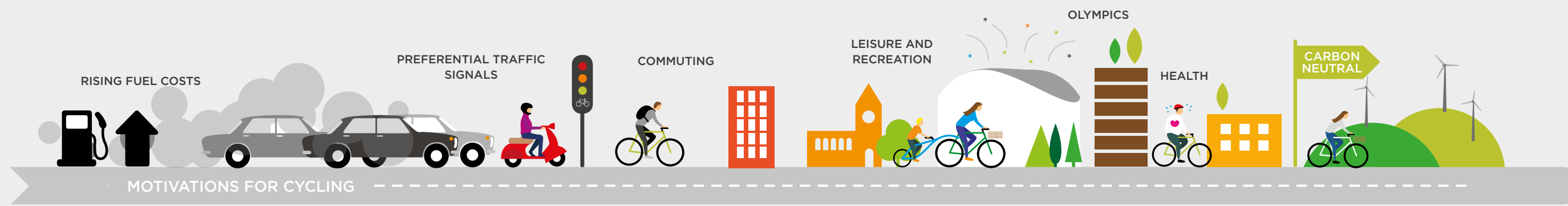


£ 3

TOTAL ANNUAL  
COST OF TREATING  
OBESITY = £4.2b

GROSS CYCLING  
PRODUCT  
**£2.9b** = £230  
per cyclist  
annually

MARKET POTENTIAL  
**£141m**  
= value of 1m additional  
Regular Cyclists over next  
two years



# GROSS CYCLING PRODUCT

**£2.9b** = £230  
per cyclist  
annually

# The Great Turnaround

