

# THE BRITISH CYCLING ECONOMY



CYCLING ACCESSORIES  
= £853m PER ANNUM

NETWORKS

208m CYCLISTS

1,000m MILES TRAVELLED

£1.3m  
new

22,000 daily job days  
participants

FREIGHT REGULAR OCCASIONAL



INFRASTRUCTURE

Employment of the

reduced absenteeism

reduced activity costs

VALUE TO THE ECONOMY

£958m

£717m

£801m

40% OF HORSEPOWER

TOTAL ANNUAL  
COST OF TREATING  
OBESITY



EMPLOYMENT

23,000

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

MARKET POTENTIAL

5.7m  
BIKES SOLD

- 28 p.p.c. increase in volume of cycle sales
- £51m of which were British-built
- Generating £100m

CLASS CYCLING  
PRODUCT

MARKET POTENTIAL

per cyclist  
annually

value of 1m  
region

FUEL COSTS



MOTIVATIONS FOR CYCLING

SIGNALS

PREFERENTIAL TRAFFIC

COMMITTING

LEISURE AND  
RECREATION

OLYMPICS

HEALTH

CARBON

