



Image: raleigh.co.uk



Image: islabikes.co.uk



The UK cycle industry at a glance

STRUCTURE

ca 100 manufacturers

...

ca 300 distributors

...

ca 2000 retailers

JOBS

23k direct jobs

...

UK wide

...

Everyday to high tech

ANNUAL SALES

ca 2 million bikes

...

ca 150k e-bikes

...

ca £2 bn value

INNOVATION

Electric assist

...

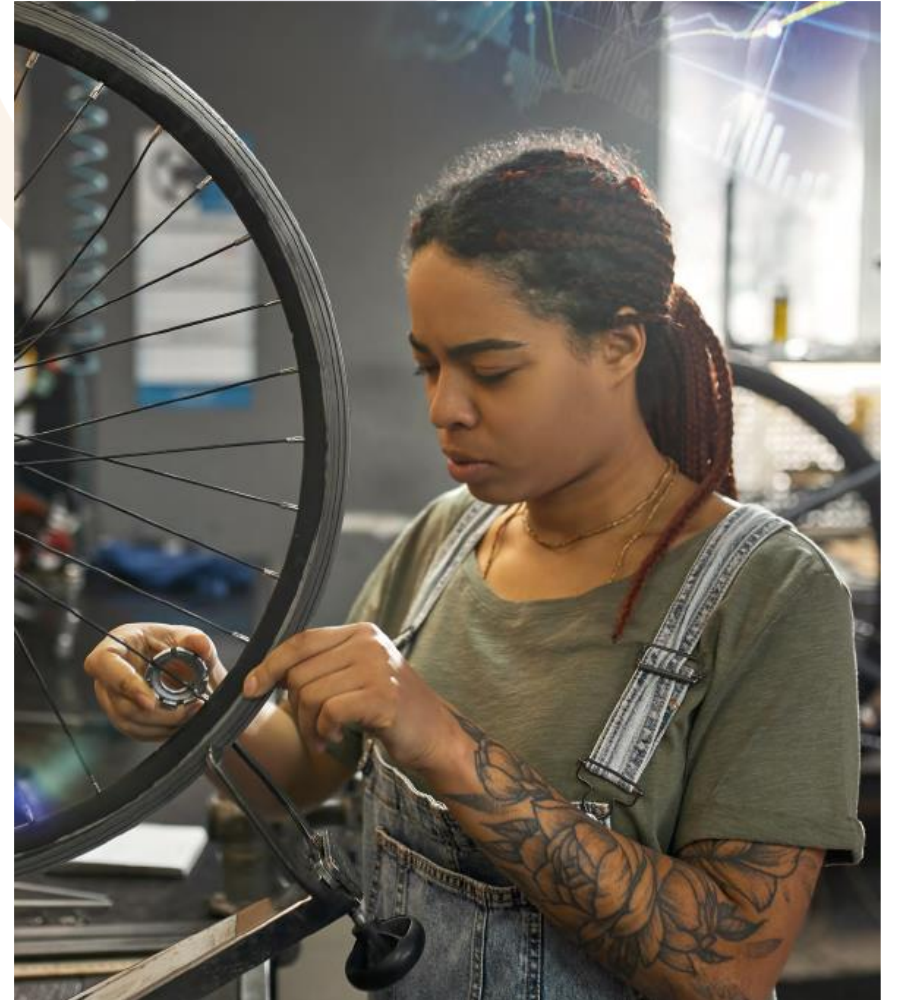
Cycle logistics

...

Smart/connected

UK cycle industry: Strategy for growth and jobs

- Contributes £7.5 bn p.a. to the UK economy
- Supports 64,000 green jobs
- Electrification of transport: “The future is electric”



UK cycle industry: The evidence case

- Low carbon alternative
 - For 5% of personal journeys
 - and 15% of urban van miles
- ‘Green’ light electric alternative for 1.5 billion car kilometres
- Minimum environmental impact



transport for quality of life

Report for the Bicycle Association:
The UK cycle industry:
current economic and employment benefits
and its decarbonisation-driven growth potential

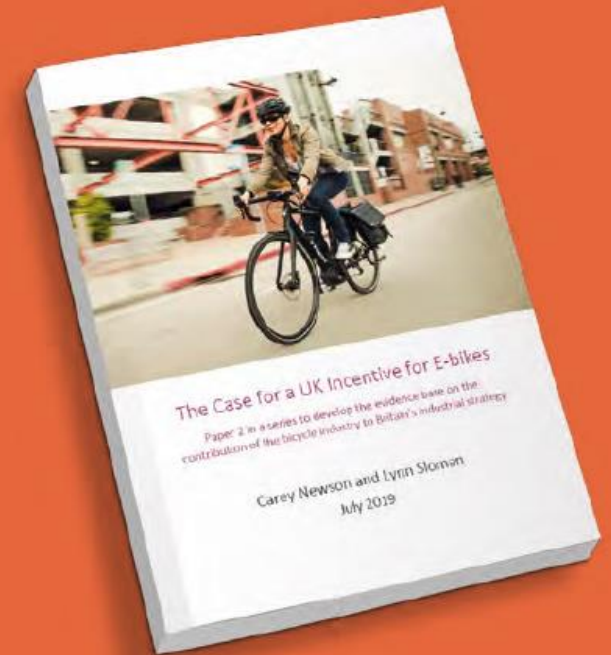
Lisa Hopkinson
March 2023

UK cycle industry: Objective 1

Accelerate uptake of EAPCs

- 300 active e-bike subsidy schemes
- USA – 24 nationwide
- Germany, Italy, France (Plan Vélo)

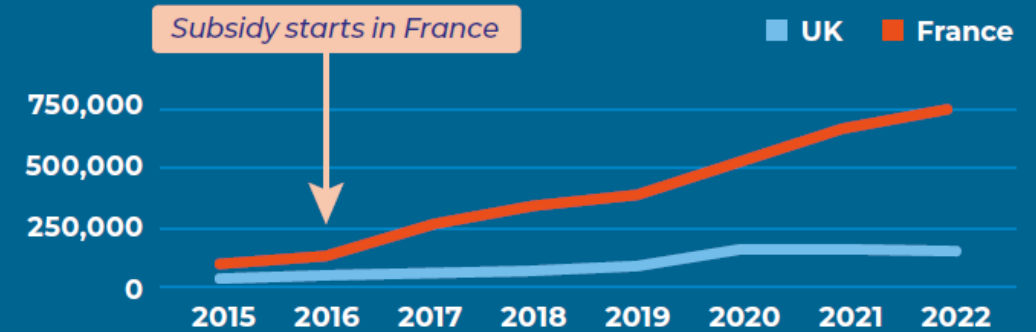
The evidence case



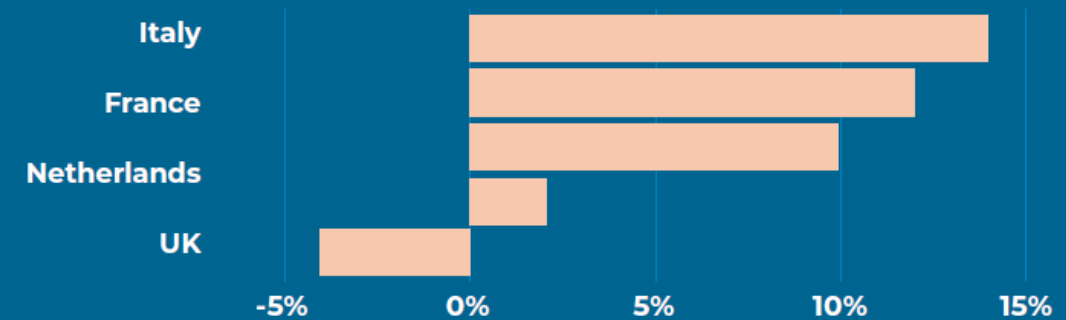
The Bicycle Association commissioned specialist transport consultancy Transport for Quality of Life to evaluate the case for a UK e-bike incentive.

UK cycle industry: Objective 1
Accelerate uptake of EAPCs

E-bike unit sales: UK vs. France



E-bike sales growth, 2021 vs. 2022



- The value of the German e-bike market has quadrupled in a decade from circa €2 bn in 2012 to €7.36 bn in 2022
- EU e-bike manufacture has seen sustained growth (24% in 2021, 19% in 2022).

UK cycle industry: Objective 1

Accelerate uptake of EAPCs

- One million more people
- Voucher scheme for:
e-bikes, e-cargo, specialist bikes
- Targeted incentives:
business mileage, scrappage schemes



UK cycle industry: Objective 2

Widen access to mobility

- Zero VAT on children's bikes
- Fund Bikeability for every child
- Zero VAT on cycles as mobility aids



UK cycle industry: Objective 2

Widen access to mobility

Zero VAT on children's bikes:

- Only 22% of children cycle regularly
- Children's cycles sales decline 31% (vs 2019)
- 25% of children (ages 5-10) don't have access to a bike
- Children's clothes, shoes, helmets are zero-rated



UK cycle industry: Objective 3

Growth and jobs

- **Aim:** integrated transport and industrial strategies
- **Aim:** boost and widen access to mobility for all groups and generations
- **Aim:** invigorate high streets
- **Aim:** deliver electrification fast



Read more:

UK Cycle Industry Manifesto

- Manifesto PDF download:
<https://www.bicycleassociation.org.uk/wp-content/uploads/2023/11/BA-Manifesto-Final.pdf>
- Commissioned research from Transport for Quality of Life:
 - The UK cycle industry: current economic and employment benefits and decarbonisation-driven growth potential:
<https://www.bicycleassociation.org.uk/wp-content/uploads/2024/01/2023-The-UK-cycle-industry-economic-and-employment-benefits.pdf>
 - The case for a UK incentive for e-bikes
<https://www.bicycleassociation.org.uk/wp-content/uploads/2019/07/The-Case-for-a-UK-Incentive-for-E-bikes-FINAL.pdf>

UK CYCLE INDUSTRY MANIFESTO

An industry strategy and policies to deliver green jobs and growth, and to drive the rapid electrification of transport

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