

# Cycle to Work Alliance

Chris Last, Chair of the Cycle to  
Work Alliance

Monday 22<sup>nd</sup> January, Cycling  
and Walking APPG





The Cycle to Work Alliance is a policy-focused coalition of the five largest providers of the Cycle to Work scheme.

Together, our members represent around 80% of the market and since 2010 have worked collaboratively to highlight the many benefits of regularly cycling to work.

# History of the Cycle to Work Scheme



2024 marks **25 years** of the Cycle to Work Scheme

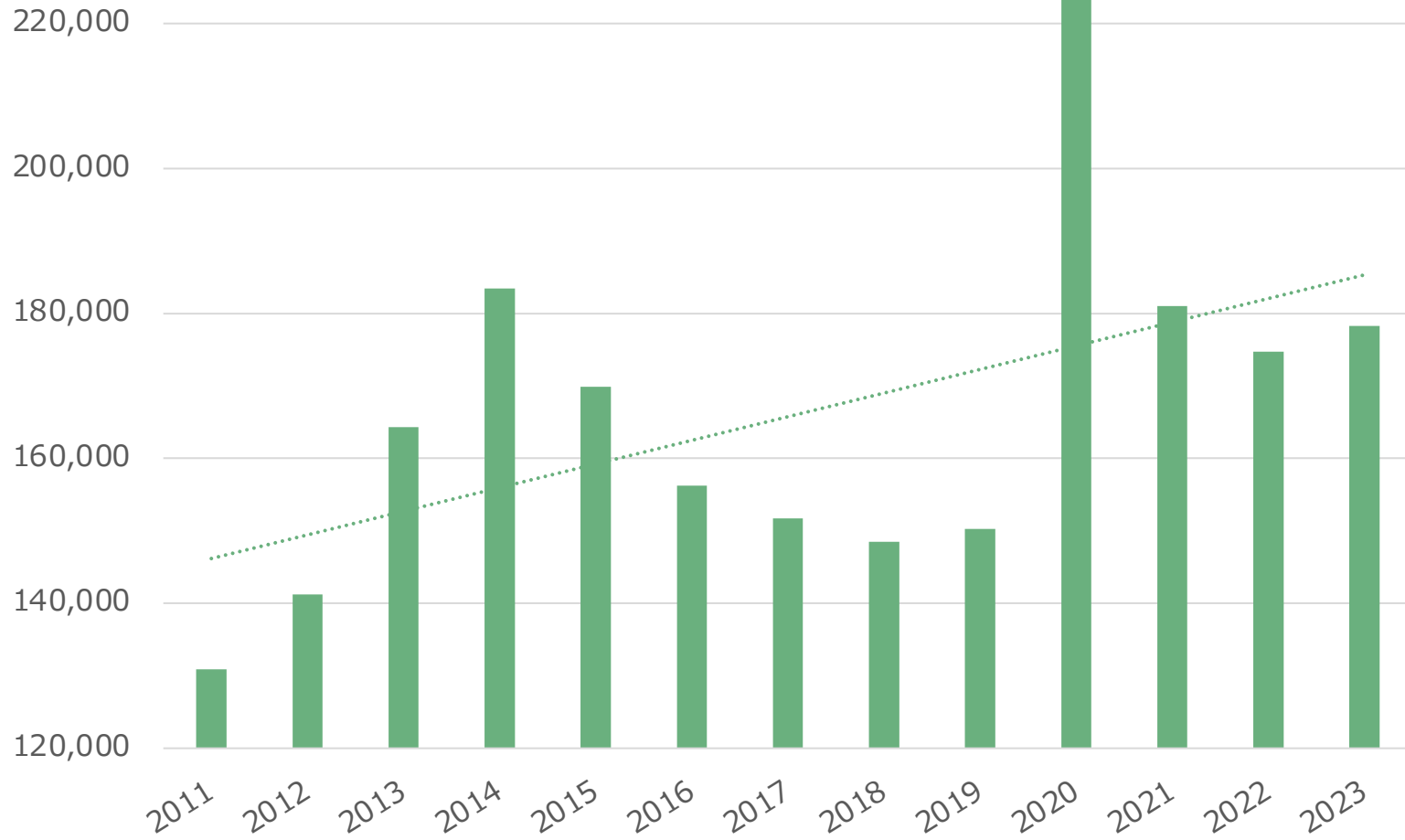


Save up to **43%** on the cost of a new bike and hundreds of pounds on annual commuting costs



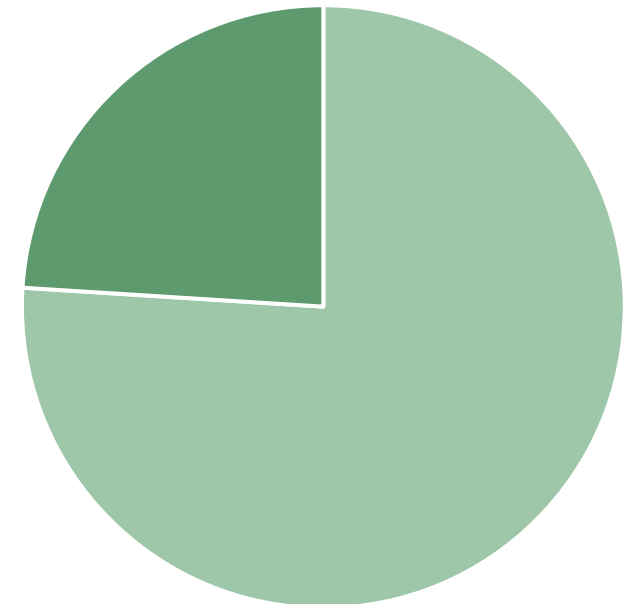
Over **2 million people** across the country have used the scheme to obtain a bike

# The Scheme's growth



Cycle to Work Alliance data (2011 – 2023)

## 2023 Bike Sales



- Purchased without the Scheme
- Purchased through the Scheme

# Benefits to people and communities

## Better health outcomes



- 90% of employers believe the scheme helps improve employee wellbeing
- Over 70% of scheme users said that cycling has led to improved physical health
- Minimises the strain on the NHS

## Cost-effective support



- Commuters can save an average of £1,262 a year by switching to cycling, rising to £1,600 in Greater London without using credit
- The Scheme provides new custom and market growth for the cycling industry and boosts economic growth in local communities (i.e. coffee shops)

## Cleaner air quality

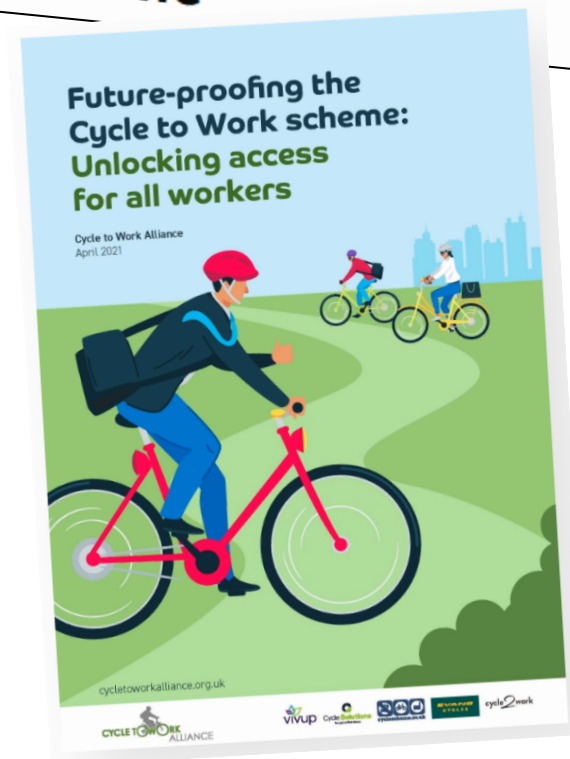


- A commuter who switches from car to bike for an 8km commute saves 750kg of carbon emissions annually
- 6 in 10 scheme users would drive to work if they didn't use the scheme
- Contributing to better air quality within our communities

# Key successes of the Scheme

1. Campaign to remove the £1000 cap – unlocking access to e-bikes and specially adapted cycles
2. Growing momentum for the Cycle to Work Alliance campaign to open up the Scheme for low-earners and the self-employed
3. Industry partnerships and working together as a team to meet our shared ambition for growth in the cycling market

News story  
**Government ushers in new era of green commutes with e-bike Cycle to Work scheme**



# The road ahead for the Alliance

1

Continue our work with government to simplify and minimise administrative barriers, making it easy and attractive for businesses to offer the C2W scheme

2

Unlock the C2W scheme for those on NMW and the self-employed to ensure equitable access to cycling

3

Maximise employee participation in the C2W scheme among businesses that already offer the scheme

**Thank you!**

