



# MID-YEAR MEMBERS REPORT SUMMER 2024



**INVESTORS**  
IN CYCLING



**MARKET DATA**  
SERVICE

## + WELCOME



The last 5 years has been a period of real change for the industry and the country: Brexit, Covid, Climate change, chaotic government, cost of living crisis... we've been through some tough times and we're not out of the woods yet, but we are looking to the future.

Your Trade Association reflects this. This period of change has also been the period where we've evolved from the historic 'bicycle manufacturers' association into a modern trade body for the whole cycle industry:

- **We've extended our representation to all cycle businesses tripling our membership; built a unique position as a trusted, non-profit body which works in the interests of the whole industry**
- **We've professionalized and been purpose-led, focussed on market growth and securing the industry's future, with clear objectives: to support our members, champion the industry to government and work together to shape our long term future**
- **And we've embraced innovation - putting data at the heart of what we do; launching the world's leading cycle market data service, and creating a new & powerful industrial case for cycling focussed on our strategic, economic and employment value as an industry. With this we continue to champion our sector, with a comprehensive industry manifesto for the next government.**

The BA is emerging from this period at the same time as the industry more widely is emerging from the challenges of the last 5 years. And the country is looking forward to a new government and a new 5 or even 10 year administration.



We've delivered many of the things we strove to achieve since 2018/19. And now we're looking ahead to the next 5 years and beyond. It makes sense that we're clear as an industry what we need and want from the national trade association. The Bicycle Association is therefore beginning a series of conversations with our members, starting at our Summer Members Meeting, with a view to developing the plan to take us to the end of the decade.

We're looking forward to discussing the future of our industry with you...







## + SUPPORT: TECHNICAL SERVICE

A particular focus for this year has been offering support to members around battery compliance, as a result of significant standards updates, increased sector scrutiny from OPSS and Trading Standards, and upcoming changes to both UK and EU legislation.

The battery fires issue has been a huge workstream for the BA team as a whole, but especially for the Technical Service. This has ranged from drafting guidance for the DfT to intense dialogue with multiple stakeholders including fire and rescue services, Electrical Safety First, OPSS and others, working to ensure that any regulatory response is both effective and proportionate. We have also developed industry guidance, distributed jointly with the ACT, to emphasise the difference between safe, reputable e-bikes and the high risk products which are primarily responsible for the fires. Further initiatives to limit reputational damage to the entire sector from these high risk products are in progress.

We continue to participate in and monitor standards development. 2023 saw publication of amendments to EN15194 and new editions of ISO 8098 and ISO 4210. We're pleased to say that both standards now include handlebar end safety requirements, which the BA was instrumental in introducing. Our experts have also been closely involved in international discussions around future e-bike standards and other regulatory matters.



**2023 SAW PUBLICATION  
OF AMENDMENTS TO**  
EN15194 AND NEW EDITIONS OF ISO 8098 AND ISO 4210.



From early 2023 we have worked with subject experts from BA member companies to develop Codes of Conduct for cycle logistics riders and operators, and a minimum rider training standard. The finalised first editions have now been released, and we are pleased that Transport for London is aiming to reference these documents as they implement their Cargo Bike Action Plan.

We continue to also advise members on matters of international trade, and have been pleased in 2023-24 to have deepened our relationship with officials at the Department for Business and Trade. Trade issues include the transition from GSP to DCTS, and analysis of new trade deals. We've also engaged with the Trade Remedies Authority, monitoring and keeping members informed about the progress of their review of UK e-bike anti-dumping measures, as well as contributing impartial industry data. We expect to play a similar neutral role in the upcoming review of measures on normal bikes and parts.

We held another successful Technical Meeting in Birmingham, attended by ca 40 BA members and with OPSS and DVSA also in attendance. Finally the Technical Service team works continuously to update the BA website with new and updated BA guides (publicly available) and also with updated guidance documents in the Knowledgebase for members (available once you have logged in). We've circulated our latest overview of product safety compliance to all members, including OPSS-supported updates around new 'consumer connected devices' legislation, and continue to support members one-to-one on all aspects of product safety and compliance. Unlimited technical support (within reason) is included with your BA membership.

As we look forward to the rest of 2024 and beyond, perhaps the key challenge will be to safeguard the future of the e-bike category both in the face of regulatory threats (not least as a result of the fires issue, including related impacts such as insurance availability and access restrictions) and in the transition to a new micro-mobility framework. There will also be significant issues to navigate as the UK reviews of trade defence measures proceed, and around batteries compliance as EU and USA requirements develop and (we hope) DEFRA finally opens a consultation outlining the UK's future approach.

## + SUPPORT: MEMBERS MEETING

Our February conference offered members a series of valuable sessions including a market update from our Head of Insights John Worthington who talked us through a comprehensive view of the Market Data from 2023.

The panel session that followed allowed us to delve into market recovery predictions, how the industry can help itself, Brexit impacts, women's cycling and how to support high street bike shops.

Following a networking lunch members were able to attend workshops on either advocacy or technical regulation changes. The day concluded with Chris Boardman MBE discussing the power of the bicycle.

Our Summer Members meeting at Newham College is a valuable chance for you to connect with others in the sector, get the latest industry insight and help the BA shape its future work on your behalf, working with a new government following the general election.



THE DAY CONCLUDED WITH

**CHRIS BOARDMAN MBE  
DISCUSSING THE POWER  
OF THE BICYCLE**



## + SUPPORT: MARKET DATA SERVICE

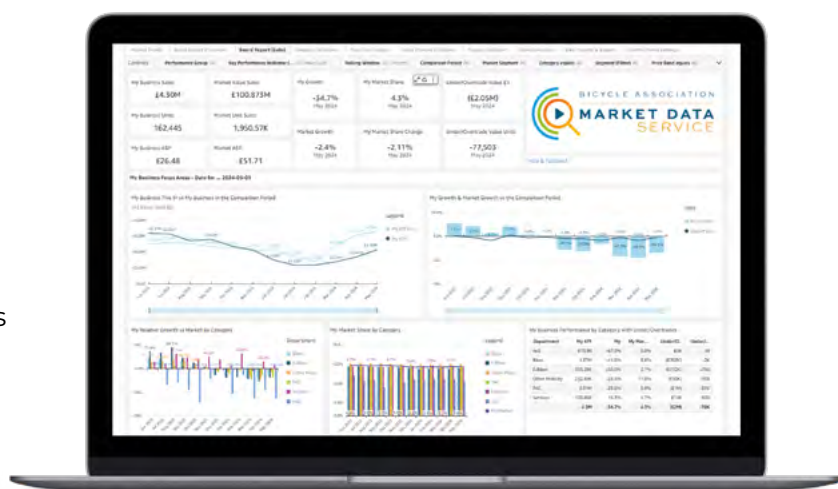
Looking back on 2023, all the challenges we heard about from members were born out in the market data numbers with sales down 4% on 2022 with lots of other hard-to-write headlines such as worst mechanical bike volumes this century and even e-bikes, our recent market saviour, going backwards.

Since the start of 2024 we have seen little sign of improvement with mechanical bikes sales volumes 10% down on 2023 and 41% down on 2019. Electric bikes have been down 9% on 2023 but 61% up on 2019.

Looking back on the service highlights from the last year, we launched our new members' Data & Insights hub, made reports purchasable online and set up API feeds for 8 of our subscribers enabling them to take the market data directly into their own analytics systems. We also continued to provide Market Data MOTs, helping subscribers learn how to make the most of the service to spot opportunities for their business and use MDS as a money-making tool, even in a tough climate.

Behind the scenes of the market data service, we had a few technical challenges to overcome but we've now completely rewritten our data model which in layman's terms means we now have the flexibility to do all the developments we want.

We have now started the last phase of the transition to MDS 2.0 which means a new dashboard, presented in Amazon Quicksights, which will make it easier to use and much more useful. We plan to show visuals of the new dashboard at our Summer Members' meeting and will launch to all our subscribers later in the year. Our attention will now turn to seeing how we can maximise the benefit of our great data service in our advocacy work and unlock value through partnerships, both in the UK and internationally. Watch this space for another exciting year ahead!



## + SUPPORT: CONSUMER FINANCE

Addressing market failures on behalf of members is a core activity for the BA. In response to requests from members we've acted to provide a consumer finance offer that extends to smaller bike retailers who would otherwise struggle to offer this product, while also offering great value for larger businesses.

Since the start of 2023 we've been proud to partner with Novuna, negotiating an advantageous package for you. Building throughout 2023 we've engaged with over 80 businesses, transactions passing the £1 million sales mark at an average transaction value of nearly £2K.

Novuna and the BA have recently renewed their offer for members following a successful 18 months of working together. The BA estimates that just 600 specialist retailers currently offer finance, and believes this number could be much bigger to help overcome affordability of bikes. Novuna now integrates with all leading ecommerce platforms, as well as Push Retail and SiWIS.

If you are selling bikes to consumers and want to grow your sales and your transaction values (with affordable fees) get in touch with [info@bicycleassociation.org.uk](mailto:info@bicycleassociation.org.uk)





## + CHAMPION: THE UK CYCLE INDUSTRY MANIFESTO

Developed with the input of over 100 BA members and Investors in Cycling during 2023, the UK Cycle Industry Manifesto was launched at the House of Common on 15th November, a milestone in the history of the BA and the centrepiece of our Investors in Cycling strategy to grow the UK market.



The Manifesto brings together cycle industry asks of Government, focusing on jobs and economic growth potential. You can download the manifesto here and read how we are positioning our key message that alongside “cycling” (the activity) there is also a vigorous UK cycle industry providing jobs, economic benefit and growth potential. That’s something which can and will attract support from influential audiences who might not even consider cycling as within their remit.

At a high-profile event over 30 MPs were briefed on the key messages the BA have highlighted from the wide range of recommendations in the full Manifesto:

- **A national UK e-bike subsidy scheme**
- **Zero VAT on children’s cycles**
- **Fund UK cycle industry innovation to grow jobs.**

The role of members was central not only to the development of the manifesto but also to driving such a positive attendance at the event thanks to your efforts in writing to your local MP to encourage attendance. BA Leadership Group members were present on the day to help deliver the message, including **Brompton, Frog, Halfords** and **Trek**.

**OVER 30 MPs WERE  
BRIEFED ON THE  
KEY MESSAGES**



## WHAT NEXT?

The launch was just the start of this new chapter in delivering for members. Since mid-November we've been meeting with MP's alongside members, enabling you to talk directly and powerfully to those with the influence to make a positive change.

We've also been present in the House of Commons again, this time at an event focusing on one aspect of our Manifesto, improving access to riding bikes for children. Zero-rating VAT on children's bikes was one of the clear asks that came out of our consultation and finds a prominent place in our Manifesto.

Work to build momentum around our Manifesto must continue with the new Government after the general election, too. We've listened to our members and now we look to work with you again:

- **Working with supportive MPs to influence their party policies and manifestos, and to link us directly to the people developing policies for post-election Government**
- **Using MP letters, surveys, parliamentary questions and debates to keep up the pressure**
- **Inviting MPs to visit cycle industry businesses in their constituency to see first hand the jobs and wider community benefits our industry delivers**
- **Working with the industry to help MPs and policymakers experience for themselves how e-bikes and e-cargobikes can be transformative both for transport and for industry growth.**

## HOW CAN WE GET INVOLVED?

We're extremely keen to talk to any member about both the content of our message and our work in delivering it during 2024.

If you'd like to get in touch to help our collective work by contacting your MP then we can support you with the materials and resources, just email us at [info@bicycleassociation.org.uk](mailto:info@bicycleassociation.org.uk)



**ZERO-RATING VAT ON  
CHILDREN'S BIKES WAS  
ONE OF THE CLEAR ASKS  
THAT CAME OUT OF  
OUR CONSULTATION**





## + **SHAPE: BATTERY COLLECTION PROJECT**

2023 saw challenging news for the e-bike market as, following years of positive coverage, reports of lithium battery fires increasingly dominated the headlines.

Protecting, nurturing and stimulating sales growth in this critical category is a key objective of the BA, and one crucial aspect is ensuring we are well placed as an industry to fulfil our obligations when it comes to collecting and recycling end of life batteries.

Throughout 2023 the BA progressed a project to fulfil a coordination role between a national network of retailers and a third party collection and recycling provider. Following a tender process ERP were appointed as the collection partner and, working together with members, we carried out a successful trial in the north west of England. 68 stores from the Investor in Cycling network received a battery collection drum and over 100 batteries were collected, helping us prepare for a full national launch.

After extensive industry engagement in 2024, the BA has received 13 'Letters of Intent' from suppliers (out of 22 proposals sent) indicating their support and funding for the proposed national battery collection programme. We are very grateful to these companies, and wish to build on this initial response.

Having listened closely to members' views, and in recognition of the significant issues caused by ongoing subdued trading conditions, this programme will now launch in Spring of 2025. We hope that, by moving the budgets required to the 2025/26 accounting period for many, the programme will receive the wider support it needs to be able to launch in full.

To register your interest or learn more please contact us at [info@bicycleassociation.org.uk](mailto:info@bicycleassociation.org.uk)



## + SHAPE: INNOVATION UPDATE

Attracting public innovation funding into the cycle industry is one of the ways that the BA can help shape, support and grow the sector.

Significant in this is making a strong case to funders and those setting innovation policy for why the cycle industry is valuable, strategic, aligns with industrial strategy, contributes to priority technology areas – like electrification and automation – and delivers against long term policy goals.

Having developed an ‘innovation programmes’ strategy for the first time in 2023 we:

- **Worked with national funding body, Innovate UK, to include cycling, active travel and micromobility in its refreshed Transport Vision 2050. This vision directly informs future funding calls, and how funding will be directed**
- **Won funding from Innovate UK for the first time including the design of innovation-friendly regulatory policy to help grow the industrial opportunity of the cycle and low-powered zero emission vehicles (LPZEVs) sectors**
- **Secured funding to develop Horizon Europe projects involving UK and European businesses and partners**
- **Developed applied innovation partnerships, and submitted funding applications, with leading academic institutions, including Edinburgh Napier, Warwick Manufacturing Group and the Royal College of Art’s Intelligent Mobility Design Centre**
- **Developed UK Bike Valley and the case for clusters, which was presented to all parties and embedded within the widely-consulted on Cycle Industry Manifesto**
- **Taken UK Bike Valley, working with regional partners, to mayoral Combined Authorities and devolved administrations, aligning with economic, industrial and skills strategies.**







## + SHAPE: DIVERSITY IN CYCLING

International women's day, March 8th 2023, saw the launch of the BA's milestone Diversity in the Cycling Industry report. This was just the start of a comprehensive programme of activities and outputs during 2023 that now provide a comprehensive toolkit available today to members to unlock value in your business. Following the publication of the now widely-cited report the BA have:

- Inspired over 60 members and Investors in Cycling to sign the Diversity pledge
- Engaged 1,123 individuals working in the industry to produce a powerful perception report
- Collaborated with Women in Transport and WORK180 to launch a cross-sectoral Employers Equity Audit
- Delivered a downloadable and editable 10-step DEI plan for businesses, big or small
- Delivered 16 downloadable guides and templates to help you unlock the value of Diversity in your business
- Compiled a comprehensive library of reports and a hub of information covering mentoring, networking and mutual support
- Established an experienced and powerful Diversity Advisory Board to track progress to clearly defined industry goals.

# MEMBERS LIST

## LEADERSHIP GROUP

Brompton Bicycle Ltd  
Frog Bikes  
Giant UK  
Halfords  
Raleigh UK  
Schwalbe UK  
Specialized UK  
SRAM  
Trek Bicycle Corporation Ltd

## MEMBERS

### A

Abus (UK)  
AlsoBikes Ltd (Advanced  
Bikes UK)  
Amped Cycles  
Atherton Bikes  
Auto Trader Ltd

### B

Batribike Ltd  
Beryl Bikes  
Bikedesk  
BikeRegister  
Bikes2Go Ltd  
Bikmo  
BlackHawk  
Bosch UK  
Boundless Mobility  
Box Bike Delivery  
Brompton Bicycle Ltd  
Bullet Ventures Ltd T/A Hornit  
BuzzBike

### C

Cambridge Electric Transport  
Canyon Bikes UK  
Citrus Lime  
Colchester eCargo  
Conker Bikes Limited  
Cube Bikes UK Ltd  
CycleCentric  
Cycle Motion Limited  
Cyclescheme Ltd  
Cycleurope UK Ltd  
Cycling Sports Group  
(Cannondale)

### D

Datatag ID Limited  
Dawsongroup vans  
Decathlon UK Ltd  
Dillglove Ltd

### E

E-Bikes Direct (MTF  
Enterprises)  
EBC Ltd  
Ecofleet  
Endura  
Eskuta  
Estarli Ev Limited







EVA - Electric Assisted  
Vehicles Limited  
Evans Cycles  
(Sports Direct.com Retail Ltd)  
Extra UK

#### **F**

Falco UK Ltd  
Fettle Bike Repair  
Fibrax Ltd  
Flit  
Frog Bikes  
Fusion Media Services Ltd

#### **G**

Garmin UK  
Gazelle Bikes Ltd  
Giant UK  
Gocycle  
Go Outdoors

#### **H**

Halfords  
Handsling Ltd  
Hereford Pedicabs Ltd  
(PEDICARGO)  
HIPLOK  
Hope Technology

#### **I**

Indeproducts International  
Iceni Cycles Ltd.  
Inspired Cycle Engineering -  
ICE Trikes  
Insync Bikes  
Intense Cycles UK Ltd  
Islabikes Ltd  
Ison Distribution Ltd

#### **J**

Jorvik Tricycles  
Jungle Products

#### **K**

Kalkhoff Werke GmbH

#### **L**

Laka Ltd  
Leopard Technology  
Look Cycles  
Lotus Technology Innovative  
Love to Ride  
Lyon Equipment

#### **M**

MACH 10 CYCLES LTD  
Madison Cycles plc  
Manchester Bikes &  
Bambino Biking  
Marin UK  
Merida UK  
Michelin Tyre  
Micro Mobility Labs Ltd  
MiRiDER

Mission Cycles

Monimoto

Muc-Off Ltd

Mycele Ltd

Muelaner Engineering Ltd

#### **N**

Nexus Mingda  
Nocomoto Ltd

#### **O**

Orange Bikes Ltd  
Orbea  
Orbit Tandems  
Outspoken Cycles  
Oxford Products

#### **P**

Papaya Ltd  
Pashley Cycles  
Pearson Cycle Specialists Ltd  
Peddle My Wheels  
Pentland (Endura Ltd)  
Pier Sales  
Pierer E-bikes  
Pirelli UK Tyres Ltd  
Pinarello UK  
Planet X  
Professional Cycle Marketing  
PUSH Ltd

#### **R**

Raleigh UK  
Rapha  
Reece Cycles  
Reid Bikes Ltd  
Reilly Cycleworks  
Rolling Revolution Ltd  
Route Cycles

#### **S**

Schwalbe Tyres UK Ltd  
Shark eBikes

Silverfish UK  
Sold Secure  
Source4 Bikes Ltd  
Specialized UK  
SRAM Service UK  
STARCO GB Ltd  
Swapfiets  
Sweatband.com Ltd  
7th Iteration Consulting

#### **T**

Taste Provence Ltd  
t/a bike.rent manager  
TEC Innovation Group  
Temple Cycles  
Tern Bicycles  
The Bicycle Chain  
The Bike Club  
The Bike Fitters  
The Bike Inn  
TheRiderFirm  
(ITS Cycling)  
The Powerhouse  
(Jersey Electricity)  
Torque Electric  
Trek Bicycle  
Corporation Ltd

#### **U**

United Wheels Inc

#### **V**

Velobrands  
Velogik (UK) Ltd  
Velopass bv  
VENTETE Ltd  
Vires Velo Ltd  
VOK Bikes UK

#### **W**

Welans Ltd  
Wisper Bikes  
Whyte Bikes

#### **X**

XYZ CARGO UK  
XO Bikes

#### **Y**

Yamaha UK

#### **Z**

Zedify  
Zyro Fisher Ltd



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