***Embargoed until: 00.01hrs, Monday 5 February 2018***

***Media enquiries: Brendan Paddy, 07952 003 584, brendan.paddy@gmail.com***

**Cycling worth over £500m a year to Scottish Economy**

The first ever study to measure the total economic contribution of cycling to Scotland has found it is worth well over half a billion pounds each year.

The study was commissioned by Cycling Scotland and includes the value of manufacturing, retail & tourism activity. The figure does not include any estimate of the health, environment or congestion busting benefits of cycling.

The research, by Transform Consulting, found that cycling made a total economic contribution to Scotland of £596-774m. The related figure for the Gross Value Added (GVA) of cycling to the Scottish economy was in the range of £321m-367m per year.

These are conservative estimate of the value of cycling because they exclude not only massive indirect benefits related to health, environment and congestion but also the sale of cycle food and clothing, and the building & maintenance of cycle infrastructure.

Cycling Scotland Chief Executive Keith Irving said:

“Today’s report shows that not only is cycling great for our health, environment and transport network, it also provides major direct economic benefits to people in Scotland, including many jobs.

“The fact that cycling is now such a mainstream activity in Scotland has made it a significant contributor to the economic, as well as social, wellbeing of the nation. These figures may surprise some people but the cycling boom in Scotland means that more adults are now active riding bikes than playing football.

“With increased investment by Scottish Government in cycling and active travel, and increased work by all cycling delivery organisations to get even more people cycling, we can expect the economic benefits from the cycling sector to grow even further in the future.”

An example of the growth of one cycling business is Livingston-based cycling clothing and accessory producer Endura. The firm has grown from a local business to a global concern that exports 60% of its products & employs 100 people.

Endura Founder and Chief Executive Jim McFarlane said:

“Being a Scottish firm is a unique selling point for us because most of our buyers have a positive image of Scotland and associate it with high quality, dependable products and as having character. We manufacture an increasing percentage of our range at our own facility in Livingston and are looking to continue our rapid growth internationally across Europe, North America and Asia”

Scottish Cycling Chief Executive Craig Burn added: XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

The report that summarises the research “Value of Cycling to the Scottish Economy” is available on request.

**Notes to Editors**

* A range of pictures are available via Brendan Paddy of the Endura manufacturing and office facilities at Livingston, and of people dressed for work on bikes.
* Keith Irving of Cycling Scotland and Jim McFarlane of Endura are both available for interview on Monday 5 February.
* This was desk based research that included a literature review and discussions with organisations holding data on cycling in Scotland including Association of Cycle Traders, the Bicycle Association, Cycling Scotland, Cycling UK, Event Scotland, Forestry Commission, Glasgow Life, Scottish Cycling, Scottish Enterprise, Sustrans Scotland and several cycle businesses.
* The activities of cycling organisations, and the creation and maintenance of infrastructure, are excluded from the calculations of economic value because they have been treated as investment for the purposes of these calculations.
* Cycling Scotland is the nation’s cycling organisation. Working with others, we help create and deliver opportunities and an environment so anyone anywhere in Scotland can cycle easily and safely.