



David Fairlamb

THE FIT FACTOR

FITNESS TIP

Cycling is the ideal non-weight-bearing exercise if you are suffering from joint pain, recovering from injury, back pain, arthritis or brittle bones – this could be the exercise for you.

LIFESTYLE CHANGE

Take advantage of the Government bike schemes and keep your lockdown exercise embedded in your new norm.

Don't miss David's tips every Saturday in your Journal

CYCLING in Britain has seen a huge rise in popularity during lockdown as the public have changed their lifestyles due to coronavirus.

The Government announced a £2 billion package in May to help and encourage more people to walk and cycle as commuters face the challenges of going back to work.

They said they would be working closely with local authorities to have more efficient cycle areas and encourage more people to cycle to work.

Reduced public transport and a desire to exercise more during lockdown has encouraged the UK to buy a staggering 1.3 million bikes during this time.

The majority of consumers who have bought a bike in the last few months were thinking of buying one anyway, with the crisis pushing them into making a purchase,

helped by cycling shops remaining open throughout lockdown.

Bike retailers are one of the few business sectors to have received a boost from the coronavirus pandemic, with many stores experiencing mammoth increases in sales and struggling to keep up with demand.

Data found on Google trends suggests that people are searching for bikes to buy, more than ever.

Whether it be brand new or second hand, people sought to take advantage of the exercise freedoms allowed during the pandemic while the UK Government encouraged the population to avoid using public transport.

Government data detailing the change in transport use over the lockdown period has shown cycling levels rose up to 300% on some days.

Keen to promote the health, environmental and social distancing

benefits of cycling, the Government has issued a £250 million emergency fund to introduce pop-up bike lanes and other road upgrades, in addition to the existing Cycle-to-Work scheme, which gives employees a discount of 25-39% on new bikes.

That scheme has been extended to cover e-Bikes as well, meaning that cyclists can cover longer distances by getting assistance on those tougher stretches.

The Government are also issuing half a million £50 vouchers to help cyclists get their rusty old bikes up and working again.

With indoor gyms still remaining closed, cycling has become very appealing and the go-to exercise for many.

Cycling seemed to be reborn after the 2012 London Olympics but this has taken its popularity to a new level. Look to take advantage of the Government schemes and keep your exercise embedded in your new norm.

If you are new to cycling or a cyclist who thinks it's OK to not wear a helmet, please think again – bikes and helmets go together. Please take



your safety seriously, I have seen way too many people wnot wearing them – the consequences of which can be life-changing or worse.

The North East of England is a stunning place, go and explore it on your bike – the positivity for your health and wellbeing is huge.

Life is like riding a bike – to stay balanced you need to move

Motivational quote of the day: Michael Butler