

ON YOUR BIKE!

Cycling in Britain saw a huge rise in popularity during lockdown as the public changed their lifestyles due to coronavirus.

The government announced a two billion pound package in May to help and encourage more people to walk and cycle as commuters face the challenges of going back to work in the months ahead. 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 lockdown, 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 stores remaining open throughout lockdown.

Bike retailers are one of the few business sectors to have received a boost from the coronavirus pandemic, having remained open during lockdown after being deemed essential businesses, 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.



David Fairlamb

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.

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 its 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 not wearing them - the consequences of which can be life changing.

DAVID'S SUMMING UP

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.