

CYCLING INDUSTRY GUIDE

Updated January 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the cycling industry, covering cycling equipment, accessories and services.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources. This guide will be useful to anyone starting a business within the cycling industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

accessible via
electronic
databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc. and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Bike Shop	BOP196
Outdoor Activity Centre	BOP174
Outdoor Equipment Retailer	BOP543
Sports Shop	BOP317

Mini Business Opportunity Profiles (MBP)

Sports Equipment Hire	MBP373
-----------------------	--------

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Activity and Adventure Travel
- Bicycles
- Bicycle Accessories



- Sporting and Outdoor Equipment Retailers in the UK
Covers a broad range of sports sectors in the UK, including cycling among other popular general fitness sports.



Euromonitor Passport: business intelligence on consumer markets in Western Europe and North America. Search under "Keyword"

Other electronic resources:

Many articles about this industry (from business journals and newspapers) are available from our electronic source **Newsbank**

Contact details and individual reports of companies in this industry are available from: **Creditsafe; Experian; D & B Hoovers.**

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

Adventure Activities Licensing Authority (AALA) operates a licensing scheme in the UK ensuring that activity providers follow good safety management practices.

Website: www.hse.gov.uk/aala

Bicycle Association is the national body representing the bicycle industry in the UK; membership is open to bicycle manufacturers; manufacturers of bicycle accessories and components; distributors and wholesalers; retailers; publishers and other companies having a particular interest in the industry. Website: www.bicycleassociation.org.uk

British Activity Providers Association (BAPA) is a trade association for private sector providers of activity holidays and courses in the UK. Website: www.thebapa.org.uk

British Cycling is the national governing body for cycle racing in Great Britain, formerly known as the British Cycling Federation; represents Britain at the world body, the Union Cycliste Internationale (UCI) and selects national teams, including the Great Britain (GB) Cycling Team for races in Britain and abroad. Website: www.britishcycling.org.uk

Institute for Outdoor Learning (IOL) encourages outdoor learning by developing quality, safety and opportunity to experience outdoor activity provision and by supporting and enhancing the good practice of those who work in the outdoors.

Website: www.outdoor-learning.org

Office for National Statistics (ONS) - 2011 Census Analysis - Cycling to Work reports about cyclists commuting to work, based on 2011 Census data, covering England and Wales. Website:

www.ons.gov.uk/ons/rel/census/2011-census-analysis/cycling-to-work/2011-census-analysis---cycling-to-work.html

Sporting Goods Industry Association (SGIA) represents manufacturers, wholesalers and distributors of sporting goods in the UK. Brings together the power of the sports brands across many elements of sport for the benefit of the industry as a whole.

Website: www.sgiauk.com/home

The Cycle Show is an annual show for the cycling trade and cycling enthusiasts, featuring seminars, performances and celebrity guests. Website: www.cycleshow.co.uk

The London Bike Show is an annual trade and consumer show for the cycling industry, providing opportunities to view and test the latest bikes and technology and to network with suppliers and cyclists. Website: www.thelondonbikeshow.co.uk

Business & IP Centre Manchester,
Central Library, St. Peter's Square, M2 5PD
0161 234 1991
businessinfo@manchester.gov.uk
www.manchester.gov.uk/bipc

Please note that every effort has been taken to ensure the accuracy of the information contained in this document.



Images by [Ralf Roletschek](#), [James F. Perry](#), [Comrade Foot](#) under a [Creative Commons license](#)

