



Cyclescheme

Tax-free bikes for work

2012 Brochure



Welcome to Cyclescheme

Cyclescheme is the UK's leading provider of tax-free bikes for the Government's Cycle to Work initiative. It's a brilliant programme where everyone wins – employees make big savings on new bikes, whilst you get a healthier, more motivated workforce and enjoy significant National Insurance Contribution (NIC) savings.

We work exclusively with independent bike shops to provide an expert, convenient and user-friendly service to UK employers and employees. Services to employers are provided completely free-of-charge and include secure access to a scheme management website, online Hire Agreements that minimise paperwork, expert advice and scheme marketing tools. Any size of scheme is catered for and we have a well-established reputation for fast and efficient service.

What makes us the leading provider?

Choice

- Vast network of over 1,850 bike shops
- Access to over 500 bicycle brands
- Only provider who offers to take on all End of Hire administration

Flexibility

- Everything is online, making it fast and efficient
- Management information available 24-hours a day
- Dedicated Help Desk

Credentials

- HMRC approved End of Hire process
- Decades of industry experience and founding members of the Cycle to Work Alliance
- We regularly meet with Government and run Cycle to Work schemes for both the Department for Transport (DfT) and Office of Fair Trading (OFT)

Here are a few employers we partner with:





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What is the Cycle to Work scheme?

Within the Government's Green Transport Plan, supported by the Department for Transport (DfT) and Office of Fair Trading (OFT), there is a tax exemption that allows employers to provide cycles and safety equipment to employees as a tax-free benefit.

Technically speaking, employees actually hire the bicycles from you, and are given options at the end of the salary sacrifice period. Cyclescheme manage the entire process for you in full. To see how it works view our process videos at www.cyclescheme.co.uk/help.

How does it work?

The employer buys the bikes and safety accessories at full retail price. The balance is then recovered from a reduction in the employees' gross wages (salary sacrifice). Employers benefit from worthwhile National Insurance Contribution savings too – see the employer savings grid opposite. The net result? You generate savings on every bike you process through the scheme!

----- Payslip example -----

Salary sacrifice		Before	After
Gross annual salary		£20,000	£20,000
Gross monthly salary		£1,666.66	£1,666.66
Gross Cycle to Work contribution		£0.00	£83.33
Taxable salary		£1,666.66	£1,597.22
Tax	20%	£333.33	£319.44
National Insurance	12%	£200.00	£191.67
Net Cycle to Work contribution		£0.00	£56.67
Total take home pay		£1,133.33	£1,076.66
Difference in pay		£56.67	

The above table is based on a £1,000 bike package.



I have saved a fortune. My husband and I only run one car, that alone saves approximately £700, not including petrol. I feel a cycle in all weathers does wonders and have not had a day off work in years, so that surely speaks for itself. Love arriving at work refreshed and raring to go!

Jane, from South Ayrshire, Scotland



How are the savings made?

Employer savings

Company size (people)	100	1,000	10,000
Scheme take up	2%	2%	2%
Average equipment cost	£700	£700	£700
Your company's financial saving (based on 13.8% employers' NICs) When your employees get a bike through Cyclescheme, you don't have to pay Employers National Insurance.	£193.20	£1,932	£19,320
Your employees' health benefit When your employees cycle to work, they will receive health benefits as well as financial ones. This figure is based on the average employee cycling 6.5 miles to work, 3 times a week, rather than going by car.	4,212 <i>calories burned each week</i>	42,120 <i>calories burned each week</i>	421,200 <i>calories burned each week</i>
Your employees' environmental benefit When your employees cycle to work they will play in their part in helping the environment by reducing their carbon footprint. This figure is based on the average employee cycling 6.5 miles to work, 3 times a week, rather than going by car.	20 kg <i>CO₂ offset each week</i>	200 kg <i>CO₂ offset each week</i>	2 tonnes <i>CO₂ offset each week</i>

Employee savings

	Retail price	£250	£500	£750
Basic rate taxpayer: 20% Income tax, 12% NI	Income tax and NI saved	£80.00	£160.00	£240.00
	Net monthly payments	£14.17	£28.33	£42.50
	Total cost of bike package	£170.00	£340.00	£510.00
	Percentage saving over 12-months	32%	32%	32%
	Income tax and NI saved	£105.00	£210.00	£315.00
Higher rate taxpayer: 40% Income tax, 2% NI	Net monthly payments	£12.08	£24.17	£36.25
	Total cost of bike package	£145.00	£290.00	£435.00
	Percentage saving over 12-months	42%	42%	42%

Above is an example of how savings are made for basic and higher rate taxpayers on bike packages hired over a 12-month period.

The Cyclescheme approach

It's so easy to administer

Cyclescheme has set up Cycle to Work schemes for over 25,000 employers of all types. Offering your staff a great package is vital, but we know that the key to success is making the scheme as simple as possible to administer. This is where Cyclescheme really stands out from the crowd.

We offer a unique online solution that is easy and fast to use, automates most of the process, and provides the ultimate in administrative flexibility.

- Free of charge access to Cyclescheme's online administration website
- Minimal administration
- Free of charge promotional material
- Online Hire Agreements allow for easy, secure scheme administration
- Secure records for auditing purposes
- Management information available 24-hours a day
- Full-time support for employees via our friendly and knowledgeable Help Desk, and through our website
- Swift delivery of Certificates to employee's home addresses or to a designated administrator
- HMRC approved End of Hire process
- Access to finance options (conditions apply)

Huge savings and the best experience!

Cyclescheme gives your employees access to the UK's best bikes and safety equipment with big savings – up to 42% off retail prices – created by economies on income tax and National Insurance. Dealing with Cyclescheme's network of local independent Partner Stores also gives your employees the biggest choice and the best experience: expert personal service, convenience and choice that larger multiple retailers just can't match.

Great for employees, even better for employers!

Savings are great, but that's not the end of the story. Running a Cycle to Work scheme offers many advantages, below are just a few of the many benefits it can bring to you and your staff.

Health and environment

Mind

Improved mental health
Reduced stress levels
Brighter, more punctual staff

* * *

Body

Improved general health and well being

Increased fitness - cycling can burn up to 500 calories an hour - our intuitive website can even calculate how many calories you may burn!

* * *

Environment

Reduced carbon footprint
Liberated car parking spaces
Reduced traffic congestion

* * *

Accessibility

Ideal form of exercise for all, whether disabled or able-bodied

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We were really keen to add a Cycle to Work scheme to our benefits offer because it is so well aligned to our company values; giving colleagues an affordable way of obtaining a bike for getting to work is another way that we can make Sainsbury's a 'great place to work', and at the same time it helps our colleagues to show 'respect for our environment'.

Charlotte Partridge, Benefits Analyst,
Sainsbury's Supermarkets Ltd

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The Cyclescheme process

Sign up and sign in

Register online at www.cyclescheme.co.uk. We will then set up your online account giving you access to Cyclescheme's web-based administration tool.

Shout about it

Your staff need to know how they can participate. It's a fantastic deal for your employees, but they'll only join up if it's well publicised and they fully understand the benefits. Cyclescheme's free literature and promotional material will help you do this.

Decide on a ride

Employees visit one of over 1,850 participating bike shops to select the bike and equipment; they will then be given a quote. They then apply for the package online, entering their details and digitally signing their Hire Agreement.

Signed and sealed

Once an employee requests a Certificate, you are automatically informed by email. When you confirm their eligibility, and approve the request (at the click of a button) Cyclescheme will send you an invoice for the bike package. Then, as soon as Cyclescheme receives payment, the Certificate is sent to the employee.

On your bike

The employee contacts the bike shop to arrange collection. Employees will be asked for photographic ID when collecting the bike and equipment. The bike shop records the details of the Certificate online and returns it to Cyclescheme, who immediately pay the shop.

A guide to:
The Cyclescheme process:
www.vimeo.com/26711698



Market leading End of Hire Process

Managing the End of Hire process can be the most time-consuming aspect of a Cycle to Work scheme. Cyclescheme can eliminate this - free of charge.

Cyclescheme's unique End of Hire process ensures savings are protected for employees and is approved by HMRC. By transferring the ownership of the equipment to Cyclescheme at the end of an employee's hire period, we can take on all further administration and ensure the savings enjoyed by employees is second to none.

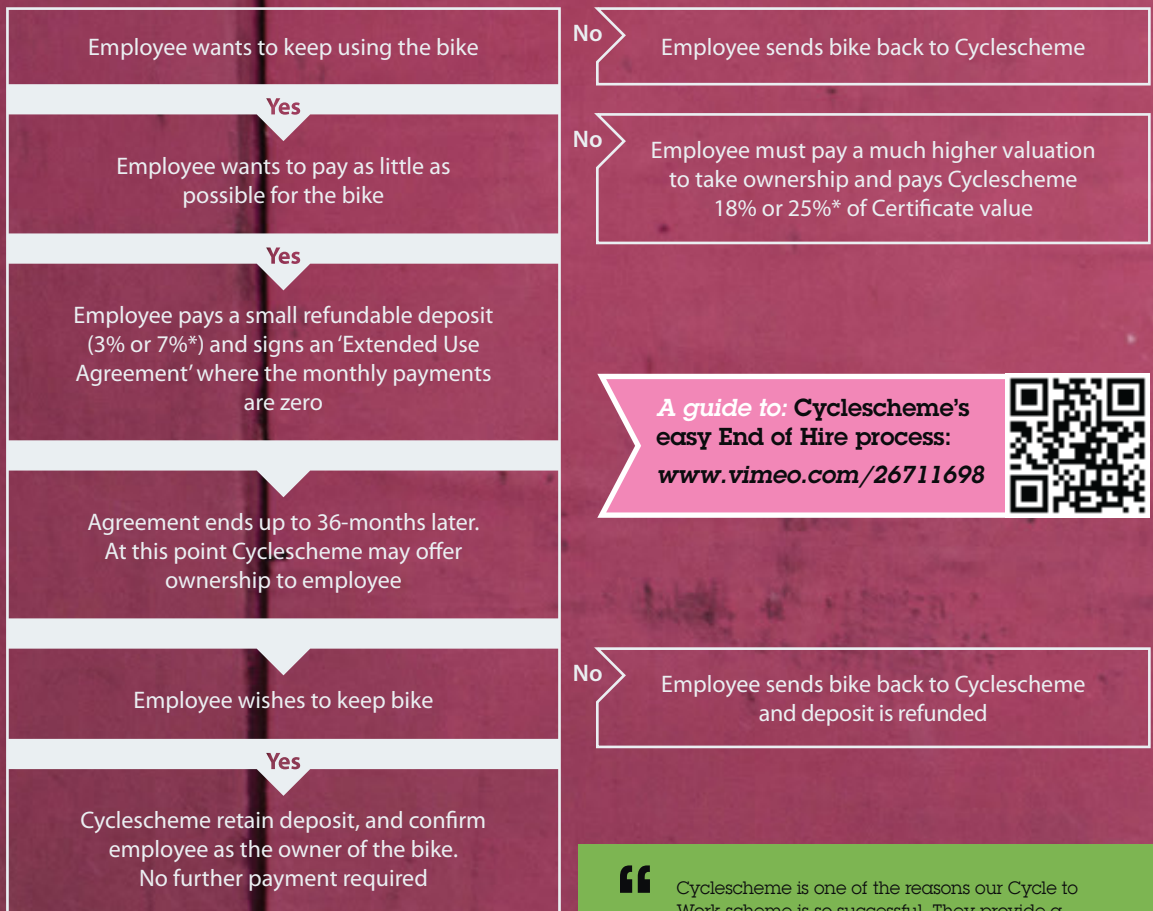
Here's how it works:

At the end of the hire period, Cyclescheme will contact employees to discuss the options available.

The most attractive option for employees will be to pay a small, one-off, refundable deposit (3% or 7%* of the equipment value) and continue to use the bicycle for an extended period of up to 36-months. Monthly payments during this period are zero.

At the end of this period, if the employee does not wish to keep the bicycle, then Cyclescheme will refund the deposit in full. No further action or payment will be required if they wish to keep the bike.

End of Hire Process



A guide to: Cyclescheme's easy End of Hire process:
www.vimeo.com/26711698



* The lower figure is for a Certificate value of less than £500 and the higher one for a Certificate value of £500 or more. These figures include VAT.

“ Cyclescheme is one of the reasons our Cycle to Work scheme is so successful. They provide a first class service to employers as well as staff. They respond promptly to enquiries and are eager to find a solution to ad hoc enquiries.

**Liz Nials, Equality and Diversity Lead,
NHS Isle of Wight**



Our clients

Cyclescheme is the UK's number one provider of Cycle to Work schemes and has provided over 260,000 Certificates for 25,000 employers throughout the UK and the Republic of Ireland, including;

- Over 200 councils
- Over 570 of the UK's Universities and NHS Trusts
- Over 50 government departments and agencies
- 1/3 of the UK's Police Authorities and Fire and Rescue Services

Cyclescheme administers schemes for any sized company, we do not exclude small companies by imposing a minimum number of employees threshold for the provision of our service.

Below are just a few of the public and private sector clients we've worked with.

Private Sector

Public Sector

- The BBC
- BP
- BSkyB
- Ebay
- EDF Energy
- Ernst & Young
- Google
- Honda
- Jaguar Land Rover
- John Lewis
- Nokia
- Ordnance Survey
- Rolls-Royce Group
- RWEnPower
- Siemens

Gwasanaeth Tân ac Achub
Fire and Rescue Service

HEDDLU GOGLEDD CYMRU
POLICE NORTH WALES
A SATER NORTH WALES

- Department of Health
- Grampian Fire & Rescue
- Home Office
- London Borough of Tower Hamlets
- Ministry of Justice
- Nottinghamshire Police
- Office of Fair Trading
- Scottish Ambulance Service
- Staffordshire Fire & Rescue
- Strathclyde Police
- Thames Valley Police
- University of Glasgow

Our network of Partner Stores

The people behind Cyclescheme have decades of experience working in the bike industry. We believe that working in partnership with local bike shops is the best way to sustain the benefits of the scheme for you and your employees, and this approach lies at the heart of our service. Compared to multiple retailers, Cyclescheme's ever-increasing network of over 1,850 independent bike shops, including Evans Cycles offers several key advantages to your staff:

- Access to over 1,850 Partner Stores (including Evans Cycles) across the UK
- Choice of over 500 bicycle brands including: Cannondale, Cube, Giant, Marin, Scott, Specialized and Trek
- Employees can use their preferred local bike shop
- Free of charge thorough Pre-delivery inspection (PDI)
- Option to test ride bikes and sample safety equipment prior to making their Certificate request
- Full warranty, a free-of-charge first service and insurance replacements are provided locally
- Mail order option available from majority of our Partner Stores
- Expert advice on bike sizing, equipment selection and other specialist issues
- If a bike shop is not already part of our network, we will endeavour to sign them up at your request



50+

200+

“

Cyclescheme has been a shining light in the gloom of the recession hit retail high street. During this difficult time Hargroves cycles has continued to grow, opening a new store in Swindon and further establishing ourselves as a premier cycle retailer on the south coast.

**Russell Mockford, Manager,
Hargroves Cycles**

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I joined the scheme as an experienced rider, with an existing bike that was far too nice (and ill suited anyway) to the 36-mile round trip to my railway station through wintry country lanes. With a dedicated commuting bike now, going to work is far more appealing as I achieve something instead of being in the car.

**Andrew Cresswell,
HSBC employee**

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Why not find your nearest store?

www.cyclescheme.co.uk/partners



Number of Partner Stores by region

170+

70+

180+

130+

100+

120+

180+

90+

210+

230+

280+

Equipment available

Cyclescheme work with independent bicycle retailers. The reasons for this are simple: independent retailers offer the highest standards of service and product knowledge. The staff in these shops are cyclists themselves and do not settle for second best.

As a result, Cyclescheme Partner Stores offer the widest variety of brands and equipment available on any UK Cycle to Work scheme.

Participants have access to a vast range of bicycle brands including those listed below.

Our Partner Stores offer quality bikes at a variety of costs, with entry-level models starting at around £150, and give employees access to:

- Over 500 bicycle brands offering the widest range of bikes and equipment to support different employee requirements
- Optimum choice of allowable safety equipment throughout our Partner Store network
- All types of bikes available from road bikes, mountain bikes, folding bikes and many more
- Customised changes made to bicycles to ensure the perfect fit for your employees.

Bicycle brands



Condor.



DAHON



GIANT



mongoose



Example package poster



Total retail price: £569.97	Cost after savings for basic rate tax payer: £387.58	Cost after savings for higher rate tax payer: £330.58
Example savings	20% Tax, 12% NI	40% Tax, 2% NI
Bike package retail price	£569.97	£569.97
Income tax and NI saved	£182.39	£239.39
Monthly hire payments <i>(before tax)</i>	£47.50	£47.50
Monthly hire payments <i>(take home pay)</i>	£32.30	£27.55
Percentage saving	32.00%	42.00%

End of Hire	20% Tax, 12% NI	40% Tax, 2% NI
Extended use deposit <i>(where offered)</i>	£15.90	£15.90
Total cost after extended use deposit	£403.48	£346.48

Marketing

By signing-up with Cyclescheme, you'll ensure that your organisation has a professionally run, easy to administer Cycle to Work programme. We are also aware that effective marketing is essential to maximise the number of employees that actually participate in your scheme.

Cyclescheme provides free-of-charge marketing support including A4 display posters, small flyers and 'Cycle Commuter' Magazines.

For large organisations we can produce co-branded literature and intranet pages, as well as Roadshow events that can be run by local Partner Stores. We're also happy to supply larger volumes of promotional literature and work with you on more proactive marketing initiatives.

----- Marketing support -----

1/



2/



3/



4/



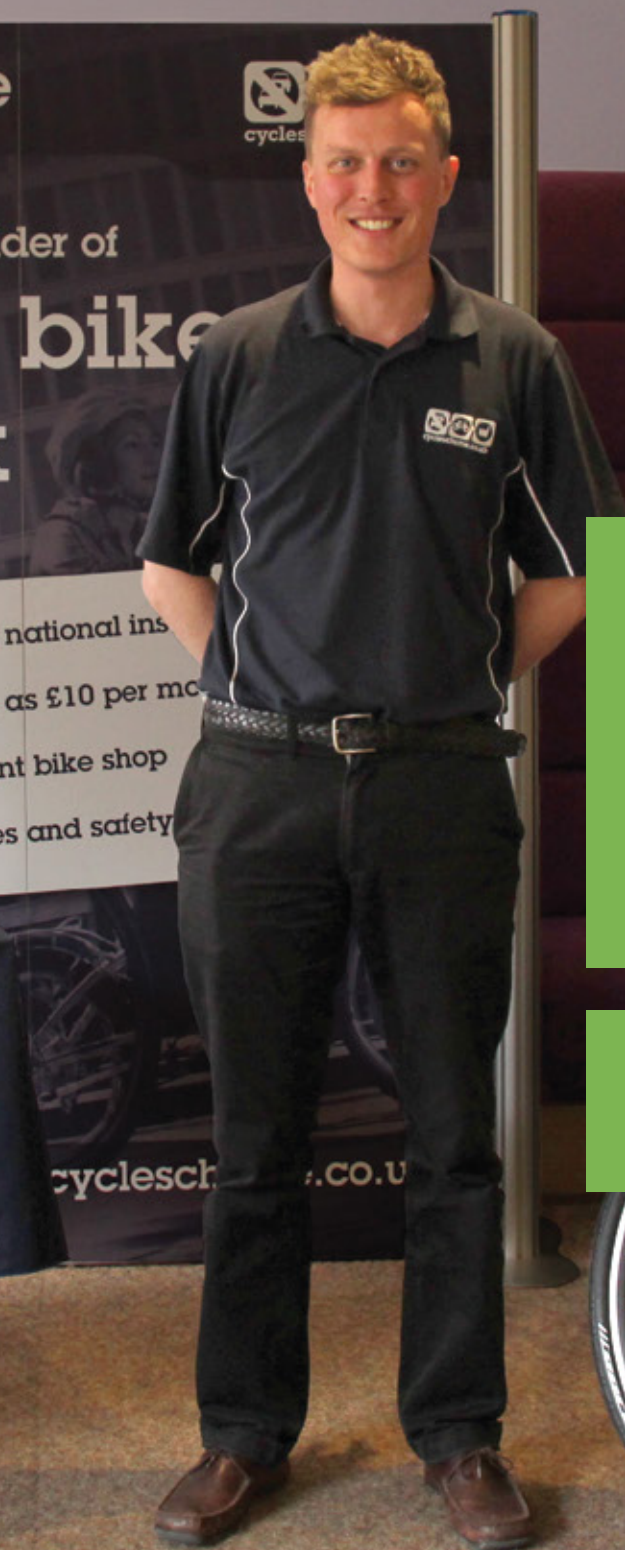
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Marketing support

- 1/ Employee poster and leaflet
- 2/ Cycle Commuter magazine
- 3/ Email and newsletters
- 4/ Example package posters
- 5/ Process charts





Roadshows

Cyclescheme Roadshows are a great way to explain a fantastic benefit to staff. They create a forum for discussion and give people who are new or returning to cycling a chance to speak to a seasoned expert.

Cyclescheme can work with you to create an event that will get your employees excited about cycling and help increase the number of employees who take up the benefit.

For more information about Cyclescheme Roadshows, please visit:

www.cyclescheme.co.uk/roadshows



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Cyclescheme's promotional material, which has always kept abreast of national changes, has been excellent. Cyclescheme's Cycle Commuter magazine and displays are vibrant and informative. The support for running Roadshows is very good with much help from Cyclescheme to coordinate local dealers.

In a staff survey, which targeted staff that joined our scheme in 2011, 95% of people responded by rating the service by Cyclescheme as good or very good!

We look forward to an ongoing superb working relationship with Cyclescheme and to their support in helping our staff realise the benefits of Cycling to Work.

**Philip J. Smith, Senior Transport Officer,
Derbyshire County Council**

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The Cyclescheme stand is always, without fail, the most attended stand at all of the employee benefit promotions!

**James Thompson,
AW Cycles**

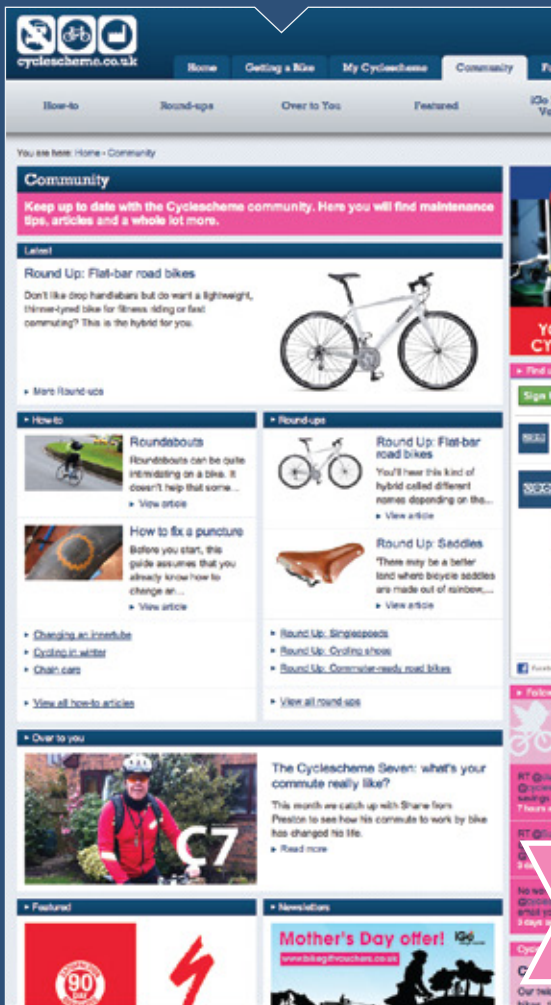
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The Cyclescheme Community

We are committed to engaging with participants from their very first encounter with Cyclescheme, right through to the end of their hire period and beyond. We do this through a range of different media including email communications at every stage of an employee's journey, via social media and through our website.

The Community section of our website is a place for users to access vital cycling information, news and reviews as well as being able to engage with their colleagues like never before. Users can forecast their mileage, see how many calories they may burn and how much CO₂ they could offset amongst a host of other exciting cycling related tips and tricks.



Join our Facebook community:
www.facebook.com/cyclescheme



Join our Twitter community:
www.twitter.com/cycleschemeltd



Added value for employees

MyCyclescheme

As well as offering great savings for both employees and employers, Cyclescheme offer a range of additional benefits to employees to enhance their experience of cycling to work. These features are all available through our secure online portal for employees, called MyCyclescheme.

MyCyclescheme gives employees the tools to make the most out of their journey with Cyclescheme. As well as being able to track their Cyclescheme Certificate requests online, all their account information is accessible 24-hours a day, including:

- Their Hire Agreement and salary sacrifice information
- Exact savings, personalised to them
- Their Cyclescheme profile and contact details
- Access to news, reviews and cycling tips relevant to commuting

It doesn't stop there. We know cycling to work is about more than just saving money, so we give employees further tools to help make their commute easier, safer and more sustainable by offering:

- The ability to plan their route to work with our journey planner
- The function to log their cycling miles with BikeMiles from PleaseCycle.
- Cycling league tables enabling them to challenge their colleagues
- Accurate information on how much CO₂ they've offset, how many calories they've burned and how many car journeys they've replaced since cycling to work

MyOffers

Through their MyCyclescheme account, employees also have exclusive access to additional offers available only with Cyclescheme. We call this, MyOffers.

Employees have access to:

- Discounted cycle insurance
- Discounted British Cycling membership
- Roadside Recovery
- Free registration with Bike Shepherd to help prevent bike theft
- Access to Cycle training
- Plus many other exciting developments in the future



Any other questions?

You can register for Cyclescheme quickly and easily on our website. Simply fill in your company information and we'll provide you with login details to our secure online administration site, a personalised Certificate request portal for your employees and a 'welcome email,' to help you get started.

The Employers' area of our website features a comprehensive Frequently Asked Questions (FAQs) section. This is the quickest way to resolve any questions you may have on a wide range of issues; for example scheme eligibility, the impact of salary sacrifice schemes on other aspects of the employment package and the procedure at the end of the hire period.

----- Contact us -----

A/ Cyclescheme Ltd, PO Box 3809, Bath, BA1 1WX

W/ www.cyclescheme.co.uk

T/ 0844 879 5101

E/ info@cyclescheme.co.uk

Sign up online:

www.cyclescheme.co.uk/employers



We are continually impressed with the level of support and professionalism offered by Cyclescheme and particularly their willingness to listen to our ideas and suggestions for improving the scheme year on year.

**Joanne Meloy, Compensation and Benefits Advisor,
Sellafield Ltd**







If after visiting our website you have any further questions, feel free to contact us using the details below.

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Cyclescheme, part of The Grass Roots Group.



Cyclescheme supports

