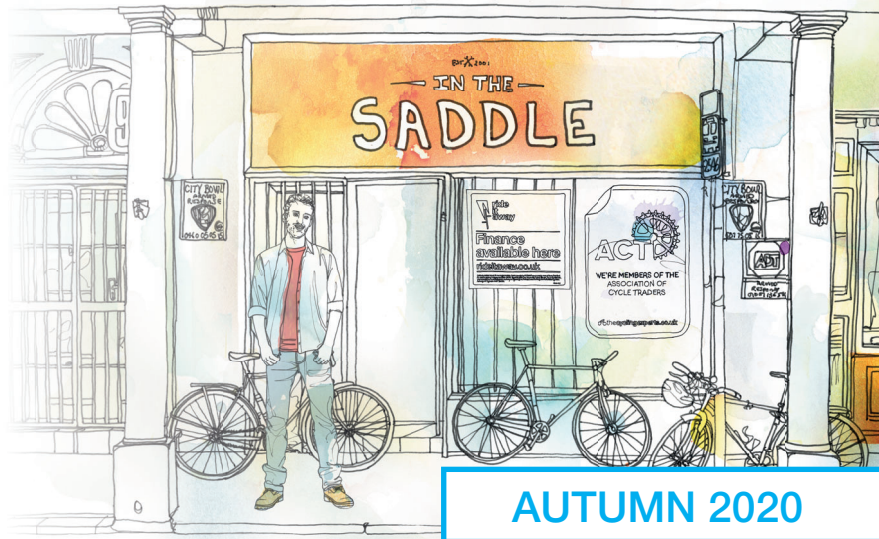


ACT UPDATE



AUTUMN 2020

The Association of Cycle Traders (ACT), established over 105 years ago, is restructuring and partnering with the Independent Retailers Confederation (IRC) to become even more influential in meeting the needs of independent retail.

Cycle businesses at every level will benefit from extended business support with new services being added to the portfolio alongside a reduced pricing structure to cater for all businesses.

The ACT - bigger, better and more value for money

- Aligning closer with the IRC to strengthen its role in supporting retail
- Launching an all embracing membership format for businesses of all sizes involved in cycling and mobility
- Any cycle business can participate in the ACT UK cycling community free of charge
- All membership prices reduced in partnership with ActSmart and IRC, **ACT membership now only £60 p.a.**
- Extending business support and the range of services available to members
- Increased focus on retail turnover and consumer engagement
- Dedicated investment in people – recruitment, skills and retention, especially technicians
- At this critical time, an ever more influential retail business advocacy role with Government in partnership with the IRC
- Continued focus on UK cycling development in partnership with IBDs and cycling advocacy organisations



All ACT services as well as your personalised 'My ACT' membership portal are now live on the ACT website. Login now using your existing details.
www.cycleassociation.uk

A big year so far

With over 3650 traders in the ACT cycles community a new record level has been achieved, a 10% increase vs last year

Ride it away finance consumer applications up over 64% year to date vs 2019

The ACT has been liaising and working with Government throughout the lockdown period with cycle retailers at the forefront of all discussions.

The ACT currently delivers business support services worth more than £250m to IBDs and their supply partners.

Over 400 individual Covid-19 updates and bespoke resources provided to all cycle businesses.

Join the
ACT now!

05 SEP 20

LOCAL

BIKE SHOP DAY

In 2020: consumer prizes, more shops signed up than ever before, more cycling organisations promoting the event, celebrity endorsement, retailer prizes, more customers through the door, more non-cycling organisations promoting the event and the highest social media reach to date.

#supportyourlocalbikeshop had over 400,000 impressions during the day

75% OFF
Cytech
theory one

WITH THE CODE
NEWACT

SEE OVERLEAF FOR MORE DETAILS

Annual ACT membership is now available for £60p.a. - which is equivalent to just **£5p.m.**

T: 01273 427 700
E: info@theact.org.uk
W: www.cycleassociation.uk



Cytech breaks records (again)

- Cytech training is now delivered on 4 continents
- Cytech technicians currently operating in 46 countries
- Cytech certified candidate numbers are over 10% ahead of last year despite 4 months of lockdown and social distancing restrictions
- Courses in record-breaking demand as most Cytech courses pre-booked well into 2021
- Cytech theory one demand up over 300% in the UK year to date
- New Cytech cycle apprenticeship programme launched this summer
- Three fold growth in number of Cytech training centres internationally forecast for 2021

Theory one: new trade pricing

Gold members now get 2/3 off the RRP & Silver members get 1/2 off the RRP AND for a limited time only we're offering the course at 3/4 off the RRP for the whole trade. Simply use the code **NEWACT** on cytechtheoryone.co.uk and get started!

*Promo code expires 30/11/2020. RRP £150



ACT job adverts - fill your vacancies fast across multiple platforms!

The ACT job postings are available to view by tens of thousands of readers on the following websites:

- ActSmart
- The ACT
- Cytech
- The Experts
- The Cycling Experts
- The Outdoor Experts
- Indie Retail

"Within an hour of our job listing going live we were receiving enquiries from high quality people" - Martin Richardson, South Downs Bikes



What the IRC brings the IBD

The ACT is aligning itself even more closely with the partner organisations that make up the Independent Retailers Confederation.

For over two decades the ACT has worked with the IRC representing the interests of well over 100,000 specialist retailers; over recent months the challenges we have all faced together has underwritten the value of that partnership, even more so as we look towards the future of the high street.

- Unrivalled access to Government on business matters impacting speciality retail
- Extensive and ever increasing engagement opportunities with the public/new customers
- A width of knowledge and experience in delivering business support across multiple sectors, high streets and shopping parades throughout the UK
- Increased buying power and influence with commercial, Government and national agencies
- Information, advice and best practice standards for IndieRetail
- IRC meets every fortnight to discuss and co-ordinate action on issues impacting Indie Retail
- The opportunity to rebuild the high street together for the future
- Organises the Government recognised Best Small Shops competition that celebrates the entrepreneurial spirit of independent retailers

Full annual ACT membership is now available for the equivalent of just £5p.m.

UK CYCLES COMMUNITY	ACT SILVER MEMBERSHIP	ACT GOLD MEMBERSHIP
Join the UK cycles community FREE	Join the UK cycles community FREE	Join the UK cycles community FREE
	+	+
	ACT Silver Membership £60	ACT Silver Membership £60
		+
		ACT Gold Membership £180
FREE	Total £60 p.a.	Total £240 p.a.

Key Services

- Become part of the cycles community
- Receive important industry news and information
- Benefit from consumer promotion

Key Services

- Full ACT membership
- Cytech Accreditation
- Unlimited job advertising
- Card processing
- Tax investigation protection
- Legal helplines

Key Services

- Access to retail finance
- Discounts on Cytech training
- Discounts on business insurance
- Drive footfall to your store with NearSt

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