



DEDICATED TO CYCLING
FOR OVER 100 YEARS



YOUR INDEPENDENT BUSINESS GUIDE **AUTUMN 2015**

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- The UK's **fastest growing** cycle sales tool
- Brand new initiatives to **build your business**
- The ACT goes **international**
- **Win £200** with the ACT & Cycle Show

ACT

1915– 2015

Welcome to your autumn update from the Association of Cycle Traders.

The ACT might be the oldest bicycle association in the world, celebrating 100 years this summer, but it is also one of the biggest, delivering business schemes worth **c£300m p.a.** to the industry.

Alongside supporting over **4000 specialist cycle retailers and supply partners** the ACT is a leading member of the Independent Retailers Confederation, lobbying Government on behalf of over 100,000 indie retailers on matters that impact your business.

Already recognised as a leader in business support, autumn 2015 sees the **ACT go international** and expand the range of services and support on offer to members.

Check out actsmart.biz/services to make more of your ACT membership



Join the ACT community: myactsmart.biz

Update business details and manage every aspect of your community online via myactsmart.biz. Business subscription packages available from less than 33p per day.



JOIN US FOR FREE TODAY!

Any bike business can join the ACT cycle community for **FREE**. Register online today to benefit from free consumer promotion, access industry news, business information and manage your business online with your **free, personalised My ActSmart account**.

THE UK'S FASTEST GROWING SALES INITIATIVE

Ride it away retail finance is now the fastest growing area of the UK cycle sector.

Ride it away is now even **bigger than Cyclescheme** and it's available to any IBD or supplier*.

Ride it away is proven to increase sales and maximise customer spend on cycles and accessories by allowing customers to spread the cost of their purchases.

Businesses can now offer **0% finance over 12 months** without the need for FCA authorisation (formerly Consumer Credit Licence) via Ride it away.

With **no FCA fees or lengthy forms to complete**, every cycle retailer should be offering Ride it away retail finance in-store and online.

* Access to Ride it away subject to business status.

Ride it away and Cycle to Work are totally complementary and all IBDs should be offering both options to maximise sales.



SUPPLIER SCHEMES AVAILABLE TO ALL BRANDS

Ride it away is not just for retailers. Partner Finance Promotions and click & collect schemes can be used by suppliers to increase sales via your indie retail network.



Want to know more?

Contact Chris today, see us at the Cycle Show or visit rideitaway.biz

START OFFERING FINANCE TODAY!



800+ RETAILERS OFFER THE SCHEME IN THE UK

SCHEME GREW BY **80% IN 2014**

COMPETE WITH HALFORDS AND OTHER CORPORATES OFFERING RETAIL FINANCE



MINIMUM LOAN FROM **£250**

AVERAGE TRANSACTION OF **£1000**

Brand owners can create retail promotions targeted at specific products and retailers using Ride it away. Retailer subsidy incentives deliver promotion of the products you want, reduced costs to the IBD and the customer gets the bike and accessories of choice. **No supplier costs for promotions booked before 31st December 2015.**

Find out more at actsmart.biz/pfps



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theact.org.uk



ACT MEMBERSHIP GETS BETTER & BETTER

ACT and ActSmart work in partnership to deliver the most valuable services to our retailer and supplier members.

With over 25 services available and counting, take a look at some you may have missed and what we have planned for the coming months.

Find out more about our services and how they can help grow your business at actsmart.biz/services



NEED A BUSINESS LOAN?

Over £200,000 worth of applications already received from members since July.

Whether you're looking to expand your business, re-fit your shop, improve your marketing or aid cash-flow during the quieter months, Amplifi Capital can help with business loans from £3,500 - £100,000. No collateral or application fees, convenient repayment programme.

Visit actsmart.biz/loans



AVOID FINES OF £10,000 PER DAY

Act now! Employers with at least one employee aged 22+ and earning over £10,000 **must** have an auto-enrolment workplace pension scheme in place by your staging date. Failure to comply will result in fines of **up to £10,000 per day**.

Visit actsmart.biz/pensions

"We saved £4000 on energy with a call to USC; that was 15 minutes well spent!"



Chris Bonner, Bike Chain, Cornwall

Get a FREE energy health check and source **the best deal available with our independent electricity and gas specialists, USC.**

Visit actsmart.biz/energy

Perks
LOYALTY

DOWNLOAD THE PERKS LOYALTY APP NOW!

SET UP YOUR FREE INDIE RETAIL PERKS ACCOUNT TODAY

Build your own bespoke digital loyalty scheme using your customers' mobile phones and compete with national retailers at a minimal cost. Download the Perks Loyalty app today and see it in action at the Cycle Show.

Suppliers - contact us to find out how you can use Perks to promote your products in-store.

Visit IndieRetailPerks.uk



GIVE YOUR CUSTOMERS A VOICE

truRating lets customers rate your business at the point of sale. Get quick, simple feedback to help get better at what you do every day and match the multi-nationals' offering.

Visit actsmart.biz/feedback



RIDE IT AWAY

New products, lower minimum transaction value, increased consumer promotion and pre-primed customers driven to your door,

plus so much more coming in 2016. Enrol today!

Visit rideitaway.biz

PARTNER OF THE YEAR 2015



Without our partners, we would not be able to deliver the sales, savings and support our members need. In recognising this support each year we honour one with the Partner of The Year Award.

This year, the award has been presented to specialist business insurance provider, **Butterworth Spengler.**

ACT is continually looking to introduce new services to meet the needs of cycle businesses and create an even better value membership package.

Look out for the launch of new support initiatives and let us know what other support you need: info@theact.org.uk

HIGHLY COMPETITIVE EXCHANGE RATES AND LOW-COST TRANSFER FEES

"City Forex have worked with me to understand my forex needs and deliver them, whether business or personal for over a decade"



Gordon Fisher, Industry Expert

Whether for one-off transactions or for regular and multiple payments, get the foreign exchange requirements your business needs with City Forex.

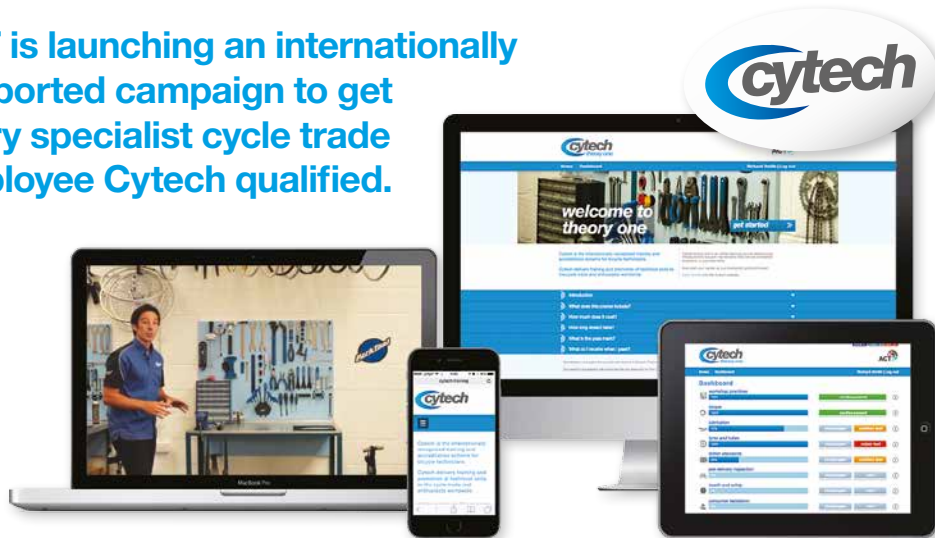
Visit actsmart.biz/fx

Butterworth Spengler delivers bespoke insurance cover for your cycle business with up to 15% discount for ACT members.

Let us know when your policy is due for renewal and get a FREE quote, visit actsmart.biz/insurance

ACT GOES INTERNATIONAL

ACT is launching an internationally supported campaign to get every specialist cycle trade employee Cytech qualified.



ACT's 'Cytech' - the cycle industry's technical training and accreditation programme - is increasing its international reach in 2016, in partnership with a range of overseas businesses and bicycle brands, following the success of Torq Zone, Cytech licensee South Africa.

Cytech has trained and assessed **thousands of technicians** in the UK over the past 25 years and is now being adopted as the benchmark accreditation for cycle technicians internationally.

It's never been easier to get Cytech qualified, starting with the Cytech theory one course, available online to all cycle employees at discounted rates.

Visit CytechTheoryOne.co.uk

You can try it for free at tryme.cytechtheoryone.co.uk



THE CYTECH INTERNATIONAL DIRECTORY – ARE YOU ON IT?

your staff and colleagues have the qualifications your customers and cycling brands recognise globally.

Shop owner or technician?

Check the Cytech Directory today and let us know any changes or additions you require to your listed Cytech technician or business details.

Visit Cytech.Directory

We would like to recognise the contribution our dear departed colleague Richard Smith - a victim of the Shoreham air disaster - made upon the ACT and Cytech in the UK and overseas. Richard will forever be part of the UK cycle industry and Cytech.



MAKE THE MOST OF THE ACT



Want to increase your sales, consumer promotion, reduce costs or simply want some business advice?

Whether you are an ACT member or thinking of joining the ACT, we are here to help you and grow the Indie Retail community.

☎ 01273 737 831 ✉ info@theact.org.uk

Please note, from 5th October our number will be 01273 427 700.



Katie - Subscriber Development and Support

I can help you with any advice you need about our business support services and how to make the most of your subscription.



Chris - Head of Business Development

I have a vast knowledge of our service partners and can advise you on how to optimise the benefits available via ACT and our business partners.



Luke - Business Development Executive

I aim to provide ACT members with an expanding range of services to help ensure growth for each individual member.



Natasha - Marketing & Communications

I'm here to ensure you are aware of everything the ACT can provide your business, keep you informed of industry news and understand the challenges & support you need.



See us at the Cycle Show, NEC 24th September stand F48a or email info@theact.org.uk to secure a meeting with a team member and find out more about how we can work together to develop your business.

WHATEVER YOUR SIZE, THE ACT FITS

Most big cycling brands and larger IBDs are long term members of the ACT, but so are many of the smallest.

With an unrivalled range of business support and cycle specific services to grow your business, improve your profits and save you time, the ACT is designed to help your business, no matter what its size.

Monthly membership payments are now available so every business can join the ACT.

**Join today at
theact.org.uk**



ATTEND THE CYCLE SHOW - WIN £200

Don't forget to visit us at The Cycle Show 24th September, stand F48a at Birmingham NEC.

Fill in your details below and bring them along to stand F48a for a chance to win £200 in High Street vouchers.

Want to know more about how we can work with you?

Email info@theact.org.uk to secure a meeting with a member of the team at the show.



Fill in your details below and bring this entry slip to the ACT stand (F48a) at the Cycle Show on Thursday 24th September, for your chance to win...



£200 IN HIGH STREET VOUCHERS

Name _____ Phone no. _____

Business name _____ Postcode _____

Email address _____

