



the independent

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The future looks bright for smart retailers

Retail and retailers seem to be very popular at the moment

Retail is a barometer to measure the economy. Open a newspaper or turn on the television and someone, somewhere is talking about retail. Independent retailers have become a symbol of hope and choice, whilst at the other end of the scale there's the goliath Tesco, either getting a drubbing for being too big or lauded for its global vision.

Retail is constantly developing and in the cycle trade, as with most niche sectors, independent retailers are under ever increasing pressure to compete. One of the biggest challenges is building the right partnerships that can benefit your business without encroaching upon your independence.

In the cycle trade we benefit from a healthy contingent of suppliers committed to the future of independent retailers, whether via logistical investment, promotional initiatives or even branded concept stores, all of these investments are targeted at developing the specialist retail sector and increasing market share.

It's no secret that many leading figures in the cycle trade believe more businesses need to focus on developing their retail skills. The hobbyist mentality won't support long term commercial success or prove competitive in the 21st century. Good retailers propagate their own growth; put more bums on saddles, attract good people and investment into the industry.

It is in this context that we announce some exciting developments which will benefit ACT members, retailers and the industry.

ActSmart expands

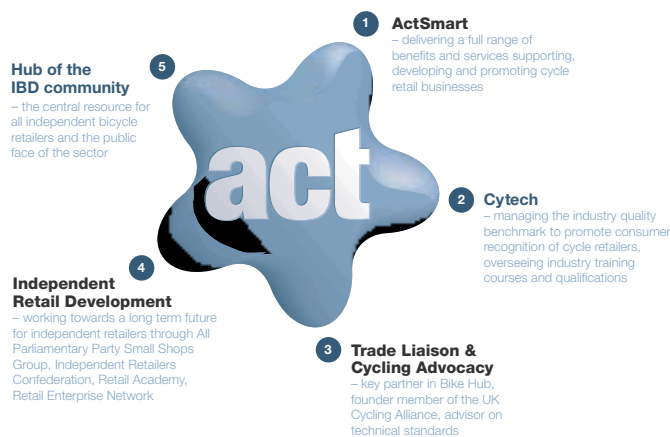
Visit the ActSmart website www.actsmart.biz and you will note two major changes. The website has been totally re-developed to make it easier for you to find everything you need for you and your business. ACT now has a dedicated 'Cycles Channel' within an expanded ActSmart package now available to businesses in different retail sectors.

From January 2008 ActSmart launches into the sports and leisure markets. Many hundreds of independent retailers, who specialise in selling everything from paper crafts to snow boards, will be able to take advantage of a wealth of dedicated products and services, whilst building buying power and resources, which will help support, develop and promote specialist sports and leisure retailers throughout the UK.

ACT has been working with ActSmart for the past 2 years in developing an expanded range of benefits for ACT members. After this successful trial – which has achieved record levels of ACT membership – the ACT Board recognises that cycle retailers will increasingly benefit through partnership with ActSmart.

The expansion of ActSmart lays the foundations for the development of a unique community dedicated to independent retailers, whilst retaining specialisation by sector. The next few months will see a rolling expansion of new services and information that can deliver improved time and cost savings. Through this community specialist retailers will benefit from a more influential voice within Government, greater promotional muscle and networking opportunities, allowing you to develop relationships both locally and nationally.

Our activities



The new ActSmart website will continually evolve and from re-launch incorporates a Business Directory that you can help build as a community, to meet your needs. From mid-December, a new Jobs section will offer low cost recruitment advertising, with the added benefit of publicising vacancies to a much wider audience of potential candidates. See our special jobs offer on the back page.

Subscribers will benefit from preferential prices and services throughout and all participants within the UK cycle trade are recommended to register as a user today! Visit the new website and see for yourself: www.actsmart.biz

Subscription prices reduced

Through ACT's partnership with ActSmart we are able to exploit new operational efficiencies, which mean that whilst ACT membership benefits increase, the annual cost of subscription is reduced, by as much as 13.5%.

ACT membership, as part of the ActSmart "Gold Subscription" is now available from just £223.25 p.a. That's a saving of over 10% on current prices and ActSmart has now introduced a "Platinum Subscription" incorporating increased benefits and savings available from only £270.75 p.a. as an introductory offer. Refer to enclosed price list for details.

For full details of all subscription packages, including a new joiners option and how to upgrade to Platinum visit www.actsmart.biz or call 08704 288404.

A trade body on a mission

The launch of "The Cycling Experts" initiative in February (see separate article in this issue) will be an important milestone in establishing ACT's promotional activities, raising the profile of specialist cycle retailers as destination shops in their own right.

This initiative linked to our developing partnership with ActSmart allows ACT to continue to punch above our weight in terms of the value, range of services and support we offer.

ACT has never been more focused or more committed in its support of cycle retailers and we look forward to partnering you into an exciting and successful 2008 and beyond.

– David Wilsher, President, October 2007

The above article is a summary of the 2007 Executive Report. If you are an ACT member and would like a copy of the full Report please e-mail act@act-bicycles.com

news round up

For the latest news visit
www.actsmart.biz

Halfords sales slow down

Halfords trading update for the 26 weeks to 28 September 2007 reported a total sales increase, including all new business and trading outlets of 8.5% over the equivalent period in 2006. These figures encompass all sectors of their business – automotive, camping and cycles.

More telling, is the like-for-like sales performance, increased by 5.5% over the equivalent period. This figure compares with the 7.2% like-for-like sales growth Halfords reported in the first 15 weeks of their trading year, to 13th July 2007.

Research suggests that if the overall like-for-like growth figures for the past 11 weeks were applied solely to Halfords Cycles business, cycle sales growth is likely to have been below 3% over the equivalent 11 weeks in 2006. Even this may be over stated, as market intelligence suggests that cycles division growth for the 15 weeks to 13 July 2007 was below the overall reported business figure.

This performance is likely to reflect recent poor weather plus the continued weaker performance at the lower end of the cycle market, whilst established quality IBDs and their suppliers continue to report growth levels of between 10%-20% in 2007 vs. 2006. This may further underpin Halfords renewed push into the mid-high end of the cycles market via its re-launched Bikehut brand, focusing on increasing sales by taking market share in the specialist channel.

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Sign-up at
www.actsmart.biz

Prime Minister considers new regional minimum wage

The Daily Telegraph has claimed Gordon Brown is drawing up plans to vary the minimum wage region by region across Britain. The newspaper claims that the Prime Minister has been persuaded by academic studies, which have found that having a single minimum wage right across the country, is uneconomic.

Under proposed plans the wage will be increased for employees in London and the southeast, where living costs are higher. Cuts in the level of the wage in other parts of the country are likely to be strongly opposed by unions. A recent report for The Economic Research Council by Professor David Smith argued that Northerners should receive lower unemployment benefits and be paid a less generous minimum wage. A separate report by the Institute for Public Policy Research has also proposed a higher minimum wage for workers in London.

Refer to "The Knowledge" for details of latest minimum wage rises.

September sales up as prices and temperatures fall

The latest British Retail Consortium – KPMG sales monitor for September. UK retail sales rose 3.0% on a like-for-like basis, compared with September 2006, when sales were up 2.4%. The three-month trend rate of growth was unchanged from August, at 2.1% for like-for-like sales, and 4.0% for total sales, reflecting the continuing growth of retail space.

The colder end to the month helped clothing and footwear sales to pick up further from a poor July. Food sales maintained August's growth but were less good than earlier in the

year. Furniture and larger homewares were weaker but health and beauty had another good month. Consumer confidence is being hit by interest rate rises and financial worries after the banking crisis. Consumers are now more cautious about making major purchases.

Conservatives launch high street commission

The Conservative Party has established a Commission into Small Shops on the High Street, with the aim of supporting small retailers and helping with the regeneration of the country's town centres. ActSmart's seat on the Independent Retailers Confederation means that we will be involved in submitting a report to the commission.

The Commission will consider the threats and opportunities facing small independent shops and attempt to identify the help needed to support growth and prosperity by taking into account the key characteristics of successful town centres. The commission will investigate five key areas: Planning, Crime, Retail Competition, Parking & Transportation, Local Taxes and Rents.

A full briefing document is available at www.actsmart.biz

Record spending continues on plastic

The total value of plastic card spending has more than trebled in the past ten years according to figures from APACS, which reveals that in 2006 payments were made to UK merchants, retailers and service providers totalling £321 billion using plastic, over three times the amount of ten years ago (£87 billion in 1996). Debit cards accounted for 61 per

cent of the plastic card spend (£195 billion and over five times that spent in 1996) and credit cards 39 per cent (£126 billion and over twice that spent in 1996). In 2005, cards exceeded cash in all retail spending for the first time and the gap between cards and cash accelerated in 2006 with cash spending of £274 billion. The figure spent on cards equates to just under one third of total consumer spending in the UK, with the remaining £710 billion being made up of cash, automated payments and cheques.

Mastercard drops new charging plans

In the March issue we reported that Mastercard was proposing to implement new charging plans to accompany the launch of its new Debit card. These plans have now been dropped following sustained pressure from large retailers and supermarkets.

New Bikehut store gets a frosty reception

The opening of a new Bikehut store in Dorking, Surrey has not been met with open arms by the local council or residents. Simon Matthews, Head of Economic Development at Mole Valley District Council called it a "white elephant" in a letter to Retail Week and subsequently told ACT: "What makes me cross is that Halfords have no local competition in their core car accessory market, yet at the last minute they decide to switch to Bikehut 'to build brand profile'. This could put the livelihoods of a number of local cycle shops at jeopardy. My town management team has received nothing but negative feedback from consumers who were expecting a Halfords car accessory shop 'not another bike shop', as most commonly quoted".

Trek makes bold move in support of stores over boxes

Chris Compton is a Trek retailer and ACT Board Director. Below he gives us his opinion on Trek's new terms which insist all bikes are delivered in store.

Trek must be applauded for their positive stand in light of the changing face of cycle retailing in the UK today.

At face value it appears to be the perfect scenario for supplier, retailers and customers alike. This is about a return to local service rather than simply price. It is about getting customers back into stores to go through the sales process and allow the retailer to do their job in terms of providing a proper specialist service. This gets us away from the frustrating and growing tendency for retailers to be used simply for sizing or price-matching.

The end result of these new terms, I hope, is a happy customer with their purchase professionally built and setup for them. The advantage is that the customer has a better experience with the Trek brand and this must have an impact on future brand loyalty, as well as improved relationships with retailers and a better overall cycling experience. Plus of course it gives us retailers a great opportunity to up-sell and cross-sell in terms of bikes and accessories. That's good news for us all.

I am also pleased to learn that we can deliver fully built Trek bikes to customer's homes in our shop vans. That gives us some additional flexibility and is a great value-added benefit in terms of personalised customer service. Whilst I doubt we'll see shop vans criss-crossing the UK

delivering Trek bikes, it will help us close more sales I'm sure.

Trek must police this new trading policy vigorously because it currently has the goodwill of most of us in the cycle trade. However at the first sign of bikes being supplied in boxes – whether via insurance replacements, cycle to work, retailers or grey imports – this goodwill will be undermined. I'm sure there could be a temptation to turn a blind eye to these infractions, especially if the numbers take a dip, but in the long term this is the right thing to do and I'm confident it won't adversely affect my sales.

As far as insurance replacements and cycle to work are concerned I hope these new terms will give us and our customers much more power; levelling the playing field in our favour. If the national replacement and cycle to work specialists cannot supply a Trek in a box that means the customer can demand they get their Trek from a local retailer of their choice. Great news for winning and retaining more business I say.

I met John Burke (Trek's President) a few years ago, and was impressed at the time by how pro-retailer he was. Obviously only time will tell if this new policy will benefit the retailer and their customers, but I do believe Trek's new terms really show commitment to supporting retailers. So don't let us down on this one John!



Could it be goodbye IBD, hello SCR?

As many readers will know we conducted a poll during September and October asking people in the cycle trade to give us their opinion on whether the term "IBD" needed updating. We did this because we felt that "IBD" does need updating because it no longer captures the essence of cycle retailing in the 21st century.

We were surprised to find that over 90% of people agreed with us. The poll also highlighted that the preferred alternative, was "Specialist Cycle Retailer" which got 46% of the votes. This was the clear favourite from the three available options. The other two – "Local Bike Shop" and "Independent Cycle Retailer" – received 13% and 9% of the votes respectively. Some of the other options suggested by you included "Cyclist Support Centre", "Real Bike Shop", "Specialist Bike Shop" and "Your Specialist Cycle Store".

Whilst we don't think there will be change overnight it is interesting to know that over 200 people in the cycle trade believe it is time for a change. Ultimately because even though: "IBD is only a trade term and everybody knows its meaning" – as one respondent put it – it is no longer a very good term. The results of our poll clearly show that specialisation and retailing are really important, probably because they are much better ways of capturing all the best qualities of good cycle shops. Whether you're talking to the trade or the consumer.

In this day and age; with growing competition, diverse brands, multiple niches, trained staff, different retail formats, highly technical products, sophisticated customers, the internet and businesses run by smart passionate people; all of this must surely mean retailers are doing a bit more than simply "dealing in bikes".

Who knows, it may just catch-on...

benefits & services update

New service launch:

Grow your business and let Moorepay look after your payroll

Given the increasing minefield of payroll legislation, it can be both complex and time consuming for businesses to keep-up-to-date with all the latest changes taking place, let alone understand what these changes mean to the actual payroll itself.

That's where the new ActSmart – Moorepay partnership can save you time.

Over 40 years Moorepay has established a reputation for quality and reliability, and currently produces over 13 million payslips for 8,000 payrolls nationwide. From businesses employing two or three people into the tens of thousands, Moorepay can meet the individual demands of all its customers.

For cycle retailers and suppliers of all sizes, Moorepay can take the hassle out of payroll administration with an affordable answer to your payroll requirements:

- Accurate, on-time, every-time staff payment
- Salary payments via BACS
- Security sealed payslips
- A fast responsive service with helpdesk support
- Continually updated to meet ever-changing legislation
- Extensive reporting options
- Tax Year End administration, including e-filing
- P11D production
- Revenue and third party payment facilities.

FirstPay

FirstPay offers a low cost online payroll solution for companies with up to 30 employees. It is a secure all embracing managed payroll facility, with the added convenience and flexibility of online delivery. FirstPay users benefit from the back-up of Moorepay's qualified payroll specialists, to provide support for issues such as P45's, Maternity and Paternity Pay, SSP etc.

ActSmart subscribers can save up to 15% on the FirstPay monthly charge. *

The Managed Service

The Managed Service is tailored to the

individual needs of each business, and is designed for companies who want to remain in control of their payroll with the added peace-of-mind that Moorepay is managing this critical back-office activity on your behalf.

With the Managed Service, Moorepay will look after all Statutory/Legislative implications. Moorepay checks and inputs all payroll data whilst also advising on where changes and improvements can be made. All payroll data is processed using Moorepay's proven Payroll System and co-ordinated via their quality management scheme which has ISO 9001 accreditation. This ensures a smooth transfer of your payroll function.

ActSmart subscribers can save over 20% on the monthly Managed Service charge plus a further £50 saving on set-up costs. *

Save time and money

With the Inland Revenue currently encouraging employers with fewer than 50 employees to electronically file (e-file) their end-of-year returns before the 2010 deadline, outsourcing your payroll to Moorepay entitles you to claim £100 this tax year and up to £175 over the next 2 years. So, if you are looking to get more from your business, let Moorepay help you take the pain out of your payroll and leave you to focus on growing your business.

* Exact savings available to ActSmart subscribers will depend upon the Moorepay payroll service selected, actual volumes processed and any additional charges applied.

To learn more about what Moorepay could do for your payroll visit www.actsmart.biz or contact the ActSmart team on 08704 288 404 or info@actsmart.biz



Top tips for making the most of interest free finance

Tim Baker from Blackhorse provides some useful advice on how to generate more business using the customer's most popular form of retail finance



Interest free credit is the dominant retail finance product currently used by cycle retailers. In 2006 almost 90% of applications were for interest free financing. However, when looking at individual retailer performance it can be seen that some shops are not getting the full benefit that proper use of this product can deliver.

Analysis of overall average sales values highlights little difference in the value of transactions, regardless of the term of interest free credit offered. In other words, the retailer is incurring needless additional cost without benefiting from the extra turnover achieved by increasing the value of the sale over a longer interest free period.

The key to success is having various terms of interest free finance available which reflect the increasing value of the sale. For example: (See table below)

Here the sale value has increased by £850 yet the cost to the customer has actually reduced. Therefore on a monthly basis it is actually more cost

effective to increase the sale value using finance. This can be based on product or full sale value and is a great sales tool.

Of course I am not suggesting that every £350 sale can be increased to £1,200 (or more), but even if only 2 out of 10 did increase in value, think what that would do for your bottom line. The increased retailer subsidy for offering a longer interest free term can be offset by the additional turnover generated by gaining more high value sales. It is proven that up-selling is far easier when the actual additional cost is divided by 12 or 24.

With the use of retail finance continuing to grow in the cycle sector it is more important than ever for retailers not only to have access to the right finance products at competitive rates, but also to know how to maximise finance to fully benefit their business.

To discuss retail finance in more detail contact the ActSmart team on 08704 288 404 or visit www.actsmart.biz

Sale value	Balance after deposit	Interest free term	Cost to the customer per month
£350	£315	6 months	£52.50
£650	£585	12 months	£48.75
£900	£810	18 months	£45.00
£1200	£1080	24 months	£45.00

Benefit from smarter cost effective communications with Chess Telecom

The Chess – ActSmart partnership enables cycle retailers to get great deals on a range of communications products. This includes innovative tariffs such as FREE2TALK, which allows customers on the tariff to talk together, whenever, for free. This is great for multi site businesses or bicycle chains (sorry!) as all calls between your shops will be free.

Retailers can also move their internet up a gear with exclusive deals on Business Class Broadband. The Chess broadband network has download speeds of up to 8MB and it's just for businesses, meaning your high speed internet will stay high speed. Even at peak times.

On top of broadband and FREE2TALK, ActSmart subscribers have access to a range of great deals on telecoms products and services with Chess. As one of the

market leading business telecoms providers Chess has won awards for innovation, quality and service.

Over 100 cycle retailers now use Chess:

To find out how Chess can improve your communications and reduce your costs contact Matt Beswick on 0800 019 8900 or email actsmart@chess.plc.uk

Details of all the Chess products and services can be found at www.actsmart.biz



“Red Kite Cycles switched to Chess during 2006. From the start, we found Chess to be very professional and efficient with the transfer of our calls and lines. The complete process of service migration was managed quickly and seamlessly. Furthermore, Chess’ dedication to customer service means that when it comes to business telecoms, Chess is streets ahead of the rest.”

Mike Adams, Red Kite Cycles, Solihull



Get the knowledge with Business Law

On average small business owners and managers spend 28 hours per month dealing with rules and regulations relating to their business. Despite many Government statements to the contrary the burden of red-tape is growing for the majority of small businesses, which means more form filling and less time on driving your business forward.

But there is a solution. Business Law is designed to empower small businesses to get on top of the red-tape and reduce the stress and time spent on administration. This web based information portal is available to all ActSmart subscribers, giving you access to over 600 business guides, document builders, letters and articles on key business topics. All in an easy-to-use format which is constantly updated.

Business Law includes guides, documents and news on the following topics:

- Employment
- Finance
- Government Legislation
- Legal
- Running Your Business
- Sales and Marketing
- Technology
- Debt management
- Calculators for net pay, redundancy, basic pay awards, late payment
- Regular newsletters and regulatory updates.

Using Business Law in conjunction with our Online Employment Manual and information libraries could really help you save time and improve important areas of your business.

To register for Business Law visit www.actsmart.biz or call the office for details.

Is your shop insurance getting the Butterworth benefit?

As well as all the standard features you would expect from a shop insurance policy our insurance partners at Butterworth Spengler have developed a bespoke package to meet the needs of cycle retailers:

> Exclusive Benefits for ActSmart Subscribers

- Discounts on your premiums when taking out the policy
- Loyalty bonus at every renewal
- Free cover for demonstration days which usually costs £50 per day

> SPECIALIST COVER

- For cycles being serviced/repaired
- For road testing/demonstration by customers
- For road testing by staff following repair/service
- For cycles on display outside
- For cycle hire

> Free 50% seasonal increase in stock any 3 months of the year

> £2m public and product liability cover including service and repair

> Annual no claims bonus

> Goods in transit up to £2500

Andrew Craggs from Bike Scene in Guisborough, North Yorkshire believes the Butterworth package is excellent value for money: “The comprehensive cover designed for bike shops cannot be found anywhere else at such competitive prices. Butterworth’s customer service is first class and they are efficient and flexible when dealing with our policy. Claims have been processed quickly and Butterworth’s have always taken care of everything without causing us any additional hassle.”

For a free quote call 0800 107 5545 or visit www.cycleshopinsurance.co.uk

We cover everything from the coffee pot to the money pot and a whole lot in-between

For specialist cycle shop insurance call: 0800 107 5545 or apply online at: www.cycleshopinsurance.co.uk



Cytech investment gets recognition



What have these ten cycle retailers got in common?

- **Chevin Cycles,** Otlely
- **Bike Bristol,** Bristol
- **Cycle Heaven,** York
- **The Hub,** Peebles
- **Arrow Cycles,** North Hykeham
- **Ralph Colman Cycles,** Taunton
- **JD's Cycles,** Ikley
- **JE James Cycles,** Chesterfield
- **Rutland Water Cycling,** Whitwell
- **Brixton Cycles,** London

They are the first ever Cytech top ten. Of the 424 retailers who have so far taken part in our Cytech Census, representing 788 accredited employees, these ten have been recognised as having achieved the highest level of investment in their people, skills and service.

All recognised Cytech technical and retail courses are now awarded credits representing a certain value. The more Cytech accreditations held in a shop the greater the number of credits awarded to that individual outlet. For example, Cytech Technical Three is awarded more credits than Technical Two which has more credits than Technical One. The ten shops above have achieved the highest number of credits because they have invested in continual training and accreditation for their staff.

Cytech credits are linked to people. This means that if an employee completes a Cytech course they are awarded credits which can assist their shop in gaining more

promotion as a Cytech accredited retailer. Likewise if a highly qualified individual leaves a shop, that shop's overall Cytech rating will go down by the number of credits held by that individual. Cytech credits recognise the value of people alongside investment in Cytech training and skills development.

During 2008 the promotional benefit of this initiative will be realised as shops with Cytech accredited staff – at all levels - will be recognised. The higher the number of credits held by a shop the greater the level of promotion they receive, in-store and through ACT's promotional investment. If you have Cytech accredited staff but have not yet taken part in our Census then do so now in order that you don't miss out. Simply complete the enclosed form. For retailers who have not yet invested in Cytech, now is the time to consider the additional value this could bring to your people and your business.

Are you getting the most from your workshop pricing?

For the majority of cycle retailers workshop turnover is limited by space and pricing. If you can't get more bikes in your workshop then having the right pricing is essential.

Here is a simple calculation to work out the true cost of workshop labour to your business and therefore what you could (or should) be charging for your services:

- Average bike technician salary = £14,000
- National insurance @ approx 10% = £15,400
- Divided by approx 230 working days per year = £66.95 per day
- Based on 6 hours actual work a day the hourly cost to the retailer is = £11.15 (This doesn't take into account a share of the overheads as these vary.)

- Double up on the hourly cost to aim for a profit = £22.30 per hour + vat (£26.20)

- Gross profit on £200 workshop turnover in a day (less vat) = £103.26 (65%).

It is interesting to note that retailers don't consider competition as a major challenge to their workshops, which means there's every chance better pricing could reap rewards.

Halfords Bikehut in Brighton charges £39.99 for what it terms a Level One service, which includes replacing gear cables and truing wheels. Specialist retailers say their average price for a "basic service" is £15 – £25. Bikehut Brighton charges £79.99 for what it terms a Level Two service, which incorporates a complete strip-down and re-build, whilst specialists say their average price for a full service is £48.40.

News from ATG – by Ian Harper, Head of Cycles

This has been an exciting year for the Cycles team at ATG. Our range of courses has continued developing to meet the needs of the industry, whilst our new centre in Manchester has really taken off and we have plans for further sites in London and the South West.

The results of our continued investment in developing our products and services have been highlighted by the fact we have enrolled over 350 people onto one of our programmes this year. This is the highest ever in a single year, with over 200 individuals already certified to Cytech Technical Level Two or Three already.

With workshop revenue increasing and accounting for typically 30% of retailer turnover, Cytech training and accreditation has never been more important to supporting profitability, professionalism and promotion. Clearly more and more retailers agree.

In 2008 we are launching "Cytech Workshop Management" which will be aimed at developing current and future retail managers and owners. The course will cover topics including finance, personnel management, employment legislation and other skills vital to running a successful cycle retail business.

This new course can be undertaken as a stand alone module or as part of a wider Cytech Technical Three qualification, integrated alongside advanced wheelbuilding, hydraulic brakes and advanced suspension. Look out for more details in the new year.

Our team of nationwide assessors continues to grow from strength to strength. We are delighted to welcome Adrian Normanton to our team. Adrian, who used to work at Mosquito Bikes in London, will be responsible for Scotland and North-East England.

Finally our Cytech Technical Two programmes have been revised after consultation with retailers and candidates. The course folder has been re-written to make it more user-friendly, and these changes have been met with universal approval. Finally, I would like to thank all those retailers and suppliers who have supported ATG over the past year and I look forward to working with you in 2008.

For more details on any of the above or to discuss how Cytech training and accreditation courses can benefit your business contact ATG on 0161 230 6241 or visit www.atg-training.co.uk



Take part in the Cytech Census and get more promotion

If you want your investment in Cytech to be recognised make sure you take part in our Cytech Census. Everyone who takes part receives a new up to date Cytech certificate(s) free of charge, plus exclusive promotional opportunities. You might even make it into our Cytech Top Ten!

The Census is part of our plan to increase the promotion of shops employing Cytech accredited staff. To do this we need to know where these people are employed. With over 2000 people Cytech accredited in the past ten years or so it's a big job trying to track them down and linked to the right shop.

Only those shops and individuals who have taken part in the Census will be added to our new database and rewarded with new certificate(s), new in-store promotional materials and additional promotion on the CyclingExperts.co.uk website launching in February. And remember, if you employ any new staff with Cytech accreditation then make sure you let us know.

To take part in the Cytech Census simply complete the enclosed form or contact the office with any queries.



We are "The Cycling Experts"

In February 2008 the first phase of ACT's promotional plan to increase awareness and education about the benefits of buying a bike from a specialist cycle retailer gets underway, with the launch of our new consumer website.

The aim of this campaign is to position specialists as the "Cycling Experts", providing all the products and services needed for an enjoyable cycling experience. There will be particular emphasis on promoting how people are the heart of our business, encompassing passion, lifestyle, knowledge and service whilst also conveying choice, variety and independence. This links with our Cytech initiative outlined overleaf and will replace the ACT's existing public website at act-bicycles.com.

Some of the key features of the site will include:

- Find a shop tool incorporating a dynamic search engine

- Detailed shop listings allowing retailers to gain maximum promotion
- A "featured shop" area changing regularly including history and background
- Buying a bike – the do's and don'ts, proper set-up and what to look for
- Jobs area enabling retailers to cast a wider net in order to hire the best people and attract new blood into the industry.

With so much attention on cycling at the moment it's a great time to launch this campaign, and demonstrate that specialist shops are an integral part of cycling at all levels. To get more people cycling more often the connection must be made with shops, which are a fundamental part of the process. We are also in a great position to capitalise upon the growing trend for greener lifestyles, and greater awareness of what independent specialist retailers



have to offer in the face of growing supermarket domination.

To this end we will be supporting the launch of the new website with PR activity, to get our message into the press, radio, magazines and make

TheCyclingExperts.co.uk website the place to go to learn more about what specialist retailers have to offer.

Look out for more details in the coming months.

Cytech Technical Induction – Distance Learning Course

This course enables those taking their first steps as cycle mechanics to achieve a recognised Cytech accreditation, and a low cost stepping-stone to further skills development. This theory-based course incorporates the following workshop skills:

- Health & Safety
- Workshop Practices
- Technical standards
- Torque Wrenches
- Lubricants and Greases
- Pre-Delivery Inspection
- Tyres & Tubes
- Consumer Protection Act.

The Induction Course is provided in a folder incorporating full information and multiple choice questions on all the workshop skill areas above. Candidates have up to 6 months within which to complete the course and return it for marking.

Successful candidates receive a certificate of achievement and can

upgrade their accreditation to the full Cytech One qualification via a practical assessment.

Cytech Induction Prices

Subscription Category	Price net VAT
Public/Non-Subscriber	£125.00
Trade Registered	£115.00
Silver	£99.00
Gold	£65.00
Platinum	£50.00

For more details and to purchase a Cytech Induction course call 08704 288 404 or download an order form at www.actsmart.biz



- IBO's workshop charges are significantly under-priced in comparison to new Bikehut concept stores and larger chains, which are aimed squarely at increasing market share.
- 40% of dealers say space is the biggest challenge facing their workshop. In this context, workshop turnover can only really increase through better pricing and greater efficiency.
- Repairs and servicing accounts for over 30% of IBO turnover according to the 2007 ACT survey.
- With qualified staff you will be able to implement safer, more efficient working practices, ensuring your customer receives a market leading quality of service.
- Specialists in securing Government funding to help meet your training costs.
- All levels of skill catered for from Cytech level 1 to the new Cytech Management level 2 qualification.





TRAINING FOR THE FUTURE

www.atg-training.co.uk



Telephone: 01296 468401

Cytech Technical Training Providers:

- ATG have training centres in Aylesbury and Manchester, offering Government and employer funded options. Call Aylesbury on 01296 468 477 or contact Manchester on 0161 230 6241. www.atg-training.co.uk
- PJCS is based in Milton Keynes and delivers all Cytech courses, using either full training or fast-track accreditation via employer / candidate funding. Contact Pete Cowling on 07050 207369 or visit www.pjcsonline.co.uk

the knowledge

Essential information
for your business

We're members of the
Association of Cycle Traders

New National Minimum Wage Rates

From 1st October the national minimum wage increased as follows:

Age of Employee	New minimum hourly wage
22 yrs and over	£5.52
18 to 21 yrs	£4.60
16 to 17 yrs	£3.40

Increases to annual holiday entitlement

Over the next 2 years there will be 2 increases to the statutory annual holiday entitlement available to workers across the UK. The first phase of this increase came into effect on 1st October when annual leave rose from 20 days to 24 days. The second phase will come into effect on 1st April 2009 and will see a further rise from 24 days to 28 days.

The main reason for these increases is to ensure all workers are entitled to a minimum of 20 days holiday whilst also reflecting the number of permanent bank and public holidays. Previously many workers – especially in low paid sectors such as retail – lost out as their employers would include bank holidays in their annual leave entitlement, effectively giving them just 12 days.

The new laws ensure the equivalent of 8 bank holiday days are now added to the annual leave entitlement. However Britain still ranks poorly in the European league table for holidays, with most other EU nations giving between 31 and 39 days.

A full fact sheet on these new amendments is available to all ActSmart subscribers. Download from www.actsmart.biz or request from the office on 08704 288 404

Ask the experts

Our shop is open on Sundays, and one of our employees says that under the Sunday working rules he has the right to refuse to work Sundays. Is this correct?

Yes, the Employment Rights Act 1996 gives employees who are required to do shop work, in England or Wales, the right to opt out of Sunday working. This right does not apply to employees who are employed to work only on Sundays.

Some shop workers are automatically protected from being required to work Sundays. These are employees who were employed with the same employer, as a shop worker before the initial legislation was introduced on 26 August 1994 and those whose contract of employment does not require them to work on Sundays.

Those employees, who are not automatically protected, would need to issue their employer with a three-months notice of their intention to “opt-out” of Sunday working. They would need to produce a signed and dated written notice saying that they object to Sunday working. They are not required to provide a reason, just serve the three month-notice period.

Employers are required to give every shop worker who may be required to work Sundays a written statement explaining their right to opt-out. You should give this statement to a new employee within two months of the date they start work. If you have not done this, the period to opt-out is reduced to one month.

This is a continuing right and any employee, who opts in, can opt out again. The Act gives employees the right not to suffer a detriment for refusing to do shop work on Sundays. This includes the right not to be dismissed or being selected for redundancy for this reason.

- A Sunday Working fact sheet is available upon request
- For more employment information use the Online Employment Manual at www.actsmart.biz or contact the office on 08704 288 404

Top ten tips for beating card-not-present fraud

Fraudsters are increasingly turning their attention to card-not-present transactions as a way to beat in-store security measures such as chip & pin. Below are some useful tips to help ensure you don't get caught out...



When a CNP transaction is processed the merchant requests authorisation from the card issuer. This authorisation only confirms that the card has not been reported lost or stolen, and that there are sufficient funds available in the account. If the sale is fraudulent, the full amount may be charged back to the retailer.

Here are ten tips to help spot and stop card-not-present fraudsters:

1. Is the sale too easy? Is the customer disinterested in the price or details of the goods? Are they a new customer?
2. Are the goods high-value?
3. Is the sale excessively high in value compared with your usual CNP orders? Is the customer ordering many different items? Do they seem unlike your usual type of customer?
4. Is the customer providing details of someone else's card, such as a family member?
5. Is the customer reluctant to give a landline contact phone number – are they only prepared to give a mobile number or email address?
6. Are you suspicious about the contact details supplied? Does the address provided seem suspicious? Has the delivery address been used before with different customer details? Is the delivery or contact address overseas?
7. Is the customer being prompted by a third party whilst on the phone?
8. Is the customer attempting to use more than one card in order to split the value of the sale?
9. Does the customer seem to lack knowledge of their account?
10. Does the customer seem to have a problem remembering their home address or phone number? Does the customer sound as if they are referring to notes?

Extra vigilance can help prevent CNP fraud. If sales staff can answer 'yes' to one or more of the questions above, it does not mean the transaction is fraudulent, but it does mean they should consider further checks before proceeding with the transaction.

Our cycle business library is a great resource

Years of experience and knowledge have been used to create a unique library of information for cycle retailers that is constantly growing.

Category	Contents inc.
Cycle Business	VAT on Part-Exchange // VAT on Second-Hand Cycles // Disclaimer for Fitting Car Racks // Imposing Storage Charges // Disposal of Uncollected Repairs // Costing Labour Rates
Cycle Hire	Cycle Hire Potential // Cycle Hire Guidelines // Cycle Hire Operations Manual
Cycle Safety	Cycle Safety Checklist // Toy Safety Regulations // Electric Scooters
Workshop Practice	Taking in a Repair // Workshop Repair Times

Download documents from www.actsmart.biz or contact the office to receive our information sheets by post, email or fax.



Are you harnessing the power of the web?

Regardless of whether you sell online or not, cycle retailers can benefit from the growing power and constant development of the internet. In a new regular feature we highlight some of the key trends which could benefit your business...

Over 60% of the UK population has access to the internet. That's more than 37m people and growing. And that's just the UK! These people include your current and prospective customers. People who perhaps won't know you exist until they use Google. It also includes your employees and prospective employees, and of course your competitors and suppliers. With so much potential simply having

a website is just the beginning.

Blog it and they may come

A blog – short for Web Log – is a page within an existing website or a site in its own right, which provides commentary, news and views on a particular subject. Blog entries are displayed in chronological order, and readers can commonly leave comments in response to these entries which creates a form of

interaction and discussion.

Blogs can be simply text but can also accommodate images, audio and video, so there's lots of potential to create something compelling which people will read and come back to. Blogs are easy to set-up and require very little technical know-how, and the software to create them is often freely available.

So what could a blog do for you?

They are a great way to establish your credibility and expertise, which is an important way for customers to learn more about you and your shop. This might be how some customers confirm their buying decisions, or at least decide to visit your store. Think of it as another communication channel.

For cycle retailers a blog might include talking about the latest ranges and innovations, or perhaps a recent bike build project. It could also be an opportunity to promote a demo day, a sale or a race. Or talk about the latest news in cycling or the bike industry. Your blog could simply offer your thoughts on life behind the counter. They can also be a useful way to get feedback from customers or answer specific questions.

Blogs can also be a good way to drive visitors to your website. This is because search engines rank blogs

with fresh content much higher than those which are rarely updated. Get a higher ranking and there's more chance you'll get a new visitor to your website, which might turn into a new customer. Get people linking to your blog or sharing it with users from other sites and that will also help increase the amount of traffic you get.

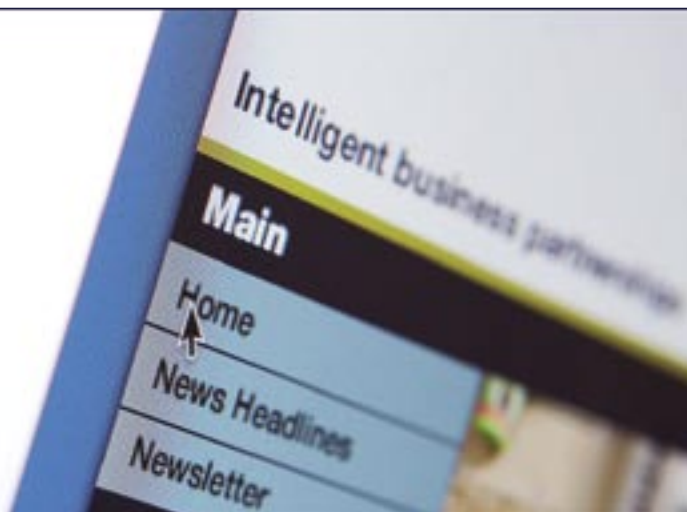
However you will need time and patience. An effective blog is not an instant fix for falling search engine rankings or a way to blatantly sell products. Don't expect to create a blog and see lots of new customers overnight. Creating compelling content for your blog will take time. It is the time which you invest in your blog – perhaps a couple of hours a week – which can help determine its success and help build a loyal audience. Give it a go you might like the results.

Useful links

- Blogger – popular free blog software – www.blogger.com
- Wordpress – another free blog software – www.wordpress.com
- Useful hints and tips for blogging – www.dailyblogtips.com
- All Terrain Cycles blog – <http://www.allterraincycles.co.uk/blog/58.html>
- Sideways Cycles blog – <http://blog.sidewayscycles.co.uk>
- Velorution blog – <http://www.velorution.biz/>

News, information and business benefits all in one place...

www.actsmart.biz



ActSmart “best seller list” revealed

Product / Service Name	Usage by total outlets
Promotional Web Listing	336
Exclusive Retail Finance Package	304
Preferential Card Processing	303
Exclusive Yellow Pages Advertising	286
Savings on Business Insurance	235

The most popular services being used by ACT members provide a useful insight into where retailers are gaining most benefit from their annual subscription.

Mark Brown commented: “Members now have access to over 40 different products and services, and this package is growing. With so much on offer and so little time I'm sure this best seller list will prove useful for retailers looking to get a perspective on what could benefit their business.

Usage of all our benefits and services continues to grow, so we'll be publishing more “best seller lists” for other categories in the future.”

For details visit www.actsmart.biz or call 08704 288 404

To learn more about all the benefits of membership and how your subscription supports our work to promote independent retailers and the future of cycling visit

www.actsmart.biz or call the office on 08704 288404

Our Submission to the Low Pay Commission

Through our seat on the Independent Retailers Confederation we have recently submitted a paper to the Low Pay Commission, regarding their interest in linking national minimum wage to qualifications and training.

The IRC has found that retailers are finding it increasingly difficult to accommodate the increases in the minimum wage, with particular regard to the lowest age bands. This is a particularly challenging topic, creating a tension between what is good for employers – ie, keeping salaries lower – and what is good for staff – ie, increasing their earnings.

Effective from October 2007 workers over 22 yrs of age will have received

a 9.4% increase in the minimum wage since September 2006, those aged 18-21 will have received a 8.4% increase and workers between 16 and 17 years of age will have received an increase of 13.3%.

The specialist retail sector is an ideal arena for school leavers to commence their careers, learning not only the skills of retailing, but also areas of business administration, customer services and financial

management. Skills that can benefit them in their longer term careers. Furthermore, independent retailing offers the opportunity to learn specialist skills and product knowledge that adds to consumer choice and service, potentially increasing the longevity of the business, as skilled employees within the specialist retail sector are more likely to go onto to become retailers in their own right.

Ever since the early 80s and the days of YTS (Youth Training Scheme) saw the likes of the Burton Group stuffing their stores with product rails & uninformed cheap labour the retail shop floor has been ever increasingly 'dumbed down'. Retail employees are now viewed as transient and lack of skills or investment to address this issue are generally accepted.

Large retailers regularly participate in company wide induction and basic training programmes, but they rarely provide any detailed skills and have not addressed the issue of rapid staff turnover.

Specialist retailers are dependent upon employees as their no. 1 U.S.P., nothing is more important in independent retailing than people. How many environments are there nowadays where an employee can benefit from one to one business education from the proprietor on a day to day basis, benefiting from years – often generations – of specialist knowledge?

Many independents recognise the benefits of putting employees through formal training programmes – NVQs, Apprenticeships, City & Guilds, to improve their overall business knowledge and bring new skills to the business itself – many employers never having undertaken any formal business training. Government funded training criteria has increasingly focused upon the need to include key skills within the programmes in an effort to compensate for the failure to provide such skills at secondary education level. This is understandable, but has the impact of extending the courses and time out of the business, funded – via lack of staff cover etc – by employers.

Increasingly, specialist retail sectors are developing their own training schemes, often delivered by Government funded providers. ACT has an established cycle mechanic training programme (Cytech) with qualifications at NVQ 1,2,3 & Apprenticeship level and these areas should be encouraged to recognise skills within retail and longevity of business.

However, even with the support of Government funding the majority of retailers are reticent to invest in training/time out of the business, primarily due to limited employee retention resulting in retailers investing in training individuals who then move on. Retailers are facing paying ever increasing wages to unskilled 16-21 year olds, funding their development and then losing their investment.

Furthermore the transient nature of retail staff means that a very large number never complete their qualifications. This impacts as much upon Government coffers – who provide training funding – as it does the retailers.

The training year ends on 31st July and figures are not available for last year yet, but completions could broadly be summarised as: Apprenticeships – approx: 65% completion nationally i.e. c35% drop out post registration. This figure is high(!?) due to the impact of major employers e.g. Rolls Royce who run their own in house schemes with 95%+ completion rates.

At NVQ 2 level the completion rate nationally is nearer to 45%... over half drop out. This is again inflated by some in-house schemes and it's quite possible that general retail NVQ level 2 completions could be as low as one third of registrations. These individuals may re-commence the same course again latterly with another employer, which doubles Government investment in the candidate.

Completion rates in our specialist Cytech mechanic courses are currently c 80%.

In order to benefit retailers, increase skills development, make Government training funding investment more efficient, increase employee retention/strengthen businesses, there is a strong argument that qualification attainment should be factored into the minimum wage format.

This would best be achieved by Government providing a subsidy towards wages for employees at the lower band level(s) whilst they are undertaking level 2 qualifications (you could argue level 3 qualifications for 18-21 year olds), so that the employee is incentivised to enter into training, with the min. wage responsibility passing to the employer upon qualification.

However, the cost and administration of this would doubtless be unacceptable. Therefore, the more simplistic resolve would be to dual band 16-17 year olds (& possibly 18-21 year olds) to differentiate between those that have a valid level 2 (3) qualification and those that don't.

It may be suggested that the unqualified banding was positioned below the current minimum wage in order to increase the employee incentive; current employees cannot have their wage rate reduced we believe.

We are of course sceptical that any such proposal would be realistically entertained, but the rationale for such to meet Government's (and Europe's) regularly spouted commitment to skills development is clear.



switch

Switch to annual direct debit and save money on your subscription

view from the counter

Gary Bird is owner of East Street Cycles, which has two stores in Surrey.
www.eaststreetcycles.com



Key facts

Main brands stocked:

Trek, Gary Fisher, LeMond, Marin, Ridgeback

Best seller:

Trek

Number of employees:

Ten full time and one part time

How did you get into the bike trade?

When I left school I worked for a screen-printing firm because my dad said I should learn a trade. I got into mountain-biking and became one of those annoying "bike shop hanger-outers" at a great place called Cycle Systems in Pinner, Middlesex. When they expanded they offered me a full time job which I snapped up because it looked more interesting than screen-printing. I left in 1991 just before they went bust and worked briefly for Bike UK in London, before going to Freewheel in Pimlico and then into their store in West Hampstead as Assistant Manager and then Manager.

I really enjoyed the management role and was very committed; basically working as if the shop were my own. After a change of ownership I decided to leave and take a break by cycling around Europe. That taught me that cycle touring is really boring and really hard work!

When I got back from Europe I ended up at Walton Cycles in Surrey where I subsequently spent 8 years managing 4 shops. That was hard work as I spent a lot of my time turning around failing stores. I had intended to buy the business when it came up for sale but that unfortunately didn't happen and I was left somewhat disillusioned with the bike trade.

I took a year out to consider my options and then opened East St Cycles just over 3 years ago. We opened our second store 2 years ago in Walton-on-Thames.

Who inspires you in business?

I'm inspired by lots of people from the business world not least the guys that made drinking coffee cool and can sell you a paper cup of the stuff for the cost of a whole jar.

As far as the bike trade goes I would have to say that the guys at Trek have been an inspiration to my business. They are passionate and competitive and are offering great support for independents and good margins.

What are the main challenges facing your business?

We face 2 main challenges. The first is that many of my customers are seeing their disposable income increasingly squeezed by indirect taxation alongside the rising cost of living and crazy house prices. That means they've got less to spend and we are working even harder to get their cash into our tills.

The second challenge is really about trying to understand where the market is heading because it's in a state of change right now. Every man and his dog is jumping on the internet band wagon, believing that if they offer the cheapest prices they will be the size of Wiggle 3 years down the line. That's completely unsustainable.

How do you see the industry developing over the next 3 years?

The next 3 years are going to be very interesting indeed and I believe are going to be dominated by the stance which suppliers take towards the internet, and also how retailers raise their game at the retail level.

As far as the internet goes I believe we are going to see some suppliers

make a tactical withdrawal of product from some of the big online discounters, whilst others will step in to fill the void believing the extra volumes will benefit their business. That will have a big impact on bricks-and-mortar retailers because it will in many ways determine those brands worth investing in whilst hopefully increasing turnover at a more profitable margin.

At the retail level I genuinely believe more shops need to focus on becoming proper retail businesses, rather just hobbyists. There are probably 100 or so cycle retailers in the UK who are in what I would term the "premier league". There are then 200-300 shops that are not far behind them in the "championship". These are shops which have loads of passion, great people and service but perhaps don't have the necessary desire, financing or location to make it into the big league. Considering there are about 2,000 cycle shops in the UK it's a bit worrying that so few are really at the top of their game.

As individual businesses, and as an industry as a whole, we need to be standing out as specialists and great places to shop.

Words of wisdom for new bike shop owners?

To a new bike shop owner I would say make sure you can sell. I'm serious! Don't assume that because you're a nice person people will buy from you. I would also say that good financial management is really important. Many retailers do not have a firm grip on their bottom-line profitability, and as a result are too quick to discount or give things away without understanding what that means to their business.

Work with fewer suppliers if at all possible because you will end up

doing more business and getting healthier margins as a result. And don't forget it's not just other bike shops that are your opposition. Every retailer near you is looking for your customers hard earned cash.

How do you think the development of cycling is doing?

The development of cycling is gathering pace but needs proper money throwing at it because we still need to do more to get kids off their games consoles and onto bikes. I would love to see cycling on the school curriculum.

Tea or coffee in the morning?

Ideally a good cup of tea before the first customer of the day.

What would you do with your lottery jackpot winnings?

I would buy a large piece of woodland and build a Huf Haus (its a German wooden framed house assembled on site. Ed). I would also put some mountain-bike trails on it. I wouldn't give up work though.

Do you want to give us your view from the counter?
If you want to give us your view from the counter contact Mark at the ACT office

Email: mark.brown@act-bicycles.com
or telephone 08704 288404

Mechanics in short supply in Australia and New Zealand

A continued shortage of skilled cycle mechanics is having a real impact on the industry. Trade associations in both countries now view Cytech as a model for the future.

Retail Cycle Traders Australia (RCTA) and the Bicycle Industry Association of New Zealand (BIANZ) are both reporting that a lack of formal training and development opportunities for cycle mechanics is having a real impact on retailers in both countries.

Unlike the UK where Cytech has become the industry's benchmark training and accreditation scheme, no such opportunities exist for retailers and their staff in either Australia or New Zealand.

To further compound the issue a shift in the skills ratings for jobs in Australia and New Zealand means that bicycle mechanics are literally being de-skilled by Government officials. The new rating for mechanics means they are considered to be on the same level as Shopping Trolley Collectors and Car Park Attendants! This is having a crippling effect in terms of attracting skilled staff via immigration, something which has benefitted many UK shops who have recruited mechanics from Eastern Europe and beyond.

Graham Brashaw from RCTA commented: "While we in the

Australian cycle industry have worked to raise the professionalism and skills level of bicycle mechanics, it seems that the bureaucrats who rate work deem that a bicycle mechanic is a very low skill area. Perhaps one of those extremely low rated people should work on the bikes of the people who set this scale up!"

In New Zealand a similar if somewhat more acute problem is also arising. Diana Dreaneen from BIANZ explains: "We started with a relative skills shortage in the 1990's when the Government scrapped the apprenticeship programme, leaving us with an absence of any formal training for well over ten years. That meant attracting and retaining skilled staff started to become an issue. That relative shortage of skills is now leading to what we call an absolute shortage of skills. Basically there are now so few skilled and trained mechanics left working in the industry that on-the-job-training is almost non-existent because there's nobody left to deliver it."

In both countries a lack of Government support and integrated training has left retailers with few opportunities to put their staff into proper courses with recognised qualifications. This is where the RCTA and BIANZ want to mirror Cytech, in gaining Government funding alongside developing a network of training providers and achieving widespread industry support.

This is not to say the UK does not suffer from its own skills shortage, the recent 2007 Workshop Survey highlighted that lack of skilled staff was the second biggest challenge facing UK cycle retailers.

candidates will be able to upload their CV's to the system to be browsed by prospective employers.

Businesses who are recruiting can include full job description, list of required skills and application details as well as closing dates for vacancies and web links. There will also be the facility to update and extend job details.

To register your interest in the free job advertising special offer email info@actsmart.biz or call 08704 288 404 and we will supply more details.

Standard Jobs Board Prices

ActSmart subscribers get discounts when they list their jobs. Job vacancies are listed for 28 days and can be renewed and updated at anytime.

Subscription Category	Price net VAT
Standard / non-subscriber	£75.00
Silver	£60.00
Gold (ACT members)	£45.00
Platinum	FREE *

* Platinum subscribers get free jobs advertising until 1/7/08. Standard price is £25.00

Free job advertising special offer

In mid-December the new ActSmart Jobs Board launches, and to announce this new feature we are offering free job listings to all ACT members.

Submit your job advert(s) by 31st December and we'll give you a free 28 day listing on the new Jobs Board. There is no limit on how many listings a single business can submit during this special offer period. To register your interest email info@actsmart.biz or call 08704 288 404.

The expansion of ActSmart – see front page article – offers excellent potential for retailers and suppliers seeking new staff, as the website becomes a powerful and unique place for anyone interested in the specialist retail sector.

The Jobs Board will become an essential part of the new ActSmart website, offering a dynamic search and listing facility so prospective candidates can easily find the most relevant jobs. In the New Year

members round up

ACT would like to welcome the following new members:

Alesford Cycles, Alesford,
ATR Cycle Repairs, Whalley
Banchory Cycles, Banchory
Bespoke Cycling, London
Bicycle Smithy, Stockport
Bike Pro, Kings Heath
Billy Bilisland Cycles, Glasgow
Border City Cycles, Bessbrook
Bspoke, Bridport
Cycle Inn, Dublin
Cycles Dauphin, Tadworth
Cyclopeda, London
D J Cycles, Bury
Dare Valley Cycles, Aberdare

Dave Nobles, Loughborough
Dyak Cycles, Newark
Dysons Cycles, Dunstable
Enigma Titanium, Herstmonceux
Eureka Cyclesports, Deeside
Freedom Bikes, Brighton
Fulwood Cycles, Preston,
Grips, Rayleigh
Ladypool Cycles, Birmingham
Madison, Stanmore
Michael's Cycles, Beccles
Mosscrop Cycles, Southport
Pembury Cycles, Bristol
Quench Cycles, Goudhurst
Ratcliffes of Leigh, Leigh
Revel Outdoors, Newmarket
Ride 24/7, Cirencester
Rik's Bike Shed, Thornhill
Scott Sports UK, Cramlington
Singletrack Bikes, Galashiels
Slane Cycles, Belfast
Sports & Cycles, Seaford
Thatto Cycles, St Helens
The Cycle Team, London
The Leith Cycle Co, Leith
Ticket to Ride, Culloden Moor
Total Bike, Swindon
Ultimate Outdoors, Betws-Y-Coed
W.Homer Cycles, Ellesmere Port
Worcester Cycle Centre, Worcester
Zyro, Thirsk



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