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Cambridge's oldest Skate and BMX action sport store to close.

Regrettably Billys store at 15 Burleigh Street will be closing its doors at the end of January.

Billys was established over a ¼ of a century ago as the skateboard and bike store in Cambridge, and was an off-shoot trading name of the long established Townsends Cycles (established 1895).

Changed buying habits have meant that trading conditions have continued to be hard in the high street environment for many businesses, and the BMX and skateboard markets have seen a downturn which has compounded the effects for Billys in the past 3 years.

Despite significant investments in the retail store and the website, the management have had to concede that the store is no longer viable in its current format and that the consolidation of the business resulting in the closure of the Burleigh Street Billys store is now unfortunately necessary for the security of the parent Townsends business.

Townsends Cycles at 72 Chesterton Road will continue to offer a limited on-line service for a period of time, and of course, customer service and support will continue to always to be provided by Townsends for any former Billys customers. The product range going forwards offered by Townsends will inevitably be reduced to focus on the core bicycle element of the business.

As a consequence, **Billys will be offering significant savings on products in-stock during their January closing down sale. Savings of 50% or more will be offered on many items in stock. The sale will start on Saturday 2nd January at 9am.**

Billys would like to thank all of their staff and customers for their support over the past ¼ of a century and wish to continue serving our many friends via Townsends at 72 Chesterton Road.