



BRITISH CYCLING

**#CHOOSECYCLING
NETWORK**

As one of the North East's leading businesses, and as a major local employer, the Newcastle Cycling Campaign would like to invite you to join British Cycling's new National #ChooseCycling Business Network.

The #ChooseCycling Network is a growing group of British businesses including Santander, Sky, GlaxoSmithKline, National Grid, British Land and The AA that are working with British Cycling to:

- Call on government for an integrated transport strategy for cycling;
- Support initiatives aimed at increasing participation amongst their customers and nationally;
- Network with other **#ChooseCycling** businesses to share best practice.

At its first meeting the Network agreed to write to all the main political parties asking them to make positive manifesto commitments for cycling. The letter, which was featured in almost all national newspapers and on national radio, reached an audience of 11 million. Personal responses from the party leaders were reported on the British Cycling website and contained some impressive commitments, including more investment, better infrastructure and a greater focus on improving safety.

The barriers to everyday cycling are clear: *“At present, 65% of employees surveyed have said they would only cycle more if segregated cycle lanes and other cycle-friendly infrastructure were put in place.”* Cycle-proofing, making roads and junctions safe for cycling, is our and British Cycling's top priority.

Everyday cycling is good for businesses. People who cycle regularly have fewer days off sick, are more motivated at work and suffer from fewer of the serious conditions caused by a lack of physical activity. By replacing car journeys, cycling cuts transport costs and reduces congestion, noise and vehicle emissions. Companies that embrace cycling meet corporate sustainability targets and are good neighbours in the communities they serve. Cycling is accessible and inclusive: for all ages; for all incomes; for every day.

#ChooseCycling is taking off and it is all to play for during the first year of this Government. So please show your support by joining the #ChooseCycling Network so that together with British Cycling and the Newcastle Cycling Campaign we can make Britain a true cycling nation and make sure the North East is not left behind.

To join the network or for further information please contact:

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