



3 November 2015

LEADING BUSINESSES CALL ON CHANCELLOR TO INVEST IN CYCLING

JOINT OPEN LETTER FROM BRITISH CYCLING'S BUSINESS NETWORK SAYS HEALTHY
AND ACTIVE WORKFORCE KEY TO THE LONG TERM ECONOMIC PLAN

Dear Chancellor,

We are a group of businesses employing over 250,000 people and serving 46 million customers in Britain. We contribute to this country. We care a lot about it. And we know there is a problem.

Physical inactivity is hurting us all. It costs the country as much as £47 billion a year, while businesses face falling productivity as absences rise. We think it matters that one in five schoolchildren are obese while one in four think playing computers games counts as exercise.

We have come together with British Cycling to form the #ChooseCycling Network. We have done this because we think that cycling can help deliver what businesses need. More cycling will make our towns and cities more pleasant, more liveable, less congested, less polluted, healthier, happier and more prosperous. This is only possible if more people are able to travel more easily by bicycle. We want to ask everyone to work together – businesses, the public and the government – to make this happen.

More people are cycling than ever, and we have been trying to do our bit. By encouraging our collective workforce to get cycling and be more active, we have learned something – that most people want to cycle more, but they don't feel our roads and junctions are safe enough.

Continued.

The Prime Minister promised us a cycling revolution. We believe this is within the government's power to deliver. Today we are writing to the Chancellor to ask for the following:

- 1 Ensure cycling and walking funding continues after Local Sustainable Transport Fund is withdrawn at the end of April 2016
- 2 Leave room in the current Spending Review to invest at least £10-20 per person per year – the target set by the Prime Minister in April – to increase take up of cycling.
- 3 Together with the Transport Secretary and before the 2016 Budget publish a comprehensive, fully-funded plan – a Cycling and Walking Investment Strategy – with national guidelines to make our roads and junctions safer for cycling, with more segregated lanes and places to park securely.

We are asking for this because we believe that a modest investment from government now will create jobs in the short term and deliver huge long-term benefits for society.

We believe that the right cycling choices could help make Britain the most active nation in the world. We believe this will steer us clear of a costly health crisis and help to create a healthier, happier, more focused, more skilled future generation.

We believe the Chancellor knows this too.

We just need him to deliver it and – just as we've done for Sir Bradley Wiggins, Sir Chris Hoy, Dame Sarah Storey, Lizzie Armistead and Laura Trott over the years – we'll be cheering when he does.

Yours sincerely,

British Cycling	Chris Boardman	Policy Adviser
Virgin Trains	Steve Tennant	Director
GlaxoSmithKline	Matt Wilson	Head of Environmental Sustainability
Sky	Fiona Morgan	Head of Brand
British Land	Lucinda Bell	Chief Financial Officer
The AA	Edmund King	President
National Grid	Neil Pullen	Director
Orange	Christine Walser-Sacau	Head of UK Group Functions
Abellio	Steve Enright	Director
Allen & Overy	David Morley	Worldwide Senior Partner
Bilfinger GVA	Lisa Riva	Senior Director
Severn Trent Water	Richard Rogers	Head of Health & Safety and Wellbeing
Jestico & Whiles	Heinz Richardson	Director
Halfords	Clive West	Cycling Director
Price & Myers	Peter Dash	Price and Myers
Broadgate Estates	Steven Whyman	Chief Executive
New London Architecture	Peter Murray	Chairman
Leigh Day	Sally More	Partner
Cycle to Work Alliance	Simon Darby	Policy Adviser
Cyclescheme	Daniel Gillborn	Director
Living Streets	Joe Irwin	Chief Executive
London Cycling Campaign	Ashok Sinha	Chief Executive
Sustrans	Malcolm Shepherd	Chief Executive
CTC - the national cycling charity	Paul Tuohy	Chief Executive
Bicycle Association	Phillip Darnton	Executive Director
John Forbes Consulting	John Forbes	Director
Club Peleton	Nick Hanmer	Chief Executive
Sports Tours International	Brendan Fox	Head of Commercial