

Employer pledge

XXXXXX is committed to supporting Cycle Shrewsbury in aiming to get more people cycling in Shrewsbury and to increase overall numbers cycling to work by 50% by 2011.

XXXXXX will

- Nominate a “cycle champion” to be the first point of contact for cycling issues
- Provide sufficient cycle parking for staff and visitors
- Encourage staff to cycle to work by providing information on local cycle routes and workplace facilities
- Hold promotional events such as Bike to Work days and Dr Bike cycle checks (with support from Cycle Shrewsbury)
- Work with Cycle Shrewsbury on opportunities for publicity in the media and on the Cycle Shrewsbury website
- Carry out at least an annual count of the numbers cycling to work and report results to Cycle Shrewsbury
- Display Cycle Shrewsbury literature for staff and visitors
- Consider setting up a workplace BUG (Bicycle User Group)

Cycle Shrewsbury will

- Provide information on cycle routes in hard copy and electronically
- Provide updated leaflets and other information for staff and visitors
- Provide support for promotional events at the workplace
- Help to set up the workplace BUG
- Give advice on the design and location of cycle parking
- Improve cycle routes linking to key employment destinations as set out in the Cycle Shrewsbury Delivery Strategy
- Provide grants towards the cost of improving workplace cycle facilities, subject to agreement on design and location.

.....
Signed on behalf of **XXXXXX** DATE

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Signed on behalf of **Cycle Shrewsbury** DATE

EMPLOYER
LOGO

