



12 September 2012

The Rt Hon Patrick McLoughlin MP
Secretary of State for Transport
Department for Transport
Great Minster House
33 Horseferry Road
London
SW1P 4DR

By Post

Dear Secretary of State

Congratulations on your new position. We hope you've settled in well and relishing the challenges ahead.

I am writing to you as Chair of The Cycling Embassy of Great Britain, a bicycle advocacy group established last year. We are campaigning specifically for better standards of bicycle infrastructure design and construction. We are using the Netherlands and Denmark as a clear benchmark for those standards.

Through better resources on the Internet and people's experiences of cycling in mainland Europe, we feel that countries such as the Netherlands and Denmark can no longer be ignored in terms of its provision for bicycles with proven success, particularly since the 1970's.

Since our initial meeting on 29th January 2011, interest has gained ground rapidly as we are coming from such a unique standpoint in British campaigning terms. I enclose copies of our combined Mission Statement and Manifesto along with a document on Frequently Asked Questions.

We have already created a website with a 'wiki', where volunteers are working hard to contribute information for others to share such as architects, engineers and other advocate groups. In particular, we shall be spelling out the benefits of cycling in hard economic terms to show the returns on investment in quality bicycle infrastructure.



To fully understand cycling provision in the Netherlands, a group of us went on a study tour to Assen & Groningen late last year to collate as much information as we could and to develop our wiki further. I was personally interested in studying the social history that created change from the 1970's, such as the 'Stop de Kindermoord' ('Stop the Child Murder') campaign launched when more than 450 children alone were killed on Dutch roads in 1972. We are going to promote further Study Tours to allow architects, planners and politicians to see how different approaches to high class provision would allow people to make better choices on how they travel safely in Great Britain.

We wish to create conditions in Great Britain that make cycling simple again in an increasingly hostile road environment, particularly for more vulnerable members of society such as children wishing to cycle to school and disabled groups. We are certainly not anti-car as it is a very useful tool. But by making village, town and city centres more inviting for cycling and walking, conditions are made better for all, from the inhabitants, to businesses or those just passing through.

We would of course be honoured to hear your views and to meet with you if possible. Above all, we sincerely hope we can assist you in any way to make riding a bike as easy as riding a bike.

If you have any further queries, please do not hesitate to contact me. Thank you very much for reading.

Yours sincerely

Jim Davis
Chair, Cycling Embassy of Great Britain