



London Cycling Campaign

Corporate Affiliation Scheme Information Pack

"We want our employees to feel good about coming here. That in turn helps to keep them and I'm sure it gives us the edge in recruiting too"

- Roger Madelin, Chief Executive of Corporate Affiliate Argent plc.

"Cycling three or four times a week for thirty minutes reduces the risk of heart disease and obesity by 50%"

-British Heart Foundation

About the LCC

The London Cycling Campaign's vision is to make London a world class cycling city. Our membership of over 10,000 makes us the largest urban cycling organisation in the world. We provide services for our corporate and individual members as well as lobbying on their behalf to keep their needs represented on London's political and physical landscape.

The LCC scores successes every week in making London a safer, cleaner and more inclusive place to live and work

Rides and Events

We make life better for everyone who travels around London. Through our year-round programme of rides and events that are free and open to everyone, we get more and more people riding bicycles. The more cyclists there are the safer and more enjoyable travelling around London will become.

Current Projects

Campaigns:

Sadly, bike theft is experienced by many cyclists in London. We are working with the Mayors office, Transport for London and the Metropolitan Police to provide information and facilities which tackle this preventable issue.

Community Development:

There are many vulnerable groups in London for whom unequal access to transport facilities is a day-to-day issue. We are currently working with four 'time bank' community projects aimed at providing free information, advice and maintenance that will address these inequalities and enable such groups help themselves.

How do corporate affiliates help?

By becoming a Corporate Affiliate of the LCC you will be making an indispensable contribution towards improving Londoners' experience of moving around our fabulous capital city. And it is not only your financial contribution that is important. Pioneering organisations with the ability to adapt to the needs cyclists provide examples that we actively encourage others to follow.

What's in it for you?

Subscription to NewsCycle, our news and information service exclusively for LCC Corporate Affiliates

- **News updates affecting cycle-friendly employers**
- **Examples of best practice**
- **Details of sponsorship and promotional opportunities**
- **The latest hints and tips from our consultancy team on how to be more cyclist-friendly**

20% discount on individual LCC membership for all your employees

Help your employees become responsible cyclists. Benefits of membership include:

- **Free 3rd Party insurance**
- **Subscription to the *London Cyclist*, our bi-monthly magazine**
- **Up to 10% discount in over 110 bike shops in London**
- **Access to a unique theft insurance package**
- **Free legal advice in the event of an accident**

Support with promotion and information provision

- **Setting up free information stalls to ensure that your staff are acting on the best possible advice**
- **All the London Cycle Guides (cycle route maps) you need**
- **The complete series of our cycling information booklets**
- **Complimentary copies of *London Cyclist*, our bi-monthly magazine.**
- **A point of contact for all of your cycling related queries**

External Publicity

Affiliation to the LCC associates your brand with a healthy and affirming activity with far-reaching environmental, community and individual benefits. We often promote our affiliates as examples of leaders in the field of workplace cycling through articles in the *London Cyclist* (our bi-monthly magazine) and in features on our website.

20% off Cycle Audit Services

Our cycle audits channel 25 years of experience of cycling in to your organisation. They can be tailored to your needs, ranging from a detailed staff survey of travel requirements to hands-on help with facilities implementation. For more information call 020 7234 9310.

Why is Cycling Good for Business?

A healthy, punctual workforce

Evidence shows that those choosing to cycle to work are likely to be healthier, fitter, more alert and quicker between meetings.

Achieving green business targets is an effective sales tool

Businesses are increasingly being judged on their green business ethics. The benefits of cycling are so wide-ranging that encouraging staff to cycle to work is a highly efficient means of demonstrating to your staff, partners and competitors that you are blazing a trail in socially responsible business practice

Showing staff that you care

Cars and public transport are becoming increasingly stressful and expensive. By providing the best facilities and information for staff who want to cycle to work you are helping them to save money and improve their quality of life

Encouraging cycling makes good business sense

The numbers of people choosing to cycle to work in London is soaring because cycling is safe, quick and invigorating. By providing excellent care for staff choosing to cycle they will arrive happier, stay at work longer and remain loyal.

"Partnerships between organisations such as Southwark Council and the London Cycling Campaign are one of the best ways to make London a world class cycling city"

- Roger Stocker Project Officer for Cycling, LCC corporate Affiliate Southwark Council

Some of our current Affiliates include...

Commercial	Not-for-profit
Arete Research	Cycle Training UK
Argent Estates Ltd	Department for Environment, Food and Rural Affairs
BBC	Department for International Development
Big Hand Digital Dictation	East London and City Mental Health Trust
British Land	Greater London Authority
CKFT Solicitors	Hackney Council
Cycle Aid	Kings College Environmental Research Group
Cycling Instructor	Kingston Hospital
Dexter Moren Architects	Kingston University
Doughty Street Chambers	Metropolitan Housing Trust
Fielden Clegg Bradley	Metropolitan Police Service
Field Fisher Waterhouse	Notting Hill Housing Trust
GlaxoSmithKline	Southwark Council
Jupiter Asset Management	Town and Country Planning Association
Leigh Day & Co Solicitors	Whittington Hospital NHS Trust
Levenes Solicitors	Youth Action UK
Richard Rogers Partnership	

Join Now!

Either:

Call Shadia Hameed (shadia@lcc.org.uk) or Ben Crowley (ben@lcc.org.uk) in our corporate team. They will answer any questions you may have and get you signed up.

Or:

Complete and return the form below and either one of us will be in touch directly.

Corporate Affiliates rates

Organisation Type					
COMMERCIAL			GOV + STATUTORY, NON-PROFIT		
No. of Staff	Cost	Free magazines	No. of staff	Cost	Free magazines
1-100	£250 + VAT	Up to 10	1-100	£100 + VAT	5
101-250	£500 + VAT	15	101 -250	£200 + VAT	10
251-1000	£1,000 + VAT	Up to 20	251-1000	£ 500 + VAT	Up to 20

For organisations with more than 1000 employees we can prepare a written quotation.

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Corporate Affiliation Scheme: Application

Organisation
Address
Purchase Order Number/reference

Contact Name
Position
Department
Telephone
Fax
Email
Website

Further information (optional)

Approx number of staff		
Approx number of cyclists	Regular	Occasional
Do you already have cycle-friendly policies and/or facilities?		