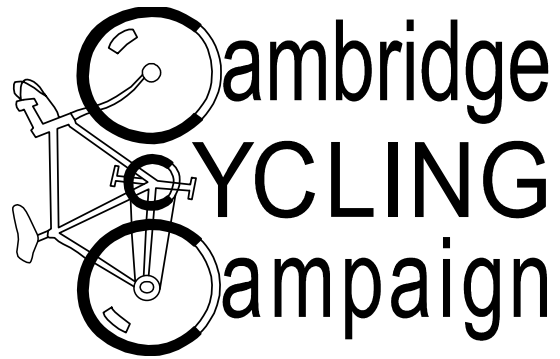


January 24, 2006

Our ref: NC 06 007
Your ref:

Lindsey Rushmore
Cycling Promotions Officer
Cambridgeshire County Council
Box ET1017, Shire Hall
Cambridge CB3 0AP



Cambridge Cycling Campaign

P.O. Box 204, Cambridge CB4 3FN
01223 690718 (phone & fax)
contact@camcycle.org.uk
www.camcycle.org.uk

Dear Ms Rushmore,

Variable Message Signs

We are writing to suggest various cycle and safety related messages for the variable message signs. All of the below will fit into the 14 characters by 4 lines formats.

We produce this not as a definitive list, but hope that it will encourage more messages that will increase safety for cyclists. We understand that at the moment messages need to relate to road safety/road closures/road congestion, but we have included other messages suggested by our members for completeness. The list also includes messages already used in various locations.

We would welcome any comments on the enclosed messages.

Yours sincerely,
on behalf of Cambridge Cycling Campaign,

Richard Taylor
Officer Without Portfolio

Safety

Cyclists are
road users too
Give them room

Think Safety
Bikes - Lights
Cars - 30mph

Hands free
Or
Wait to phone

Cambridge
Welcomes
Careful
Drivers

Cambridge
Welcomes
Careful
Cyclists

See more
Slow down

Better late
than never
Drive Safe

30mph
Means
30 mph

Look once
Look twice
Think bike
Drive safe

Office party?
Don't Drink
& Drive

Think
Drink
Or
Drive

one more bike
= one less car
give room
to bikes

Think Cyclists
Be Safe

Be Seen

Watch for
cyclists when
turning

Remember!
mirror
signal
manoeuvre

Overtake bikes
only when safe

show cyclists
consideration
at junctions
and bends

Think
Don't phone
while driving

Think
Designated
Driver or
Disqualified

Don't let
Them drive
If you've seen
them drink

Slow down
don't
Mow down

allow cyclists
time to change
lanes at
junctions

wait your turn
at roundabouts
don't get in a
spin

indicators
signal your
intentions

drive safely
don't lose
your licence

Drive Safely
save fuel
brake and
accelerate
gently

**Cycling Promotion
(national bike week?)**

Time to Centre
Park n Ride 7
Cycle 8 mins.
Drive 10 mins.

Thank you
cyclist
one less car
in the queue
(As used in
Buckinghamshire)

Stuck in
traffic?
On your bike!

Cycle parking
at all P&R
sites

What are you
waiting for?
Get a bike!

No parking?
Get a bike

Parking
expensive?
Get a bike

Adult Cycle
Training
Tel: 717111

Get fit after
Christmas
Start cycling

Lose weight
after xmas
Start cycling

Lose your
xmas bulge.
Start cycling