

# What is Bespoke?

Bespoke is a free non-political group promoting safe cycling in Eastbourne.

We want safe, sensible cycling as a means of transport for everyone: children and older people, those who are serious and the weekend fun-loving participant, so it is a group that speaks for all! Even electric bikes!

We use high visibility clothing and helmets. We monitor danger zones around the town and suggest safer junctions. We work with County and Borough Councils on a map of possible cycle routes in Eastbourne (see website).

We hope you agree that encouraging a cycle-friendly town benefits business, the environment and public health.

## **Health benefits:**

Cycling is the best form of exercise there is. The combination of cycling and sunlight is proven to reduce obesity, stroke, dementia, diabetes, heart disease, some cancers, depression and osteoporosis. No one gets enough exercise into their life without fitting it into a schedule. What can you do? Cycling as transport gives you the fitness levels of someone 10 years younger.

It is quicker to make short journeys in and around Eastbourne by bike. Try it and prove it for your self. You will always arrive on time resulting in less stress.

## **Financial benefits:**

Cycling is cheap. Running a car costs thousands, and £60 for a tank-full of petrol. Every mile counts. Could you manage with one car for the family?

Also, think about everyone else: If other people in Eastbourne had fewer out-goings, and could transport themselves to a job, fewer would be suffering ill-health and fewer would be trapped in poverty. We all pay for the whole community's health and social care through taxation.

## **Benefits for motorists:**

Every bicycle means one less car on the road or trying to park!

How much nicer would traffic be if children cycled to school and 8.45am was not a stop-start rush to the next traffic jam?

Motorists, please give cyclists a little more room/ time – you will get to your next hold-up just as quickly!

## **Businesses**

Can you put cycle parking in? You will get customers.

Employees who cycle take fewer sick days.

Tourism in Eastbourne would benefit from a new angle – can we join up the South Downs Way to the station for visitors with bikes?

## **What can you do?:**

- Please consider cycling to school, work or shops
- Please join: Bespoke cycle group Eastbourne
- See website for more: [www.bespokecyclinggroup.org](http://www.bespokecyclinggroup.org) (free to join)
- Please come along to our meetings