

For Immediate Release:

Pure Offices Oxford Sustainable Transport and Healthy Living Road Show

On Thursday 4th September between 10am and 2pm Pure Offices, Oxford will be hosting a FREE 'Sustainable Transport and Healthy Living Road Show', which is open to all Pure Office centre business users, easitOXFORD members and other businesses based at the Oxford Business Park.

The event date ties in with the Cycle to Work Day a national event supported and championed by multi gold medal winning Paralympics cyclist, Dame Sarah Storey which will see many Britons getting 'on their bike' to cycle to work – not just to help the environment but improve the health and fitness too.

Pure Offices Marketing and Sales Manager for Oxford Robyn Southam stated that.....“ For regular commuters to break the habit of using their car and switching to the saddle takes commitment – but not just from the cyclist...”

She continued, “it is literally a two way street and that “cycling” would provide many benefits to the businesses and customers on site. But it was up to Pure Offices to take the initiative and provide the facilities to encourage people to make the switch.”

With the aid of a recently secured grant which Pure Offices matched, Pure Offices are encouraging centre users to switch from car to bike and are providing centre users four branded bicycles as part of a bike-share scheme, a secure cycle store, showers, a towel service and lockers (all of which are free to use). This initiative aims to give employees encouragement to get fit and healthy whilst enjoying themselves and doing their 'bit' for the environment.

What better day to launch this initiative than on National Cycle to Work Day. It is hoped that the introduction of these new facilities will see a 20% increase of cycle users, and the scheme rolled out to all their 18 other centres across the country.

Steve Preston, Head of Sustainable Transport for Pure Offices said “earlier this year we organised our first 'Sustainable Transport Day' in conjunction with Oxford County Council and the EasitOxford initiative, the event proved a great success and one we wanted to expand on. This second event will provide information and advice on the various sustainable transport options, resources and cost-saving benefits available for employers, employees and the community, as well as unveiling our new bike share scheme’.

The following exhibitors will be taking part in the 'Sustainable Transport and Healthy Living Road Show':

- *Oxfordshire Travel Choices* will be available to offer some great advice on **01865 815729** or you can visit their website at: - <https://www.oxfordshire.gov.uk/cms/content/business-travel-choices>
- Pure Offices will be exhibiting 'Pure Bikes' including electric bikes to promote their bike share scheme, which is only one of many employee incentives they operate in connection with their 'green' mission.
- *Sustrans* will be on hand to help people think about and change the travel choices they make. They are the leading UK charity that enables and encourages people to use sustainable transport, whether it be by foot, bicycle or public transport.
- *Beat Bikes* will be showing off their 'hop on, hop off' new folding electric bicycles that are so easy to use, ride, park, fold, carry and charge up. Check them out at: www.beatbikes.com
- *Urban Smoothie Bike* – where visitors can pedal away on a specially designed front loading smoothie bicycles to make their own delicious fruit smoothie
- Bike doctor - Free MOT and safety checks and advice for your bicycle, plus a dedicated Women's

cycling training club, and mechanics

- The Public Health team will be there to check out your BMI and to encourage you to get 'on yer bike'! and of course extol the virtues of cycling and walking
- Plus visitors to the event can enjoy a variety of discounts including 25% discount off electric, folding Beat Bikes, 10% discount off new bike purchases from Walton Street Cycles and 15% off servicing and accessories (in store), plus 12% discount off cycle hire charges with Bainton Bikes and special offers from the Oxford Bus Company.

Steve Preston continued 'there are business, staff and community benefits with this scheme and can include reduced or eliminated parking problems and congestion, easier recruitment and retention of staff, a healthier workforce and meeting environmental and social obligations'.

And that 'for the individual, cycling to work means that the cost of parking is negated and the quest to find a parking space is not the challenge of the day. In many cases journey times are greatly reduced and of course you are 'getting fit' at the same time without the cost of gym membership! Your community benefits too with local streets quieter and less polluted and improved public transport'.

So get fit – do your bit and get on your bike!

Media Contact:

For further details, or to arrange an interview, please contact:

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