

16 November 2011.



Dear LCC member,

Thank you for attending and contributing to the AGM, we hope you enjoyed it.

Levenes have kindly sponsored this goody bag to set you up for the imminent full launch of LCC's Go Dutch campaign.

To remind you, our Go Dutch campaign will call on all the candidates in next year's Mayoral Elections to pledge to make London more liveable for everyone, by making our streets as safe and inviting for cycling as they are in Holland.

Indeed Go Dutch is intended to be the biggest, most inspiring and most popular campaign LCC has run in recent times. So you can't say we lack ambition!

It will take many years. But there are three things the new Mayor must do over the upcoming mayoral term to get off to a flying start, and to which we'll be holding them to test their commitment:

1. Implement three flagship Go Dutch developments on major streets and/or locations.
2. Make sure all planned developments on the main roads that s/he controls are done to Go Dutch standards, especially at junctions.
3. Make sure the Cycling Superhighways programme is completed to Go Dutch standards.

And just in case the mayoral candidates need a bit of assistance in making London's main roads Go Dutch, we've produced 10 simple Go Dutch Key Principles to guide them. Inside your goody bag you'll find these principles in a handy, wallet-sized foldout for you to keep, with lots of other goodies.

So thanks again for participating in our AGM. LCC looks forward to your support when Go Dutch goes fully live in the New Year – you, the membership, voted for this to be our mayoral campaign, and with all our help we know it will be a great success!

In the meantime please keep your eye on lcc.org.uk/go-dutch for updates.

Love London. Go Dutch!

A handwritten signature in black ink, appearing to read "Ashok Sinha".

Ashok Sinha