Sample email text promoting the Cycle to Work Scheme

Subject: Sign up now for the Cycle to Work Scheme!

Dear [Staff Member],

As part of the Ready, Set, Cycle programme, we are excited to promote and encourage you to sign up for the Cycle to Work scheme! This scheme allows you to save money on a brand new bike and cycling equipment while also improving your health and wellbeing.

By signing up for the scheme, you can get up to 52% off the cost of a new bike and equipment, making it an affordable way to get active and reduce your carbon footprint. You can choose from a wide range of bikes, including road bikes, hybrids, and e-bikes, and you can spread the cost over a year through salary sacrifice.

To sign up, [Insert internal resource on how to sign up here]. You can then choose your bike and equipment and submit your application to us for approval. Once approved, you can start enjoying the benefits of cycling to work!

We strongly encourage all our staff members to take advantage of this fantastic scheme, whether you're a seasoned cyclist or a complete beginner. Cycling is a great way to improve your physical and mental health, reduce your stress levels, and save money on commuting costs.

If you have any questions about the Cycle to Work Scheme, please do not hesitate to contact us [insert contact details]. We are here to support you and help you get the most out of this exciting opportunity.

Best regards,

[Your Name]