[Date]

Anne Graham, CEO  
National Transport Authority  
Dún Scéine  
Harcourt Lane  
Dublin 2  
D02 WT20

Subject: FOR CONSIDERATION – Proposals for the Greater Dublin Area Cycle Network

Dear Ms. Graham,

As the [CEO / Partner / Sales Director] of [My Company, Inc.], I am proud of our role in the the economy of Dublin and our local community. We sell [INSERT product] at over [INSERT store count] locations across the capital.

Like many businesses in Dublin, a growing number of our [INSERT headcount] employees cycle to work. An even larger proportion of our team would cycle if they felt comfortable and safe on the roads.

It is also clear that more and more of our customers cycle to us. Evidence globally is overwhelming that cyclists and pedestrians spend more with local retailers and businesses than car drivers. We want to see this part of our trade grow.

We value employee satisfaction, health, and freedom and that’s why we endorse the plans outlined by the National Transport Authority to create new segregated routes through the heart of the city.

The kerb-protected cycle lanes of the planned Greater Dublin Area Cycle Network will help us attract and retain the employees our business needs to continue to thrive. They will make Dublin a more attractive city in which we can build and run our business.

The Greater Dublin Area Cycle Network is, on balance good, for our business and for Dublin.  Please make sure these plans are delivered without delay.

Yours sincerely,

[Name] [Title] [Company] [Postcode]