

ID	Smarter travel – promoting cycling	DURATION: 40 secs VO: Male Tone: Informational Pace: medium
STC00	Smarter Travel – promoting cycling	Promoting the positive aspects of walking and/or cycling Have a cheery/comedic tone
STC01	Are you tired of heavy traffic?	
STC02	Going back and forth from college.	
STC03	Maybe it's time to shift gears and move into the fast lane, “the cycle lane” with a bike?	Pause after “into the fast lane”
STC04	By using your bike instead of your car, you can not only improve your health but also, your bank balance.	
STC05	Bikes don't cost nearly as much as cars to buy or maintain.	

STC06	<p>Think about it!</p> <p>No more paying for,</p> <ul style="list-style-type: none"> • NCT • Car insurance • Motor tax • Petrol • Diesel • Oil • Or Mechanics. 	<p>Take a pause after “think about it”</p> <p>Read bullet fairly quickly</p>
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STC07	<p>But,</p> <p>you should know the limitations.</p>	
STC08	<p>Be weather aware,</p> <p>don’t forget your wet gear!</p>	
STC09	<p>You’ll need a good lock!</p>	<p>Emphasise the “you’ll”</p>
STC10	<p>So, ditch the car,</p> <p>Don’t delay</p> <p>On Your Bike!</p>	