

Subject:

FW: Ride Responsibly and Share the Road: Tips for Drivers, Cyclists, and Pedestrians

Hi John,

The recent Highway Code changes are largely focused on ensuring the safety of cyclists and pedestrians. However, there's a growing concern that drivers aren't getting the information they need about the new changes.

That's why I wanted to reach out with this informative guide, **Share the Road: Cyclist & Pedestrian Safety Awareness for Drivers**: <https://www.comparethemarket.com/car-insurance/content/cyclist-pedestrian-safety-awareness-for-drivers/>.

It covers everything drivers today need to be aware of:

- **New changes to the Highway Code**
- **How to be considerate around cyclists, pedestrians, and horse riders**
- **What to do if there's an accident**

Here are just some of the insights the guide offers:

- The Highway Code changes follow the Mayor of London's pledge to **eliminate all deaths and serious injuries that occur as a result of road traffic by 2041**.
- The new rules state that you can cross a double white line (usually prohibited) in order to overtake a cyclist if they are going **under 10 miles per hour**, provided it's safe to do so.
- It's important to pay particular attention to these rules about overtaking, as overtaking led to a shocking **141 fatalities on British roads in 2020**.

Does this sound like the kind of thing that would be valuable for your audience?

If so, I think the guide would sit perfectly on your page here: <https://wroughton.gov.uk/highways-public-notice/>.

Alternatively, we could create a unique post for your blog based on this topic and completely free for you to publish.

Which option works better for you?

Best Regards,

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