

Report for TryCycling in Edinburgh for 2007/08

TryCycling in Edinburgh is a campaign to encourage and support more people to ride bicycles in Edinburgh. The various elements to the campaign are outlined below.

Guided Cycle Rides

There were a total of 12 rides over the year. The rides are publicised on our website and various other publications including the Outdoor Diary and Primary Times.

The rides are aimed at novice and returner cyclists, but the abilities of those who attend can vary. Participants are given details of progressively longer and faster rides that take place in the city, and encouraged to move on to these. In the course of 2007, details of the TryCycling in Edinburgh rides were submitted to the Physical Activity and Health Alliance (PAHA). They were impressed and subsequently the ride report details were selected as one of the case studies from across Scotland that demonstrate the local implementation of the national physical activity strategy: Lets Make Scotland More Active.

Figures for TryCycling in Edinburgh Rides 2007	
Number of individuals participating	220
Number of rides undertaken by individual participants	425
Average Age	35 years
Average Median Age	39 years
Range (1 year old - 76 year old)	75 years
Biggest age group at 29%	40-49 years
Significant Group at 24%	0-17 years
Gender Split	M=48%, F=52%
Percentage of Participants that Return More Than Once	42%
Largest Total Group Number during Year (October)	56 Participants

On average, on each ride half the group are new and half are existing riders

At a meeting between the guides leading the various city cycle rides (held in November 2007), it was noted that the cyclists attending display, in general, behaviour that suggests their cycling skills could be improved. This point is important for their own safety but also for the group as a whole. It's easy to pick up bad habits as cycle training in schools/from parents is limited. With this point noted TryCycling in Edinburgh rides are now (since June 2008) moving beyond the role of 'largely demonstrating a good route' to purposely delivering some key skills to those who are either new to the ride experience or new cyclists. This is done by splitting the group and employing the services of a cycle trainer.

Information Stalls

The stalls are an opportunity to bring together the various cycling organisations in Edinburgh, or at the very least information about them, and then pass on tips, advice, encouragement to members of the public who express an interest in cycling more often. When appropriate the stalls are supported by a try a bike/obstacle course. TryCycling in Edinburgh attended 8 events/work places in 2007. These included TreeFest, Fringe Sunday, Parents Like Us Festival, Ocean Terminal, PricewaterhouseCoopers Bike to Work Day, Selex Sensors and Airborne Systems Occupational Health Fair, City Of Edinburgh Council World Environment Day, and Edinburgh Leisure Over 50's Fair.

Cavalcade

TryCycling in Edinburgh organised almost a 100 cyclists to be in the Edinburgh Festivals' Cavalcade. These ranged from members of the Special Olympic Cycling Team, the Edinburgh Speedway Team, families, beginners and enthusiasts cycling innovative bikes designed and made by the resident Blacksmith at Drumlanrig Castle Estate, Thornhill, Dumfries. (Interestingly Kirkpatrick McMillan the maker of the world's first ever bike was also a blacksmith on the same estate). The aim is to show the wider public that cycling can be enjoyed by all ages and abilities, and appeals for various reasons. An estimated 175,000 people line the streets to watch the event.

Bike Week Party

This was held on the last night of the Edinburgh Bike Week Film Festival at the Filmhouse Cafe. Organised by TryCycling in Edinburgh, it's benefits are seen as two fold: an opportunity to network, and a social event to thank many of those who contribute to the year's events.

Press Coverage

Press items referring to TryCycling in Edinburgh appeared in the Evening News, The Scotsman, Outlook, and The Sunday Herald with press coverage valued at £12,500. Maggie Wynn, the coordinator also sourced families for Edinburgh cycling stories contributing to a further £10,000 of positive media coverage about city cycling.

Other Items

Comedian Mark Watson

In 2007, we were approached by Mark Watson, Best Newcomer at the 2005 [Perrier Comedy Awards](#). Watson, realising he was "Crap at the Environment", decided to do something about it, and subsequently set up an online eco-community called CATE (short for Crap at the Environment). With more than 1,000 members he exhorted them all to make small changes to their lives while doing his best to stick to these directives himself. He convinced audiences at his live shows to accompany him on tree-planting missions, and also faced his lifelong fear of bike riding. The latter was done with support from TryCycling in Edinburgh as part of one of his Edinburgh Fringe Shows. There was a double page feature in The Scotsman Daily Festival Guide.

CEC Outdoor Education Work Placement

TryCycling in Edinburgh was contacted by an enthusiastic cyclist and S4 pupil at the Royal High School, to assist him find a week long work placement. Contacts were made and a successful placement was made with the CEC Cycling Development Officer with Children

and Families. This pupil now regularly volunteers on various bike related projects in the city.

Summary of costs for 2007/08

Summary	Costs
12 Monthly guided cycle rides	£3,000
8 Cycling Information Days	£2,400
Edinburgh Festivals' Cavalcade	£1,000
Website/Outdoor Diary Costs	£700
Bike Week Party	£600
Admin/Correspondence/General Office Expenses	£2,300
TOTAL	£10,000

Maggie Wynn
Co-ordinator of TryCycling in Edinburgh
24 July 2008