

HOLD A BIKE RIDE



ACTIVITY 6

Cycle for 20mph

Show your support by taking part in a fun bike ride with a 20mph theme. The City of Edinburgh Council and Cycling Scotland are offering small groups of around eight people the opportunity to take part in a free led ride. The rides are aimed at new or returning cyclists. All of the bike rides are on 20mph and easy to moderate roads.

Prep time

One day

Bike ride

1-2 hours

Roles

- Ride leader
- Co-ordinator from your group
- Someone to take photos

Resources

- Risk assessment
- 20mph promotional materials

PREPARATION

1. Find out how many people want to take part in the bike ride.
2. Contact the Active Travel and Road Safety Team to tell them you would like to take part. You can choose a route in one of the four areas:
 - South East Edinburgh
 - North West Edinburgh
 - North East Edinburgh
 - South West Edinburgh.

email: 20mph@edinburgh.gov.uk

3. The Active Travel and Road Safety Team will let you know the dates when a ride leader is available.
4. Promote the event through all available channels i.e. social media, local media, posters/company intranet or emails. Make sure to include us in any promotion on social media. You can find us on twitter hashtags **#20mph** **#Edinburgh** or post to our 20mph Facebook page.



5. Write a press release and contact us at media@edinburgh.gov.uk to promote this activity.



Variation on this activity

You can wear our 20mph materials at an existing ride so long as the organisers agree.

ON THE DAY

1. Make sure your group/team stands out as supporters of 20mph by wearing your 20mph Bike Ride materials.
2. If you have invited any press to your bike ride, speak to them about why your group/team/company is supporting 20mph.
3. If you have permission from your group members, make sure you take lots of photos of the activity throughout the day and share these with us on twitter or post on twitter. You will need signed consent.



AFTER THE EVENT

Share any images/press cuttings you have with the City of Edinburgh Council 20mph team so they can share your activity with a wider audience.

Top tip

Don't forget to bring water and appropriate clothing for the weather.



20mph online

You can find out more about 20mph in Edinburgh on our website:

www.edinburgh.gov.uk/20mph

Get 20mph materials

Contact the Active Travel and Road Safety Team to order your cycling pack including:

- high viz vests
- backpack covers
- bike stickers
- campaign leaflets and other materials.

email: 20mph@edinburgh.gov.uk

