



Media Release



Capital cycle scheme to go FREE for a week

3 May 2019

Edinburgh's new cycle hire scheme will be free to use for an entire week as part of a drive to get more people pedaling in the capital.

From Sunday 5 May to Saturday 11 May, free Just Eat Cycles passes can be downloaded on the scheme's app allowing users unlimited one hour journeys on the new bikes.

The offer has been planned to coincide with the May Day Bank Holiday weekend and the city's first Open Streets event on Sunday 5 May which will see a number city centre roads closed to vehicles for an afternoon.

500 bikes are strategically positioned around the city's network which is made up of 80 hire points, with yet more set to come over the summer. An annual pass for the scheme is normally £90, and a day pass costs £3.

Inspired by other European cities, Edinburgh will adopt the Open Streets initiative by closing a number of city centre streets on the first Sunday of each month for residents to enjoy walking, cycling and local attractions in a relaxed and car-free environment.

Edinburgh Streets which will be vehicle-free on Sunday 5 May include the Royal Mile, Victoria Street, Grassmarket and Cockburn Street. The event will run from 12pm until 5.00pm

George Lowder, Chief Executive of Transport for Edinburgh, said: "TfE is delighted to announce that everyone will have the chance to use the Edinburgh Cycle Hire scheme bikes for free for an entire week. Simply download the app to enjoy a week of free, healthy, environmentally friendly journeys. It is our hope that more people realise how cycling in Edinburgh can be both a convenient way to travel and a way to explore the capital."

Charles Graham, General Manager of Just Eat Cycles, said: "We want to encourage more people to get out there and try the scheme, especially as the weather continues to improve. The first day of our offer sees a number of city centre streets closed to car traffic, making this a perfect opportunity to try out city cycling. We encourage everyone to test out the scheme during the free week and explore new parts of the city on two wheels."

Transport and Environment Convener, Councillor Lesley Macinnes, said: “It’s fantastic that Just Eat hire bikes will be free to use for a week from this Sunday, when we will hold our first Open Streets event in the Capital. This initiative puts people at the heart of the city, creating a calmer, cleaner environment for people to explore the city on foot or by bike, and making it easier than ever to try out cycling.”

To get a free week long free pass, download the free app, Just Eat Cycles. The offer begins from 00:01 on Sunday 5 May, and ends at 23:59 on Saturday 11 May.

Just Eat Cycles launched in September 2018 and has since been used over 36,000 times, with 22,000 of those trips being made already in 2019. Just Eat Cycles recorded its busiest day to date over the Easter weekend on Saturday 20 April when nearly 600 trips were made by 395 cyclists

Just Eat Cycles has recently added a host of virtual hire points in the west of the city including outside Edinburgh Zoo and on the Cramond foreshore.

More information about the offer can be here: <https://edinburghcyclehire.com/buy/free-week>

Ends

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Notes to editors:

About Just Eat

Just Eat plc operates a leading global marketplace for takeaway food delivery.

Headquartered in London, we use proprietary technology to offer a quick and efficient digital ordering service for 24 million Customers and 93,700 Restaurant Partners across the UK, Australia & New Zealand, Canada, Denmark, France, Ireland, Italy, Mexico, Norway, Spain, Switzerland and Brazil. Just Eat is a member of the FTSE 100 Index.

About Serco

Serco is a leading provider of public services. Our customers are governments or others operating in the public sector. We gain scale, expertise and diversification by operating

internationally across five sectors and four geographies: Defence, Justice & Immigration, Transport, Health and Citizen Services, delivered in UK & Europe, North America, Asia Pacific and the Middle East. More information can be found at www.serco.com

Serco has managed the 12,000 bike Santander Cycles scheme on behalf of Transport for London since 2010. Santander Cycles now covers 100 square kilometres of London via 750 cycle hire points, making it the second largest cycle hire scheme in Europe, with last year seeing a record 10.3 million journeys.

Serco has a strong track-record of providing high quality and innovative transport services in Scotland as the operator of NorthLink Ferries, Scatsta Airport and the

Caledonian Sleeper Rail service, which has seen an increase of 21% in customer journeys since Serco took over the franchise as result of customer-focused improvements and investment. In Scotland Serco employs around 3,000 people.

About Pashley Cycles

Founded in 1926 by William 'Rath' Pashley (1895-1965), Pashley is Britain's longest established manufacturer of bicycles and one of only three remaining in the UK. The Pashley factory is based in Stratford-Upon-Avon, Warwickshire and employs 53 people. It has the support of over 95 UK-based suppliers and sub-contractors.

Pashley hand-builds a unique range of cycles across two core product groups:

- A range of traditionally hand-built bicycles and tricycles for the consumer market
- A variety of work cycles for business customers (including mail delivery companies and food & drink vendors)

Pashley has over 100 authorised dealers around the country – including its own shop in Stratford Upon Avon – and exports over 35% of its production to around 50 countries around the world. More information can be found at www.pashley.co.uk

About Urban Sharing

Technology company Urban Sharing was founded in Oslo, as part of the Urban Infrastructure Partner Group. The Urban Sharing platform is designed to be flexible and customisable, so that it can be easily adapted to local landscapes, advancements in technology, and shifts in user behaviour. Using the city of Oslo as its test ground for experimenting with innovations in hardware and software, and implementing new solutions, Urban Sharing has been able to develop and refine the platform for international roll-out. More information can be found at www.urbansharing.com