

## A Better Way to Work works!

**'A better way to work', an active and sustainable transport project hosted by the Bike Station is nearing the end of its first year and there have been many successes to date with, hopefully, more to come.**

Delivered by the Bike Station in cooperation with a wide range of partners (Challenge for Change, City Car Club, Cycling Scotland, Edinburgh Bicycle Cooperative, Edinburgh Chamber of Commerce, Energy Saving Trust, Lothian Buses, Spokes, Sustrans and Napier's Transport Research Institute) the project has done much to change the habits of Edinburgh's commuters by providing information and incentives to those contemplating changing their behaviour.

### In brief the project's key achievements to date include:

**Over 150 companies signed up:** all receiving services and incentives from the team.

**Over 2100 employees received individual incentives:** to encourage sustainable travel

**3 successful travel challenges:** including a record breaking cycle challenge that saw 151,970 miles cycled by 2023 employees over three weeks in May last year.

**Spokes maps:** More than 5000 maps have been distributed to cyclists or cycle contemplators around the city

**Cycle Friendly Employers:** The ABWTW team have identified and assessed 13 employers worthy of Cycling Scotland's nationally recognised award for Cycle Friendly Employers. The award is a step on the way to achieving the Healthy Working Lives award, opens up funding pathways and is a great way for employers to demonstrate their commitment to cycling.

**Cycle Loans:** The project has been offering employees the chance to borrow a good quality bike for up to two weeks at a time. The bikes, ranging from folding bikes to fast hybrids, have been incredibly popular with the electric bikes an unexpected hit. Almost 200 individual loans have gone out to date.

**Edinburgh's first Arthur's Seat Challenge:** which was so popular work is under way to hold a second event this year.

**Bicycle User Groups made easy:** the ABWTW team have come up with a powerful tool to make setting up and operating BUGs quick, easy and user friendly. Visit [www.scotbug.com](http://www.scotbug.com) to find out more or register your own BUG.

**Cycle marketing:** to make cycling normal and mainstream, we ran a summer-long marketing campaign, based around quality visuals of cycling and cyclists in Edinburgh.

# SCOTBUG

BICYCLE USER GROUPS MADE EASY

**The Bike Station have just made setting up your own Bicycle User Group easy with ScotBUG.**

**To start a BUG for your organisation visit [ScotBUG.COM](http://ScotBUG.COM)**

BUGs are a win-win for cyclists and employers and with ScotBUG setting one up has never been easier

— It gives you somewhere to discuss/promote all cycling-related news, issues and events

— It provides management with a one-stop shop to consult staff on cycling-related issues

— It makes it easier to cycle to work

ScotBUG gives you even more reason to set up a BUG for your workplace, or anywhere you need one. It gives you...

— Links with all of the other ScotBUGs around the country

— Access to posters, leaflets and more to help you promote cycling in your workplace

— A direct link to the Bike Station and all of our services/expertise

# The Bike Station



A better way to work  
[www.findabetterwaytowork.org](http://www.findabetterwaytowork.org)

UPDATE: FEBRUARY 2011

## Postcode Lottery Dream Fund Award

Edinburgh and Lothian Greenspace Trust and the Bike Station have been awarded £98,000 from the Postcode Lottery's Dream Fund – an exciting chance to make a real difference to cycling in Edinburgh by working to improve the city's off-road path network.

### The Innertube Map

See overleaf for our new map of Edinburgh's principal path network – a new way of showing the extent of the network, making it easy to see how useful the network is as a way of travelling round the city on foot and by bike. The Dream Fund award will allow us to develop and promote the map, producing new versions and updating it as new routes and connections are made. We'll soon have an online version, for route planning, blogging and for updates, including user-generated content, for photos, news updates and reporting problems. At key locations we'll be putting up new signage.

### Improving the Network

Edinburgh and Lothian Greenspace Trust will be running conservation sessions, improving the look and feel of key parts of the North Edinburgh sections of the network to make it a more attractive place to be. We hope to overcome many of the problems the paths face, such as lack of maintenance, overhanging branches, litter, badly-maintained and unswept surfaces. There will be chances to get involved – keep an eye on [www.thebikestation.org.uk](http://www.thebikestation.org.uk) or [www.elgt.org.uk](http://www.elgt.org.uk) for more details.

An attractive, well managed part of the city – conservation volunteering, woodland management with community involvement on selected routes

- An easy-to-use part of the transport network – a branded and useful signage strategy for the whole network, installation of signs on selected routes
- Mass awareness and community ownership – a major social networking and publicity campaign, awareness activities, raising the profile of the paths and routes
- Delivered by a team of volunteer ambassadors tasked with engaging with all the communities through which the routes pass.
- Well-maintained paths that become a destination in their own right.
- A drastic increase in footfall and wheel rotation on all the major routes for commuting and leisure.

**[thebikestation.org.uk](http://thebikestation.org.uk)**

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## ARTHUR'S SEAT CHALLENGE

Sunday 17th April 2011 10am - 2pm

Free Dr Bike and breakfast from 9am  
£5 challenge - 10am  
Family challenge - 11.30am



Get on your bike and join the fun in Holyrood Park!

- Take the challenge - how many laps can you complete in 1.5hrs?
- 5km fun ride - 1 lap of Arthur's Seat



Register now at <http://www.thebikestation.org.uk>



#### MAKING THE MOST OF THE INNERTUBE MAP...

- All routes shown are continuous, off-street traffic-free paths with dedicated cycle crossings at road junctions unless marked otherwise. The routes shown are not geographical, but are as accurate as possible. Distances between exits are indicative and not to scale.
- Other cycle routes exist, please consult the Edinburgh Spokes map for more detailed street mapping.
- All the exits shown are step free, unless marked otherwise. Other exits with steps are not shown - please consult the Spokes map.
- All routes are shared with pedestrians - please cycle with respect.
- Signage varies along the routes, and does not necessarily follow the logic of this map.
- To report faulty lights, missing signs, broken glass etc, please call **0800 23 23 23** or email [clarence@edinburgh.gov.uk](mailto:clarence@edinburgh.gov.uk)

With comments about this map, including suggestions, omissions etc, email [innertube@thebikestation.org.uk](mailto:innertube@thebikestation.org.uk)

#### THE ROUTES

##### CANONMILLS – TRINITY

- Cross with caution at Lower Granton Road/Trinity Crescent junction.

##### NEW TOWN – THE SHORE

##### HAYMARKET – OCEAN TERMINAL / THE SHORE

- Tram engineering works near Balbirnie Place - expect disruption. Exit at West Coates Terrace for Haymarket Station.
- Route uses Victoria Park between Craighall Road and Ferry Road.

##### HAYMARKET – CRAMOND

- Beyond Cramond, route not paved. Can be muddy, with steps in places.

##### HAYMARKET – SILVERKNOWES

##### FOUNTAINBRIDGE – RATHO

- Route uses Union Canal towpath. Give way to pedestrians.
- Beware, path narrows in places.
- Route can be muddy in places. Cycle with caution.

##### THE MEADOWS

##### ROSEBURN – EDINBURGH PARK

- Use caution crossing Balgreen Road.
- Path uses Water of Leith path near Murrayfield - caution when wet and muddy.
- Tram construction works the length of route - expect disruption

##### ROSEBURN – BALERNO

- Route uses Water of Leith Path - caution when wet and muddy. Path narrow in places.

##### HOLYROOD – MUSSELBURGH

- Steps at Brunstane Station. Route uses Holyrood Park.

##### LEITH – PORTOBELLO

- USE CAUTION CROSSING SEAFIELD ROAD
- Steps onto path on south side of road.
- Some of route not paved - caution when wet and muddy.
- Along Portobello Promenade, give way to pedestrians. Dismount if necessary.

○ Junction

● Steps

⌘ By road between two paths

||||| Under construction