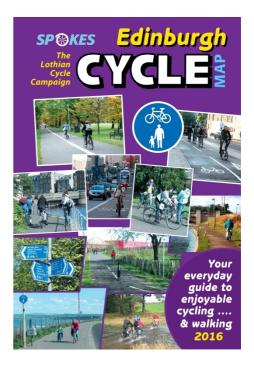
SPOKES EDINBURGH CYCLE MAP ... the story so far

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1. MAP ORIGINS

An early prompt for Spokes to produce cycle maps of Edinburgh came during a meeting organised in the early 1980s by Lothian Regional Council. They showed what they claimed was a map of cycle facilities. At first sight it looked impressive with lots of lines running right through the centre of Edinburgh, until we realised that most of the lines they had marked were bus lanes* and once you disregarded them there was virtually nothing left that was purely for cyclists.

Another prompt during the early campaigning was when we produced a booklet in February 1981 "Rails to Trails – cycleways and footpaths on railway routes". This showed the massive potential for putting cycle paths on the network of disused railway lines in Edinburgh following the purchase of these track beds by the Regional Council from British Rail. Following the inspiration from John Grimshaw of Bristol Cyclebag (subsequently Sustrans) we successfully encouraged the Council to convert the former North Leith network of lines to creates cycle and walking links that extended from Roseburn to Davidson's Mains, Pilton and various points in Leith. That booklet included some rough mapping of the potential network.

Right from the start of campaigning in 1977 we saw both off-road and on-road potential for cycle-related improvements. The "Edinburgh for Cyclists" book published in December 1980 included a sketch showing our suggested network of routes and many of the early factsheets were illustrated with maps of particular features. Spokes also published a series of mapping sheets showing our various proposals.

Other UK cycle campaigns had started to publish their own cycle maps, such as the London Cycling Campaign who produced the On Your Bike mapping booklet in the late 1970s, followed by maps from cycle campaigns in Birmingham, Cambridge and other cities.

*Spokes strongly supports bus lanes and bus priorities (including 7-7-7 bus lanes, 7am-7pm, 7 days a week) and bus lanes certainly have benefits for existing cyclists. However dedicated cycle provision, preferably segregated and suitable for all ages and confidence levels, is the real need, particularly on main roads.

2. MAP EDITIONS

1987 FIRST EDITION

The first edition of the Edinburgh Cycle Map was published in May 1987. It sold for £1.50 and was printed on a folded A2 sheet and then inserted into a plastic wallet. The baseline was the black Edinburgh map produced by Geographia, overlaid with red showing quiet roads, cycle paths and various other features for cyclists to use or avoid. The back showed details of the city centre.

The cover showed the original Spokes "penny-farthing" logo, outlines of hills and Edinburgh skylines and the note that the publication was supported by City of Edinburgh District Council "Improving Services, Creating Jobs". That financial support was in the form of a guarantee against losses rather than an actual grant, and we didn't ever draw down the money.

The map was paid for through the adverts on the back plus sales, marking the start of Edinburgh cycle maps as a good money spinner for Spokes. Of the original cycle shop advertisers, only a few exist today, including Edinburgh Bicycle Co-operative and Freewheeling. Those who have not survived include weell kent names such as Macdonalds, Jocky Allan and Sandy Gilchrist. Robin Williamson was also an advertiser, and his shop survives as Bike Trax even if his name is no longer above the door. Eleven bike shops were listed, whereas the 2016 edition lists an impressive 32 Edinburgh cycle shops.



The back of the first edition doesn't include any accompanying text apart from the list of advertisers and the adverts themselves, probably because the effort of producing that first map was so great that there was little energy left for any frills.

The map was launched during Bike Week 2007 by councillor Kathleen MacFie, We held the actual launch at the foot of the Mound, and then adjourned to her New Town flat for refreshments, a property previously occupied by Robert Louis Stevenson, we were told, which was maybe a good omen in publishing terms.

As well as being newcomers to the map publishing business we were inexperienced in the publicity game, but we did achieve some coverage in the local press, and the map sold very well through book and cycle shops and through direct supplies by Spokes. This sales pattern has continued until today, even in the age of electronic maps on phones and tablets, none of which was dreamt of in the stone-age days thirty years ago.

Publishing the first edition of the cycle map marked ten years of Spokes campaigning, an achievement which was also celebrated by a display of the Spokes logo in the flowerbed at the top of the Mound.

2000 copies were printed by a small Edinburgh print firm which subsequently went out of business, losing the map artwork in the process, so we had to start again from scratch for the second edition.

1991 SECOND EDITION

Starting again gave us the opportunity to try a lot of new features for the second edition, published in summer 1991. The map now used blue as well as red overlays, although the red was manly confined to show hazards such as setts (cobbles) and places where cycling is prohibited. The base map was still the Geographia black and white street map, but the sheet size was larger so the same 4 inches to the mile scale went right out to the Edinburgh city boundaries.

Producing a map in two colours plus black was a challenging task in the days before desktop publishing or computerised mapping. Each colour was drawn on a film overlay using either ink lines or carefully positioned Letraline tapes. When you are working on a large map sheet it is hard to keep two overlays in register, and this becomes even more difficult as more information is added to these overlays.

The back of the second edition was more organised with panels of descriptive text. These gave more information about other Spokes activities and lists of our leaflets and route maps, cycle shops and other useful contacts.

This map benefited from a bit more design and illustration expertise, and the back included a lot more text and useful information, plus city centre and regional maps and some adverts.

The cover showed a redrawing of the girl on bicycle figure as originally painted by Glasgow Boy Joseph Crawhall. Instead of a dog yapping at her heels she is hemmed in by a Morningside bus on one side and a massive lorry on the other, both belching out exhaust fumes that almost obscure the Edinburgh castle skyline. To add to her worries she is bumping across horribly uneven cobbles. The flash across the bottom corner of the map boldly proclaims "Cycling in Edinburgh needn't be like this – see inside."

That slogan writing maybe wasn't very inspiring and the sneaky use of a classic Glasgow image to promote an Edinburgh map was maybe a bit too obscure, but at least it produced an eye-catching front cover. Just in case you missed it we repeated the illustration on the back cover. Another feature that maybe wasn't apparent was the use of spot lamination on the front and back cover, which at least made it glossy although didn't do much to make the map waterproof.

The map overlays and the cover were drawn by Briony Penn, from information compiled by a wide group of people including many of the Spokes "usual suspects". Final artwork was compiled by the Graphics Company and the map was printed by Nimmos of Edinburgh. Although their print was of good quality, like many other printers they couldn't manage to do a map fold on the larger sheet size in house, and eventually contracted the work out to another company after an unfortunate delay. For subsequent editions we used printers who specialised in map printing so that the print job could be finished more quickly

Right from the start, the cycle map was used both as a guide to the growing number of cycle facilities in Edinburgh and also as a campaigning tool to show up gaps as well as cycling prohibitions which we felt unnecessary.

Early campaigning points on the map were the restrictions on access to places like the path through Hermitage of Braid and in Holyrood Park. Later editions suggested that Portobello Prom could be used by careful cyclists. Some of this campaigning was resolved when access legislation passed by the Scottish Parliament opened up all core paths to walking and cycling, although it took City of Edinburgh Council many years after the law change before they took down all the "No Cycling" signs, particularly those on Portobello Prom.

1994 THIRD EDITION

Amongst the major developments for the third edition in 1994 were a colour cover and overlap areas on the main map which led to continuations overleaf taking you out to Musselburgh and Inveresk in the East and Curie/Balerno in the west.

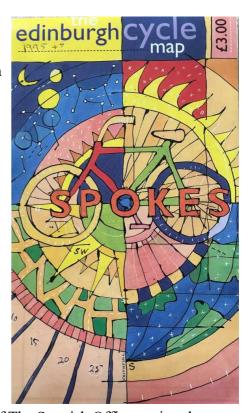
The full colour cover was the first of two elegant cover designs by David Faithfull. The map now cost £3.00 and had a proper back cover with an ISBN and barcode. The main mapping was still two colour overlay on the black base, showing the growing network of off-road paths which had been constructed on disused railway lines, and other links, as the Grimshaw proposals were implemented - thanks to job-creation work schemes and pressure from Spokes and Sustrans.

The back content was similar to that of the second edition, but with a more elaborate design including elements from the cover design amongst the text.

1996 FOURTH EDITION

Another striking colour illustration by David Faithfull was produced for the cover of the fourth edition, in 1996. Although we still used a black map base with red and blue overlays, the main map was shifted slightly west to cover more of that side of town, including the developments at South Gyle and the section of bypass that now excluded cyclists. This exclusion was eventually extended to include all of the bypass, but objections from Spokes meant that the City was obliged to produce an alternative signed inner peripheral route for cyclists, the RER. Unfortunately that meant little more than putting up a series of signs with virtually nothing else to make the route safer or more attractive to cyclists.

As the map sheet was the same size as in the 3rd edition, this westward shift was compensated by a larger continuation map on the reverse so that the area between Portobello and Musselburgh could be properly included. The inset map of cycle routes in Lothian was now a colour version drawn by David Langworth, a cartographer who had contributed his experience since the second edition.



The descriptive text on the back of the map includes mention of The Scottish Office setting the 1996 target of doubling cycle usage in Scotland by 2002, little knowing that they would have handed over almost all transport responsibilities to the new Scottish Executive in 1999, with a Transport Minister Sarah Boyack who was herself a regular cyclist.

1999 FIFTH EDITION

The fifth edition cover in 1999 was the first designed by Tim Smith, using the style of his East, West and Midlothian cycle maps, so that all Spokes maps shared a common identity. It showed cyclists on two of Edinburgh's newish cycling features, the red advanced stop line on Causewayside at the junction with Melville Drive and family cyclists on the newly surfaced canal path.

The rear cover showed the coverage of the map and listed its features, while proudly proclaiming "40,000 copies sold since 1987". The cautious print runs of early editions had been expanded to 10,000 copies per edition by this time, and they usually sold out in two years.

The major innovation for this edition was a completely new full colour base map, using the computerised Edinburgh map produced by a small Edinburgh company Cartographics, which was customised to add the cycling features and downgrade the main roads. We now had lots of colours to play with, and this was the first use of our distinctive colour scheme including purple lines to show off-road cycle routes and yellow or orange to show the recommended quiet streets. We were very happy to abandon the increasing messy clear plastic overlay sheets that limited us to two colours, as nobody fancied creating fully separated four-colour map overlays by hand!

The price leapt to £4.95 to pay for these developments, but the edition sold out just as fast as before.

David Langworth drew more outline maps of surrounding areas for the back of this edition, so we could show links into Fife and the Borders as well as Lothian, marked with the new Sustrans National Cycle Network numbering. We also included NCN 1 and 75 labels on the main map, along with new features such as highlighted area names to aid navigation.

The map also showed Transport Chair (and Spokes member) Cllr David Begg's innovative new Greenways (green-coloured bus-priority lanes on main roads, also open to cyclists) and lines at the edge of the road to show coloured cycle lanes. This era when the Council experimented with coloured road surfaces to show how road space was being reallocated to favour cyclists and public transport fortuitously coincided with the onset of full colour printing and electronic mapping.

Sadly, pro-active political priority for bus and bike slowed after Cllr Begg's departure. The colourful era became marred when red and green surfaces wore out or were dug over, without political insistence that they remained high quality. Although some new cycle lanes still appeared many existing bus and cycle lanes were allowed to deteriorate to a greater or lesser extent.

Indeed some years later we entered a new era of rigid streetscape purists in the Planning Department determined, for purely visual reasons, regardless of policies to encourage bike and bus, to eliminate coloured road surfacing - particularly in the city centre. Even arguments about road safety appeared to carry minimal weight in comparison with appearance. It is an instructive lesson in how fashions change depending on which personalities have the upper hand.

As well as the two new National Cycle Routes through Edinburgh that were being developed and signed by Sustrans, this edition also noted another Millenium project, the towpath along the Union and Forth and Clyde canals, which was to be reopened by the year 2001 as the Millennium Link. Another development shown on the map was the planned City of Edinburgh Rapid Transit (CERT) route from Edinburgh Airport to the city centre, which was supposed to include a new parallel cycleway. It's often a tough call as to whether a planned development should be included in the map, in case it changes or is never built. CERT eventually evolved into a limited guided busway with a very poor cycle path running alongside. The busway later formed part of the tram route.

Spokes was a key partner in the successful bid to hold the 2001 Velo City international cycling conference in Edinburgh and Glasgow. The European Cycling Federation chose between our bid and a proposal from Strasbourg at their 1999 annual meeting in Tartu, Estonia. The 1999 edition of the Spokes cycle map was taken to the Tartu meeting as part of our winning bid – indeed, our delegate nearly missed the plane to Tallin because he waited for copies of the newly printed map to be delivered at the very last minute.

2001 SIXTH EDITION

Delegates at the 2001 Velo City conference all received free copies of the next edition of the Edinburgh map to help guide them in the city section of the cycle ride between Edinburgh and Glasgow that marked the Wednesday mid-point of the event.

The cover photo was a long range shot of cyclists on one of the North Leith cyclepaths, with Edinburgh Castle and some of central Edinburgh skyline in the background, one of many Chris Hill cycling images used over the years.

The main map shows a proposal for new cycle access routes to Edinburgh Park and the Gyle, but expresses concern that other new developments such as the Holyrood Parliament, the new hospital at Little France and Edinburgh's Waterfront Project would not be properly accessible for cyclists.

The map shows how Edinburgh's network of surfaced offroad cycle routes had grown steadily over the years.

Other new developments showing up in this edition include the growth of work on Safe Routes to Schools and the first mention of the Castlecliff Bicycle Workshop on Johnstone Terrace, which later moved to Waverley Station becoming the Bike Station, then moving to Causewayside.

2004 SEVENTH EDITION

While retaining the purple and gold header, the cover of this edition featured an image far removed from the classic views of Edinburgh. The newly created canal cycle route created as part of the Millennium project is shown on its new link through Wester Hailes, with a backdrop of tower blocks rather than historic buildings.

This edition was published in autumn 2004. The insert maps on the back now include a Scotland wide outline showing the spread of Millennium National Cycle Network routes created by Sustrans. The Fife inset map also covers Fife's own 'Kingdom' routes and the Round the Forth route which extends along the south bank of the estuary to the (first) road bridge. Round the Forth is part of the ever more ambitious North Sea Route, the world's longest signed international **cycle route**, passing through 7 countries around the North Sea. This ambitious burgeoning of cycle schemes shows how the new millennium whetted the appetite for cycle linkages across Scotland and throughout Europe.

This edition used spare space on the main map side to show eastward and westward extensions to Musselburgh and Currie/Balerno, rather than placing them on the back of the map.

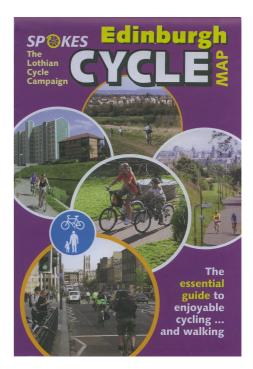
Another development mentioned in this edition is the Polite Cycling campaign, which aimed to counter the growing "bike backlash" resulting from increasing cycle use on shared paths and pavements. The code also aimed to promote mutual understanding and consideration between cyclists and pedestrians on shared paths, whilst also urging motorised road users to behave better around the more vulnerable road users.

2007 EIGHTH EDITION

Further standardisation of cover designs for all Spokes maps brought this edition into the current purple scheme, with five views of different types of Edinburgh cycling portrayed in circular frames on the Tim Smith cover. Two of these images come from previous map covers – you can't keep a good picture down!

We had known for a long time that the map was also being used by pedestrians who wanted to explore the offroad path network. Our cover tag line now recognised this with the phrase "The essential guide to enjoyable cycling ... and walking" and the cover included a shared walking/cycling blue symbol to reinforce the message.

On the back of the map we resurrected a feature from the first few editions – the larger scale map of Edinburgh city centre. Apart from showing the increasing number of cycle facilities in central Edinburgh, we used this map to show the proposed route of the new tram – reasonably accurate in the centre of town but optimistically heading down Leith Walk, another case of the map anticipating a development which did not go ahead – or, at least, not until many years later.



Marking the tram route on the 2007 edition was necessary because the tram construction work began in 2008. This meant that cyclists would be affected by tram rails during the lifetime of that edition, even if the actual tram didn't start its travels until May 2014 after many serious political, technical and financial problems, nearly leading to complete cancellation. We knew from the experience of cycle campaigns in Nottingham and Sheffield that cyclists crossing tram tracks at awkward acute angles, especially in unfavourable traffic, weather or lighting conditions, could lead to disaster. Our own lengthy and intense campaign for a more cycle-friendly tramline layout (including bringing over a Dutch professional design engineer) had failed to persuade the Council to re-think its silo-mentality on the tramline layout, and so it was vital for people to be aware of these impending hazards.

Another new Edinburgh cycle promotion project was mentioned in the text on this edition of the map. Try Cycling ran easy short cycle rides on Edinburgh's offroad paths, catering for absolute beginners. The campaign also ran stalls at some of Edinburgh's local festivals, selling cycle maps as well as giving away promotional leaflets.

Spokes celebrated our 30th anniversary in 2007, marked not only by the publication of an Edinburgh map edition but also by the first Spokes/Go Bike **Glasgow cycle map**. The pioneering collaboration between city rivals that had started at the 2001 Velo City conference was repeated in this mapping partnership. Since then there has been healthy competition between the two cities to develop new cycle facilities, and SPOKES is glad to see both cities express their rivalry in this positive manner.



2010 NINTH EDITION

Promoting cycling has always been a major purpose of the Cycle Map, and the 9th edition in 2010 took this a stage further.

One version of the map was published in the standard purple cover, this time with a fresh selection of images showing lots of happy cyclists and walkers. This version sold for the slightly increased price of £5.95.

However, with funding obtained by the Bike Station from the Scottish Government's Climate Challenge Fund, a free version of the map was also printed - with a different cover and back text. Titled "Edinburgh Travel Choices Map", 12,500 copies were handed out to participants in a large sustainable transport promotion project carried out by the Bike Station and various partners. This introduced staff in large and small companies to the joys of trying out walking, cycling, using public transport or car sharing – anything to get them away from using private cars and contributing to Edinburgh's traffic congestion, carbon emissions and toxic pollution.

This put the Edinburgh Cycle Map in many more places at a time when competition from online cycle maps was growing and bookshop sales were dropping because of the reduction in the number of bookshops in the city. The number of bicycle shops continued to rise, although some of the newer entrants to the Edinburgh retail trade, notably Evans, were local franchises of UK wide companies who have been unwilling to offer counter space to a locally published cycle map. Luckily we continue to be stocked by the long-established cycle traders such as Edinburgh Bicycle Co-op, Bike Trax, Alpine Bikes, Freewheeling, Bicycleworks and Leith Cycle Company as well as many new cycle retailers.

Despite qualms by some people, sales of the paid-for map were not damaged by the free edition, and indeed we had to reprint the map several times because it sold out before a new edition was ready. One reason for the delay in producing the nexty edition was the need to find a new print company, for which we had to look outside Scotland for the first time. Scotprint in Haddington sadly went out of business after doing the first printing of the ninth edition. We eventually found Victoria Litho in London, having been turned down by various other print companies because they were not able to handle the map fold even if they could print on that size of paper sheet.

2016 TENTH EDITION

Another benefit from switching to Victoria Litho has been their experience of printing on materials which are more waterproof and tear-proof than paper. Users of the map had been asking us for a long time to print the map on something that will stand up to wind and rain. This 2016 edition was printed on Polyart, which is an environmentally friendly synthetic paper which is durable, water and tear resistant and easily printable without the need to use special inks. The price of the maps was increased to £6.95 with this edition to cover the increased cost of using Polyart.

Although the mapping and cover for this edition followed the pattern established in recent editions, the design of the back of the map was refreshed by the new designer David Gardiner. The underlying map base is still the one we started using in 1999. It's a long way from the black and red first edition from thirty years ago, but the intention remains the same – encourage more people to ride bikes in Edinburgh. The map base, however, is now very old and increasingly difficult to use. This is posing difficult questions for what we hope will be the next edition

3. PRACTICALITIES

Map contents

Bringing together the information about cycle routes and other facilities in Edinburgh is the first stage in the process. Spokes has been involved with this sort of information ever since it started, and as the number and length of offroad routes gradually increased there was a growing need to make people more aware of them.

We have always marked suggested quiet roads on the map as well as facilities designed specifically for cyclists, and the choice of these is not so easy. A quiet road in the middle of the day can become a rat run during morning and evening rush hours. Some other cycle maps use a multiplicity of colours and symbols to try and convey this information, but we have always tried to keep the layout clear and avoid over-complication. Even when full colour became available we stuck to one orange colour to represent suggested quiet streets.

From early on we included a folded Spokes membership form inside the map, and this has without any doubt contributed to maintaining our membership and gaining new members over the years.

Map storage

The print run for early editions was only a few thousand, but once we started printing 10,000 copies per edition the stock of maps required a lot of space, especially when we also had the maps of East, West and Midlothian and Glasgow. When the Bike Station was at Waverley Station we shared their office space for a couple of years, but unloading deliveries of printed maps in the busy station was tricky. Spokes then rented a locker in Bonnington at T&S Self Store a friendly family-run outfit who have looked after our maps for many years, albeit at significant cost. In 2018 we moved to Jenners Depository, which is significantly cheaper and also much nearer the Spokes office.

Map distribution

Deliveries to shops are done as much as possible by bike, and you soon learn how many maps can be fitted into a pannier. We have sometimes used a bike trailer when delivering a new edition to a number of shops at the same time, and we managed to get a publicity photo in the Evening News of the fully loaded bike trailer for the launch publicity of one of the editions. Another publicity picture involved a very contrived pose for the Evening News photographer next to a painted cycle symbol on the path through Holyrood Park.

We have sometimes supplied map-advertising posters to cycle shops but the most effective publicity is the display of a flat copy of the map on the shop wall. We have always ordered some flat copies of the map for publicity purposes and also for sale, for example to estate agents who want to show their customers how the houses for sale are also served by cycle routes.

As well as sales through bike shops and by post, Spokes sells increasing numbers of maps to businesses who wish to burnish their green credentials (useful when seeking planning permission!) Where a business places a bulk order we often also supply a free flat map, provided this is pinned up in an appropriate area for the use of staff. The Royal Bank of Scotland now has a Bicycle User Group numbering several hundred staff, and at locations such as Edinburgh University Kings Buildings over 10% of staff and students cycle to work. Clearly, there is great potential for businesses to make use of the maps and for increasing sales.

Overall, however, with Spokes being voluntary, map sales and distribution have not always been as pro-active and comprehensive as we would like – in particular there is scope to more pro-actively and consistently target shops and businesses rather than mostly waiting to respond to purchase requests. The map is a fantastic product – a huge amount of work goes into producing each edition. Such an excellent product could do with an equal amount of work on sales promotion, albeit that is perhaps a less interesting task than production.

Surplus copies

When a new edition of a Spokes map is published we are sometimes left with surplus copies of the previous edition. Rather than scrapping these we usually offer them free to schools. A wide range of potential uses is outlined in a letter we sent to schools at the time of the new West Lothian edition – the letter is linked in this article www.spokes.org.uk/2018/08/west-lothian-2018-spokesmap. Not only do the maps have multiple educational uses, but this approach brings knowledge of the map to large numbers of people who might well otherwise not know of it.

Weird and Wonderful map uses

One Christmas Spokes published a limited edition snood with part of the city centre cycle map printed on it, handy if you lost your way while wearing it. An Edinburgh Council maintenance squad uses a laminated copy of the map to mark which paths they have swept of leaves. And recently Spokes received a request (from the Wee Spoke Hub bike workshop) for permission to paint a large version of the Edinburgh map onto their wall as a mural!

4. PEOPLE

Thirty years of Spokes Edinburgh maps have required the hard work, knowledge and skills of a large group of people. The Spokes Maps group of Ian Maxwell, Peter Hawkins, Tim Smith, David Langworth and latterly David Gardiner have been at the centre of this work for most of this time. Spokes stalwart Dave du Feu also merits a place at the core of activity, including ongoing publicity for the maps through the website maps pages (www.spokes.org.uk/spokes-maps) and in every issue of the Spokes Bulletin. Sadly we have lost touch with the people who produced edition one as they were too modest to add their names to the printed map.

Various staff members of Lothian Regional Council and its city successor, Edinburgh City Council, particularly Richard Williams, Matthew Simpson, Phil Noble, Caroline Burwell and Chris Brace have provided guidance on what the Council is doing although the map has always been a completely independent publication. This separation from the Council has been important – we did not have to delay publication to get the content signed off, and it would have been more tricky to use the map to campaign for changes such as shared use of Portobello Prom.

Sustrans staff have also assisted in relation to their projects over the years, and their input has always been supportive and friendly.

From edition two onwards, the following are recorded on maps as having assisted, and they too are due many thanks - Briony Penn, Nick Campbell and family, Kenneth Graham, Arthur Elsy, Graham Dann, Sandy Scotland, David Faithfull, Rosemary Lyons, Steve West, Chris Hill, Mark James, Tony Grant, Mike Harrison, Shane Voss, Sue Tait, Katherine Taylor, Mike Lewis, Alec Mann. Apologies to anyone else who contributed over the years without getting their name listed on a printed map.

Thanks also to the Edinburgh cycle shops, bookshops and other organisations who have helped us sell more than 100,000 copies of the map over the thirty years between 1987 and 2017. We look forward to may more years of working with you and promoting Edinburgh as a Cycling City.

There can be no greater compliment to the map, and to those who produce it, than the incredible feedback we receive from purchasers. A sample of this feedback – over many years – can be found at www.spokes.org.uk/spokes-maps/#Feedback.