
CLYDE MUIRSHIEL PARK AUTHORITY



Report to: Joint Committee
On: 5 June 2015

Report
By
Regional Park Manager

SUBJECT: PEDAL THE PARK 2015

1.0 Purpose of Report:

- 1.1 To advise members of the Joint Committee of the success of 'Pedal the Park 2015 a joint event with Ride 63 Community Cycle Club.
- 1.2 To ask members to note the findings and make suggestions and connections for future events of this nature.

2.0 Recommendation:

- 2.1 That the Park Authority supports the continued development of cycling infrastructure and activities.
- 2.2 That the Park Authority recognises the Park's continued efforts to increase income using the existing staff skill base within the Park and grow our reputation as Centre of Excellence for land and water based accessible sport.
- 2.3 Pedal the Park 2016 is ratified by the Park Authority.

Members wishing further information regarding this report should contact Mr David Gatherer, Regional Park Manager, Clyde Muirshiel Park Authority, 01505 614791.

3.0 Background:

- 3.1 The Pedal the Park concept was to hold a number of cycle 'Rides' around or in the Regional Park to visit the majority of visitor centres and so increase awareness of CMRP and Ride 63 near the start of the summer season.
- 3.2 Four Rides took place – a '68km Sportive', 18km Mountain bike ride, 12km Hand bike time trial and a 4km Family Ride.
- 3.3 Castle Semple Visitor Centre operated as 'Ride HQ' with ride registrations, start and finish lines plus a number of 'Event Village' activities taking place to attract less keen/non cyclists. These included a Bike Powered Cinema, Fixed Bike Challenge, Trade Display, Junior Skills Course and 'Try an Adaptive Bike'. The Greenock Cut Visitor Centre was a near midway point for Sportive Riders and provided a feed station and mechanical assistance.
- 3.4 Regional Park Staff, Ride 63 Members and Volunteers all ensured a well-managed event.

4.0 Measures of Success:

- 4.1 The number of registered participants for the four rides totalled 185.
- 4.2 The Hand Bike Time Trial was well sported by ASN cyclists. 13 riders took part in the Time Trial; this included five 'Special Olympic' members. This Ride was sponsored by TS Sport.
- 4.3 Hand cycles were purchased to support the event with £10,000 of funding assistance from Awards for All.
- 4.4 Visitor Numbers onto site on the day totalled more than 1, café visitor numbers were 753 this is up 200 on the same day last year. These numbers are both higher than average for a 'cold showery' Sunday in April. Membership of Ride 63 CCC also increased.
- 4.5 Local media ran the story in the lead up to the event. On the day The Herald & Evening Times Photographer came to take photos. The event was well covered in Social Media with some posts reaching 1500 people. In the 7 days covering the event day posts reached 4382 people. The event was hosted on the 'British Cycling' website who also shared our twitter and Facebook content to their national audience. ASN publications also covered the event as very few hand bike time trail opportunities exist in Scotland.
- 4.6 The Sportive attracted 131 entrants in 2015.

- 4.7 All those taking part in a Ride paid an entry fee. Additional funding £490 for running the event was received from Sainsbury Community Fund. The following companies also support the event with the provision of 'mechanical assistance' RT Cycles and Phillips Cycles, Gourrock; Feed Station supplies Co-op Greenock, Morrison's Largs, Tesco Kilbirnie, Spar Lochwinnoch, Tesco Linwood: Goodie Bag items Decathlon, Sainsbury. Garthland Print assisted with design and printing requirements.
- 4.8 Partnerships were developed with 'Roads' in each Council area as well a future joint working opportunities and the sharing of knowledge with the Events Team at Renfrewshire Council has been fostered. Engagement with local and national cycle organisations has also been developed and has highlighted the facilities, opportunities and specialised staff skills available at CMRP and at Castle Semple in particular at the moment.

5.0 Conclusion:

- 5.1 With the Park ethos of continually looking to develop services despite the reduction in Park resources this event has provided a number of new opportunities for cycles that can be built upon going forward.
- 5.2 Working in partnership with Ride 63 has been beneficial and has allowed the Regional Park to develop its cycling offering, an important service development given the ever increasing numbers of cycle participation in Scotland.
- 5.3 Feedback from organisers and participants has been very positive hence Pedal the Park 2016 is to be recommended.

Contribution to the National Outcomes of Report: Pedal the Park 2015

Completed by: D. Gatherer, Regional Park Manager.

Date: 6 June 2015

1. We live in a Scotland that is the most attractive place for doing business in Europe	Pedal the Park has promoted participants and organisers with an attractive place to spend their leisure time.
2. We realise our full economic potential with more and better employment opportunities for our people	The event attracted entry fees and a number of successful funding grants.
3. We are better educated, more skilled and more successful, renowned for our research and innovation	The event provides a goal for training programmes and provide 'skill courses' on the day.
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens	Participants, staff and volunteers worked effectively together to ensure a successful event.
5. Our children have the best start in life and are ready to succeed	Skill develop opportunities, team working and goal setting are provided by PTP.
6. We live longer, healthier lives	Active learning, recreation and healthy lifestyles are all at the fore.
7. We have tackled the significant inequalities in Scottish society	Pedal the Park is attractive to all sectors of Scottish society including those with ASN and those in SIMD areas.
8. We have improved the life chances for children, young people and families at risk	Young people can increase their skills and competence levels.
9. We live our lives safe from crime, disorder and danger	The event provides an alternative to crime and disorder.
10. We live in well-designed, sustainable places where we are able to access the amenities and services we need	Increasing the number of people cycling will be encouraged by this event.
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others	Sportive etiquette encourages a responsibility for their own actions and impact on others.
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations	The natural landscapes of the Regional Park are appreciated and fostered by participants.
13. We take pride in a strong, fair and inclusive national identity	The provision of a hand bike time trail ensured an inclusive event.
14. We reduce the local and global environmental impact of our consumption and production	Increasing bike use reduces the need to use fossil fuel for transport.
15. Our public services are high quality, continually improving, efficient and responsive to local people's needs	The project directly delivers on this outcome as evidenced by its monitoring and reporting.