
CLYDE MUIRSHIEL PARK AUTHORITY



Report to: Joint Committee
On: 27th May 2016

Report
By
Regional Park Manager

SUBJECT: Pedal the Park 2016

1.0 Purpose of Report:

- 1.1 To advise members of the Joint Committee of the further development of services within the park for mainstream and assisted needs groups of all ages delivered jointly by the Ranger Service and the Activities Team.
- 1.2 To advise members that the participants of this event will be an annual one from now on as it has become well established.
- 1.3 To inform members that the event raised £1210 for CLIC Sargent cancer care for children, see quote below from CLIC

2.0 Recommendation:

- 2.1 That the Park Authority supports the continued development of cycling related services within the park to local clients and those from further afield.
- 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 note the integration of staff teams in this process.

Members wishing further information regarding this report should contact Mr David Gatherer, Regional Park Manager, Clyde Muirshiel Park Authority, 01505 61479

3.0 Background:

Pedal the park is now established as a popular sportive event in the west of Scotland area. Using feedback from the 2015 event we devised 2 variations of the route, a 75km and a 100km. The 100km was by far the most popular with around 80% of the 250 cyclists opting for the longer route.

Feed stations were located at Greenock cut centre with many cyclists using the facilities en-route. We had great support from Duke of Edinburgh volunteers who offered to help marshal the route along with a few members of the Ride63 cycle club.

Park staff worked tirelessly throughout the day to ensure that everything ran smoothly and the riders had a well-managed event to enjoy.

A time trial event was also held at Castle Semple for our para cyclists and they were joined by the Scotland West Special Olympics cycling squad for the event.

The feedback from CLIC sargent ;

"Well done guys!! Just to put things into perspective; £300 could pay for an average family stay of 11 days in a Home from Home – close to where their child is receiving cancer treatment. Your total could provide this service to 4 families which is absolutely amazing!"

3.1 Measures of success will include;

- Number of mainstream cyclists who take part
- Number of ASN cyclists who take part
- Feedback from the online survey that was sent out after the event
- Visitor centre numbers increase due to the event and following the event from increased cycling participation
- Media coverage of the event
- How many cyclists sign up for the 2017 event
- How much money is raised for our chosen charity

4.0 Conclusion:

- 4.1 Within the Park ethos of continually looking to develop services and in the light of reduced resources within the park, staff and management have come up with a service development which will utilise existing resources while developing client markets.
- 4.2 This new service will be one of the ways the park celebrates and develops cycling. Cycling participation in Scotland has increased 142% since 2009 and this is an area that needs developed within the park, a showcase event will help to achieve this.

Contribution to the National Outcomes of Report: Pedal the Park 2016

Completed by: D. Gatherer, Regional Park Manager.

Date: 27th May 2016

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| 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. |
| 3. We are better educated, more skilled and more successful, renowned for our research and innovation | The event provide a goal for training programmes. |
| 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 for some participants, 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. |