

# CYCLE TRAINING UK

## 'Ticket to Ride' Ealing Social Ride 2013

**Overview:** As part of National Bike Week 2013, Ealing Council hosted a 'Ticket to Ride', a day of fun rides exploring the Ealing landscape – historic, modern, green spaces and river ways.

**About the Ride:** Rides, led by qualified cycling instructors, set out on the hour from two parks on the borough. There were 14 rides in total. The route was over 11 miles in a loop between the parks and there were exits for people who wanted to cycle part of it. There were information stands and a Dr Bike at each park. Cycle Training UK helped to manage the event from initial route design and branding to registration data, hiring parks and marshalling the ride.

**Who?** Over 350 people took part. The rides were open to all levels of riders particularly family groups, nervous riders and people that wanted to return to cycling. The age group ranged from 5-65 (one 5 year old completed 9 miles!).

**Why?** The rides were about:

- Exploring the local area – parks, places of interest, the canal and river in and around Ealing
- Finding alternative cycling routes – showing local cyclists alternative quieter routes around Ealing
- Learning about the borough and its places of interest
- Generating more interest about cycling, local cycling groups and training
- Having fun along the way!

Each ride formed a loop riding between the museum at Gunnersbury Park to the bandstand at Churchfields Recreation Ground (by Brent Lodge Park). The riders cycled along a range of infrastructure including parks, bicycle lanes, canal towpaths, quiet and busy roads. The route was planned to ensure that riders of all levels could enjoy it – i.e. mostly quiet roads, flat terrain and lights/zebra crossing to help at busy junctions. The ride was very flexible with people dropping in and exiting when they wanted (although most cycled the whole route). Three cycling instructors managed around 20 participants per ride with additional float instructors to meet increased capacity. Refreshment stops were organised along the length of the route.

Ealing Council set up a registration web page and Cycle Training UK collated the data so there was an understanding of numbers on the day and the popularity of each ride slot. CTUK also looked after the responses for the 'I love cycling in Ealing because...' competition.

Cycle Training UK was involved from the initial inception of the event and worked in partnership with Ealing Council. CTUK designed and risk assessed the routes and parks and marshaled the ride on the day. There was a great team effort with Ealing Council Transport Team supporting and taking part on the day, CTUK looking after the information stalls, Ealing Bike Hub providing Dr Bikes, the Safer Transport Hub Team marking bikes and Ealing Cycling Campaign providing local cycling group information. Approximately 80 bikes were seen at the Dr Bikes and 61 bikes marked by the Safer Transport Hub Team. The Canal and River Trust also got involved talking to cyclists about their work and Ealing's waterways.

The feedback from participants was very positive with riders making a point of commenting on the professionalism of the marshals and the fact that they felt very relaxed and safe. The interactions with the drivers were also very positive with lots of 'thumbs up' from drivers who were thanked by the marshals for their patience. There were several requests for the event to be repeated next year.

**"Big thank you to everyone involved as part of the day, it was an absolutely brilliant day and everyone I spoke to said how much they enjoyed and wanted more. It was an excellent team effort and with even higher numbers than expected, it's a real success all round."** Cllr Bassam Mahfouz, Labour Councillor for Northolt West End

If you'd like help to organise a large fun ride or cycling event please contact [jean@cycletraining.co.uk](mailto:jean@cycletraining.co.uk) Tel: 0207 2324387

