



NEXTBIKE BACKS PEDAL ON PARLIAMENT

For Immediate release

nextbike announced today that they were supporting grassroots campaign organisation Pedal on Parliament in their crowdfunding bid to bring their mass cycle demonstrations to three cities in Scotland on the 22nd and 23rd April this year. The company are donating £500 towards the running costs of this year's POP in Glasgow, as well as offering 50 annual memberships to anyone donating £50 towards the campaign.

Julian Scriven, Managing Director of nextbike UK, said "As the leading cycle hire provider in Scotland, we are committed in getting more people on bikes and cycling across the country. Already more than 20,000 people in Scotland are members of nextbike, and we aim to increase this number as we expand throughout the country, but for cycle hire to be successful we would like to see further support from the government in terms of long-term thinking – roads have to re-designed to ensure safety of all road users."

"We've seen immense support from local authorities in Scotland, but to achieve the targets set by the Government, we are calling upon the elected leaders to work even harder to bring more cycle hire schemes to Scottish cities. In Glasgow and Stirling nextbikers have cycled almost 600,000km since the launch of their schemes - that's the saving of approximately 131 tonnes of CO2. We support further research on cycling to have a long-term sustainable transport planning."

"We would like to see the Scottish government and local authorities more open to expanding and implementing cycle hire schemes as they benefit the society in many ways - from improved health, to more revenue for small businesses. Moreover, we truly believe in the future of integrated transportation – cycle hire acts as a last mile solution for thousands of Scots daily, and we are eager to integrate our service with other forms of transport, and for that we call on government to take an active lead in establishing nation-wide projects in this field."

ENDS

Notes for editors

Pedal on Parliament is a grassroots cycle campaign that has brought thousands of cyclists to the streets of Edinburgh each year to call for a cycle-friendly Scotland.

This year, there will be Pedal on Parliament demonstrations in Aberdeen and Edinburgh on Saturday the 22nd of April and in Glasgow on Sunday 23rd.

Crowdfunder at: <http://www.crowdfunder.co.uk/pedal-on-parliament>

nextbike: <http://www.nextbike.co.uk/>

Pedal on Parliament are calling for:

1. Proper funding for cycling (5% of the transport budget & 10% for active travel overall).
2. Design cycling into Scotland's roads.
3. Slower speeds where people live, work and play
4. Integrate cycling into local transport strategies
5. Improved road traffic law and enforcement
6. Reduce the risk of HGVs to cyclists and pedestrians
7. A strategic and joined-up programme of road user training
8. Improved statistics supporting decision-making and policy