

E-bikes are a hit with tourists

An Edinburgh business Ezeepedal is enjoying increased demand from visitors with its electric bikes.

The easy to use cycles can reach speeds of up to 16 mph which is a welcome boost on some of Edinburgh's hills. They have been especially popular with families.



Founder John Harrison-Church who invested £14,000 in 10 British manufactured bikes in February 2017, piloted the business in the city last year and was delighted with the response not only from tourists but from locals too, however

he realised early on that there were areas of the business which required outside help.

Through Business Gateway Edinburgh, John received one to one support to help grow and market the business which has led to a major increase in bookings this summer.

John said: "The support I've received from Business Gateway Edinburgh has been invaluable. I was a beginner last year when it came to understanding the technical aspects of running the business especially with Google Analytics and online marketing which I'm delighted to say I feel more confident doing now and has had a direct positive outcome for the business.

"This year we have seen a rise in group bookings, families, independent and business travellers, and locals too looking for a fun, alternative way to enjoy the city.

"The feedback has been fantastic in particular from people who have appreciated a helping hand when trying to visit the hilly places of interest in the city including Arthur's Seat and also from groups who have really enjoyed being able to sight-see at the same pace regardless of age, fitness and confidence level when it comes to being on a bike."

Susan Harkins, Head of Business Gateway Edinburgh, said: "We at Business Gateway Edinburgh are absolutely delighted to be able to support Ezeepedal throughout their business journey to reach even more people who visit Edinburgh.

"The city has so many incredible places to see, many of them uphill and what better way to do it than on an eco-friendly bike where everyone in the group can travel at the same pace and enjoy the wonders that our city has to offer at the same time."

E-bikes, which are growing in popularity around Europe, provide power on demand, by complementing your pedalling speed and power. When pedalling hard very little power is used,

however the real benefit is when the pace is slowed down and the electrical assistance kicks in giving cyclists a welcomed helping hand especially uphill or towards the end of a day of sight-seeing.

Janie Neumann, Industry Sustainability Manager at VisitScotland, said: "With so much to see and do in Edinburgh, from Holyrood Park to the Old and New Town, we always encourage our visitors to get out and about to explore the wonderful sights of the city.

"From walking to cycling, there are many fantastic sustainable ways to experience the capital and e-bikes are a great addition for visitors looking to add a little more power to their pedals."

Check out www.ezeepedal.com for more information on the e-bikes which are delivered to customers along with a map to help navigate the city and picked up, costing £10 per hour or £35 for a day.

To find out how Business Gateway Edinburgh can help your business visit www.bateway.com/Edinburgh or call 0131 516 5035.