

# Mark Beaumont becomes ambassador for Your Bike in Edinburgh

Adventurer Mark Beaumont has become the ambassador for Edinburgh's cycle hire scheme which will be launched in September.



Mark Beaumont is announced as the ambassador for the Edinburgh cycle hire scheme Your Bike. Pictured with Mark is George Lowder of Transport for Edinburgh. Photo – Greg Macvean – – 07971 826 457

Beaumont once cycled round the world in 79 days, but now he has his own cobalt blue bike Joy to get around Edinburgh. He used to cycle 240 miles a day while on his circumnavigation of the globe but may do a little less on the city's streets.

Mark said: "I'm really pleased to get behind Edinburgh's first cycle hire scheme which will open up cycling to a much broader audience, showing the benefits and possibilities getting on a bike can bring to anyone. You don't have to go round the world to get something back from cycling, and as someone who lives in Edinburgh, I'm excited to see the bikes and cycle hire points beginning to pop up all over the city as more people see the benefits of travelling on two wheels."

Jason Holtom, Serco's Director of Leisure Services, said: "Mark is someone who embodies the sense of adventure, energy and fun that cycling can unlock and we couldn't think of a better person to test out our high quality hire bikes as we approach the launch. We thank Mark for his support and look forward to working with him over the next year as Your Bike Edinburgh establishes itself as a new mode of transport in the capital."



George Lowder Transport for Edinburgh on one of the prototype City Bikes earlier this year

Transport for Edinburgh Chief Executive George Lowder MBE said: "We are really excited that Mark will be an ambassador for the new Edinburgh cycle hire scheme. With Mark's support we can help inspire people of all generations who work, study, live in and visit the city to cycle more and enjoy our improved transport network."



The new bikes will be available to the public in September

Transport and Environment Convener and Chair of Transport for Edinburgh, Councillor Lesley Macinnes, said: "It's fantastic to see these brand new bikes in use, and being tested by Mark Beaumont no less. By introducing a cycle hire scheme to Edinburgh we want to make it as easy and appealing as possible for people to cycle in the Capital, whether they live here, commute to or are visiting the city. With Mark as ambassador of this initiative, I look forward to seeing a lot more people choosing to explore our fantastic city by bike."

The scheme's operator, [Serco signed a concession agreement](#) with Transport for Edinburgh (TfE) to introduce and operate the new cycle hire scheme for the City of Edinburgh earlier this year. The initial three-year agreement will deliver at least 500 manual bikes by April 2019.

The council says that the cobalt blue Pashley bikes will offer cyclists good handling and ride quality, featuring high quality Shimano gears and brakes, comfortable gel saddle, front and rear LED lights, full-length mudguards, puncture resistant tyres that do not compromise ride quality, and a step-through frame allowing ease-of-use for all cyclists regardless of height.

The scheme will also be using technology including the unique hybrid lock provided by Urban Infrastructure Partner (UIP) the operators of cycle hire schemes in Oslo and Bergen.



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