

Just Eat to sponsor the new city bike hire scheme

Our new bike hire scheme will be cobalt blue with touches of turquoise and red in the form of a back wheel cover branded with the Just Eat logo. In common with the Just Eat dublinbikes, the cycles in Edinburgh will be sponsored by the online food delivery company.



Ben Carter, UK marketing director at Just Eat, said: "We're thrilled to be the new sponsor of Edinburgh's new cycle hire scheme, which will be a great new way for residents and visitors to get around the city. With over 300 restaurants in Edinburgh available on the Just Eat app, collectively delivering thousands of takeaways every week – from sandwiches at lunchtime, to fish and chips on a Friday night – we believe it's vitally important to support local communities around the UK."

Operator Serco is delivering the cycle scheme on behalf of Transport for Edinburgh (TfE). Jason Holtom, Serco's director of leisure services, said: "We're really pleased to have such a well-known household brand like Just Eat wanting to support our cycle scheme, which shows the impact the service will bring to the city."

"We will be working closely with Just Eat on this exciting project which will actively promote cycling as a fun, healthy and efficient transport alternative for getting around Edinburgh."



Depute Council Leader, Councillor Cammy Day, George Lowder CEO of Transport for Edinburgh, Transport Convener Councillor Lesley Macinnes and Angus Cockburn, Chair of Serco Scotland and CFO of Serco in May when the red demonstrator bikes had the TfE logo on them

George Lowder, chief executive of Transport for Edinburgh, added: "Just Eat's support over the next three years will be invaluable to enable the Edinburgh Cycle Hire Scheme to be developed in line with our vision for a far-reaching scheme that will attract a broad range of residents, visitors, commuters and students to cycling. This will include eBikes and other initiatives. We're delighted that Just Eat have been selected as official sponsors and look forward to collaborating with them as we grow the scheme across Edinburgh."



Pic – Greg Macvean

Mark Beaumont is the ambassador for the Edinburgh cycle hire scheme which was initially called Your Bike.

The scheme will be formally launched on 17 September 2018 when the first 200 bikes will take to the streets increasing to 1,000 by the end of 2018.

The sponsorship means that the bike hire – which you will pay low prices to use – does not cost the city anything. Users will pay £1.50 for the first hour with an extra charge of £1 per 30 minutes. The pricing structure is already commonplace among bike hire schemes across the world and all have had a name sponsor to cover the difference in running costs.

However the name needs a bit of work. The announcement says they will be called Just Eat Cycles, which is we feel just a bit clumsy. What names do you suggest? And do you think you will use them?

