



## Sheffield Space for Cycling Ride Set To Be Bigger Than Tour De France!

This Saturday's Big Ride will see over 300 ordinary people get on their bikes and take to the streets to call for Space for Cycling in Sheffield. That's more than took part in last year's Tour De France!

Emma Metcalfe of Cycle Sheffield says "Our Big Ride is a public demonstration of Sheffield people's desire for a city where riding a bike is safe and enjoyable for everyone. Join us and make our local politicians sit up and take notice!"

The Big Ride is safe and fun; everyone is welcome. Cycle Sheffield marshals will ensure the group stays together and that the pace is suitable for even the youngest of riders.

Part of the national Space for Cycling campaign, the ride demands action on key issues such as safe routes to schools, protected Space for Cycling on main roads, reduced through-traffic and lower speed limits in residential areas. The campaign calls on candidates standing in Sheffield's local council elections to pledge their support to specific cycle improvements across all 28 wards in Sheffield.

Members of the public have been asking for their local candidates' support on the [www.spaceforcyclingsheffield.co.uk](http://www.spaceforcyclingsheffield.co.uk) website and so far over 300 emails have been sent and 30 candidates have pledged their support.

Space for Cycling is about giving everyone the freedom to cycle, but the council cycling Inquiry last year found that 95% of people thought that "concern for personal safety and perceived danger caused by poor infrastructure, road surfaces and traffic" was a barrier to cycling. The campaign is calling on the council to change this.

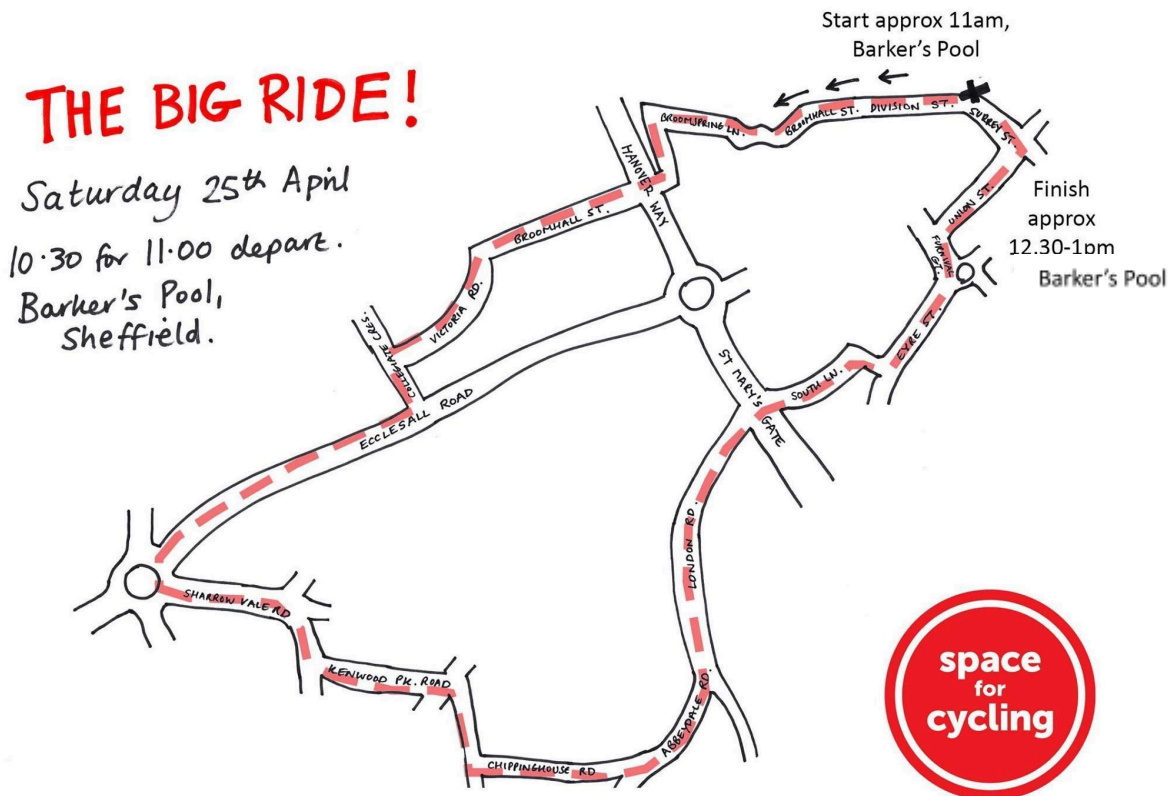
Cycle Sheffield Chair Matt Turner says "We need our politicians to recognise the wider benefits of making Space for Cycling. We can make Sheffield a more pleasant place to live, with a healthier population, less traffic and cleaner air"

The Big Ride is on Saturday April 25<sup>th</sup> and starts at 10:30 in Barkers Pool, it's free and you don't need a ticket.

[www.spaceforcyclingsheffield.co.uk](http://www.spaceforcyclingsheffield.co.uk),  
[@S4Csheffield](https://www.facebook.com/Space4CyclingSheff), [Facebook.com/Space4CyclingSheff](https://www.facebook.com/Space4CyclingSheff)

**Space for Cycling: The Big Ride**  
**Saturday 25<sup>th</sup> April 2015**  
**10.30 for 11am start**  
**Barkers Pool, Sheffield**

## Route (Sketch and Google Maps Link)



<https://www.google.com/maps/d/u/0/viewer?ll=53.371808,-1.4853&msa=0&spn=0.022967,0.066047&mid=z9bOtSb9K6hg.kVPI3mqEpl1A>

### Key Photo/Interview Opportunities

10.30am	Riders mass in Barker's Pool and prepare to set off, Photo and interview opportunities with event organisers, participants & supporting candidates.
11.00am	Ride departs, with children and families leading the way. It will proceed from Barker's Pool along Division Street. Opportunity to film on Division Street with 'bikes as far as the eye can see' as the huge group of riders passes along this straight stretch.
11.30 (approx)	Ride passes along Ecclesall Road; normally a busy, noisy and car-filled environment but today a sea of families on bikes ringing their bells happily.
12.30-1.15 (approx)	The group returns back to the city centre and masses in Barker's Pool. Final photo opportunities & change for any additional/longer interviews with organisers.

### Contact Information

Matt Turner, Chair, Cycle Sheffield: [redacted], [matt@cyclesheffield.org.uk](mailto:matt@cyclesheffield.org.uk)

Emma Metcalfe, Cycle Sheffield: [redacted], [spaceforcycling@cyclesheffield.org.uk](mailto:spaceforcycling@cyclesheffield.org.uk)

### About Cycle Sheffield

Cycle Sheffield is the cycle campaign for Sheffield and campaigns to make Sheffield a more cycle-friendly and people-friendly place. Cycle Sheffield is run by a passionate team of volunteers supported by over 500 members.

**Photos from last year's Big Ride** (download hi res versions at <https://www.dropbox.com/sh/7u6ftuy9nbsjoby/AAA28tDDc9O6MKec6zdD8XF1a?dl=0>)



*Taking Ecclesall Road by storm!*



*The small riders are ready to go! (photo credit @geckobike)*



Emma Metcalfe aka @craftybikegirl. Emma heads up the Space for Cycling Campaign in Sheffield & likes to dress up for the occasion! (photo credit Paul Truin)



Matt Turner, Chair of Cycle Sheffield with his bike-trailer-billboard. This year he'll be bringing his home made bike-mounted super loud boombox! (photo credit @geckobike)



*Bikes as far as the eye can see! (photo credit @geckobike)*



*Fun with the family: what if we could do this every day? (credit @geckobike)*