



Do The Ride Thing

Campaign Toolkit



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Brought To You By

Introduction

The Campaign

It's often the go-to choice to jump in the car however far you need to travel. In 2022, more than half (57%) of completed journeys were under 5 km, with cars constituting 26% of journeys covering distances less than 1 km.

However e-bikes are now an alternative for all sorts of daily journeys – the commute, the school drop off, a trip to the shops or a fun day out! E-bikes help you to reach where you need to go more quickly and with less effort and more joy, reducing the physical strain and worries about 'keeping up.'

The **Do The Ride Thing** campaign, originally launched in 2019 to promote cycling benefits, has now evolved to focus on e-bikes.

The campaign aims to collaborate with organisations like yours to:

- ➔ **Communicate the benefits of e-bikes, expanding the idea of who they are for.**
- ➔ **Highlight the support available for the audience, from e-bike maintenance and training, and various forms of financial support. As well as help people with information about accessing adaptive cycles.**
- ➔ **Promote tips for those new to cycling or returning after a break.**
- ➔ **Direct people towards hubs supported by the campaign that offer trials of e-bikes, adaptive cycles and training. Allowing access to a cycling community in their local area.**

Primary target audiences are

- 1 Adults with some cycling experience who use cars in their daily routines.**
- 2 Women aged 40-60 with some familiarity with cycling, who rely on cars for their daily journeys.**
- 3 Adults who are either new to cycling or returning to it after a break.**

This campaign is being delivered by SEStran and Smarter Choices, Smarter Places.

Supporting You

We hope to work with organisations like yours in our mission to expand cycling to include more people and to highlight the possibilities that e-bikes can offer to help people swap their cars for their e-bikes.

To support you in promoting e-bikes and their benefits and encouraging people to give e-bikes a go, this toolkit provides the following materials:

- ➔ **Suggested social copy and digital assets to share with your audience across social channels including Facebook, X (formerly Twitter) and Instagram.**
- ➔ **Longer copy for use on your website or e-newsletter.**
- ➔ **Digital Assets available for download which you can print, distribute, and display.**
- ➔ **A social banner for use on your Facebook page**
- ➔ **Information about employer events that we would like to offer to new employers.**

Campaign Website

Outline

The **DoTheRideThing.co.uk** campaign website serves as a valuable and user-friendly resource for individuals seeking information about e-bikes and the available support to enhance their cycling experience.

Key features of the website are

- 1** Information about e-bikes and their many benefits.
- 2** Details on the support available for people to get on their e-bike.
- 3** Showcasing case studies of individuals who have included e-bikes into their daily routines.
- 4** Details about local hubs for trying out e-bikes and accessing training and maintenance.
- 5** Offering top tips for first-time or returning riders.

Visit **DoTheRideThing.co.uk** for more details



Assets For You

Digital + Print

To support the promotion of the campaign and to share the many benefits of e-bikes, we've created a range of assets for your use.

These assets are

- 1 Statics in multiple formats
- 2 Poster
- 3 Leaflet
- 4 Facebook Header
- 5 Social Copy

You can download these [assets](#)



Content

Social Media



X (formerly twitter)

Discover the freedom of easy bike travel with e-pedal power.

E-bikes are a great choice for your daily journeys.

They can take you further with less effort and more joy!

To learn more about e-bikes and available support, visit: DoTheRideThing.co.uk

Facebook and Instagram

Discover the freedom of easy bike travel with e-pedal power!

It's often the go to choice to jump in the car however far you need to travel. An e-bike is a great alternative for all sorts of journeys – the school run, your daily commute or a fun day out. E-bikes can take you further with less effort and more joy!

To learn more about e-bikes and available support, visit: DoTheRideThing.co.uk

Content

Other Online

The following editorial content provides information about the campaign. Feel free to use this copy (or relevant sections) on your intranet, e-newsletter or blog platforms.

Overall Info

In 2022, 26% of journeys under 1 km made by car. E-bikes now offer a game-changing alternative.

Discover the freedom of easy bike travel with e-pedal power. E-bike cycling can be your daily go-to option for school runs, commutes, and fun days out. E-bikes can take you further with less effort and more joy! Not only do e-bikes make you feel good, but they also save money and contribute to a cleaner environment by reducing traffic and air pollution.

Visit a hub supported by **Do The Ride Thing** across the South-East of Scotland in places such as Livingston, Portobello, Walkerburn, and more. Try out different types of e-bikes, from cargo bikes to adaptive cycles. The hubs provide expert tips on maintenance and training, ensuring you make the most of your e-bike experience.

To find out more about e-bikes, book a ride and find top tips and support, visit: **DoTheRideThing.co.uk**

Employer Events Information

Do The Ride Thing is set to deliver a series of events at workplaces and colleges throughout the region in the coming weeks.

These events will provide an opportunity for one-on-one discussions with cycling experts, offering insights into e-bikes, available support, and the chance to experience an e-bike.

If you're interested in promoting e-bikes and active travel within your organisation, feel free to reach out to **Cameron Duck**, SEStran's Communication and Marketing Officer, at **cameron.duck@sestran.gov.uk**.

Brought to you by...

A SEStran Project

Do The Ride Thing is a project being delivered by SEStran (the South-East of Scotland Transport Partnership) and Smarter Choices, Smarter Places. SEStran is the Regional Transport Partnership which encompasses these eight local authorities: City of Edinburgh, Clackmannanshire, East Lothian, Falkirk, Fife, Midlothian, Scottish Borders, and West Lothian.

SEStran work to solve a huge range of transportation issues within the partnership area, from urban congestion to rural public transport delivery and active travel interventions. SEStran aims to address these issues and work towards a more sustainable and efficient transport network as part of our [Regional Transport Strategy 2035](#).

SEStran contributes to a varied range of transport projects and events, as well as partnership-working with various organisations. For more information about our current projects, visit our [Projects page](#).

Do The Ride Thing is funded by Smarter Choices Smarter Places, which is Paths for All's programme to increase active and sustainable travel throughout Scotland.

The programme is grant-funded by Transport Scotland.

Contact Info

Thank you for your interest in and support of this campaign.

If you would like further information please contact SEStran's Communication and Marketing Officer
cameron.duck@sestran.gov.uk

