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Camden becomes first council in the country to use lamp posts for cycle parking



Cyclehoop Ltd have developed the latest retrofit cycle parking product that converts any lamp post into secure bicycle stands. This patent pending product is a simple and neat way of converting lighting columns into bicycle parking without any need for drilling into the column whilst protecting the column from damage by bicycle locks and chains.

Previously, cyclists required large chains to lock a bicycle around a lamp post. Now only a single D-lock is required to secure the wheel and frame to the Cyclehoop. The ring allows an additional lock or cable to be easily used for securing other parts of the bicycle.

The unique design of the clamping mechanism securely attached the unit with permanent bolts that cannot be undone and the bracket design allows any lighting column shape or size to be retrofitted

Camden Council have launched this product in a bid to encourage more people into the saddle and slash cycle theft. It aims to save the Council both time and money whilst reducing street clutter.

In 2009 Camden Council was one of the first boroughs in the country to trial Cyclehoops on existing sign posts. Following the success of this trial Camden is to become the first council in the country to install Cyclehoops onto lamp posts.

Encouraging more people to cycle is a priority for most local authorities, in London the Mayor has set targets to quadruple cycling by 2025. However, an increased number of cyclists will create a huge demand for more on street cycle parking. It has been estimated that another 60,000 cycle spaces are required in London this would be very difficult to achieve just using normal cycle stands.

Traditional bicycle stands require concreting or drilling into the pavement which is both expensive and time consuming.

The main benefits of placing Cyclehoops on lamp posts and other structures include:

- Saving of both time and money, on average up to 50 Cyclehoops can be installed in one day.
- The opportunity for cycle parking at regular intervals on a street.
- The reduction of street clutter, the Council is going to install 200 of the original Cyclehoops across Camden, this will save valuable space which would have been taken up by 200 cycle stands
- It helps prevent bicycles from rotating or falling over and blocking the pavement, causing a trip hazard to pedestrians
- It allows cyclists to use a D-lock to lock to the Cyclehoop whereas previously a large chain is required to lock around a lamp column
- It protects the lamp column from being damaged by bicycle locks and chains and reduces clutter

15 Cyclehoops are currently being trialled on lamp posts. The locations include Cartwright Gardens, Southampton Row and Gower Street. Above each Cyclehoop is a locking advice sticker. This helps to send a clear message to the cyclist to lock the wheels and frame securely to the stand. Most theft is a result of poor locking methods and the stickers help to promote better practice and reduce theft. 200 new Cyclehoops are also in the process of being installed onto existing sign posts

Camden Council's Executive Member for Environment, Councillor Chris Knight, said: "Cyclehoops have proved a great success on existing sign posts and I am pleased we are going one step further and becoming the first council in the county to trial them on lamp posts.

"I believe the Cyclehoop is a winner on every level; it saves the Council valuable time and money, reduces street clutter and provides cycle parking where it is most needed. It also encourages safe locking practices, preventing thieves lifting bicycles up and over objects."

Camden Council's Cycling Champion, Councillor Paul Braithwaite, said: "I've noticed a big rise in cycle commuting which is fantastic as we want to increase the uptake of cycling in the borough. I am sure the Cyclehoop has a part to play in this. These new hoops are simple, modest and effective and by rolling them out on lampposts people now have increased opportunities to lock up their bike and feel safe leaving it in a central city location."

The Cyclehoop was designed by 27-year old Anthony Lau, an architect and keen cyclist. Anthony Lau said: "The advantage of this product over standard bicycle racks is that it does not require concreting into the pavement and can be easily installed within minutes. It makes the most of what's in the street already. It also aims to tackle the serious issue of bicycle theft with its smart design."

In 2008/09 1,331 cycles were recorded stolen by the Metropolitan Police in Camden. The Council hopes Cyclehoops will play an important role in decreasing the risk of theft.

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About Cyclehoop

Cyclehoop Ltd is a company that designs, manufactures and installs unique cycle parking solutions. It was founded in 2008 by Anthony Lau, an architect and inventor. The original design won the Reinventing the Bike Shed competition in 2006 and the company has since picked up many awards for their work. Recent awards include first prize in the New York Cityracks Competition with their indoor cycle parking solution for Google's offices, as well as being nominated for 'Product of the Year' at the Growing Business Awards 2009.