



Cyngor Gwynedd

## **BUSINESS OF THE MONTH JANUARY 2023**

### **EVOLUTION BIKES**

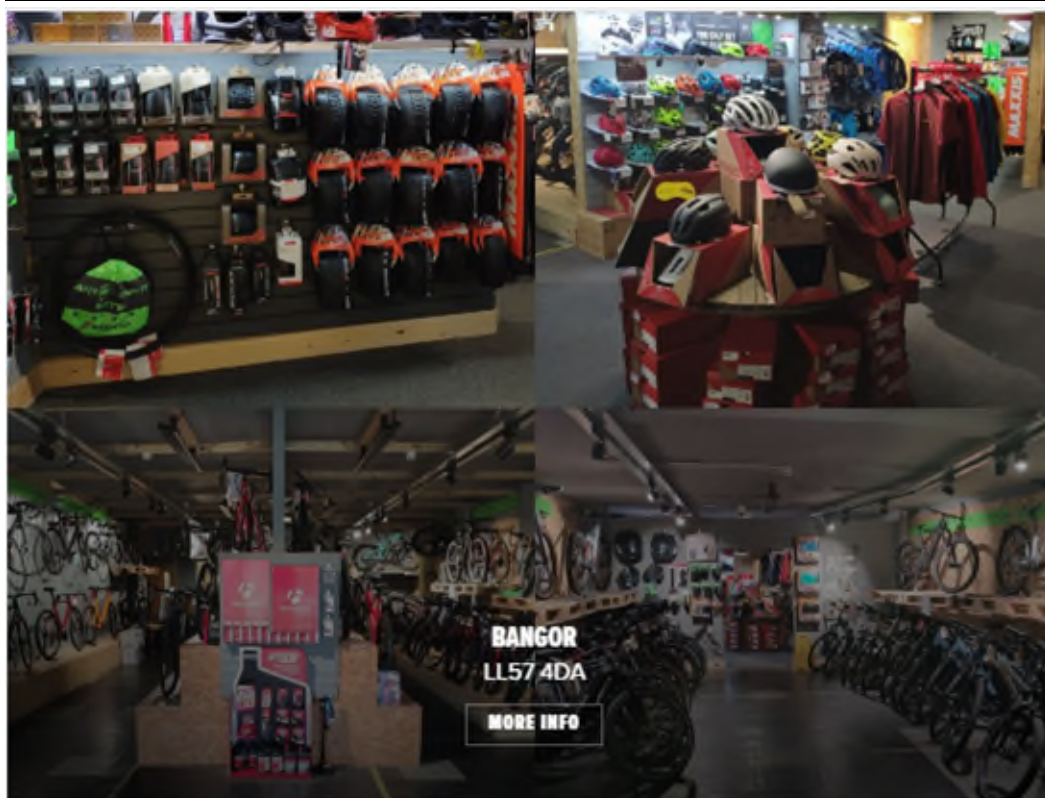


The owner, Gareth Jones, comes from a professional cycling background and has represented Wales in international racing events. His passion for cycling continued after retiring from racing, and as a result, in 2007, Evolution Bikes was born. The shop began its first year in Kyffin Square, Bangor. One year later, Gareth decided to move the shop up the road, into a larger premises, situated right on Bangor high street.



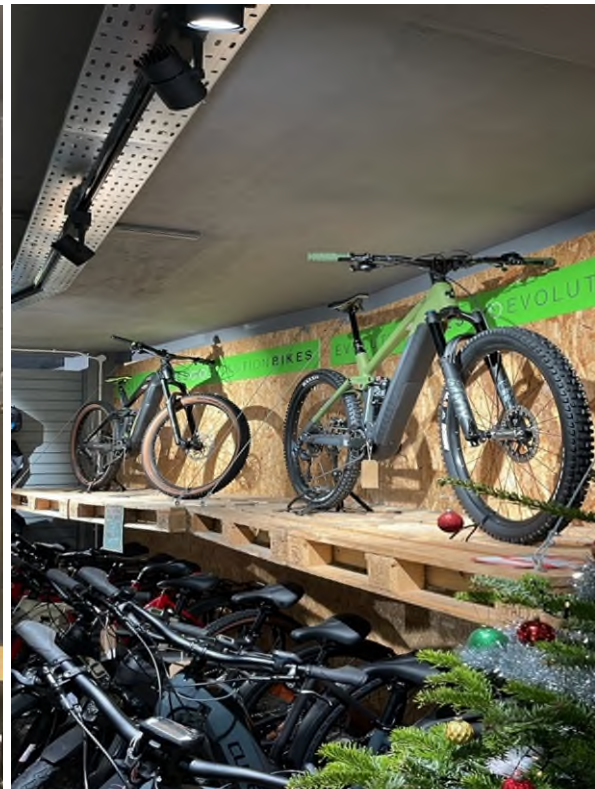
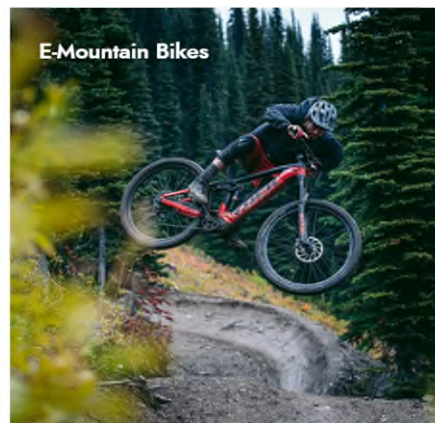
From there the business continued to grow, offering more than just bikes and servicing. Trained staff provided bike fits, knowledgeable advice on products, and there was plenty of accessories and clothing to choose from.

Fast forward a few years, and Evolution Bikes have expanded further. The lack of storage and customer parking prompted another move, this time to the current premises where it is today. This location offers off road parking, a great network of country lanes to demo bikes and convenient access just off A55.



It was around this time that the development of electric bikes was really beginning to accelerate, as was interest from the public. This was quickly taken on board and so a fleet of new, high spec'd, hybrid electric bikes for people to demo from the shop was established. Our new location was prime for this, with a steep hill marked at 17% gradient, only 0.2 miles from the shop, people were coming to the shop daily to trial electric bikes.

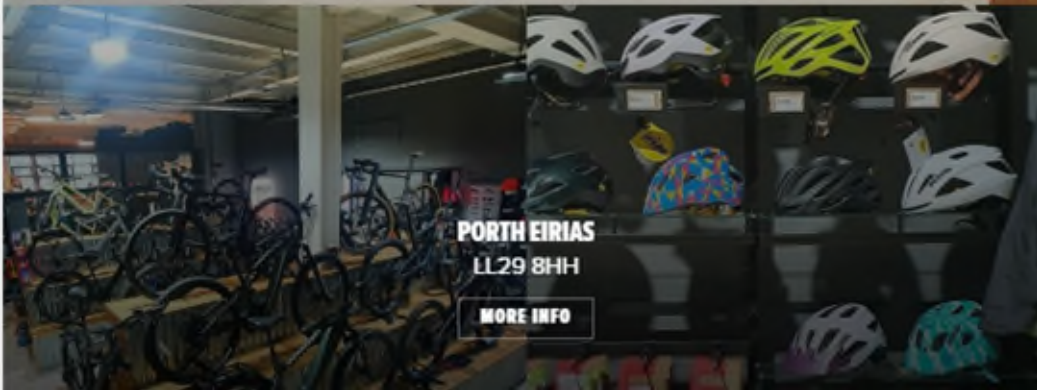
We then teamed up with some of our brands and began hosting events at the shop and across North Wales for people to try a large range of electric bikes. This proved very popular with people who were unable to travel to the shop and it also suited people who wanted to try bikes on different terrains, e.g. mountain bikes.





Towards the end of 2019, Gareth started looking at opening a second premises which was prompted by customer demand, and due to customers travelling from further afield to come to the shop in Bangor. Plans were set to open our second shop in Porth Eiras in Colwyn Bay, in April 2020. Unfortunately, that didn't go quite to plan thanks to the pandemic. Eventually the new shop opened in September 2020.





We now have 16 members of staff, including mechanics, sales staff and part time students. We all have a passion for cycling, whether it's long gravel adventures, a day out at a Bike Park or Trail Centre, or commuting along the country lanes.

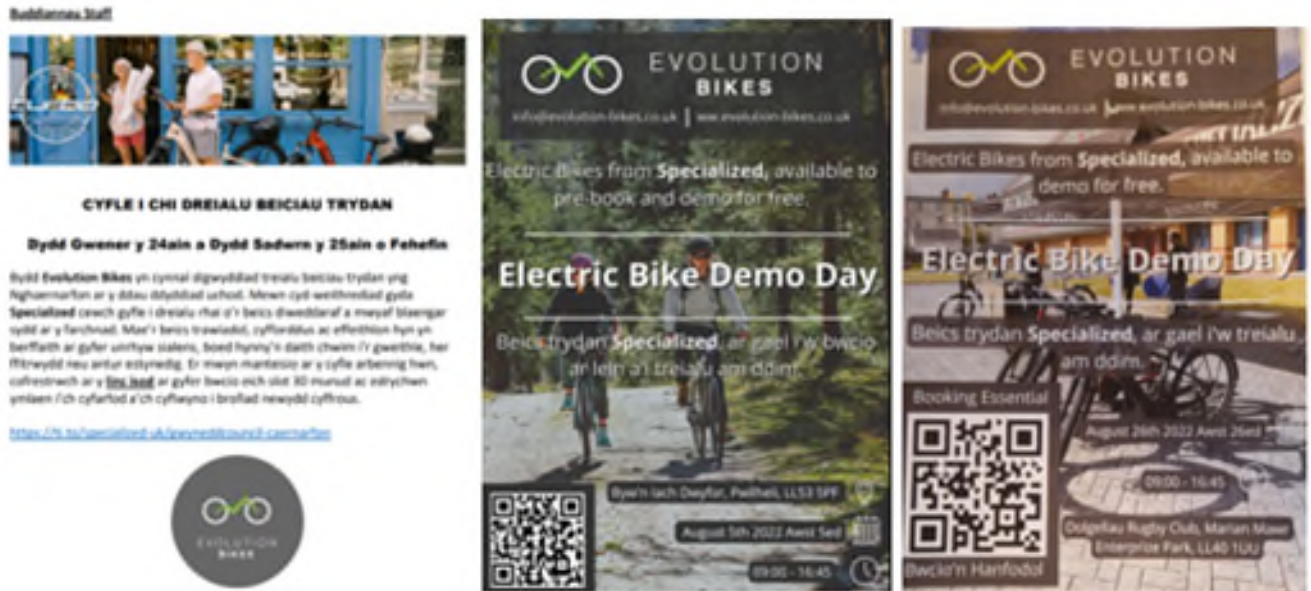








We work very closely with Cyngor Gwynedd with regards to the Cycle to Work Scheme, [Evolution Bikes | Schemes \(evolution-bikes.co.uk\)](http://Evolution Bikes | Schemes (evolution-bikes.co.uk)) and also hosting electric bike Roadshows around Gwynedd. Last Summer we teamed up with one of our bike brands, Specialized UK and Meinir from Cyngor Gwynedd to organise and host events where people, not just Cyngor Gwynedd staff, could come and try an electric bike for free. These were held in Caernarfon, Pwllheli and Dolgellau.



As these Roadshows were so successful more are currently being arranged for 2023 in various locations in Gwynedd, between March and October 2023. For more information, keep an eye on our Website and our Social Media Pages as well as the Council's.

We are hoping to expand these events for 2023 and venture onto Anglesey and Conwy too.

Here are some feedback and photos from the Roadshows of 2022

## Caernarfon

Hi Meinir

My partner tried an e-bike on Friday and I tried out a couple of the bikes on Saturday. I thoroughly enjoyed riding both along the Menai Straits and truth be known I would happily have cycled one home! My partner and I are both reaching the point in life where we have to admit that some things we want to do seem to take a lot more effort than they used to! We both have bikes but haven't ridden them for a while for a variety of reasons. We really think e-bikes could be the way forward especially as there are so many inclines in Gwynedd!! We have spoken about them in the past but never got around to finding out more. For anyone interested who wants to try them out these sessions are great. We both found the sessions well organised, really informative and fun. We actually followed up with a visit to their shop in Bangor and then I emailed for more information.

Sally

## Caernarfon



## **Pwllheli**

Hi Meinir,

Mi wnes i wirioneddol fwynhau trio'r beiciau letrig ym Mhwllheli wythnos diwethaf, ac wedi bod yn meddwl mwy yn y cyfamser am brynu un.

Diolch,

Elliw

Hi

Diolch am drefnu'r diwrnod yn y Ganolfan Hamdden ym Mhwllheli. Roedd yn gyfle gwych i mi gael trio y beiciau trydanol yn rhad ag am ddim. Cefais gyfarwyddyd clir sut i'w defnyddio cyn beicio rownd dre am gwta awr i werthfawrogi y grym ychwanegol mae'r batri yn ei roddi - yn enwedig i gyrraedd ben allt Salem! Cefais wybodaeth manwl am y beics gan Evolution Bikes ar ebost ymhen dyddiau wedyn. Roedd y gwasanaeth gan pawb yn ymwneud a'r bore yn gymorthgar a chefnogol iawn.

Gyda diolch

Elizabeth

Bora da Meinir.

Clywais am y diwrnod agored treialu beics yng nghanolfan Hamdden Dwyfor gan ffrind oedd eisioes wedi prynu beic "trydan" o Evolution Bikes, Bangor ac yn canu ei glodydd. Cefais y treial yn fuddiol iawn. Roedd y beic a dreialais yn fy ffitio'n berffaith ac yn union be' dwi angen. Teimlaf fod trefnu diwrnod fel hyn yn bwysig er mwyn hyrwyddo ymarfer corff yn ogystal â phwysicwydd treulio amser allan yn yr awyr iach a mae beicio un weithgaredd i'w wneud un ai ar eich pen eich hun neu gyda chwmni.

Roeddwn yn edrych ymlaen i brynu beic fel yr un a dreialais ond yn anffodus dydio ddim ar gael dan Chwefror 2023!!

Rhian

Hi Meinir

Thank you for the opportunity to provide feedback for the fabulous experience we had recently on the e-bikes in Pwllheli.

You had told me about this personally thinking it would be of interest to me – and you were 100% correct! I hadn't seen it advertised anywhere to my knowledge – maybe I missed it on the general Cyngor Gwynedd website as I am not a CG employee, I rely mostly on social media either FB or Instagram (I do follow CG and Evolution Bikes on both platforms but didn't spot anything). Maybe these avenues could be exploited further in future.

Overall, from the moment we arrived we felt welcomed and comfortable, the setup outside the leisure centre was the ideal location as it was coned off with easy access and parking. The staff were really friendly and knowledgeable this was obvious from the start. There was a good selection of bikes to choose from and the staff both from

Evolution and Specialized were on hand to explain the features and make adjustment and recommendations which I found to be extremely helpful and reassuring, nothing seemed to be a daft question or too much trouble.

They made sure the bikes all fitted me correctly adjusting the seat several times until I was happy, explaining everything in detail. It was really handy to have the space of the car park to practice on before we went out on the road and felt confident – this location was perfect. It was also handy that when we left the car park, we could go along the promenade which gave me extra time to familiarise myself without any real pressure. Everyone went out of their way to make sure we had a good experience, they wanted feedback and were keen to please us, we had ample time out on the bikes to fully explore the options and features of each bike on home territory which was invaluable to me to get to go up hills that I struggle with usually. Each time we came back in, they welcomed and sought feedback, made, adjustments and recommendations and genuinely wanted to find the right bike to suit my needs – there wasn't any hard sell at all, they were just trying to find out what our needs were, and which bike would suit us the best. We didn't feel under pressure, or any time constraints just relaxed atmosphere.

I was initially sceptical of an e-bike, but I was really surprised at how much I loved it, it really did exceed all of my expectations – the bikes were excellent quality and variation with plenty of choice to suit every need, everything was explained, and the bikes were very simple to use. Overall, a wonderful experience and it has opened my eyes up to a new possibility for the future. A very worthwhile experience I have mentioned it to several people recently and quite a few people said they would have been interested in attending if they knew about it.

Thanks so much for organising the event.

Many thanks

Regards,

Gwen



Pwllheli



## **Dolgellau**

Adborth am y sesiwn –

Hi Meinir

I was looking at my phone about ebikes & because I got a caravan in Dolgellau your event came up on my phone, so my wife & me booked & really enjoyed ourselves.

I haven't been on a bike for about 20 yrs & the wife about 30 yrs, what a shock, they were so easy to ride go anywhere & your team on the day were so helpful, so much so I'm looking to get 2 ebikes now.

Thanks again for a great time

Graham

Hello Meinir

I came to the E bike demo day last week. It was really helpful as I'd been contemplating an E bike but not had a chance to try one. It's too big an outlay to take a gamble on. What if I don't like it or it's not got enough power etc. The event also helped with the ability to compare models.

I heard about it on Facebook. I follow a few Barmouth groups (that's where I live) and one of them shared the post about the event. It was a great location for me being nearby and also with both flat and hills to try riding on.

Things I liked:

Being able to go for a decent length ride on any of the models there.

Knowing beforehand which brand of bikes would be there so I could do some research.

Dolgellau a good location as in the sort of area I'd be using the bike.

Only disappointment was that the model I will probably go for wasn't available to try in my size but I will acknowledge that I'm a taller than average woman and I am used to this!

I'm very seriously considering purchasing one of the models I tried out last Friday.

Kind regards

Joanne

# Dolgellau



## Evolution Bikes



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