
PEAK DISTRICT cycle tourism TOOLKIT

DISCOVER HOW TO ATTRACT THE CYCLING MARKET
AND BENEFIT YOUR BUSINESS





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Throughout this guide, you will see numbered references like this.
⁽¹⁾ These refer to the Further Reading list on page 27.

INTRODUCTION

A recent review on the value of cycling⁽¹⁾ highlights the benefits to businesses of cycling, both as a utility and leisure mode, as well as the benefit of running a business in an area which is bike-friendly.

Cycling provides enough speed to cover the ground and explore the diversity of the contrasting landscapes, but is slow enough to take in the sights, smells and sounds of the countryside. Cycling is for the enthusiast and those wanting to take a gentle first step on a bicycle.

Cycling the extensive network of green lanes, trails and bridleways of the Peak District enables you to journey through landscapes that tell a story of people and industry since prehistoric times.

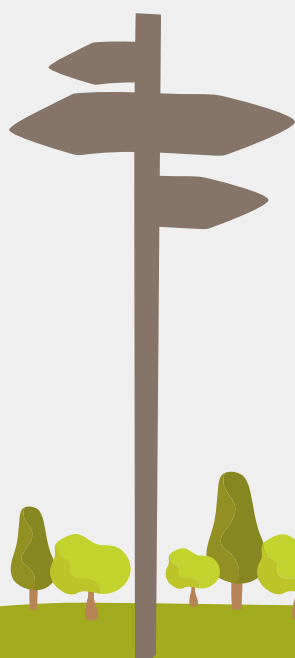
Welcoming and inspiring places with connected cycle routes create more desirable places to live, work and visit, making people happier and healthier, reducing pollution and boosting local economies.

This guide gives you our top tips on how to improve the quality of the visitor experience for all cyclists and increase business profitability as a result.



“TO BE ONE OF THE PREMIER PLACES TO CYCLE... USING THE ICONIC LANDSCAPES OF THE PEAK DISTRICT AS THE INSPIRATION FOR A DIVERSE CYCLING EXPERIENCE FOR EVERYONE, ENCOURAGING SUSTAINABLE TRAVEL AND DELIVERING LASTING HEALTH, ECONOMIC AND COMMUNITY BENEFITS.”

Wider Peak District Cycle Strategy



WHO IS THIS TOOLKIT FOR?

This toolkit is designed for any tourism business that wants to find out how to make the most of cycle tourism. It highlights how:

- A little low cost investment can go a long way
- To improve your visitor offer and set your business apart

We will give you an overview of cycle tourism, cut through the jargon and provide practical advice and simple ideas on how to successfully market your business to the growing cycle tourism market. Whatever your experience of cycling, we hope that there will be something for you.

WHY THE PEAKS?

- The Peak District and Derbyshire were made for cycling, with everything from challenging off-road mountain biking routes, to gentle country lanes and traffic free trails.
- Our contrasting landscapes and dramatic geology offer an inspiring space for escape, adventure, exploring and quiet reflection.
- The Peak District's position, at the heart of the nation, presents a fantastic opportunity to connect world class landscapes with wider populations.
- Our knowledgeable local bike shops offer a good range of parts and accessories, from route guides and advice, to a custom built bicycle.
- We have good cycle hire facilities all over the Peak District and Derbyshire, including a range of adapted bikes that makes cycling accessible to all.

So we have a really great offer to build on....

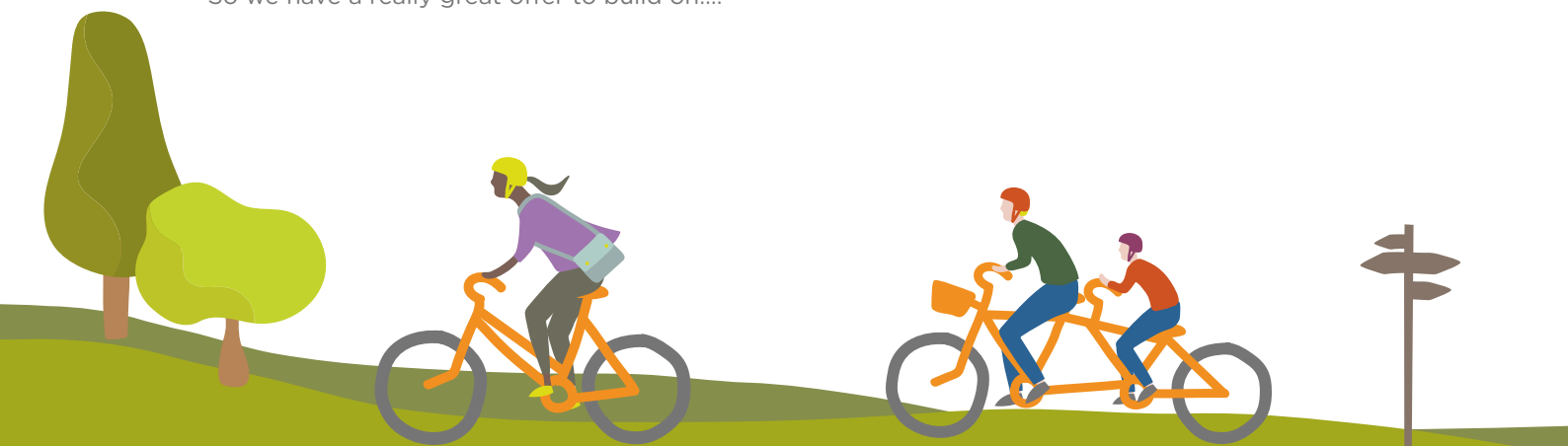


WHY CYCLING?

There is little doubt that riding a bike is a great leisure activity – it is free, fun, and keeps you fit and healthy. It doesn't matter if you are eight or eighty, you can still experience the joys of whizzing along a country lane soaking up the fresh air and discover our fantastic countryside. It offers authentic travel experiences you could miss in a car! No wonder more and more people are taking to two wheels.

In England in 2016 12% of adults cycled at least once a week for any purpose, equivalent to about 5.2 million people.⁽¹⁰⁾

Reducing tourism-related car use, by encouraging visitors to explore the Peak District and Derbyshire by bicycle, is key to helping to protect our special landscape and ensuring that visitors keep coming back to this beautiful part of the country.



SO...WHAT IS CYCLE TOURISM?

Cycle tourists set out to see and enjoy everything the countryside has to offer by bike. Cycle tourism refers specifically to travel between places by bicycle for leisure purposes where cycling is an integral part of the tourist experience.⁽²⁾

It is not new. The Peak District and Derbyshire has been a popular destination for cyclists for many years:

"As far back as 1899 the Cyclists Touring Club was, according to the secretary, inducing the hotel proprietors and other public caterers to study the requirements of the wheelman, and to deal with him in a generous spirit."⁽⁹⁾

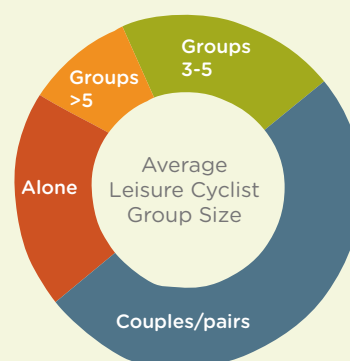
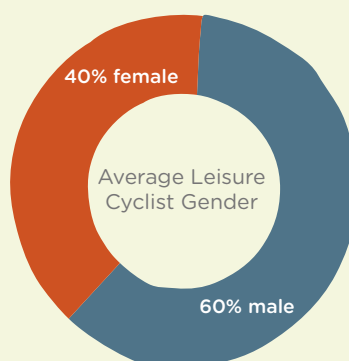
Sustrans, the UK charity making it easier for people to walk and cycle, define cycle tourism as:

"Recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit."

In reality, what this means is anyone who cycles away from their home or between places by bike can be a cycle tourist.

WHO IS THE AVERAGE LEISURE CYCLIST?

- 45-55 years
- 60% male, 40% female
- Above average educational and professional status
- 20% cycle alone, 50% cycle in couples/pairs, 20% groups of 3-5, 10% other



Cycling club picnic at Ladybower, Bamford 1921, Austin Brackenbury and www.picturethepast.org.uk

UNDERSTANDING THE CYCLING MARKET

LEISURE CYCLING



People riding bikes, wearing everyday clothes. They might bring their own bikes or they might hire them. Leisure cyclists are looking for places to stop off for food and drink, attractions and other activities to fill the day.

ROAD RIDING



Bikes with drop handlebars, a jersey with rear pockets, lycra shorts and possibly a tiny brimmed cap poking out from under their helmet. The roadie is looking to stop off somewhere where they can see their bike and have something to eat and drink. They could be riding alone, or bring with them a whole bike club of riders, all in matching clothing, looking for a quick break before moving on.

MOUNTAIN BIKING



People riding bikes with chunky tyres, suspension forks and maybe suspension frames, wearing baggier clothing and carrying a small rucksack with spares. These riders will likely have been off road, could be wet and muddy, and are looking to stop off at places that have outdoor seating or don't mind a bit of dirt! They are keen to have secure bike parking as well as food and drink.

ELECTRIC ASSIST CYCLING



Sales of electric bikes or e-bikes are on the increase in the UK. They require less effort to tackle the hills and headwinds and open up the joys of riding a bike to more people. E-bikes come in all shapes and sizes so you might have difficulty identifying them from regular bikes. Only the quiet purr of the electric motor or the ease with which they glide up hills might give them away. Bicycles will typically have an average range of around 55 miles, which can be extended by recharging at local attractions, cafés, shops etc.

TOURING



Bikes laden with panniers (bags attached to the rear, and possibly front, of the bike), tourers are usually going somewhere with the journey and the experience is equally as important as the destination. They can be regularly spotted on Route 68 of the National Cycle Network, known as the Pennine Cycleway, looking for cycle-friendly accommodation with secure bike parking, information on the local area and food stops.

Bike Packing is a form of touring using off-road machines like mountain bikes or cyclocross bikes fitted with specialised bike packing bags that fit to the frame. These riders and bikes could well be muddy.

CYCLING FAMILIES



Children love cycling as it is fast and fun, and gives them freedom and independence to get around. Families on two wheels are looking for safe, accessible trails such as the Monsal, High Peak and Tissington Trails, that combine the thrill of cycling with other activities, attractions and facilities like loos and cafés.

WHAT IS IT WORTH?

The benefits of cycling are wide and significant. The market is growing by 10-15% per annum and is worth around £2.9 billion per year to the UK economy.⁽¹²⁾

- Cyclists visit local shops more regularly, spending more than users of most other modes of transport.⁽¹⁾
- Per square metre, cycle parking delivers 5 times higher retail spend than the same area of car parking.⁽¹⁾
- Cycle tourists on average spend more: around 9% per head per trip, or around £81 per head per trip.⁽¹⁾

Even so, the UK still lags behind our European counterparts in cycling uptake. For example, in Germany 25% of people cycle while on holiday compared to 3% in the UK, suggesting that there is plenty of room for growth.⁽³⁾

THE 'WIGGO EFFECT'

Currently British elite athletes are leading the world in cycle sport across the disciplines.

Research suggests that the London 2012 Olympics, Bradley Wiggins' and Chris Froome's successive Tour de France titles, and the increasing popularity of the Tour of Britain amongst other events created a cycling boom.⁽⁴⁾

Visit England surveys show that over 3.8 million people are keen to get into the saddle,⁽⁵⁾ and in a recent study by the London School of Economics, 25% more people said they would be more likely taking a UK-based cycling holiday as a result of Olympic and Tour de France successes.⁽⁴⁾ The Tour de France, which came through Yorkshire and Derbyshire in 2014, generated over £100 million net expenditure for the region, with around 3.3m spectators attending the Grand Depart (Stages 1 & 2).

Despite the general economic slowdown felt across the UK and Europe, cycle tourism trends suggest that the sector is continuing to grow.⁽¹⁾

WORTH
£2.9
BILLION
PER YEAR

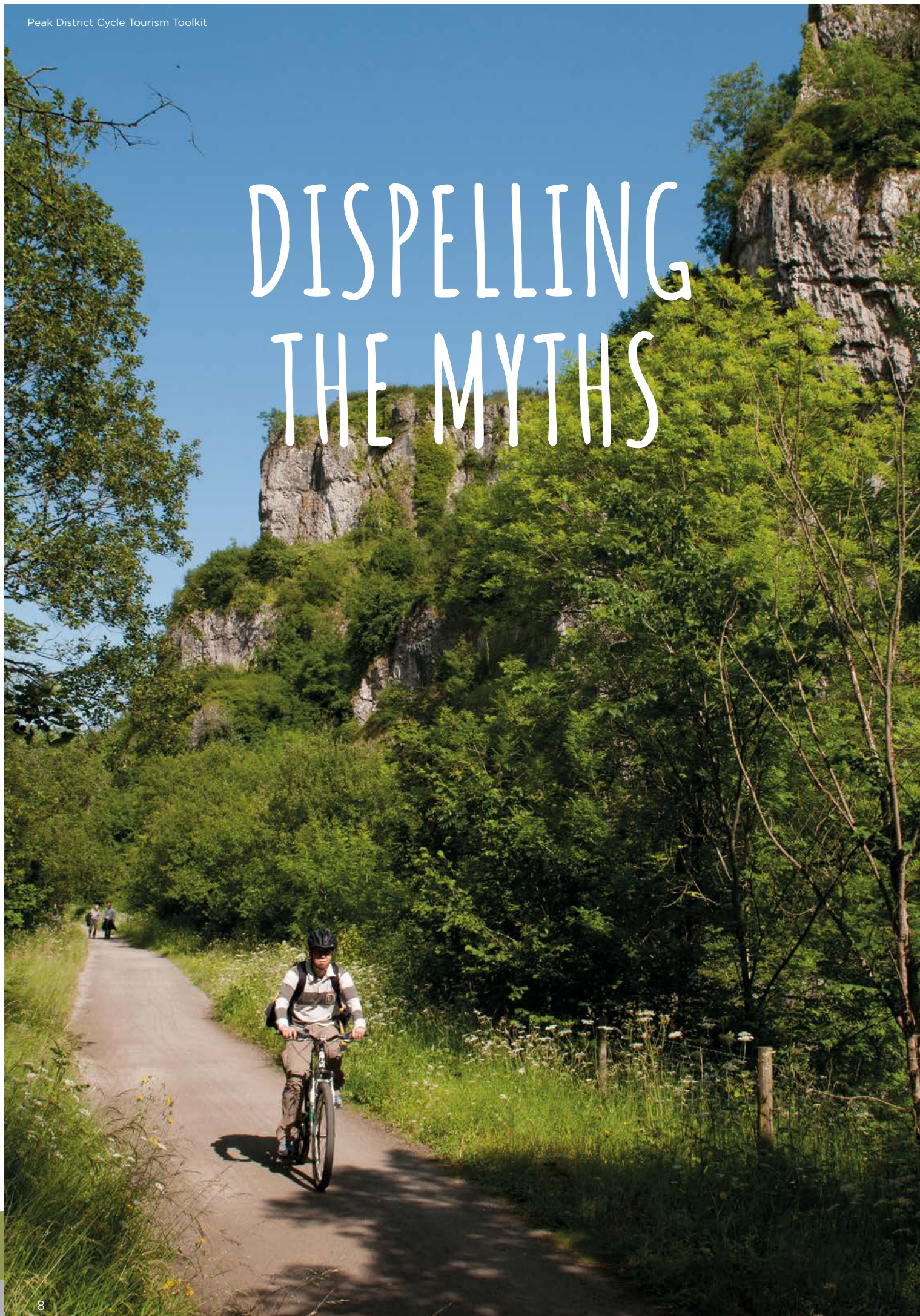
IN GERMANY
25%
CYCLE

GROWTH OF
10-15%
PER ANNUM

FINISH



DISPELLING THE MYTHS



JUST VISITORS WITH BIKES...

You may already have cycle tourists coming to your business, you just don't know it! And there's plenty more out there too. The Peak District is cycling heaven, meaning you can tap into cycle tourism business all year round across the different markets.

ROADS ARE TOO BUSY...

Don't be put off if your business is not situated on a quiet country lane. There are plenty of easy going trails and family friendly routes right across the Peak District and Derbyshire. The delights of Derwent, Howden and Ladybower reservoirs' shores, and the Monsal, Tissington, High Peak, Manifold and Longdendale trails, all offer miles of traffic free enjoyment and stunning scenery.

IT'S ONLY A SUMMER ACTIVITY...

We all know that the Peak District and Derbyshire gets more than its fair share of wind and rain through the year, but that doesn't stop cyclists enjoying the countryside. Mountain biking in particular is popular come rain or shine, so make sure you've got space for wet, muddy gear and everyone will be happy.

TOO MANY HILLS...

From the limestone hills and dales of the White Peak, the high heather-clad moorlands of the Dark Peak, to the mosaic of small farms and the dramatic gritstone outcrops of the South West Peak, the Peak District National Park offers some of the best scenery and variety of cycle routes. We have challenging climbs for the enthusiast and gentle off-road trails that are family friendly and accessible for all.

TOO MANY CYCLISTS...

There is increased traffic of all sorts. When it comes to 'traffic', cyclists are not a separate entity, they are a legitimate part of the mix with every right to be on the roads like everyone else. Cycling is a safe, healthy and non-polluting way to travel.

CYCLISTS VS WALKERS...

They are often one and the same! If your business attracts a lot of walkers then the chances are many of your visitors will also be up for giving cycling a go too, or may already cycle.

BIKE VS HORSE...

Cyclists and horseriders are both vulnerable road users. Cyclists and horseriders have a statutory right to ride on byways, bridleways and roads. If you want to know more about cycling safely around horse riders, then check out the Cycling UK and British Horse Society websites as they're producing a code of conduct for both on and off the road.

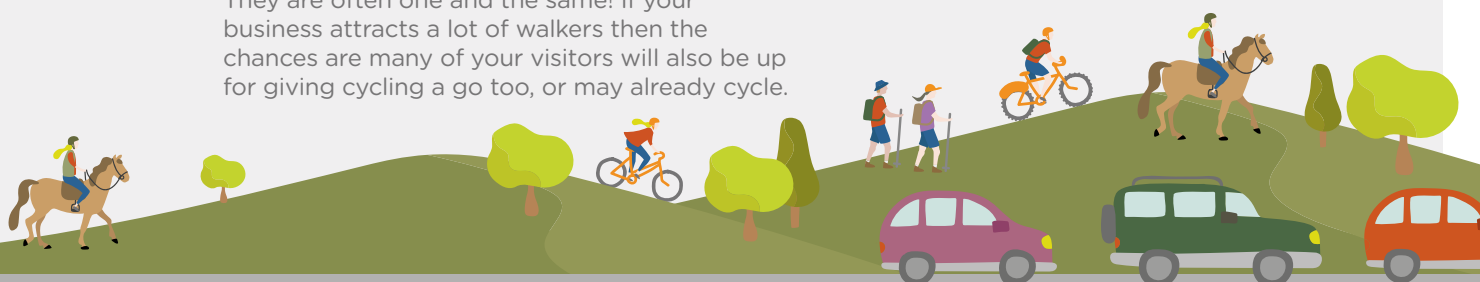


CYCLISTS DON'T SPEND VERY MUCH MONEY...

Wrong! It depends on the type of cycle tourist. Cycle tourists spend more than average and tourist cycle facilities are said to have a very strong payback in terms of local economic spend.⁽¹⁾

A number of recent studies have shown that enhanced journey ambience is known to increase people's spending power (in other words where someone has enjoyed the journey more through cycling in pleasant surroundings, they are more likely to spend more money). Similarly secure cycle storage and welcoming, friendly people improve the quality of cyclists' experience. Spend by those on cycle holidays can be high – up to £48/day.⁽²⁾

Holiday cyclists spend at least as much as any other visitor while Day cyclists spend a little above average at £13 per day.⁽²⁾ In total in 2014 the National Cycle Network carried an estimated 764 million trips... Leisure and tourism cycling on the National Cycle Network contributes over £650 million to the UK economy each year and supports over 15,000 jobs – including over 10,000 jobs in the food and drink sector.⁽¹¹⁾





CASE STUDY: LONGSHAW AND EASTERN MOORS

The National Trust is working with Sport England to encourage more people to get active in the outdoors and gain all of the recognised health benefits that outdoor exercise brings. At Longshaw near Hathersage, one way in which they are doing this is by providing a surfaced bridleway loop, cycle racks and cafe.

Ruth Tweedie, the sports development officer, says:

“Getting people out of their cars and onto bikes is a great way to reduce carbon emissions, pollution and congestion in the Peak District. I think people enjoy much more of the local area when exploring by bicycle.”

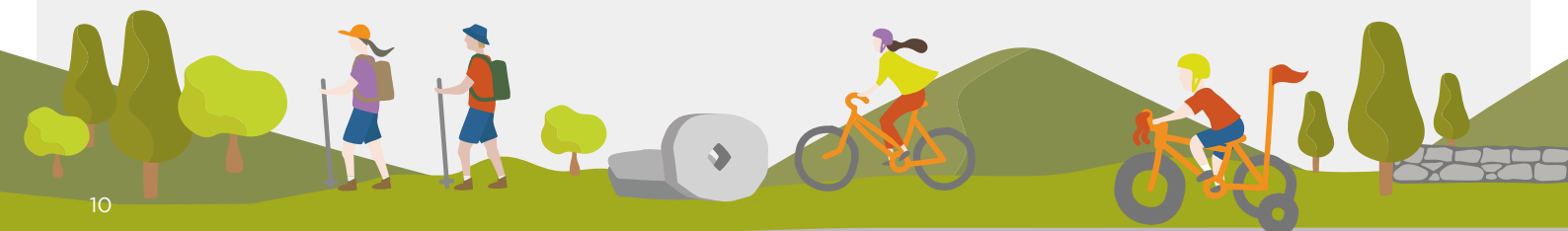
“Last season, we saw a massive increase in uptake over the previous year. The new promoted cycle routes have really helped to connect key locations and the Eastern Moors path has proved popular with our visitors. Our leaflet that offers cyclists five different mountain bike routes is always one of our most popular.”

nationaltrust.org.uk/cycling

LOCAL SPEND

Research indicates that cycle tourists spend very locally, visiting local pubs, cafés and restaurants and using independently owned accommodation more than other holiday makers. This is primarily because while riding cyclists can't carry much with them so they make more frequent stops, resulting in a higher overall spend.⁽⁶⁾

In 2017 over 120,000 cycle movements were recorded by an automatic counter on the Monsal Trail. A number of those counted will have been people cycling out and back, so at a conservative minimum we had 60,000 day cyclists, with an average day spend of £13 ... at very least £780K. Multiply this by the number of trails in the Peak District and Derbyshire and you'll see we are talking about a multi-million pound spend.



EVENTS AND SPORTIVES

CASE STUDIES: WOMEN'S TOUR OF BRITAIN 2017

Five amazing days of racing as huge crowds turned out to watch the world's top riders racing on British roads. Some headline figures from Stage 4 2017 (Chesterfield and Derbyshire) show:

- 85,000 visitors, of which 41% came from outside Derbyshire and 16% stayed overnight
- Net expenditure = £1.5m
- Average spend by day-only visitors estimated at £59.87 per group
- Average spend by overnight visitors estimated at £94.23 per group
- Potential worldwide TV audience = 100m+
- Net spend for this area was £1.5 million

From their own independent economic appraisal report. (Figures provided by Derbyshire County Council)

womenstour.co.uk

THE PEAK EPIC SPORTIVE - DARK & WHITE EVENTS

A 'sportive' is a timed but non-competitive challenge cycling event designed to allow riders to test themselves on a way-marked course. These events are usually held on roads open to traffic.

The Peak Epic is a well-established sportive run every June by local company Dark & White Events, which annually attracts 400+ participants. Riders come from all over the UK and approximately half will probably stay locally for one or two nights with an estimated total spend of £200/£250 per head.

darkandwhitecycling.co.uk



EROICA BRITANNIA FESTIVAL

Events such as the Eroica Britannia and Tour of Britain offer opportunities to showcase the area and can bring a huge boost to the economy.

From Eroica Britannia, established in 2013 and based in the Peak District National Park, has sprung a whole economy that spins around the entire year, as the event continues to inspire riders to find bikes and restore them.

Post event surveys from the 2017 vintage cycle festival show:

- Approximately 10,000 visitors a day attended the festival
- 4,500 riders from all over the world
- Approx. spend within local economy = £438,000

This included spending on travel, food and drink, accommodation and retail. (Figures provided by Marketing Peak District and Derbyshire)

eroicabritannia.co.uk



BIKES ON TRAINS AND BUSES

As tourism businesses, there is a great opportunity to take advantage of our public transport links to attract cyclists to the region. Tell your potential customers about the options available to them!

Bikes can be carried on the Hope Valley Line from Sheffield and Manchester to create easy access to and from the area, as well as on the Derby to Matlock service. You can book bikes and train tickets at the same time - a good place to go is [Great Western Railway's website](https://www.gwr.co.uk/).

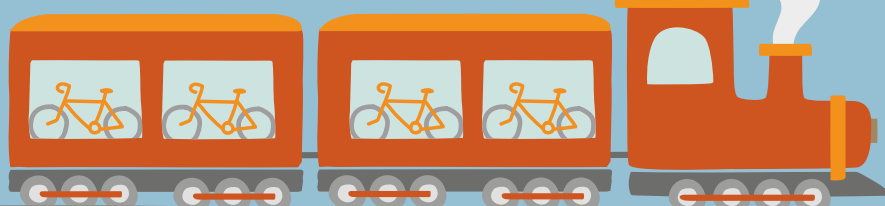
- Virgin Trains: Up to 4 bikes or 2 tandems per train. Carriage is free but booking is essential [virgintrains.co.uk](https://www.virgintrains.co.uk)
- First Transpennine: Up to 2 bikes per train. Carriage is free but booking is essential. [tpexpress.co.uk](https://www.tpexpress.co.uk)
- Northern Rail: Up to 2 bikes per train. Carriage is free and no booking is required. [northernrail.org](https://www.northernrail.org)
- East Midlands Trains: Up to 2 bikes per train. Carriage is free. It's a good idea to book a spot. [eastmidlandstrains.co.uk](https://www.eastmidlandstrains.co.uk)

Travel planning websites include [traveline.info](https://www.traveline.info) and [goodjourney.org.uk](https://www.goodjourney.org.uk) which offers discounts as a reward for arriving by train, bus, bike or on foot.

Bakewell and Eyam Community Transport are able to transport up to six bikes within the Peak District at an affordable rate. Take the bike bus to the starting point of your route and cycle back. Contact 01629 641920.

[Staffordshire Moorlands Connect](#) and [Derbyshire Connect](#) are flexible demand responsive bus services, able to carry cycles - to make a booking please phone 01335 342951. So hopping on a bus could be an alternative way to get to the start of your ride.

Some larger taxi vans can carry bikes on board.



WELCOMING CYCLISTS

A really warm welcome is the ultimate way to ensure you are cyclist-friendly! Ask guests how their ride was, what was good, what was bad. You will be able to pass on this information to other visitors in the future

- IT REALLY DOES MATTER

Survey data from the most popular and longest established cycle tourism route in Europe, the Danube Cycle Route, suggests that cycle-friendliness is equally as important as the physical infrastructure in place.⁽⁷⁾

Don't forget how crucial it is to deliver a high standard of customer service on a consistent basis.

We've pulled together cyclist-friendly ideas from industry experts and ground-breaking international research to help your business stand out as truly cyclist-friendly.



ACCOMMODATION

- Bed and Breakfast
- Hotels
- Pubs with rooms
- Hostels
- Self catering
- Camping and caravanning sites



SHOPPING

- Bakeries, breweries and delis
- Farm shops and local convenience stores
- Craft shops



ATTRACTIONS

- Museums
- Heritage sites
- Arts and crafts
- Stately homes
- Market towns
- Trails
- Peak District National Park
- Events and festivals



FOOD & DRINK

- Cafés
- Pubs
- Restaurants
- Local produce
- Farmers' markets





CASE STUDY: HASSOP STATION CAFÉ AND CYCLE HIRE

"As a result of the Monsal Trail tunnels opening in 2011 and the route now being part of the National Cycle Network: National Route 680, we have experienced tremendous growth and I'm sure other businesses near the route have seen an increase in business too."

"There's been at least a 100% increase in our cycle hire and cafe sales since 2011 and we also think the extension of the route in the future will further increase our figures, as it brings more cyclists and walkers to the area."

"We're always looking at ways to improve the customer experience and are delighted to have had a Pedal Peak grant approved towards the cost of a public pump with tools and extra bike racks."

Duncan and Rebecca Stokes, owners
hassopstation.co.uk

CASE STUDY: ANGLERS REST, BAMFORD - COMMUNITY PUB AND CAFÉ

Cycling could bring new customers and open up new opportunities for your business!

The Anglers Rest, a warm and welcoming community owned café and pub in Bamford, has taken advantage of the growing cycling market in the Peak District to attract new customers.

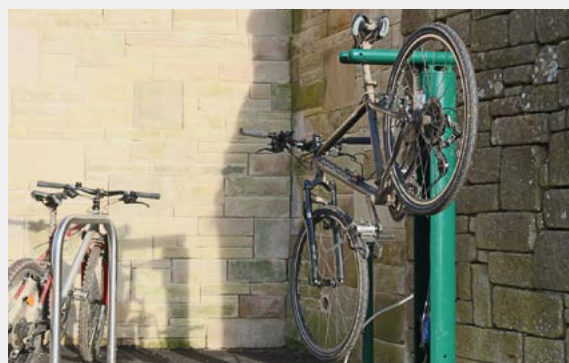
Sally Soady says,

"We noticed that there had been an increase in the number of people on bikes coming through the village. We were also aware how much money was being invested in cycle paths in the Peak District through the Pedal Peak Project."

"We realised that there was a business opportunity in making provision for cyclists so with the help of a grant we installed bike racks, a fixed pump and workstation outside the pub, and bought some quality locks for loan."

"We know we get cyclists daily, often in large groups, and are becoming a cyclist destination. For us, every cyclist is a potential customer, especially in food and drink, so we do everything we can to welcome them and the feedback has been great!"

anglers.rest



THE BASICS

BIKE SECURITY

The single most important thing that cyclists will look for is secure bicycle storage, particularly for overnight stays. Are you set up for this? It doesn't have to be fancy, but it must be secure. Any of the following would be ideal:

- A lockable garage
- A lockable shed, outhouse or room
- A basement or cellar
- A secure ground floor room

Some hotels like Travelodge have even been known to allow customers to keep their bikes in their room.

If you are a café, shop or visitor attraction, is there somewhere bikes can be left that can be seen and is safe and secure? This could simply be an existing structure suitable for locking bicycles to, something custom-made or purchased. It's always worth checking with your local Planning Authority whether or not planning permission is required.

Why not also consider providing some high quality locks that cyclists could borrow while using your facilities?

Cyclists want their bikes parked where they can be seen and where they will not get damaged. There are many manufacturers offering a wide range. Cycle 'toast racks' are simple and effective.

Top tip: take a peek at our [Pinterest Board](#) to find out what your business could do and bag some inspiration.

FLEXIBILITY

People on cycle holidays may arrive late and leave early, and might want to stay for one night only. Are you set up for this?

For example: Can you provide a simple lightweight packed lunch, an early breakfast or a hot meal in the evening?

LOCAL INFORMATION

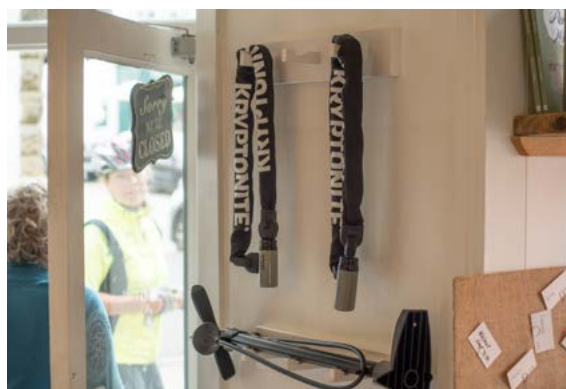
Nothing beats local knowledge. So get out and about and share your inside knowledge that only a local can have. Provide information on all the [local cycling opportunities](#) to and from your location and the area around it.

This might include:

- Maps and route guides
- Cyclist-friendly places to eat
- Local bike shops
- Cycle hire
- Cash machines
- Weather forecasts
- Public transport information
- Taxi information
- Launderettes
- Other attractions

OFFERING DISCOUNT FOR CYCLING VISITORS

Offering discounts to cycling visitors is another good way to attract them. These can cover café and entry deals.



ADDING VALUE

If you are a B&B or pub there is a lot you can do, such as having secure bicycle storage and a drying room. Provide towels in case of wet weather, and for the growing number of e-bikes have somewhere to charge their battery.

MAINTENANCE FACILITIES

A few simple maintenance facilities will be a real winner with all cyclists. These could include:

- A track / floor pump
- Puncture repair kits to purchase
- Allen keys and spanners
- An old rag and some chain oil
- A simple cycle maintenance stand

Your local [bike shop](#) will be able to provide advice and a selection of basic tools.

BIKE WASH

When bikes can cost thousands, care and maintenance is crucial. An outdoor hose or coin operated bike wash to clean bikes after a long and muddy ride will be welcomed by all cyclists. If a hose is not an option, a bucket and sponge is better than nothing. Be sure to tell your visitors if you have bike washing facilities!

WASHING/DRYING FACILITIES

Given the unique UK climate, facilities to wash and dry wet or muddy clothes and shoes would be very useful.

FREE WATER BOTTLE REFILLS

Offer to fill up water bottles for free and shout about it!



CYCLIST-FRIENDLY FOOD

After several hours in the saddle cyclists can be a hungry bunch:

- Can you do a cyclist special meal deal?
- How about a discount for anyone arriving by bicycle?
- For self-catering accommodation can your cycling guests pre-order food and drink? Are you able to accept deliveries from supermarkets or alternatives like [Sauced Here](#) or [Peak District Deli](#) that offer a similar service but support the local economy?
- Shops and attractions could display cyclist-friendly food near the counter such as energy bars, gels or flapjacks.

LINK UP WITH A LOCAL CYCLING GUIDING COMPANY OR CYCLE HIRE FACILITIES

Have you thought about linking up with a local cycling guide who can provide your guests with a unique experience, or the nearest [bike hire centre](#) to provide cycles to your guests? You can even hire a [vintage bike](#)!

Several companies offer self-led or guided cycling tours around the Peak District. We've included snapshots of some of them in this guide.

PEAK TOURS

Steve and the crew from Peak Tours provide fully supported and self-led cycling holidays. Here's what some of their happy customers have to say:

"It was a great tour and the best way to see the Peak District. Really nice routes with fantastic views. Having the route highlighted on the map was very helpful. Thanks!" MF, High Peak Highlights

"We loved the Peak District and were most grateful for your efficient back up assistance - we couldn't have done it without you." Hilary, Heart of the Peak
peaktours.com





CASE STUDY: ADVENTURE PEDLARS

Pete McNeil, a professional mountain bike guide, and his wife Alice are co-owners and founders of Adventure Pedlars, an adventure cycling company born out of their own 20,000km world cycling adventures. Based in the Hope valley, they offer custom 'bike packing' tours, bike and equipment hire and skills courses.

"We're always on the lookout for Peak District accommodation and service providers with an adventurous twist, whether no-frills campsites with a 'wild' feel to them or 'glamping' options that offer something a bit different.

"Local produce cafés and shops with cycle storage and/or facilities that we can recommend are always very welcome refuelling stops en route.

"Most of all we're looking for businesses that get the concept of 'escape' that we're trying to provide our clients with and who can help create those personal connections that make bicycle travel so special."
adventurepedlars.com

CASE STUDY: TRUE NORTH ADVENTURES

Jaime is co-founder of True North Adventures, whose guided cycling packages aim to cater for people of varying skill levels and fitness. One way they are doing this is to offer a wide variety of bikes from traditional and e-mountain bikes to road and gravel bikes. Their guided cycling packages take in some of the best off road trails throughout the Peak District.

"The Peak District is one of the best places to cycle due to the variety of terrain for both mountain and road biking... you don't have to travel far to come across a local coffee shop or pub for a well-earned break, both during and after a ride."

truenorthadventures.co.uk



ATTRACT NEW BUSINESS

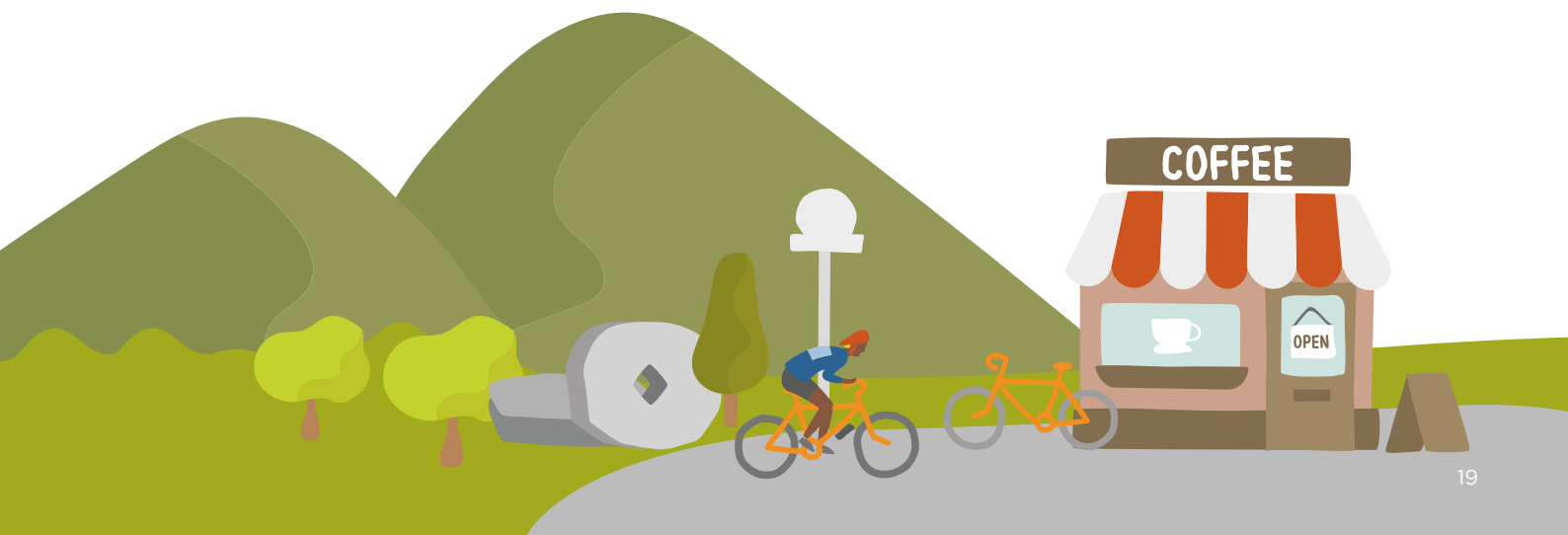


CYCLING APPEALS ACROSS AGE GROUPS AND MARKET SECTORS

It is a growing market, and unlike other adventure activities is not constrained to one particular group. Almost anyone can enjoy riding a bike! It is a great opportunity to attract new customers from sectors you might not ordinarily engage with.

A LITTLE LOW COST INVESTMENT GOES A LONG WAY

All our cyclist-friendly ideas cost very little but will make a real difference when welcoming cyclists to your business! So whether you are a small café or large group self-catering accommodation take these small steps now.



MARKETING TO CYCLISTS



Make sure that your customers know you are doing all of these great things to look after them.

SELL THE PEAK DISTRICT AND DERBYSHIRE CYCLING EXPERIENCE

People now increasingly look for new and authentic experiences which enrich their lives, and plan their own holidays using the internet. They expect to find all the information they need in one place. Cycle tourism can satisfy this demand by providing relaxation, escapism, peace, quiet, and physical challenges, in any given amount. This suggests that now is a great time to get your business ready to welcome cyclists.

Providing information on excellent routes across the Peak District and Derbyshire and flaunting your cyclist-friendly credentials are effective ways to encourage cyclists to your business.⁽⁶⁾ Build the connection and tell your cycling story to get visitors engaged with the cycling product you are selling.



MAKE A GOOD FIRST IMPRESSION

Your website will create a first impression of cyclist-friendly credentials, so include welcoming cycling imagery, pictures of people on bikes in the local area, details of local routes and promote your key selling points. Show visitors where facilities are when they arrive.

DON'T FORGET SEARCH ENGINE OPTIMISATION (SEO)

SEO is all about ensuring your website is at the top of search engine rankings. To improve your SEO for cyclists, talk about cycling and specific routes by name on your website as it will help boost the profile of your business to cyclists through search engine optimisation.

MAKE THE MOST OF LOCAL EVENTS

Encourage visitors to stay longer and spend more in the area by creating offers around key local cycling events, such as the Eroica Britannia, arts or food festivals to inspire a weekends cycle.

The British Cycling and Cycling UK websites have details of many cycling events and allow you to filter by events near you.



CASE STUDY

PEAK CYCLING UK

Paul, a professional cycle guide and co-owner of Peak Cycling UK, a cycling holiday and training business, explains why search engine optimisation is crucial when they look for accommodation for their cycle tours.

“When we are booking new accommodation for our cycling trips we tend to start with a Google search specifying ‘cycle-friendly hotels’ in the area we want.

“We check out their websites for location, cycle-friendliness, quality, number of rooms available, dinner, B&B provision and price.

“We then email with our requirements. It’s at this point that there are normally one or two stand out establishments as many accommodation providers simply fail to answer emails.

“Our selection process is thorough but the key things we are looking for are location and cycle-friendliness. Secure bike storage is a must. Items like cleaning facilities and a covered maintenance space are always welcome too.”

Peakcyclinguk.com





LINKING TO LONG DISTANCE ROUTES

Long distance touring and leisure journeys have a positive effect on the tourist economy. If you are located near a long distance route, such as the Pennine Cycleway, Pennine Bridleway, Trans Pennine Trail or Tour de Peak District then your business can thrive due to your cycling customers if you advertise appropriately and offer a warm welcome.

CASE STUDY TOUR DE PEAK DISTRICT

Key facts

Length: 250km / 155 miles

Ascent / descent: 5,000m

Duration: 3-5 days

Terrain: Road and off road options available.
Mostly quiet lanes, cycle tracks.

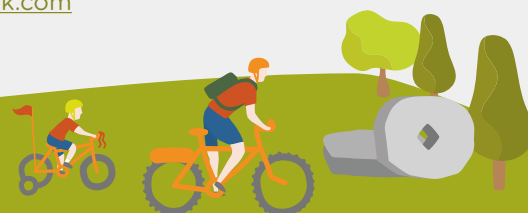
The 'Tour de Peak District' is a challenging route that stays close to the Peak District National Park boundary using a network of delightful quiet lanes and tracks. Detailed descriptions and maps are in the accompanying guidebook - 'Cycling in the Peak District' by Chiz Dakin (published by Cicerone Press). The book also contains 20 graded warm-up routes.

There are plenty of cafés and pubs offering refreshments along the way. If you're a business on or close to the route then make sure you are listed at

peakimages.co.uk/cycling

You can even join a guided tour around the route with Peak Cycling

peakcyclinguk.com



BUT REMEMBER, WIDEN YOUR APPEAL

Give advice and support to visitors wanting to give cycling a try by highlighting cycle and electric bike hire points.

At [Parsley Hay Cycle Hire](#) at the junction of the Tissington and High Peak trails south of Buxton, the range includes hand cranks, tandem trike, trikes, tramper and wheelchair bikes. Here expert staff have been trained in welcoming cyclists of all abilities.

“Cycling is a great way to explore and experience our beautiful landscape and the special qualities of the Peak District National Park. As well as helping people’s enjoyment it helps the local economy and it is not just for the enthusiast. We have miles of off road safe cycle trails that are family friendly and accessible for all, with six [inclusive cycling hubs](#) offering a range of adapted bikes, including the Authority’s own Parsley Hay Cycle Hire Centre”.

Sarah Fowler CEO Peak District National Park Authority

Tell visitors about the local attractions and activities that they can reach by bike and provide information on taking bikes on public transport.

There are so many great days out that can appeal to cyclists of all interests and abilities.

Tailor your information to make a unique offer for your business.

Keep it simple - cut the jargon to reflect customer language and emotions! Use words like Bike Ride, Fun, Family, Social etc.



IT'S ALL ABOUT BEING SOCIAL

Do you use Facebook, Twitter and Instagram? Engaging, bike-related articles will help connect you with the cycling market. Using popular #cycling hashtags such as #cyclist #fromwhereiride #cyclingphotos #roadslikethese and #cyclinglife will increase your visibility, while 'liking' interesting relevant events or posts will enhance your cycle-friendly credentials.

Here are a couple of really good resources if you're just starting out:

GETTING STARTED WITH FACEBOOK

A step-by-step tutorial from GCF, an online education provider. www.gcflearnfree.org

GETTING STARTED WITH TWITTER

Twitter's own user guide uses video examples to break down the key concepts of the platform. support.twitter.com

GETTING STARTED WITH INSTAGRAM

Some slightly cheesy music, but a good video explaining the basics of getting started with Instagram. www.youtube.com



CYCLISTS WELCOME

More formal recognition can give you a helping hand to access the cycle tourism market.

The Visit England Cyclists Welcome Award is recognised nationally and is available for accommodation providers including self-catering and camping/caravanning.

Assessment can offer great opportunities for your business such as:

- Marketing and advertising
- Support and guidance
- A chance to connect with like-minded businesses

Here's our very own **CYCLISTS WELCOME** checklist for all types of tourism businesses;

- Information point, including details of:
 - local cycle routes
 - local cycle hire
 - local cycle-friendly accommodation
 - nearest cycle parking
 - information on local public transport and what cycle carriage facilities are available (or contact details provided), plus details of any baggage transfer and taxi companies operating locally that cater for cyclists
 - *or know where to signpost people to for all the above information**
- Puncture repair kit and basic tools to loan (suggested items to include: tyre levers, puncture repair kit, lubricant, track pump capable of being used for different valves, set of Allen keys)*
- Water bottle service (fill up water bottles for free)
- Stock high energy snacks and/or drinks
- Basic first aid kit
- Secure (covered) cycle storage*
- A separate space to put panniers and helmets, and to dry wet clothes*
- In serviced accommodation a packed lunch to be available (for a charge)

- In self-catering accommodation provision should be made for the pre-ordering of basic grocery items prior to arrival for guests without a car

* = essential criteria for accommodation providers

OPPORTUNITIES TO SELL YOUR BUSINESS...

If you're well on the way to being cyclist-friendly then there are heaps of opportunities for you to reach cyclists, as well as achieving 'Cyclists Welcome'.

The Pennine Cycleway long distance route has an online guide that highlights cyclist-friendly accommodation along the way, as does the Trans Pennine Trail (TPT) and Tour de Peak District guides.

If you're looking to reach the cycling market there's other websites that offer advertising opportunities for businesses such as:

visitpeakdistrict.com,
bedsforcyclists.co.uk and
cyclistswelcome.co.uk

It could be also be worth approaching Cycling UK for both print and web options. Contact Anna Vassallo at annav@jppublishing.co.uk /020 3859 7100



MAKING CONNECTIONS

Get involved with Social Cycling Groups, a free social network set up by British Cycling for cyclists to publicise their rides and join up local groups and individuals looking for people to cycle with.

British Cycling's Breeze is the biggest programme ever to get more women into riding bikes for fun. Volunteer Breeze champions organise fun, social, local bike rides for women. Rides go at a speed that suits everyone, and they often start or finish at a café so everyone can have a drink and a chat.

There are numerous [local groups](#) and [cycling clubs](#) in close proximity to the Peak District.

You can get involved as a business, promoting your offer as an interesting stop-off or for starting/finishing a ride.

JOIN YOUR LOCAL TOURIST BOARD; MARKETING PEAK DISTRICT AND DERBYSHIRE

MARKETING PEAK DISTRICT & DERBYSHIRE

If your business benefits from visitors to the area, join Marketing Peak District and Derbyshire and become a part of the effort to raise the profile of the Peak District and Derbyshire nationally and internationally.

The visitor economy is already worth £1.98 billion a year with an approximate growth of 3% year on year; together we can continue to see this grow.

marketingpeakdistrictandderbyshire.com/Join-us.aspx

GET TO KNOW YOUR LOCAL VISITOR INFORMATION CENTRE (VIC)

Let your customers know where your local VIC is and keep a note of its opening hours and contact details. The VIC will have a good range of local cycling leaflets, guidebooks and OS maps. Build up a good working relationship with the staff at your local VIC so they know what you offer and you know what they offer!

WHY NOT MAKE USE OF THE 'INSPIRED BY THE PEAK DISTRICT' BRANDING?

BUSINESS PEAK DISTRICT

Join your local business network Business Peak District



INSPIRED BY THE
PEAK DISTRICT

The logo promotes the location, provides a sense of place, and is a strong brand which is recognised nationally. It helps businesses build on the strong, recognisable brand which celebrates this unique place, as well as helping strengthen your own product.

businesspeakdistrict.com

GET YOUR BUSINESS UP TO THE MARK!



The Environmental Quality Mark is an award for green businesses in the Peak District. If you would like official recognition for your

good practice, apply today at EQM.org.uk. Get in touch for friendly advice about how to meet the award criteria: faith.johnson@eqm.org.uk or 07702 452777.



CASE STUDY: HOE GRANGE HOLIDAYS



Hoe Grange Holidays offer self-catering accommodation located between Ashbourne and Bakewell.

The owners, David and Felicity Brown, are keen to reach out to cyclists:

"We're close to the High Peak Trail cycle route, so we get quite a few cyclists wanting to stay. We've recently had a secure bike store installed with the help of a [Pedal Peak for Business grant](#). This gives peace of mind to guests that there will be a safe place to store bikes overnight and from a business point of view it will soon pay for itself. We also provide lots of information on local cycle routes and rides so people who bring their bikes know the best places to cycle in the Peak District.

"I'd urge other small holiday cottage owners to think about what they could do to accommodate people who bring bikes. It's fairly simple to provide facilities and the initial outlay is relatively small – it's really all about being flexible and accommodating.

"As EQM award holders, we are passionate about protecting the fantastic Peak District landscape using environmentally friendly products and supporting local producers. Welcoming cyclists and encouraging exploration by bike is simply part of this ethos."

hoegrangeholidays.co.uk

Thank you for helping to make the Peak District and Derbyshire a special place where cyclists are welcome and businesses thrive.



USEFUL LINKS

British Cycling www.britishcycling.org.uk
 Business Peak District www.businesspeakdistrict.com
 Cycling UK www.cyclinguk.org
 Cycling UK Forum forum.cyclinguk.org
 Derbyshire County Council www.derbyshire.gov.uk
 Derbyshire Dales District Council www.derbyshiredales.gov.uk
 Derbyshire Sport www.derbyshiresport.co.uk
 Marketing Peak District and Derbyshire www.visitpeakdistrict.com and www.marketingpeakdistrictandderbyshire.com
 National Trails www.nationaltrail.co.uk
 Peak District MTB www.peakdistrictmtb.org
 Peak District National Park www.peakdistrict.gov.uk
 Sustrans www.sustrans.org.uk

FURTHER READING

We've referred to various research and reports throughout this toolkit. These are listed below and are a good place to start if you want to learn more about cycling and cycle tourism.

1. Phil Jones Associates. [The Value of Cycling](#). Department for Transport, March 2016.
2. Weston, Richard. et al. [The European Cycle Route Network - Eurovelo Study](#). s.l. : European Parliament's Committee on Transport and Tourism, 2012.
3. Lumsdon, Len. [Transport and Tourism: Cycle Tourism - A Model for Sustainable Development](#). s.l. : Journal of Sustainable Tourism, 2010.
4. London School of Economics. [The Olympic Cycling Effect](#), 2012.
5. Visit England. [Travel Trends](#). [Online] Visit England, 2014. [Cited: 21.03.2014]
6. Clifton, KJ, et al. [Consumer Behaviour and Travel Mode Choices](#). s.l. : Oregon Transportation Research and Education Consortium, 2012.
7. Meschik, M. [Sustainable cycle tourism along the Danube cycle route in Austria](#). s.l. : Tourism and Planning Development, 2012.
8. [National Geographic. National Geographic Centre for Sustainable Development](#). [Online] National Geographic, 2013. [Cited: 15.02.2013.]
9. British Transport Film. Cyclists Special [1955: 9:47mins.] <https://www.youtube.com/watch?v=QPkTOpaGEnQ&sns=em>
10. The Department for Transport. <https://www.gov.uk/government/collections/walking-and-cycling-statistics>
11. Sustrans. (2015) [Economic impact of the National Cycle Network](#)
12. London School of Economics. (2011) [The British Cycling Economy](#)

PEAK DISTRICT cycle tourism TOOLKIT

Endorsed by



A PROJECT BY PEDAL PEAK FOR BUSINESS

Pedal Peak for Business aims to help SMEs to be more competitive and to gain a greater understanding of the cycle tourism market. The initiative is part of the £1.49 million Growing the Visitor Economy in Derbyshire programme, which is part funded by the European Regional Development Fund (ERDF).

