

# A toolkit for cycle visitors

## How to welcome cycle visitors



## Why is cycle tourism important?

According to Visit England cycle tourism is becoming a more organised and prominent sector of global travel. It is broadly defined as 'recreational visits either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit'. Holidays and day trips by cycle are often categorised as a sustainable tourism product.

There are 3 different types of cycle tourists;

1. **Cycling holidays** – those who choose to only cycle of their break
2. **Holiday cycling** – where cycling forms part of the holiday experience but is not necessarily the only one.
3. **Cycle day excursions** - cycle trips of more than 3 hours duration made from home principally for leisure and recreation.

Leisure and tourism cycling on the National Cycle Network supports over **15,000** jobs and directly contributes **£650m** to the UK economy each year (Sustrans)



**3.7m** bikes were **sold** across the UK in 2010

In 2010 there were **1.3m** new cyclists, **500,000** of whom cycle regularly

# Cycling in Durham

The county offers a number of cycling routes as well as quiet roads to the west, east and north east providing excellent cycling opportunities. The North Pennines offers an Electric Bike Network, one of fastest growing areas of cycling. Click here for more information ([www.electricbikenetwrok.org.uk](http://www.electricbikenetwrok.org.uk)).

Hamsterley Forest offers a fantastic opportunity for natural cycling with the opportunity to explore over 2,000 hectares of forest along 33 miles of waymarked trails and countless more miles of seldom travelled forest road. Click [here](#) for more information.

There are a number of National Network Cycling routes passing through the county including the Sea to Sea (C2C), the Walney to Wear and The three Rivers. Click [here](#) for more information.

The information below should help you to become a more cycling friendly business. It is meant as a guide to help you be more cycle visitor friendly and is not a checklist of everything that should be done.

## Accommodation providers

1. **Bike security** - safe and secure storage for bicycles – this doesn't have to be a formal rack perhaps a lockable garage or shed.
2. **A drying room for wet clothes**
3. **Laundry facilities** - washing dirty clothing for guests or offering facilities for them to do this themselves. They may need to have a fast turnaround.
4. **Access to a first aid kit**
5. **Picnic provision** - can you offer this or provide information about where they can get cycle friendly food?
6. **Flexible check in** - cyclists may arrive late to check in and require early departures especially those doing the longer routes.
7. **Flexible durations** - cyclists may only want to stay for one night and don't want to be tied into minimum stay periods.
8. **Cycle repair kits & spares** - perhaps you could have some handy or even stock them to purchase.
9. **Access to Wifi** - many cyclists use online apps and websites for route checking and progress reports.
10. **Bike washing facilities** - guests may like to wash muddy bikes.



1. Local maps and guides  
Find out your local routes and provide access to maps. Click [here](#) to find routes near to your property.
2. Local amenities e.g. cycle repair shops  
Find out your local repair shop to assist in any queries you may be asked.
3. Cycle hire companies

4. Eateries with cycle rack provision.
5. Taxi firms with cycle racks.
6. Public transport – do you know which services carry bikes?
7. Local medical centres and pharmacies.

### Case study

## East Briscoe Farm Cottages

Situated in Baldersdale in the Durham Dales, these cottages not only provide secure bike storage and a bike workshop available for guest use, there are also mountain bikes available to borrow and they have route information for all abilities.

A number of East Briscoe's guests are keen cyclists and like to include cycling as part of their visit to the area. Being able to offer these guests the necessary facilities and information they need enhances their experience.

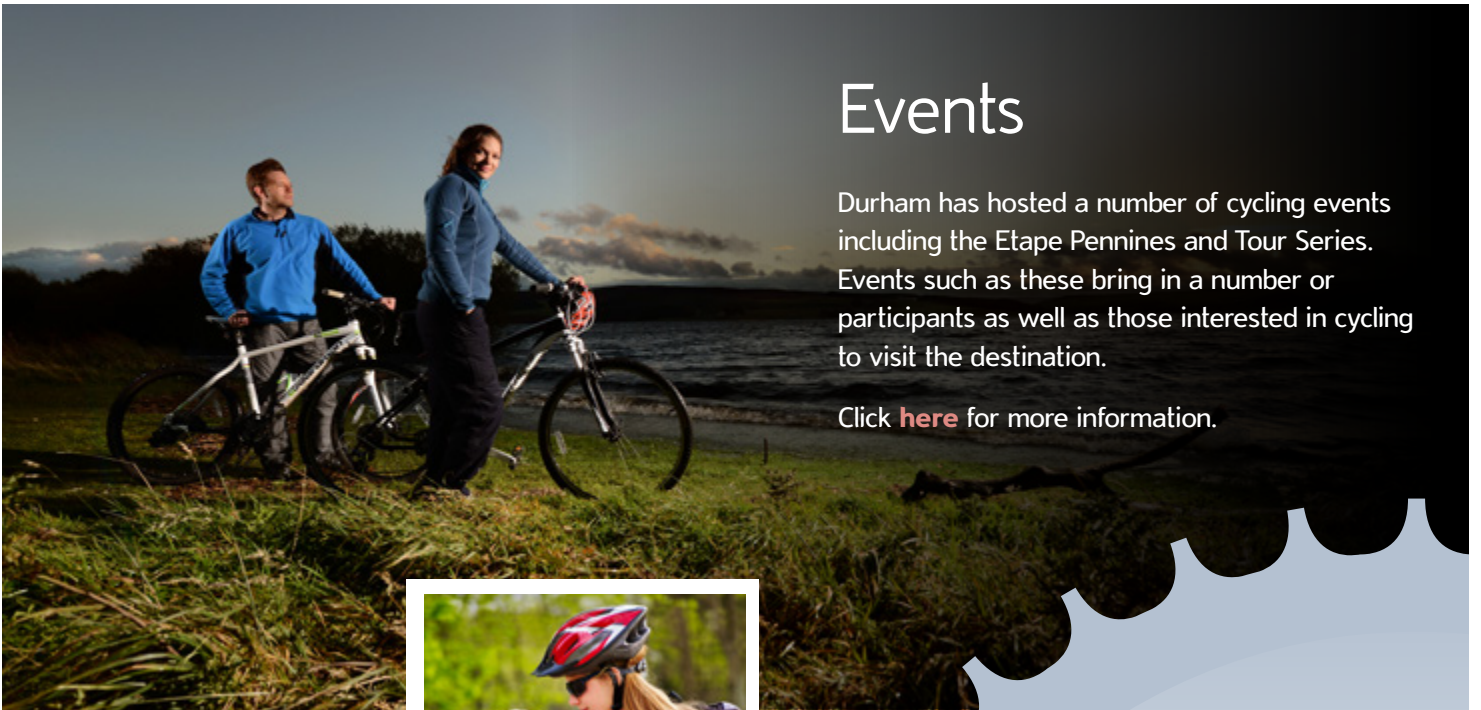
Happy customers =  
return customers.



# Events

Durham has hosted a number of cycling events including the Etape Pennines and Tour Series. Events such as these bring in a number of participants as well as those interested in cycling to visit the destination.

Click [here](#) for more information.



## Food outlets & retailers

### Facilities

- 1. Bike security** - safe and secure storage for bicycles. It doesn't have to be a formal rack just somewhere a bike can be locked to.
- 2. Toilets** - do you mind cyclists using your facilities or do they have to be a customer? If not, do you know where the nearest public toilets are?
- 3. Take away service** - do you offer the facility for cyclists to take away in appropriate containers?



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Find out your local repair shop to assist in any queries you may be asked.
- 3. Cycle friendly accommodation providers.**
- 4. Taxi firms with cycle racks.**



### Customer service

## Going the extra mile

- Familiarise yourself with local maps and guides – perhaps you could see if they had enjoyed the ride so far
- If you can't provide the information are you able to source this easily and pass it on?
- Weather forecast – can you provide your guest with the day's weather?
- Cycle repair kits & spares – perhaps you could have some handy or even stock them purchase



### For more information;

[www.thisisdurham.com/inspire-me/outdoors/cycling](http://www.thisisdurham.com/inspire-me/outdoors/cycling)

[www.durham.gov.uk/cycling](http://www.durham.gov.uk/cycling)

[www.sustrans.org.uk/ncn/map/national-cycle-network](http://www.sustrans.org.uk/ncn/map/national-cycle-network)