



A Guide to Attracting Walkers & Cyclists to Your Experience



EUROPEAN UNION
European Regional Development Fund



Norfolk
County Council

Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund

2022 Training & Networking opportunities



- **Last training** delivered by EXPERIENCE project
 - **Previous training** available on the resources Hub
 - **Sign up** to our Norfolk newsletter to receive project updates:
www.norfolk.gov.uk/experienceupdates
- Join our  **Norfolk EXPERIENCES**
Facebook Group

Welcome & Housekeeping



Please keep your microphone **muted during the presentation**; and please show your full name if you can ('more button' next to name)



If you have connection issues, **turning off your video** can help



Questions are welcome at any time – please **type your query in the chat**.



A copy of the presentation and next steps will be **circulated after the workshop**.



This session is **being recorded** but you and the chat are not.

Be ADVENTUROUS

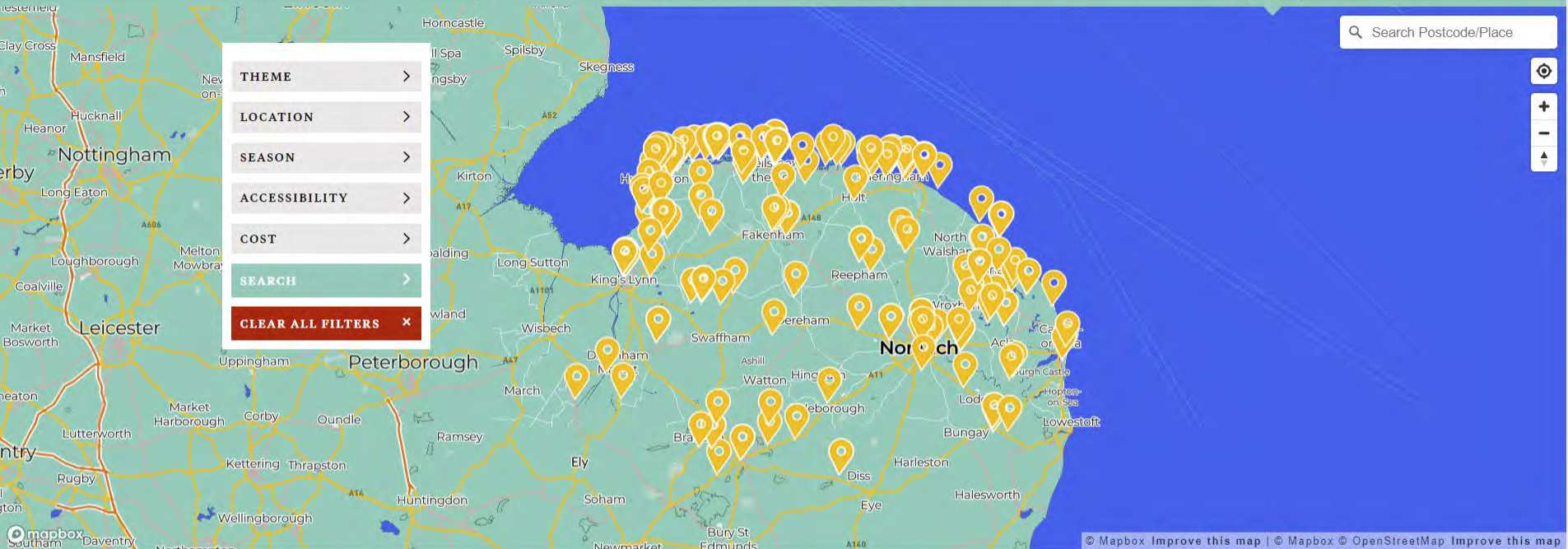
NORFOLK. ENDLESS ADVENTURES. ONE DESTINATION.

Discover unique activities, explore themed itineraries or create the journey of your dreams. You are what you do, where you go, who you meet. Be the story. Be Norfolk.

START YOUR JOURNEY! >

www.benorfolk.co.uk






Found 221 Activities



 CLEAR ITINERARY > ADD MORE ACTIVITIES > SAVE ITINERARY >

Click 'Save itinerary'
to see saved itinerary
page

 TYPE YOUR ACTIVITY NAMEMY  ACTIVITIES

(Drag them into your day planner)

DAY PLANNER

Sort By:

Date ▼

Cost ▼

Date added ▲

DAY 1



ACTIVITY NAME TO GO HERE

Sub heading



ACTIVITY NAME TO GO HERE

Sub heading

FIND OUT
MOREDATE
TIME

ACTIVITY NAME TO GO HERE

Sub heading

FIND OUT
MORE

DRAG YOUR ACTIVITY HERE

DATE
TIME

ACTIVITY NAME TO GO HERE

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FIND OUT
MORE

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FIND OUT
MORE

DRAG YOUR ACTIVITY HERE

DATE
TIME

ACTIVITY NAME TO GO HERE

Sub heading

FIND OUT
MORE

DAY 2

DATE
TIME

ACTIVITY NAME TO GO HERE

Sub heading

FIND OUT
MORE

DRAG YOUR ACTIVITY HERE

DRAG & DROP

CHANGE OF HEART?

WHAT TO EXPECT?

WHAT CAN WE COVER IN 90 MINUTES?



What to expect



- Benefits of walking & cycling tourism; for the business and the visitor
- What to do to make your experience appeal
- Where to focus your marketing activity
- The power of networking
- Smart connections to increase customers
- Quick wins & long term ideas
- Next steps
- Q&A discussion



EUROPEAN UNION
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Norfolk
County Council



The Countryside Access Network in Norfolk

Includes:



2,400 miles (3,900km) of Public Rights of Way (PRoW)



Many other routes across the county – public and private, e.g. farms, trusts, visitor attractions etc.

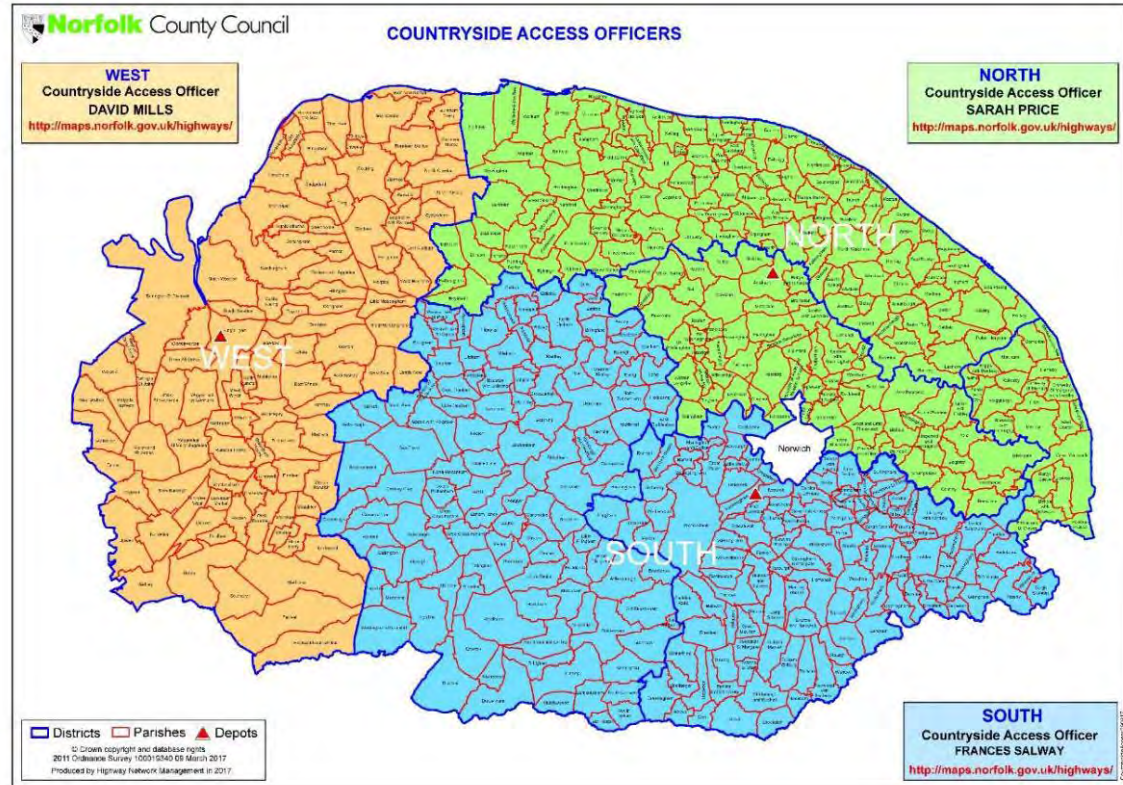


2 National Trails – the Peddars Way and Norfolk Coast Path

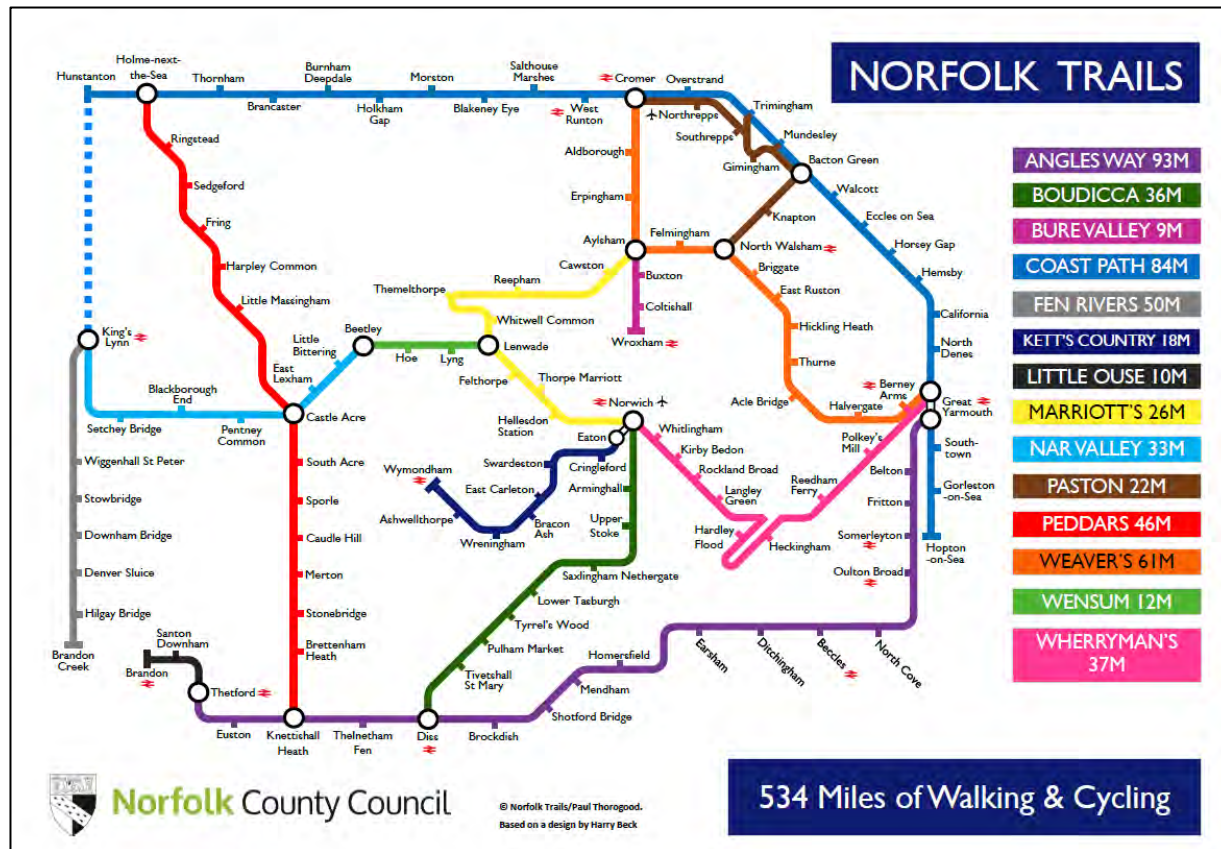


Plus a well-signed network of 14 promoted long distance trails – the Norfolk Trails Network

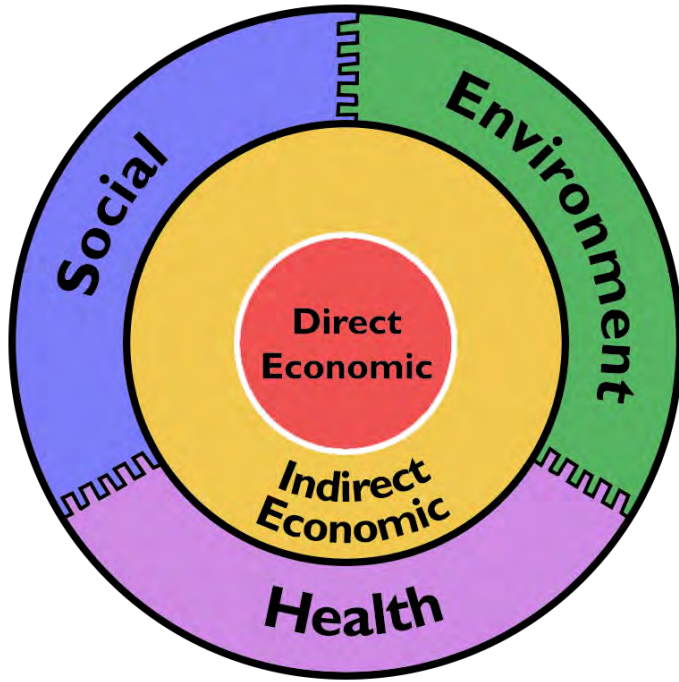
Countryside Access Officer 'patches' (PRoW team)



Our promoted trails network



Benefits of the countryside access network



Information on the NCC website:



<https://www.norfolk.gov.uk/out-and-about-in-norfolk>

Norfolk Trails

Walking, cycling and horse-riding routes in Norfolk, with an interactive map and downloadable OS maps

Activities for children and young people

Includes [Activities and events on the Norfolk Trails](#), [Children's University](#) and [Activities for children with SEND](#)

Whitlingham Adventure

Find out more about Whitlingham Adventure

Endure project

Respect and protect Norfolk's sand dunes

Norfolk Museums

You'll find a fantastic choice of events and exhibitions on offer in our museums

Windmills

Locations and opening times for Norfolk Windmills Trust managed windmills across the county

Explore Norfolk

If you're looking for more things to do this summer, why not Explore Norfolk?

MONUMENT Project

Helping unpaid carers and those living with dementia gain access to the great outdoors

Public Rights of Way

Includes [About Public Rights of Way](#), [Map and Statement of Public Rights of Way in Norfolk](#) and [Public Path Orders](#)

Cycling and walking in Norfolk

Includes cycle routes, help walking to school and hiring bikes

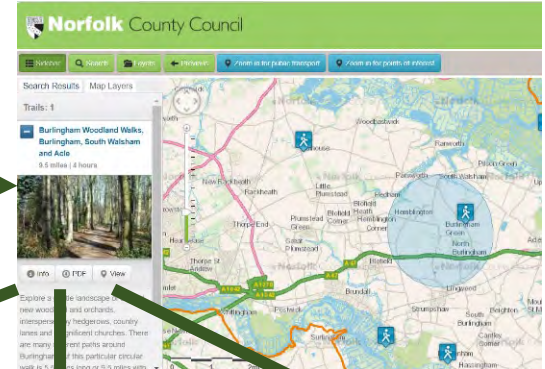
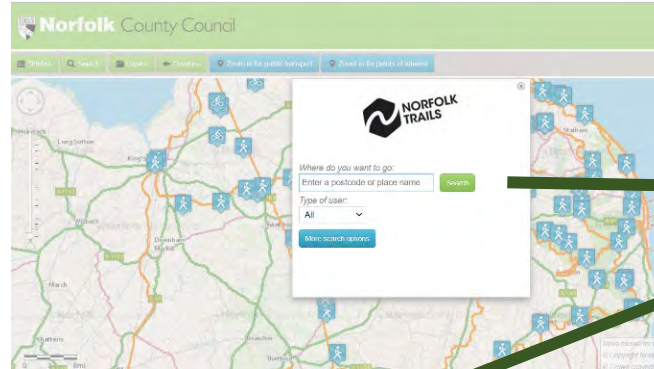
Norfolk Greenways

Feasibility study looking to develop a greenway network across the county

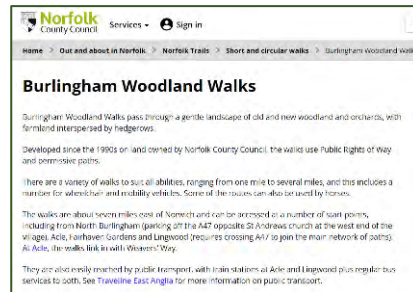
Interactive Map



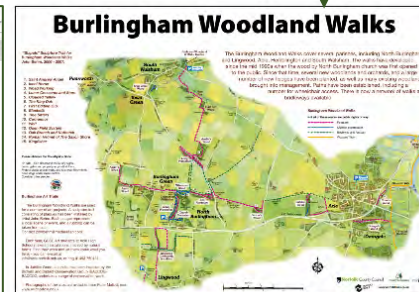
<http://maps.norfolk.gov.uk/trails/>



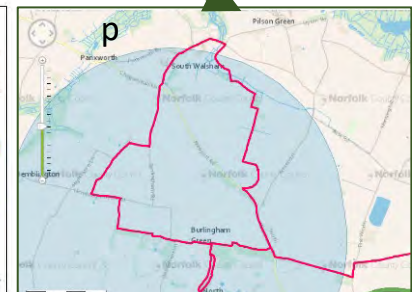
Info



PDF



Map



Norfolk County Council's Highways Map

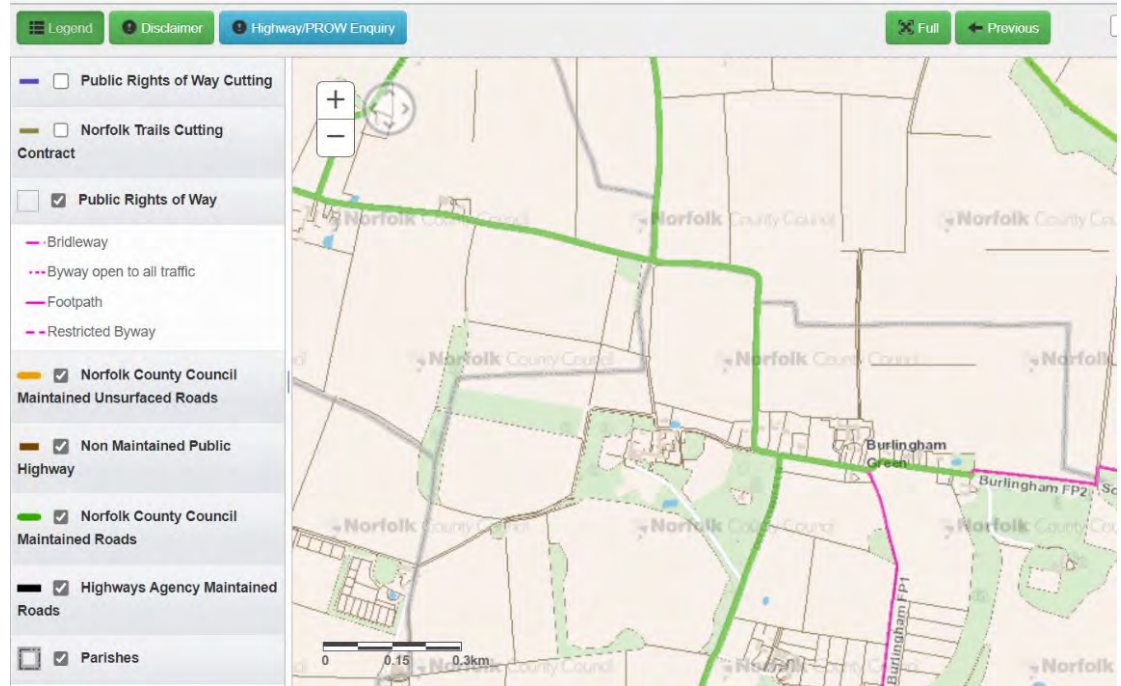


<http://maps.norfolk.gov.uk/highways/#>

Norfolk County Council's Highways Network

PRoW:

- ✓ Bridleway
- ✓ Footpaths
- ✓ Byways open to all traffic
- ✓ Restricted Byways



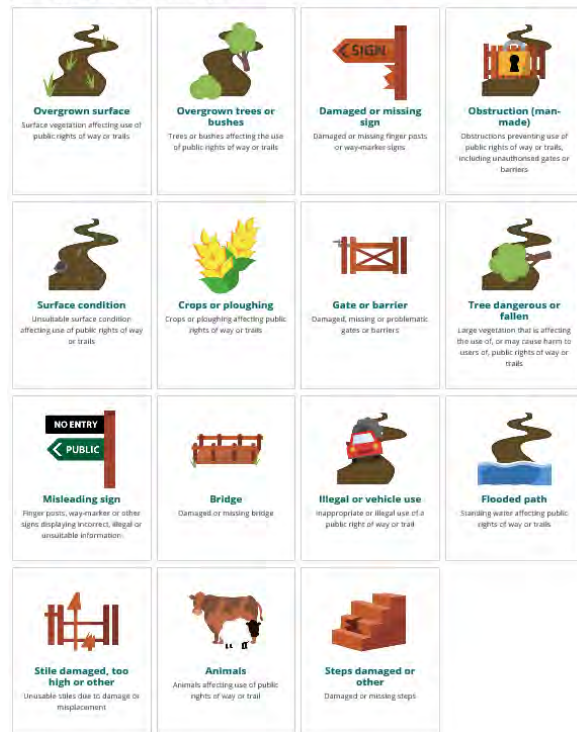
Reporting faults on a PRow or Norfolk Trail

Customer Journey

A brief guide to reporting issues on a PRow or Trail

- People can use our online form to report defects found on our public rights of way or trail network.
- The form is available on our website at <https://online.norfolk.gov.uk/highways/> and can be used on mobile phones.
- The form is designed to work with our systems and when out and about.

Public right of way or trail defect types



Norfolk's action plan for walking and cycling

November 2022

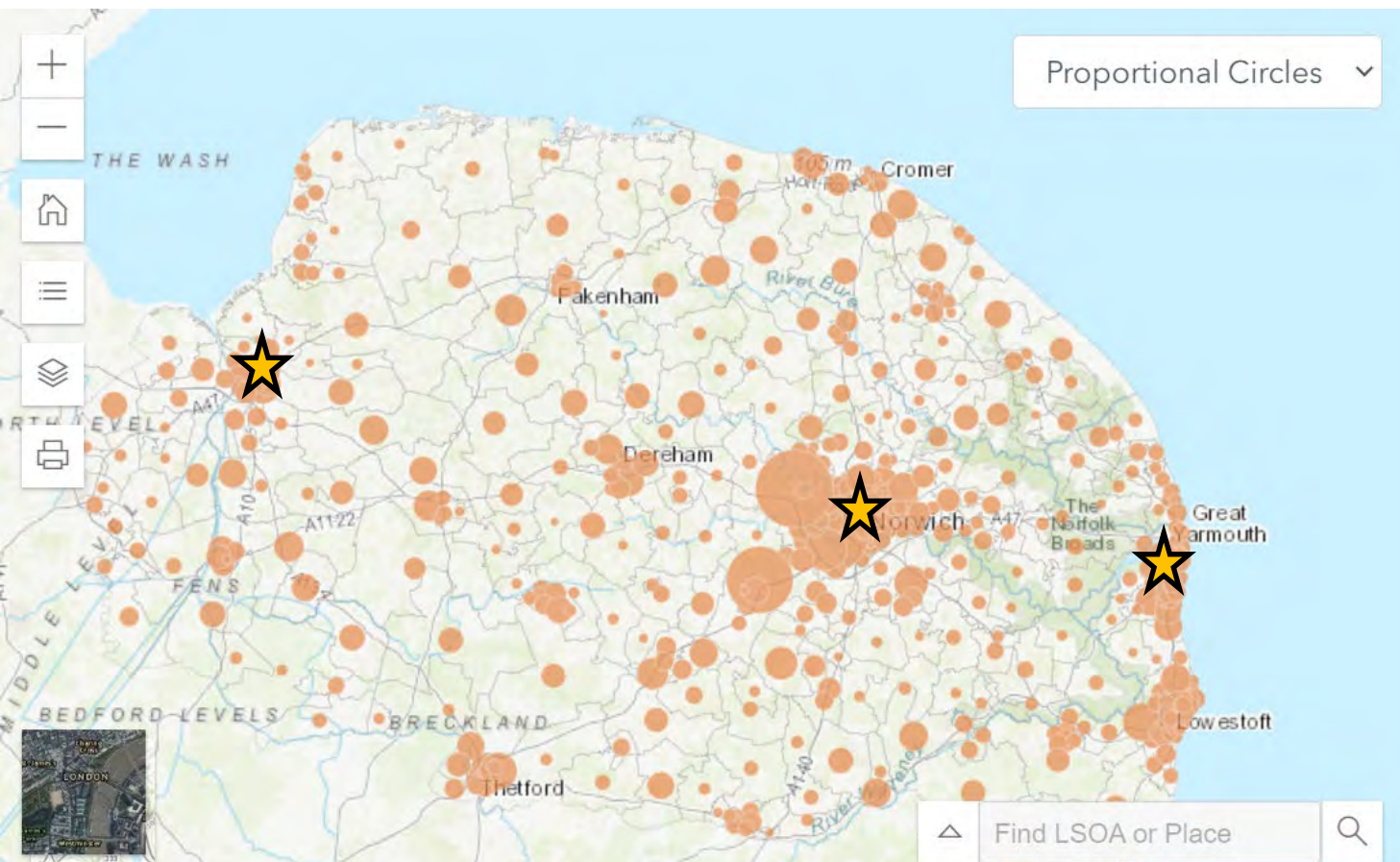
Local Cycling and Walking Infrastructure Plan (LCWIP)

What is it? Why is it important?

www.norfolk.gov.uk/activetravel

Norfolk total population: 916,200

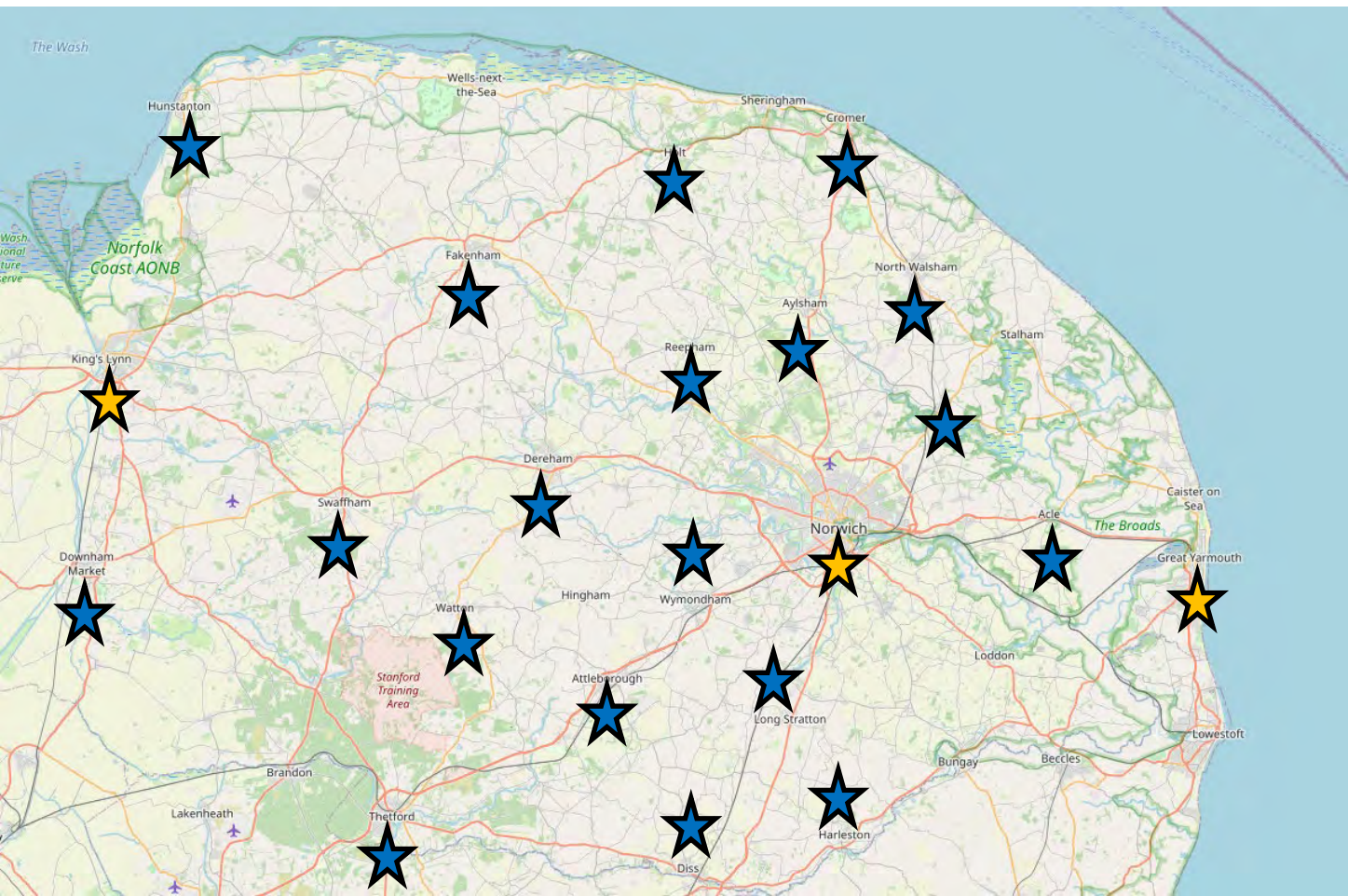
Norfolk population covered by completed LCWIPs: 635,300



Norfolk LCWIP Progress Overview



Norfolk-wide LCWIP: Detailed planning locations



Who are we?



JO BERMAN

Jo Berman has over twenty years of experience building cohesive marketing strategies for businesses. Jo has worked with many local authorities and businesses in developing cycle themed marketing strategies promoting sustainability, transport and tourism projects.



jobermanmarketing@gmail.com

Jo Berman
Marketing



CHRIS BRANT

Chris is the founder of Unmissable England, a booking platform and website with a unique collection of authentic experiences developed and hosted by small to medium sized tourism businesses from Cumbria to Cornwall. Chris has worked with many cycling and walk businesses in developing new bookable experiences.



chris@unmissableengland.com

WHAT ARE THE BENEFITS OF WALKING AND CYCLING TOURISM

FOR YOUR BUSINESS AND THE VISITOR?

Benefits of Walking & Cycling Tourism for your Business & the Visitor

Extends the traditional tourism
season

Positions Norfolk as the
go-to ideal destination for
cyclists and walkers

Norfolk IS seen as the
epitome of the Great
Outdoors

If visitors feel catered for,
they will spend more



Get in touch with the planet,
'good for the soul', you are
choosing an eco-friendly holiday

A healthier choice

Truly see the
beauty of Norfolk
when on foot or on
two wheels

The Norfolk
landscape is
predominantly flat
so great for cyclists
and walkers

Visitor destinations
understand the on-foot
customer

The perfect customer journey



C. We're Coming! Tell me it's easy to get there!

You're easy to get to as I may be coming by car (with a bike), by bike, on foot or by public transport



D. We're here! We want to tell everyone!

I'm going to tell everyone on social media I'm having the best time here



E. Just visited...Wow!

I'm telling all my friends about my experience and completing your review request



F. Loyal customer & ambassador

I'm still following you sharing & commenting on your posts, plus you've given me an incentive to come back!



B. Curious! Now make a visit worth the effort!

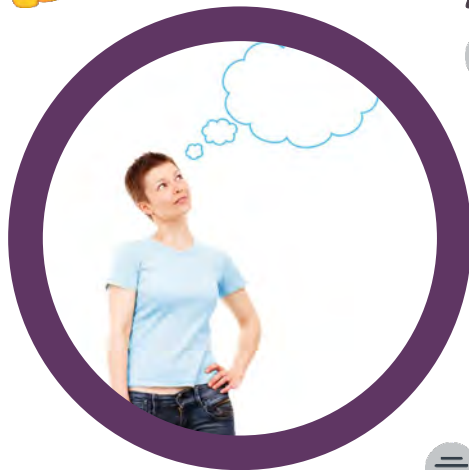
You told me there are great places to go nearby that understand what I need for a good trip



A. Make me stop in my tracks!

I can see people like me in your materials. You are talking to me! You care about what I need.

What an amazing testimonial from the Jones family....



....SO HOW DO WE DO THAT?

KNOW YOUR VISITOR

What is your typical cyclist or walker like?

WE DO KNOW:

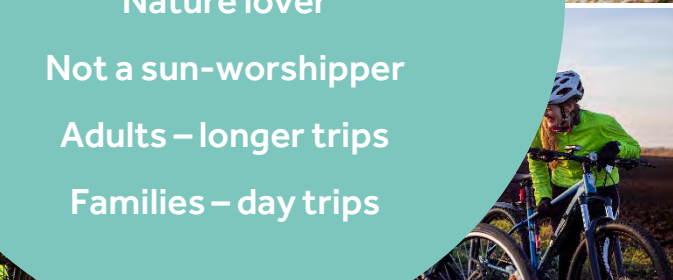
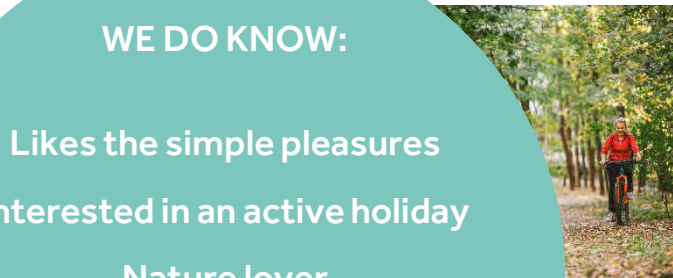
Likes the simple pleasures
Interested in an active holiday

Nature lover

Not a sun-worshipper

Adults – longer trips

Families – day trips



What are these visitors looking for?

- A stress-free trip
- The great outdoors!
- Empathy
- Respect
- Other like-minded people



THE ACTIVE TRAVELLER CODE

EMPATHY • SUPPORT • COMMUNITY • PLANET



HOW CAN WE
CATER FOR
THESE GROUPS?

+

HOW WILL
ANYONE
KNOW?

Touch Points



HOW CAN WE CATER
FOR THESE GROUPS?

BY APPLYING THE CODE



GETTING HERE

- Ring or email ahead if you have a problem – we will do our best to help
- Arriving exhausted? We get it! Food available and squidgy sofas



- Find info online about taking your bike on the train to us.
- Walking routes are on our doorstep. Click [here...](#)
- Roof racks are fine in the car park



EMPATHY



COMMUNITY



SUPPORT



PLANET



“Read about our regular visitors who join us for their annual walking/cycling holidays. Join the tribe!”



- E-bike charging points here
- Car-charging point info
- Not travelling to us by car? We reward our eco-conscious visitors with 10% off in the Café

WELCOME!

- “How was the ride?
Where did you travel
from?”
 - Water & treats for your
dog
-
- Need to hose down the
bike/boots/dog?
 - Phone number for the bike
shop/outdoor shop/vet
 - Storage for bike helmets
 - Spare bike locks if you
need



Establish deals with local bike shops to help with emergency accessories or urgent maintenance.

- Recycling policy visible
- Discount for bringing your own cup
- QR code for information rather than lots of printed material

ENJOY YOUR TIME WITH US



- Treat yourself!
- How about hiring a foot spa for your stay?
- See our noticeboard for walking & cycling ideas from past visitors



- Food all day!
- Special meals on the menu like "Rambler's Roast" and "Biker breakfast"
- Facility to refill water bottles
- Deodorant and moisturiser in toilets
- Puncture repair kits, disposable cagouls and blister plasters at reception



- Things to do locally for walkers & cyclists
- Hard copy cycle and walking route ideas to use and links on website
- Things to do for the nature lover
- Do your bit – grab a litter picker for a beach clean



THANKS FOR COMING!

- Flexible restaurant and takeaway to cater for people leaving at different times.
- Complete the feedback form for other active travellers
- What do you need for your onward journey?
- What do you need to set off again?
- Blister plaster? Puncture repair kit?
- Snacks to buy?
- Food for your next leg of the journey?



- Leave a review so other active travellers can see we are geared up for walkers and cyclists
- Info about nearby attractions that are cycle-friendly
- Reusable cups to buy
- Charging points for onward journey



For the walkers:
**Do you speak
Dog?**

Walkers could well have a dog!

If you're dog-friendly then what
does that mean EXACTLY?

Can a dog sleep in your room?
Can they go in the restaurant?
Dog treats and water?
Dog washing?

Accessible Tourism is not special

It's a part of what we do
and offer

Differently abled

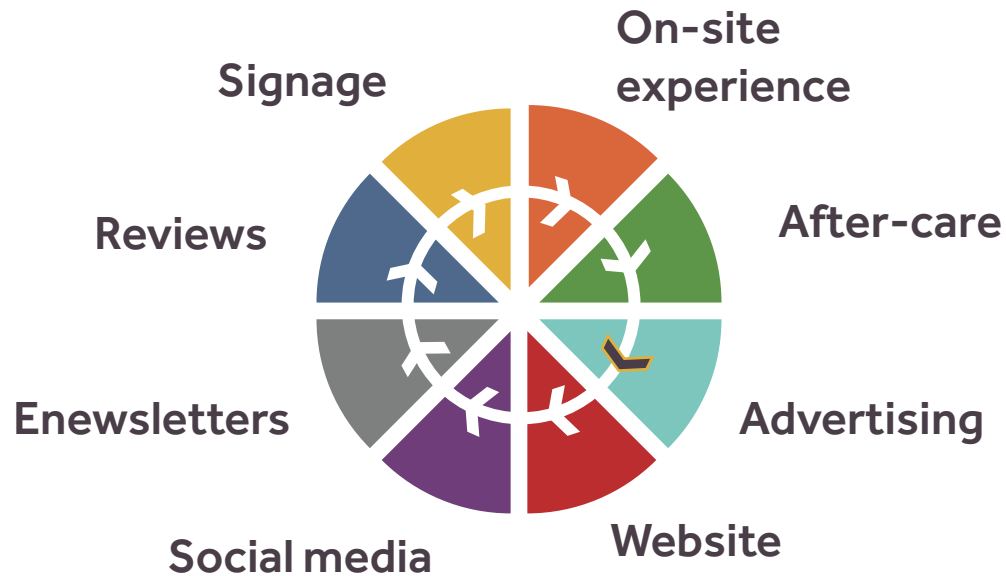
What visitors are looking for

- Not feeling special, but catered for
- Fitting in
- No awkward or insensitive moments
- Able to access all facilities

Quick wins to entice this audience

- *Everyone's welcome*
- *Easy access around the venue*
- *Signage at eyesight*
- *Marketing photos showing people differently abled*
- *Space around seating for wheelchairs*
- *Safe routes into and around the venue*
- *Accessible toilets*
- *Nothing too high up to reach*

Touch Points



YOU'RE AMAZING!
BUT, HOW WILL
ANYONE KNOW?

Your website

Everything you need to know
on a holiday arriving on foot
or bike



Visitors may
have pushchairs
and/or
wheelchairs



Use photos
like these... dogs!

Be inclusive in your language and
provision... not all bikes have 2 wheels!



How to get here
by public
transport

BIKE & BOOT			
BIKE & BOOT	The Hotel	Rooms	The Area
Scarborough	Retreat Film Club Offers Food & Drink Blog FAQ Contact	Boot Room Double Small Double Small Double with Sea View Medium Double Medium Double with Sea View Large Room With Sea View Loft Mini-Suites Suite	Things To Do Partners Wadob Facilities for Dogs Facilities for Walkers Facilities for Cyclists Facilities for Surfers

Cycling/walking route ideas & helpful
links to friendly businesses



Your website



🔍 Search Google or type a URL



Feeding your SEO

- Include relevant keywords on your website
- Add specific pages on cycling and walking
- Write a blog or article
- Link to other walking and cycling websites
- Link to other friendly businesses

Social Media

Posts should include:

- Welcoming walkers and cyclists
- Ideal facilities
- Local routes
- Dog-friendly content
- How to get here by bike and foot
- How to get here on public transport
- Reviews from active visitors

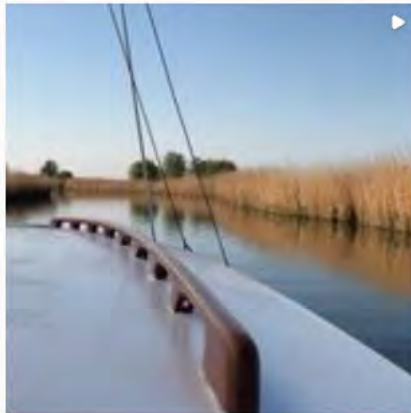
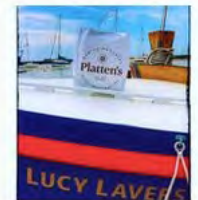
AND

- Specific hashtags to reach out to these groups
- Photos of cyclists and walkers
- Join relevant groups on Facebook and start commenting
- Connect with and tag complimentary cyclist/walker friendly businesses

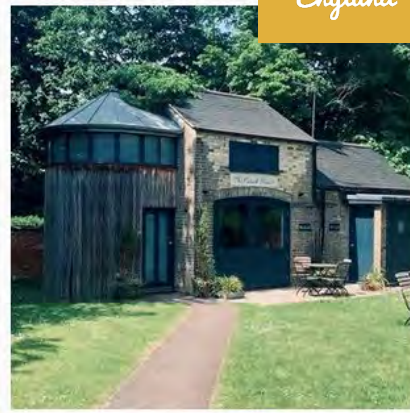


Do your research

Norfolk trips



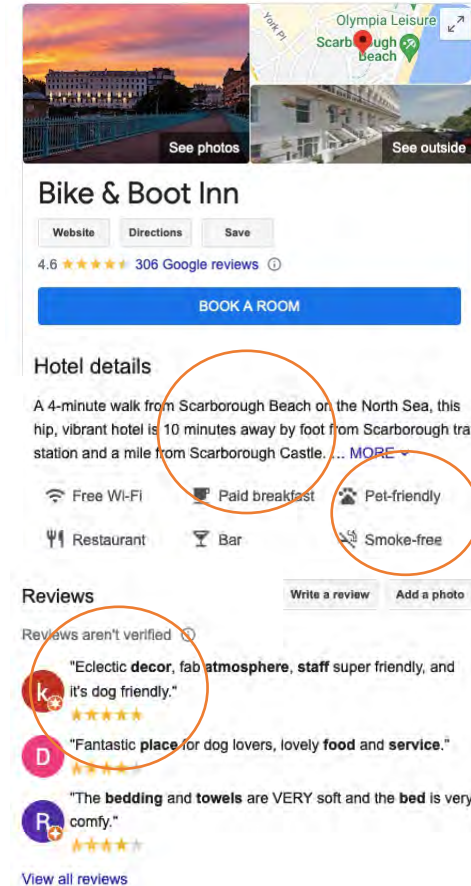
Norfolk holiday



Advertising & Google Profile

Advertising and Google Business Profile

- Include wording within your ads that would appeal to cyclists and walkers
- Think about imagery that would appeal to these groups
- Feed your profile with relevant photos, share posts and encourage reviews



Signage

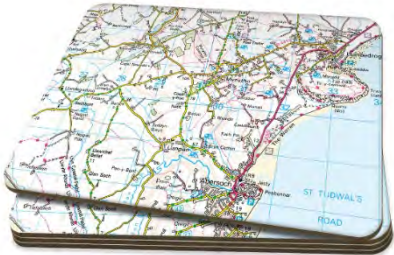


Signage outside your business that shows you welcome passing cyclists and walkers

Makes a good backdrop for social media



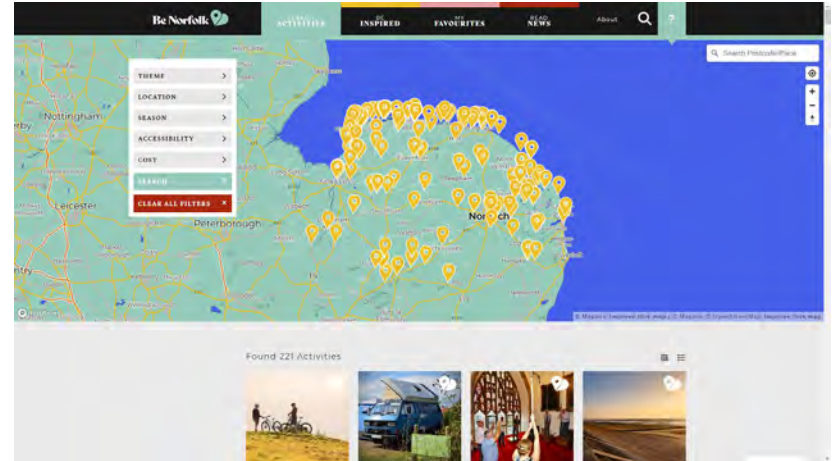
Be Instagrammable!



Build your network



- Collaborate with other visitor attractions – negotiate discounted entries for your guests for added benefits of staying with you
- Recommend your business neighbours to your guests online and on-site, they will reciprocate
- Introduce yourself to Visitor Information Centres, local tourism hubs etc. and see how they can promote you



HOW DOES YOUR CURRENT
OFFER STACK UP?

ACTIVITY

RECOGNISE WHAT'S NOT GREAT

Planning phase: What would put off an active traveller if they were looking you up online today?

In-person: What would put off an active traveller if they arrived at your business today?

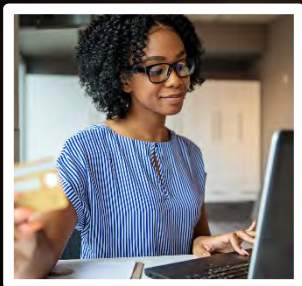
Example: Norfolk Vineyard

We are:

- Easy and safe to get to
- Bike shop details available
- Puncture repair kits, water bottles and blister plasters for sale!
- Bike secure parking and e-bike charging
- Somewhere to dry clothes
- Café
- Drinking water tap
- Energy snacks to buy
- Mobile phone charging
- Hose available to wash down muddy boots/tyres/dogs



How to get the message out



Website

- New specific pages
- Review imagery
- Use keywords



E-Newsletters

- Tell your database!
- Competitions



Social Media

- Use relevant #hashtags to target this group
- @tag relevant businesses, tourism groups etc
- Sponsored posts
- Join groups
- Competitions



Advertising

- Targeted messaging
- Paid online advertising or print?
- Offers?



WHAT CAN YOU DO
THAT'S EASY TO IMPLEMENT?

ACTIVITY

Apply the code – what can you offer?
3 things you can do this week

How will anyone know?
3 ways to promote it that doesn't cost anything

EMPATHY • SUPPORT • COMMUNITY • PLANET



NEXT STEPS



- List out what additions you can make
- Review your imagery
- Make sure you are inclusive
- Update all your channels to look helpful, understanding & relatable
- Review your marketing plans
- Think about your review strategy

EMPATHY • SUPPORT • COMMUNITY • PLANET



Bikepacking

"Bikepacking is the synthesis of all-terrain cycling and self-supported backpacking. It evokes the freedom of multi-day backcountry hiking and travel off the beaten path, but with the range and thrill of riding a nimble bicycle. It's about venturing further into places less travelled, both near and far, via singletrack trails, gravel, and forgotten dirt roads, carrying the essential gear, and not much more." from Bikepacking.com



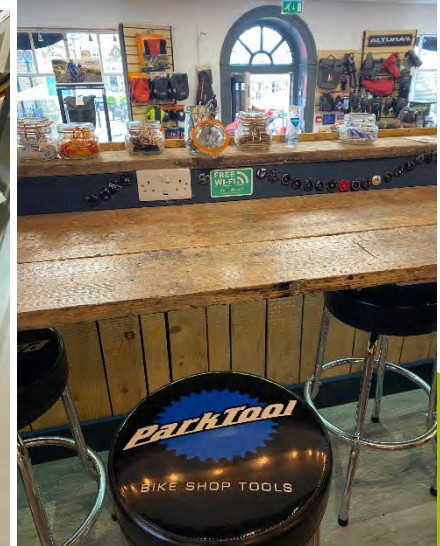
For me it is:

- Scenery
- Exploring
- Comradery
- Challenge



What facilities are needed?

- Welcoming atmosphere and normalising of cycling
- Somewhere to sleep
- Toilets and showers
- Cycle parking or somewhere to keep bike safe
- Wi-Fi and electronic device charging
- Clothes washing/drying
- Appealing food and/or cooking facilities
- Water bottle filling
- Good local information / books



QUESTIONS

Cycle Friendly Places: attracting cyclists to your business



Apply for accreditation:
<https://experience.cyclinguk.org>



we are
cycling
UK



EUROPEAN UNION
European Regional Development Fund



Next Steps

Any ideas?

Contact us at experience@norfolk.gov.uk

1:1 business support for activity development available

Website is live! BeNorfolk.co.uk

Feedback form

THANK YOU!

