

# Cycle Friendly Places

## A handy guide to accreditation

[cyclinguk.org](https://cyclinguk.org)



EUROPEAN UNION  
European Regional Development Fund

we are  
**cycling**  
UK



EUROPEAN UNION  
European Regional Development Fund



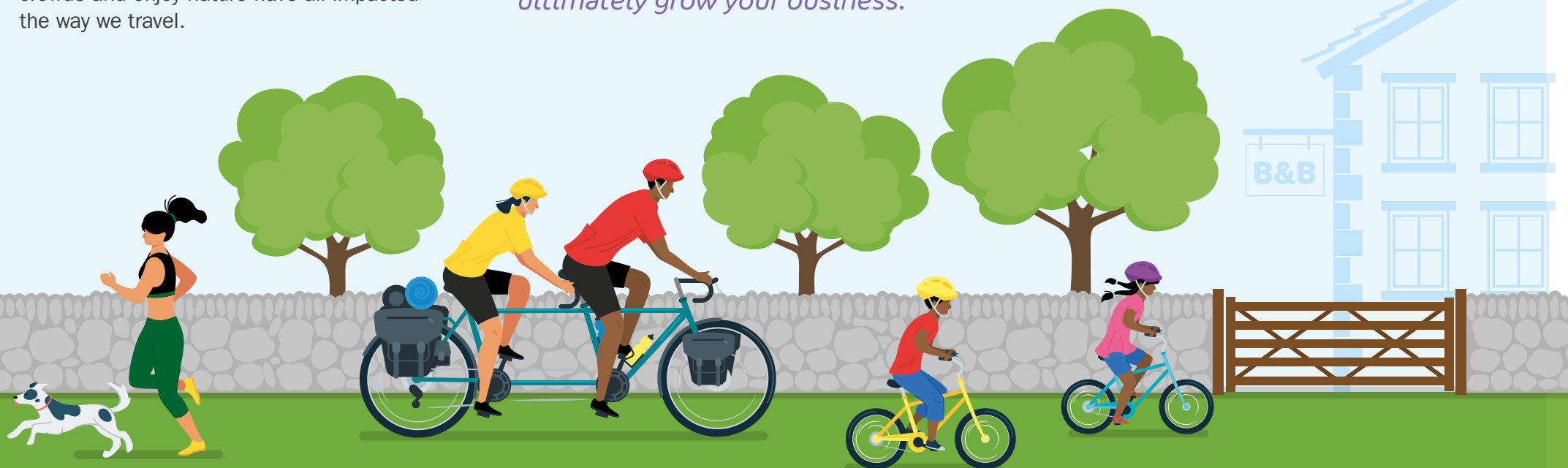
## There's never been a better time to be Cycle Friendly

Sustainable, active and year-round access has never been more important for your business, your customers and your environment. With an ongoing climate emergency and pandemic, more customers are switching to sustainable modes of transport. During the COVID-19 lockdown in 2020, 169% more trips were taken by bike<sup>1</sup>. A desire to travel locally, avoid crowds and enjoy nature have all impacted the way we travel.

*Provide the facilities and information that attract cyclists – both local and visiting from further afield – and you can improve your customers' experience, be recognised as a champion for cycling, and ultimately grow your business.*

Cycling UK's Cycle Friendly Places programme makes it easier than ever for small and medium businesses to become Cycle Friendly.

Learn more about the benefits of accreditation and how to get started in this handy guide.



## Why become Cycle Friendly?

All sorts of people – families, individuals, tourists and locals – use bikes for all sorts of reasons, and they represent a real opportunity for your business.

Attracting cyclists means tapping into a huge and valuable market, and encouraging sustainable travel and tourism – which in turns attracts more customers.

*Simple facilities and equipment such as bike racks, a pump or tools, will make your business the natural choice for any customer visiting your area by bike.*



**79%**

79% of cyclists said that a business recognised as Cycle Friendly would be more appealing<sup>2</sup>.



**£5.4bn**

Cycling contributes £5.4 billion a year to the UK economy<sup>3</sup>.



**16x**

Locally, people who walk and cycle take more trips (16 and 12 visits respectively, compared to 8 for cars) to the high street over the course of a month<sup>4</sup>.



**£443m**

There are 1.23m overnight cycle trips per year in the UK, contributing around £443m – with an average spend of £360 per trip or £46.75 per day<sup>5</sup>.



**5x**

Cycle parking delivers 5 times the retail spend per square metre than the same area of car parking.



**Café**

## What's in it for my business?



### Publicity

Cycle Friendly businesses can enjoy increased visibility and recognition through Cyclists Welcome, our online directory of places to eat, sleep and rest during a ride.

### Advertise your business free of charge to our:

- 71,000 members
- Over 600 affiliated cycling clubs
- A huge network of email subscribers
- Cycle Magazine readership of 86,000
- 101,000 social media followers and 6.5 million yearly website visitors



### Support

Master your marketing with our bespoke training opportunities only available to Cycle Friendly Places.



### Resources

Enjoy a suite of handy resources in the Cycle Friendly Places online toolkit.

Display your Cycle Friendly Places badge with pride!

**Get recognised as Cycle Friendly, at no cost, and enjoy all these benefits over your two-year accreditation period.**

*“Our cycling regulars bring an incredible vibrancy and atmosphere to the cafe, and on Sunday mornings create a beautiful buzz around the place. Minor faults are often fixed using our tools and spare tubes and the First Aid Kit.”*

Lanterne Rouge, Cyclists Café of the Year Scotland, 2019<sup>6</sup>.



## How do I apply?

1. Visit **[cyclinguk.org/cyclefriendlyplaces](https://cyclinguk.org/cyclefriendlyplaces)** to complete your self-assessment.
2. A member of our team will conduct an e-audit via video call, or visit you to review your application. We will guide and advise you to achieve the minimum requirements for the accreditation.
3. Accreditation lasts for two years, during which you can enjoy many benefits and promotional opportunities. Simply renew after two years to continue receiving benefits.

## What are the accreditation requirements?

Your business will be assessed on your provision of cycle facilities (such as secure parking, tools and a pump) and information (such as nearby routes and cycle shops). For the full accreditation list go to **[cyclinguk.org/cyclefriendlyplaces](https://cyclinguk.org/cyclefriendlyplaces)**.

Many of the measures on the audit list are free, or low-cost, to set up. If you're looking to invest in cycle equipment, follow our handy tips to help you choose the best products. Each item will deliver a return on investment, attracting more customers, and making your business stand out.





EUROPEAN UNION  
European Regional Development Fund



## About Cycling UK and EXPERIENCE

**Cycling UK's vision is of a healthier, happier and cleaner world, because more people cycle.**

We want people of all ages, backgrounds and abilities to be able to cycle safely, easily and enjoyably.

Cycling UK has championed the cause of cycling for more than 140 years. We promote all forms of cycling, protect the interests of existing and would-be cyclists, and inspire people of all ages, backgrounds and abilities to discover the joys of cycling.

As an independent, democratic and expert organisation, our activities reflect the commitment of our members, volunteers and partners to make cycling mainstream, making a lasting difference to the lives of individuals and communities.

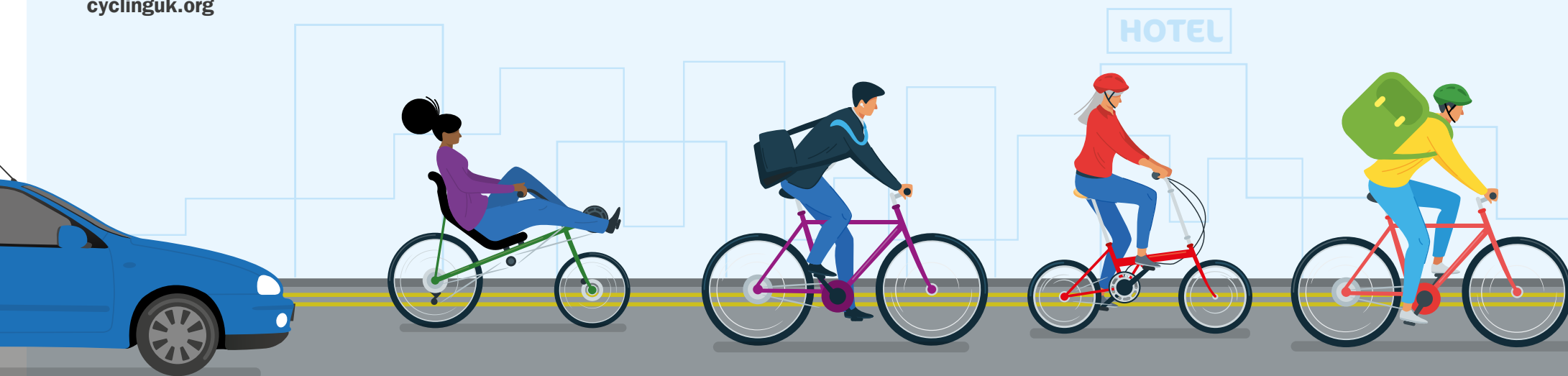
[cyclinguk.org](https://cyclinguk.org)

The Cycle Friendly Places programme has been developed as part of the Interreg-funded EXPERIENCE project.

EXPERIENCE is a €23.3 million project co-financed by the European Regional Development Fund (ERDF) through the Interreg VA France (Channel) England Programme 2014-2020. This innovative tourism project aims to boost visitor numbers in six pilot regions across England and France.

This project will harness the experiential tourism trend to extend the season (October-March), generating 20 million new off-season visitors and delivering sustainable economic growth across the Channel region by June 2023.

[cyclinguk.org/experience](https://cyclinguk.org/experience)







EUROPEAN UNION  
European Regional Development Fund



## FAQs

### Who can become Cycle Friendly?

Small and medium businesses including overnight accommodation providers (hotels, bed and breakfasts, camp sites, Airbnbs, hostels, bunkbarns, pubs, cafés, tearooms, restaurants and food shops).

The accreditation is split into different requirements for overnight accommodation and hospitality businesses, depending on customers' needs at each type of business. If your business provides both, please apply as an overnight stay provider.

### Why become Cycle Friendly?

Cycle Friendly Places can enjoy valuable benefits to the business including promotion, training, advice and support provided by Cycling UK. The accreditation is designed to increase your visibility and appeal to visitors arriving by bike, year-round.

### What is the accreditation programme?

Cycling UK's programme ensures the quality of facilities, welcome and information provided by businesses. The programme has been designed as part of the EXPERIENCE project to equip small and medium businesses with the skills and knowledge to boost visitor numbers and encourage year-round tourism.

### What makes Cycle Friendly Places stand out from other accreditations?

Cycling UK has been the cyclist's voice for more than 140 years, so we know what really matters to the cycling community. The accreditation is built on our knowledge of cyclists' needs, our expertise of developing other Cycle Friendly accreditations (such as Cycle Friendly Employer) and consultation with our network.

Accredited businesses will enjoy access to our diverse network of members, groups and followers, as well as benefiting from expert knowledge and training from Cycling UK.

### How do I apply?

Visit [cyclinguk.org/cyclefriendlyplaces](https://cyclinguk.org/cyclefriendlyplaces) to apply and find the accreditation guidance.

### Who do I contact for more information?

You can complete your application online, or for any specific questions please speak to Cycling UK's EXPERIENCE team via [experience@cyclinguk.org](mailto:experience@cyclinguk.org) for any questions about applying.

### How else can I get involved?

You can apply for the Cycle Friendly Employer programme or sign up as a campaigner to improve infrastructure and attitudes towards cyclists. You can also join our team of amazing volunteers across the country via our easy-to-use volunteering platform, Assemble.



## References

<sup>1</sup>Department for Transport, [Transport Use During the Coronavirus \(COVID-19\) Pandemic](#), 2020.

<sup>2</sup>Cycling UK, Improving Tourism Facilities for Cyclists, 2020.

<sup>3</sup>Newsom C & Slowman L, 2018. [The value of the Cycling Sector to the British Economy: A Scoping Study](#). Transport for Quality of Life for the Bicycle Association.

<sup>4</sup>Transport for London, 2016. [Town Centres](#).

<sup>5</sup>Weston R, Davies N, Lumsdon L, and McGrath P, 2012. The European Cycle Route Network: Euro Velo Study, European Parliament.

<sup>6</sup>Cycling UK, 2019. [East Lothian café named best for Scotland's cyclists](#).

*The accreditation is designed to increase your visibility and appeal to visitors arriving by bike, year-round.*





# Interreg



EUROPEAN UNION

## France ( Channel Manche ) England

### EXPERIENCE

European Regional Development Fund

**T: 01483 238300 | [cyclinguk.org/experience](https://cyclinguk.org/experience)**

**Cycling UK, Parklands, Railton Road, Guildford, Surrey GU2 9JX**

Cycling UK is a trading name of Cyclists' Touring Club (CTC) a company limited by guarantee, registered in England no: 25185.

Registered as a charity in England and Wales charity no: 1147607 and in Scotland charity no: sco42541.

Registered office: Parklands, Railton Road, Guildford, Surrey GU2 9JX.

