

Becoming a Cycle Friendly Business:

Why and how to attract cyclists

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we are
cycling
UK



EUROPEAN UNION
European Regional Development Fund

Cycling and the EXPERIENCE project

- Connecting with the identity of a place through experiences
- Encouraging year-round tourism through new itineraries and products



Changing travel trends

- Reconnecting with nature
- Wellbeing
- Local and authentic experiences
- Low impact, sustainable tourism



Why attract cyclists?

- 10% of the population regularly cycle for fun
- Cycle tourists have money to spend



Who is a cyclist?

- **Different kinds of bikes**
 - Traditional touring bikes
 - Rough terrain bikes
 - Tandems
- **Different kinds of people**
 - Tourers,
 - Day trippers
 - Club riders



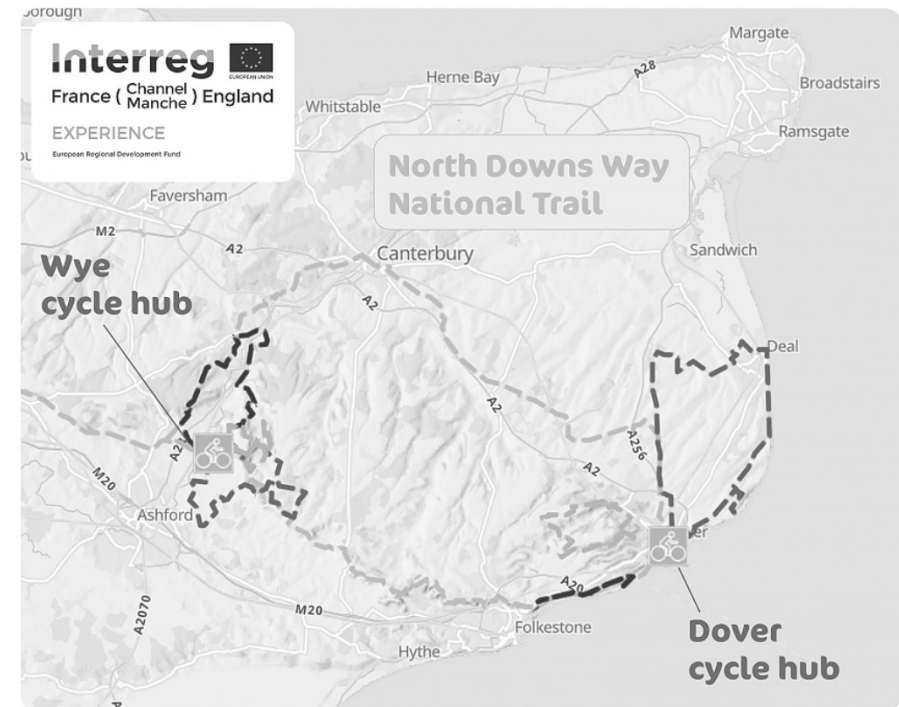
What do cyclists need?

- Security
- Comfort
- Refreshment
- Maintenance
- Information



What are we doing in Kent to encourage cycling?

- Developing cycling hubs and routes
- 2022- 3 new hubs launching in Canterbury, Deal, and Otford



What are we doing in Kent to encourage cycling?

- Long distance touring route
160 miles
- Linking the cycle hubs
- West Kernow Way in Cornwall- Kent is getting its own route in May 2022



How can Cycling UK and EXPERIENCE help you?

- **Cycle Friendly Places Accreditation**
- **SME's working in tourism**
(accommodation, hospitality, tourism)
- **Recognition and reward**



Why become Cycle Friendly Accredited?

- **FREE** two-year accreditation
- **79% of cyclists said they'd choose a Cycle Friendly business**



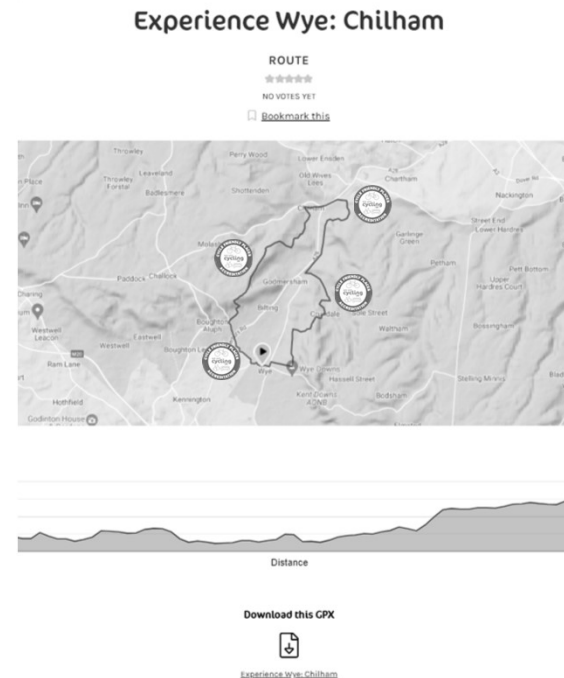
Why become Cycle Friendly Accredited?

- **FREE** equipment to reward and enhance your offer to cyclists
- **Access to free training and how- to guides**



Why become Cycle Friendly Accredited?

- A listing as a Cycle Friendly Place on the routes
- Promotion to 70,000 members
- You probably already are cycle friendly without being recognised



What are the criteria?

Essential criteria:

- Secure bike storage or parking
- A room or an area for drying clothes, rucksacks, panniers and footwear
- Able to provide details for the nearest cycle shop, cycle hire, or specialist
- Knowledge of local cycle routes
- Display on your website how to reach your business by bike and/or public transport
- Free water bottle refills

What are the criteria?

Desired criteria:

- A bicycle pump, puncture repair kit and tools available to borrow
- Early morning/late evening food options available or self-catering available
- Takeaway lunch option if serving food
- Secure bike locks for customer use
- Clothes washing facilities or information for nearby launderette
- Knowledge of, local visitor attractions and/or other Cycle Friendly businesses around your area
- Bike wash
- Electric charging facilities available for use
- Discounts or other incentives for anyone arriving by bike, public transport or cycling during their stay

How to I apply?

- Meet our achievable criteria for hospitality, accommodation, and tourism operators
- Online application:
experience.cyclinguk.org



Interreg



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