



EUROPEAN UNION
European Regional Development Fund



Cycle Friendly Places Accreditation Criteria for Accommodation Businesses





Cycle Friendly Places is a new accreditation scheme from the UK's leading cycling charity that equips tourism businesses with knowledge and skills about cyclists and cycling to broaden their market. It recognises outstanding businesses, which make a cyclist's stay memorable. Whether that is providing bike storage for customers, recommending nearby routes, or just welcoming a cyclist with open arms after a long day in the saddle.

By joining the Cycle Friendly Places accreditation scheme, you will:

- be **promoted to Cycling UK's network of over 70,000 members** and the wider cycling community.
- receive a **digital Cycle Friendly Places marque** that you can display on your website, social media and in other publications.
- have **access to expert knowledge** from the UK's leading cycling organisation through training, advice, and resources.
- enjoy an **enhanced listing on [Cyclists Welcome](#)**, Cycling UK's go to guide for domestic and international cyclists looking for accommodation and places to eat.

In this booklet you will find the list of criteria and guidance for hospitality businesses on how to achieve the Cycle Friendly Places accreditation. **To become accredited as a Cycle Friendly Place by Cycling UK, all the essential criteria and three of the desirable criteria need to be met.**

For specific guidance or questions, please contact experience@cyclinguk.org.



Essential Criteria

1. Secure bike storage.

Some bikes may be worth several thousand pounds, but even if they are not, their owners will want to ensure they are safe while staying with you. Therefore, a secure place to store a bike is essential in giving your cycling customers confidence and reassurance about their bikes during their stay.

The most important requirement is that the storage space is secure, safe, and the customer is satisfied it is sufficient for their needs. For example:

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

For some inspiration, have a look at the [Pinterest Board](#) put together by the Peak District National Park Authority.

2. A room or an area for drying clothes and footwear.

Cyclists arriving in all weathers will appreciate a space to dry their clothing and equipment, ready for the next day in the saddle. It can be an area or a dedicated room with a heat source that will ensure that clothes will be dry the next day.

If you wish to go the extra mile, dehumidifying is better than relying on heating or radiators, and specialist companies can advise you as to the best facility for your premises.

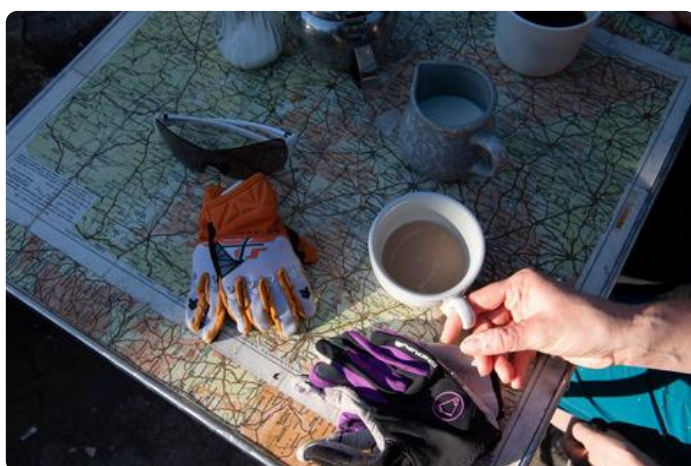
3. Provide details for the nearest cycle shop, cycle hire, or specialist.

Display details of your local bike shop, cycle hire or a suitable retailer who can provide repairs and maintenance.

[The Cycling Experts](#) have listed over 3500 specialist retailers and workshops.

[Cycle hires in Cornwall.](#)

[Cycle hires in Norfolk.](#)



4. Knowledge of local cycle routes.

You are the expert on your area! Whether it's a traffic-free family cycle routes or challenging off-road mountain biking trail, share your knowledge of the local cycling opportunities. You can find route inspiration on [Cycling UK's website](#). Furthermore, local councils often provide cycle network maps which show recommended routes, cycle lanes, and off-road recreational routes; this may also include using public transport. You can find further inspiration from the websites listed below:

[Cycling UK's 200 routes](#)

[National Cycle Network](#)

[Cycle Routes and Trails in Cornwall](#)

[Cycle Routes in Norfolk](#)

[Explore Kent \(select cycling\)](#)

A handy tool to signpost visitors to is also Cycling UK's [journey planner](#), which can suggest the quietest or fastest routes to reach a destination by bike.



5. Display on your website how to reach your business by bike and/or public transport.

Make sure cyclists know how to arrive to your premises by bike and public transport via your website. In addition, provide your guests with an overview of the bus and train connections, if applicable, as arrival and departure by public transport is a welcome option for many cyclists and can support your sustainability goals.

6. Free water bottle refills

Let your customers top up their water bottles free of charge - this little gesture goes a long way for thirsty cyclists.

7. First Aid kit available for visitors own use and details for local hospital, GP surgery, or emergency number (e.g. 999).

Whilst cycling is generally very safe, accidents and injuries can happen. Provide a fully equipped First Aid kit with basic supplies for minor injuries and remember to restock with the missing items after use.

NB! Businesses are not expected to provide First Aid assistance unless specifically trained to do so but should have the kit available.

An information sheet with contact details of your local medical service provider(s) and nearest hospital should be publicly available.



Desirable Criteria

1. A bicycle pump, puncture repair kit and tools available to borrow.

Providing tools for small repairs or maintenance, and suitable space for cyclists to do their own repairs, will offer the extra value that will win cyclists hearts. Bike toolkits don't need to be extravagant, but a basic selection of equipment will ensure cyclists can get back on the road after any mechanical issues. As a minimum the kit could include:

- A track / floor pump
- Puncture repair kit
- Screwdriver(s) and spanner(s)
- Allen keys
- Chain oil or lubricant
- Tyre levers
- Some old cloths for cleaning.

2. Early morning/late evening food options available or self-catering available.

Cyclists are active holidaymakers, often out and about from early morning to late evening. They are also in need of a good meal both at the start and end of their day. Provide options for early breakfasts or late dinners. If your business doesn't offer food you could display a list of nearby restaurants, cafes or other meal providers that could cater for the hungry cyclists.

3. Takeaway lunch option.

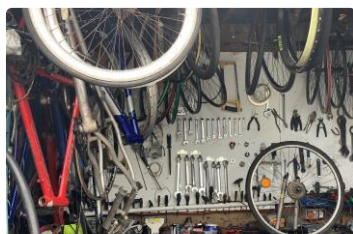
Offering a takeaway packed lunch can go a long way in accommodating your cycling guests, especially those travelling away from the beaten track. You could include a variety of snacks, such as flapjacks or energy bars.

4. Secure bike locks for customer use.

While most guests who arrive on their bike will bring along their own bike locks, it is useful to have spare ones available. We recommend [Silver or Gold Sold Secure bike locks](#) as they ensure a high level of protection against theft.

5. Clothes washing facilities or information for nearby launderette.

Providing suitable clothes washing facilities which can allow kit to be washed and dried overnight for cyclists is hugely beneficial, particularly for those cycling off-road or over longer distances, as clothes can get sweaty and muddy. If you are unable to provide washing facilities, perhaps you can recommend a launderette in your local area that can provide the service.



6. Knowledge of, local visitor attractions and/or other Cycle Friendly businesses around your area.

Share your unique local knowledge of what to do and see in your area. Cycling is a great way to explore a region in a sustainable way. You could recommend local tours or excursions or point out local attractions on different cycling trails.

You can search what is happening near you from the following websites:

[Visit England](#)
[Visit Cornwall](#)
[Visit Norfolk](#)
[Visit Kent](#)

For people cycling to a different location each day, word of mouth can be a great tool in planning their next step. Recommend other Cycle Friendly Places that you are aware of, either somewhere to stop for refreshments or where they could spend a night. A good word goes a long way.

Discover other Cycle Friendly Places on [Cyclists Welcome](#).

7. Bike wash

Bike rides can get muddy, especially during the late autumn, winter, and early spring months, and mud can damage intricate working parts of a bike. Most muddy cyclists would appreciate being able to wash their bike after a long ride. An outdoor hose or a simple bucket and sponge would do the trick - and the added benefit will mean you've a clean machine in your secure storage area.

8. Electric charging facilities available for use.

As electric bikes are becoming increasingly popular, some visitors may need to charge their batteries before setting off again. Allow somewhere to charge e-bike batteries (a regular socket will do) or their mobile phones. Having adaptors available would be ideal for those visitors coming from overseas but not a must.

9. Discounts or other incentives for anyone arriving by bike, public transport or cycling during their stay.

A small gesture such as a free coffee with breakfast can attract people to visit your business by bike. Offer discounts, special deals or other incentive to guests cycling to your premises.



Interreg



France (Channel Manche) England

EXPERIENCE

European Regional Development Fund

Cycling UK is one of 14 partners collaborating to deliver innovative and sustainable new off-season tourism experiences in six pilot regions in England and France through the EXPERIENCE project.

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