



EUROPEAN UNION
European Regional Development Fund



Cycle Friendly Places Accreditation Criteria for Hospitality 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 parking

The most essential requirement for any cyclist is the ability to lock their bikes to something. If you are a restaurant or a café it could be an existing structure or purchased cycle parking, preferably in a place visible for the customers. We recommend that when planning your cycle parking, you remember to provide enough space to fit different types and sizes of bikes, for example, handcycles, tricycles, tandems.

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

The Department for Transport has available [Cycle Infrastructure Design guide](#) with chapter 11 focusing on cycle parking.

2. Space to hang wet clothes, rucksacks and panniers.

Cyclists arriving in all weathers will appreciate a space to dry or air their clothing and bags. Having a place available where your guests can hang their jackets, hats, rucksacks and panniers will go a long way to ensuring they have a pleasant stay.

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

For cyclists stopping by, it is useful to have available contact 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.



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)

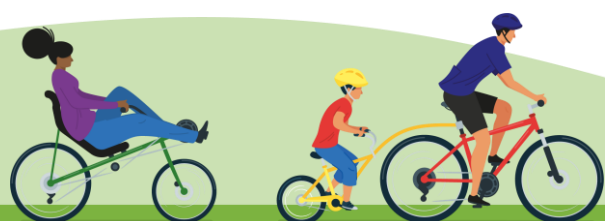
A handy tool to signpost visitors to is also Cycling UK's [journey planner](#), which can suggest the quietest or fastest routes to reach a destination by bike.

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.



Desirable Criteria

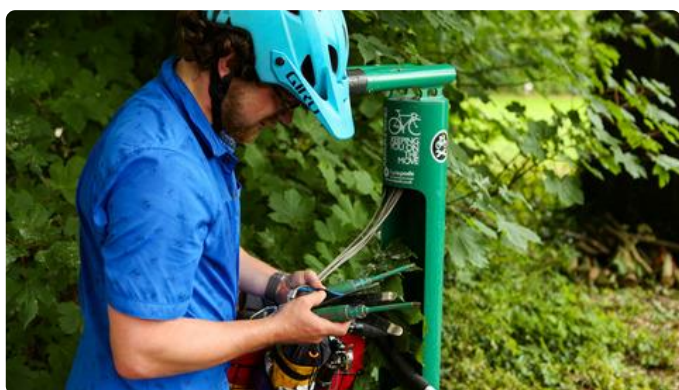
1. Secure bike locks for customer use.

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.

2. 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.



3. Accommodating group visits from cyclists, such as cycling clubs.

Your flexibility to host groups of cyclists will make a world of difference. Let your visitors know via your website and/or social media your capacity in terms of group size and threshold for when the group needs to call in advance to make a booking.

4. 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 and it's easy for visitors to hop on and off along their journey. 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](#)

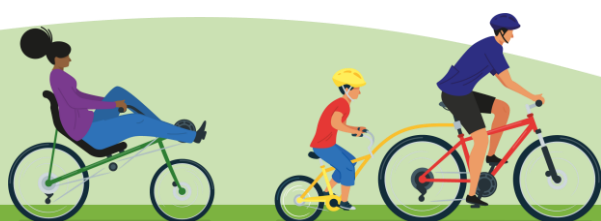
[Visit Cornwall](#)

[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](#).





5. 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.

6. 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 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.

7. 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.

EXPERIENCE is a €23.3 million project with €16m co-financed by the European Regional Development Fund (ERDF) through the Interreg VA France (Channel) England Programme 2014-2020.

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.



cyclinguk.org/experience

