



Cycle Tourism

‘Cyclists mean business!’



Introducing me

- 20 years practical experience
- Seen it and done it
- No marketing jargon ie active greys, empty nesters ,dinkies even lombards but possibly MAMILS !!
- Put money where my mouth is.
- However some stats can help.....



Facts and Figures

- 34% of all adults in the UK own a bike; 12% of adults cycle regularly (i.e. once per week)
- 42% agree cycling is a great activity to do as a family
- 10% of people surveyed by Mintel think cyclists are a nuisance
- In 2009, the total distance cycled was almost 5 billion miles, the highest since 1991 – source: DfT
- Cycling levels per person were up 46 miles a year – source: National Travel Survey
- Cycling growth is strongest amongst the highest income quintile averaging 77 miles pppy – source: NTS & Mintel
- 250,000 cycle trips were made in the first 3 weeks of the London Bike Hire scheme which is expected to rise to 40,000 trips per day by 2012
- Active travel (walking & cycling) keeps people fit and cuts £millions of the national health bill



Case study – C2C

- Over 15,000 finishers per annum
- Average duration 4 days
- Average daily spend £35 per person

Beneficiaries – B&Bs; Farmhouses; Bunk houses; Cafes; Tea rooms; Corner shops; Bike shops Village Post offices.

Merchandise – Maps; Guide Books; Websites; T-shirts; Caps; Towels; Fridge Magnets; Badges; Mugs.



2 other cases in point.....

- In the **Scottish Borders**, the 7 Stanes project is now in its 7th year - the 7 FC sites now average 550,000 day bike visits per year of which 400,000 are to Glentress & Innerleithen bringing £9m into the local economy. 3000 new jobs have been created. The aim is to increase these numbers and spend by 35% over the next 5 years.
- In the **South West of England** day & staying cyclists spend £3.6m on both the Camel (28km) and Tarka Trail (48km) for cyclists in Cornwall but this is thought to be a significant under-estimate perhaps by a factor of 3. The trails sustain 60 FTE jobs and sustain many more in part.
- Society is changing – people’s leisure time is a key opportunity for them to gain well-being from activity. **QUALITY EXPERIENCES & SERVICES** are valued over **MATERIAL GOODS**. People are generally **HEALTHIER, WEALTHIER** and more aware of **GREENER** choices and the ethics of travel. Older people are more active and discerning than ever & want to play ‘catch-up’.



Chain Events

Logistic solutions – Transport to start, bike carriage, luggage delivery, rescue and breakdown.

Events – Mass participation challenge rides encourage camaraderie and companionship, competition and social cohesion.

‘We do the meddling you do the pedalling’



Haydon Bridge

- New opportunities created by By-pass
- Re-invention rather than dereliction
- Stop the passers-by! Esp. the Dutch .
- Develop short local utility routes.
- Cycle hub town possibility
- Routes to Alston, Hexham, Roman Wall, etc.
- Fragments of old A69 corridor
- Tours of Allendale, Hexhamshire.



Hub Town

Ingredients: some or all ideally-

- Cycle – Savvy accommodation providers,
- Bike shop!
- Outdoor gear shop,
- Cycle friendly pubs, cafes, tea-rooms
- Cycle Parking, visible and secure
- Local Map/Leaflets
- Cyclists Welcome scheme
- Opportunities for transport/luggage couriers

NCN Cycle Routes in Northumberland



NCN in Northumberland with cycling hubs

