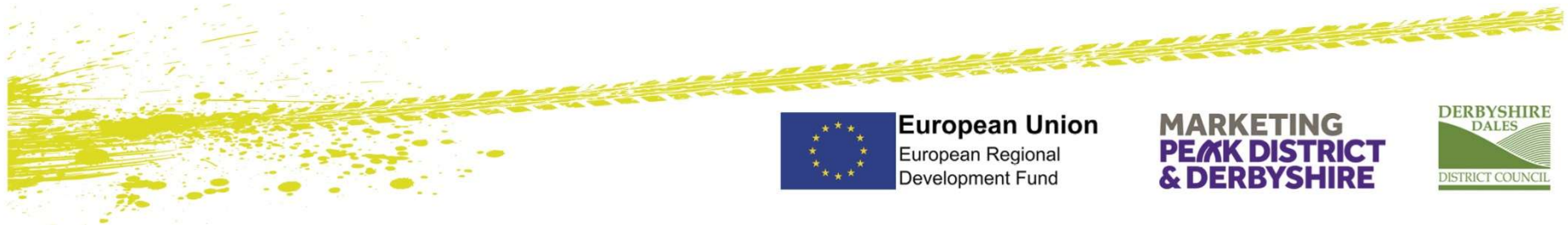


Pedal Peak for Business

Helping to make the Peak District *the* place for cycling

Carol Parsons, Pedal Peak Business Officer



About me



The place - essential ingredients

- Inspirational landscapes
- Uniquely placed
- Attractive network of routes
- Abundant cafes, pubs and accommodation



The facts

- **Cycle tourists** on average **spend more**: around **£81 per head** per trip (Phil Jones Associates)
- At present, the UK cycle tourism market is likely to be worth **over £3 billion** and is growing by 10 – 15% per annum (British Cycling)

The opportunities

- More cycle friendly accommodation
- Signed circular routes from the door
- Quality food and drink
- Iconic multi day tour
- Networking and collaboration

The cycling market

Market Segment	Interested in...	Product requirements
Infrequent leisure cyclists	Traffic free cycling Packaged cycling holidays	Traffic free cycle paths Cycle Hire
Occasional Leisure cyclists	Centre-based cycling breaks Day cycle rides (20-25 miles)	Circular day routes / maps Traffic free paths Cycle Hire
Frequent Leisure Cyclists	Day ride routes Day cycle rides (30-35 miles)	Circular day routes / maps Cycle friendly accommodation
Cycling Enthusiasts	Independent Cycle Tourism Holidays and Short Breaks – self planned and organised Day cycle rides (40-50 miles)	Ideas for day rides to plan their own routes Tour region rather than cycle from a single base

What is Pedal Peak for Business?

- Helping support your business by targeting cyclists
- Toolkit to help you identify their needs
- Grants for new products and services
- Local business support workshops and networking events
- Cyclists Welcome Accreditation to endorse and promote your offer

Business cluster development



Benefit from the cycling pound



Development of a toolkit

To help businesses:

- Understand the cycling market
- Encourage and accommodate cycling visitors
- Deliver great experiences
- Increase income
- ‘Welcoming Cyclists’ workshops

Small grant scheme



- Grants for products and / or services
- Help to maximise the business benefits of promoting cycling to their guests

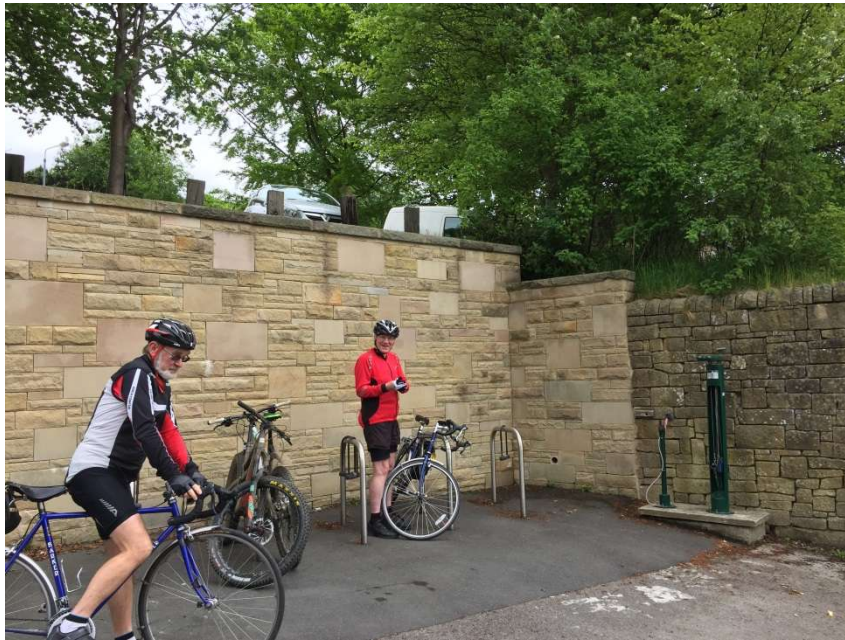
Quality Products

Covered Cycle Parking



Some great examples

Racks, pump and tool stand at the Anglers Rest, Bamford



Quality Products

Rail to secure bikes to



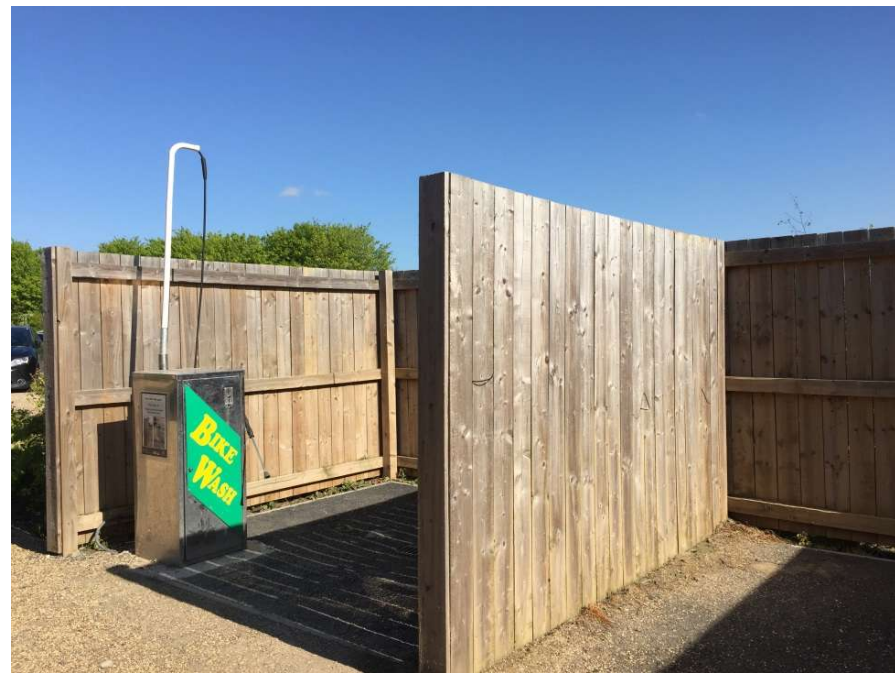
Sheffield stands



Exceeding expectations



Exceeding expectations





Cyclists Welcome



- Facilities and Services
- Flexible Food Arrangements
- Information Provision
- Watch this space...

Cluster events

- Explore using new products and services
- Learning from other businesses
- Advice and support on developing new facilities, packages or offers
- Networking and creating complimentary offers with other SMEs
- Cohesive offer across the wider Peak District

Thank you so much for coming today.
For more information you can contact us at:

carol.parsons@peakdistrict.gov.uk

01629 816297

gill.chapman@derbyshiredales.gov.uk

01629 761145

