

Pedal Peak for Business final report

The £350,000 Pedal Peak Business Initiative was part of the wider £1.49 million Growing and Developing the Visitor Economy within Derbyshire business support programme, led by Marketing Peak District & Derbyshire (MPDD) and funded by the European Regional Development Fund, MPDD, Derbyshire County Council, Peak District National Park Authority (PDNPA), Derbyshire Dales District Council (DDDC) and High Peak Borough Council.

From December 2016 to March 2019, the Pedal Peak Business Initiative (led by the Peak District National Park and supported by Derbyshire Dales District Council and Marketing Peak District & Derbyshire) has helped make Peak District and Derbyshire businesses more cycle-friendly and exceeded its targets.

Specific activity to support this includes:

- The allocation of Cycle Friendly Places grants to enable visitor economy businesses to offer improved cycle facilities.
- Development of a cycle tourism toolkit to support businesses to understand the market and how to meet the needs of cyclists
- Regular network events to support businesses to promote cycling
- Created links with the national Cyclists Welcome scheme
- Route development and marketing materials to promote the identified clusters of:
 - Bakewell, Rowsley, Matlock and the Monsal Trail
 - Ashbourne, Hartington and the Tissington Trail
 - Wirksworth, Carsington and the High Peak Trail
 - The Hope Valley

Cycle Friendly Places grants

A total of £100,000 has been allocated in grants, helping businesses to buy new cycle-friendly products and services (appendices 1 & 2).

Following a slow start the number of applications increased steadily over the project with 1:2:1 business support and follow up and by the end of 2018 the scheme was oversubscribed.

"It's been fun working with you and thanks for all your hard work and help, our cycle shelter is well used and a great addition to our facilities."

Self-catering holiday accommodation owner

The private match funding element was a conservative estimate of £102,495.88 as shown in appendix 1, as several businesses purchased additional equipment not covered by the grants scheme or elected to do elements of the project themselves. Some businesses took longer than expected to complete their projects due to being busy over the summer months and in some cases difficulty in obtaining three quotes – especially in relation to builders in rural areas. In addition there was often a 6 – 12 week delivery time on the equipment from the suppliers

The number of grant enquiries received was **160** and a total of **53** grant applications were approved. Following withdrawals the final grants tally was **48** businesses that benefited from business support and grants totalling **£101,843** to buy new products and services, including cycle stores, workstations and fixed pumps, examples of which can be seen on page 3.

"We're close to the Monsal, High Peak and Tissington Trail cycle routes so we're keen to reach out to cyclists. The cycle store provides a safe place to store bikes overnight and gives our guest peace of mind. From a business point of view it will soon pay for itself."

Holiday cottages owner

Several of the businesses receiving grants have been featured in the new videos. In particular the [Welcoming Cyclists](#) video features industry influencers in order to enthuse and engender future support for achieving 'Cyclists Welcome' standards.



i Water bottle filler



ii Work station with tools



iii PlantLock secure bike parking



iv Work station with tools and pump



v Cycle stores



vi Cycle store

Cycle tourism toolkit

The Welcoming Cyclists [cycle tourism toolkit](#) helps businesses to identify cyclists' needs and attract the cycling market to benefit their business. 250 copies of the guide were printed and distributed at workshops and events and used to provide 1:2:1 business support advice. A digital version is on the MPDD industry site:

www.visitpeakdistrict.com/industry/business-support/erdf-project/pedal-peak-for-business



vii Cover of toolkit

Network events

The project provided **15** 'Welcoming Cyclists' and other business support workshops which received good feedback:

Tuesday 23 May 2017 *Boost your business* – launch event – **40** attended

Tuesday 12 September 2017 *Basic Bike Maintenance for accommodation providers* – **2** attended

Wednesday 4 October 2017 *Welcoming and marketing to cyclists* – **17** attended

Thursday 12 October 2017 *Basic Bike Maintenance for accommodation providers* – **2** attended

Tuesday 7 November 2017 *Welcoming and marketing to cyclists* – **7** attended

Tuesday 7 November 2017 *Welcoming and marketing to cyclists* – **6** attended

Tuesday 5 December 2017 *Biking Breakfast* – **11** attended

Tuesday 6 March 2018 *Welcoming and marketing to cyclists* – **14** attended

Tuesday 6 March 2018 *Welcoming and marketing to cyclists* – **9** attended

Thursday 26 April 2018 *Finding and targeting new markets – making the most of the cycling pound* - **5** attended

Wednesday 8 August 2018 *Meet up and Ride Networking event* – **17** attended

Thursday 30 August 2018 *Meet up and Ride Networking event* – **16** attended

Wednesday 12 September 2018 *Finding and Targeting New Markets – making the most of the cycling pound* - **12** attended

Tuesday 23 October 2018 *'Wheely Good Tips for Profit' – Why cycle tourism is good for business* – **24** attended

Tuesday 11 December 2018 *Jingle bells - A Pedal Peak seasonal networking event* - **24** attended



viii Pedal Peak stand at networking event



ix Business networking event with presentation of Cyclists Welcome certificates

"Thanks for a really informative, cheerful afternoon. Holding it at Hassop with the e bike input was a good move, mixing with everyone, whose interests are all different was a great opportunity. You must have been pleased with the number and variety of us who attended, many thanks."

B & B owner

"Thank you for an excellent event yesterday, I really enjoyed it."

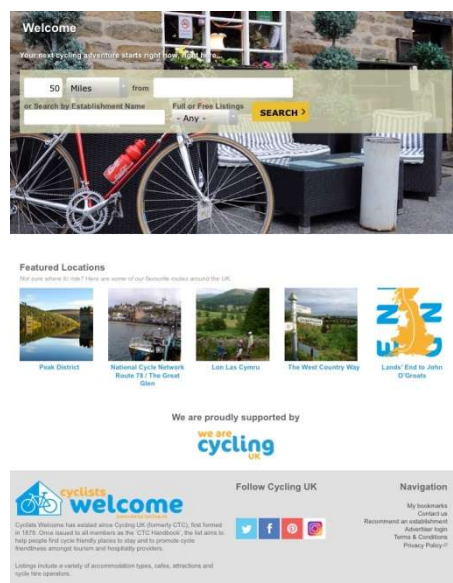
Cycle guide

Cyclists Welcome scheme

In view of the uncertainties of the outcomes of the Visit England review of the scheme, and having gathered views of local businesses who were keen to be part of a nationally recognised scheme, the project established links with the 'Cyclists Welcome' scheme www.cyclistswelcome.co.uk run by cycling organisation Cycling UK to help people find cycle friendly places to eat and stay. The scheme is open to all types of visitor economy businesses eg pubs, cafes, and attractions and is free for a basic listing. A full listing (including URL, images etc) is free for 3 months, then reverts to the free listing unless the business subscribes. Businesses can use the logo on their websites and other promotional media.

"You've done such an amazing job in the Peak District for cycling which has been really appreciated by Cycling UK."

Sam Jones, Senior Campaigns and Communications Officer



x Screenshot of Cyclists Welcome website
www.cyclistswelcome.co.uk

Route development and marketing materials

The project produced 20 cycle route maps along with nine inspirational short videos.

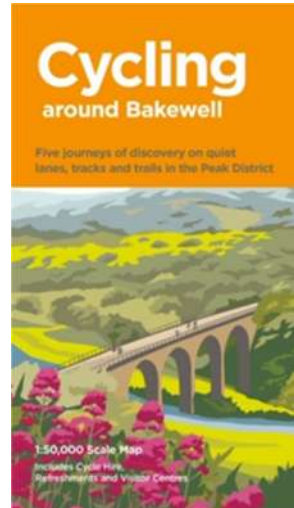
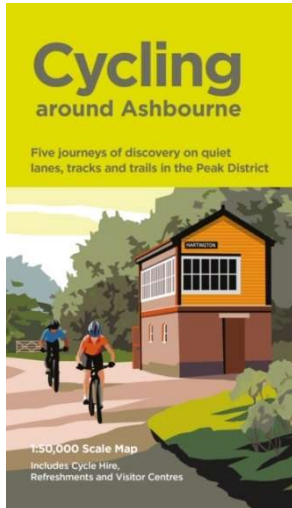
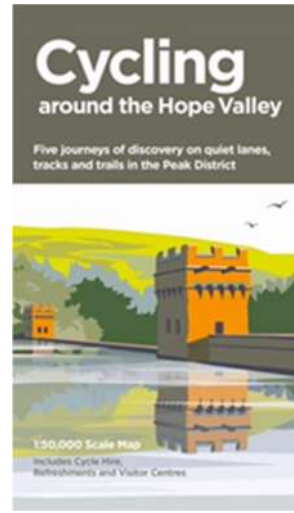
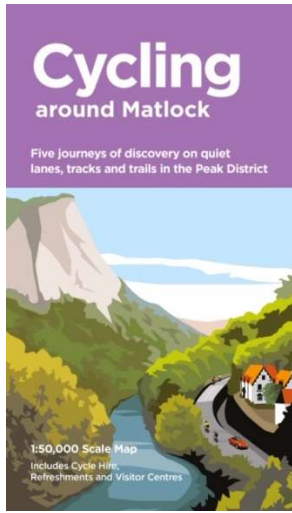
The new cycle guides are aimed at leisure cyclists and will help people discover some of the best places to visit by bike in and around the Peak District, with views, minimal traffic and an abundance of cycle friendly cafes, pubs and accommodation. The four guides cover the Bakewell, Ashbourne, Matlock and the Hope Valley areas with five routes in each. The routes use quiet roads, traffic-free trails and sections of the National Cycle Network and link cycle hire, places of interest and opportunities for refreshments.

Four stunning covers, based on the graphic illustrations used by the Rail Companies to advertise their destinations during the 1930s, were created to illustrate a different iconic location on the cycle routes featured in each guide. The guides have been produced in print and as digital downloads along with short videos showing some highlights of the routes. 80,000 copies are currently being distributed in and around the destination and the product is proving a useful resource for the visitor economy businesses to promote short breaks.

Marketing Peak District & Derbyshire have developed new cycling web pages which host the Pedal Peak resources for consumers, including the cycle route guides and videos: www.visitpeakdistrict.com/cycle-guides. Derbyshire Dales have uploaded the cycle guides to their website here: www.derbyshiredales.gov.uk/cycleroutes.

*"I've just looked at the new map you gave me this morning.
They look awesome! Thanks!
We will have a bumper supply for our rooms..."*

Business owner



Xi Cycle guide covers

Summary of outputs and costs

Summary of outputs

ERDF output code	Outputs	Original as partnership agreement dated 29/03/2017	Revised at steering group meeting 10/01/2018	Revised at steering group meeting 22/02/2018*	Final outputs 31/03/2019
C1	Number of enterprises receiving support	60	60	40	53
C2	Number of enterprises receiving grants	60	60	40	48
C6	Private investment matching public support to enterprises (grants)	£150,000	£150,000	£100,000	£105,596
C29	Number of enterprises supported to introduce new to the firm products	60	60	40	48
The National Park Authority will actively contribute to the following output targets:					
C8	Employment increase in supported enterprises	6	0	0	0

* Original outputs C1, C2 and C29 reduced from 60 to 40 due to the reduction in project timescale from three years to just over two years.

Summary of costs

Cost summary NB. figures rounded up	Original as partnership agreement dated 29/03/2017	Revised at steering group meeting 22/02/2018*	Final amount
Staff costs, including in-kind staff support from DDDC, travel and subsistence etc.	£128,750	£123,250	£102,750
Marketing, events and product development	£21,250	£26,750	£43,750
Grants for businesses	£150,000	£100,000	£101,750
Private contributions	£150,000	£150,000	£101,750
Total spend	£450,000	£350,000	£350,000

* Original total budget of £450,000 reduced by £100,000 (from the grant pot and therefore also the private contribution through the grant process) due to the reduction in project timescale from three years to just over two years.

Legacy summary

We now have more cycle friendly cafes, pubs and accommodation in and around the Peak District and businesses have a greater understanding of the needs and value of the cycling market.

In summary the project has:

- Produced a cycle tourism toolkit endorsed by Cycling UK to support businesses to identify and meet cyclists' needs and attract the cycling market
- Organised **15** Welcoming Cyclists (plus participants work book) and other business support workshops which have been well received – attended by over **200** people
- Planned and developed **20** cycle route maps – **80,000** print run and digital downloads available at visitpeakdistrict.com/cycleguides
- Commissioned **9** short videos: 1 x Welcoming Cyclists plus 3 social edits, Cycling for all ages and abilities and inspirational tasters for each the four new cycle route guides.
- Received **160** grant enquiries and approved **53** grant applications.
- Allocated **£101,843** in small grants, helping **48** businesses to buy new to firm cycle-focused products and facilities, including cycle stores, bike wash and repair stations. Of the **48** grants issued **39** were to businesses located in the Derbyshire Dales. Of the **£101,843** allocated, **90.82%** was to businesses in the Derbyshire Dales.
- Driven engagement in project and promotion of new products through Pedal Peak social media channels: Facebook Page, Peak District Cycling Facebook Group, Twitter, YouTube and Pinterest. We have **6426** followers on Twitter @pedalpeak, **1314** likes on Facebook and **117,124** views on our You Tube channel pedalpeakdistrict. The Facebook Group has **476** members and will be self-sustaining.
- Issued **9** news releases across the life of the project (appendix 3 includes a sample of press cuttings)
- Created links with the national Cyclists Welcome scheme
- Established links and collaboration between businesses
- Commissioned cycling image gallery

Learn more about the project at www.peakdistrict.gov.uk/visiting/cycle/pedalpeak

"Thanks for this Carol - and for advertising the hostel so effectively. I have already taken a booking from a cycling/hiking group who saw the post you put up on Peak District Cycling FB page!"

Hostel owner

Looking forward

Marketing Peak District and Derbyshire will be promoting the cycle routes at least once every two weeks across all their social media platforms from Easter 2019 onwards, linking to videos, individual routes and the cycling page online. At the end of May, just before National Cycle Week (which starts on 6th June) they will be sending a special 'cycle-friendly' e-shot to their 32,000 consumer contacts – promoting everything from cycle routes to cycle-friendly cafes.

Appendix 1: List of enterprises receiving grants

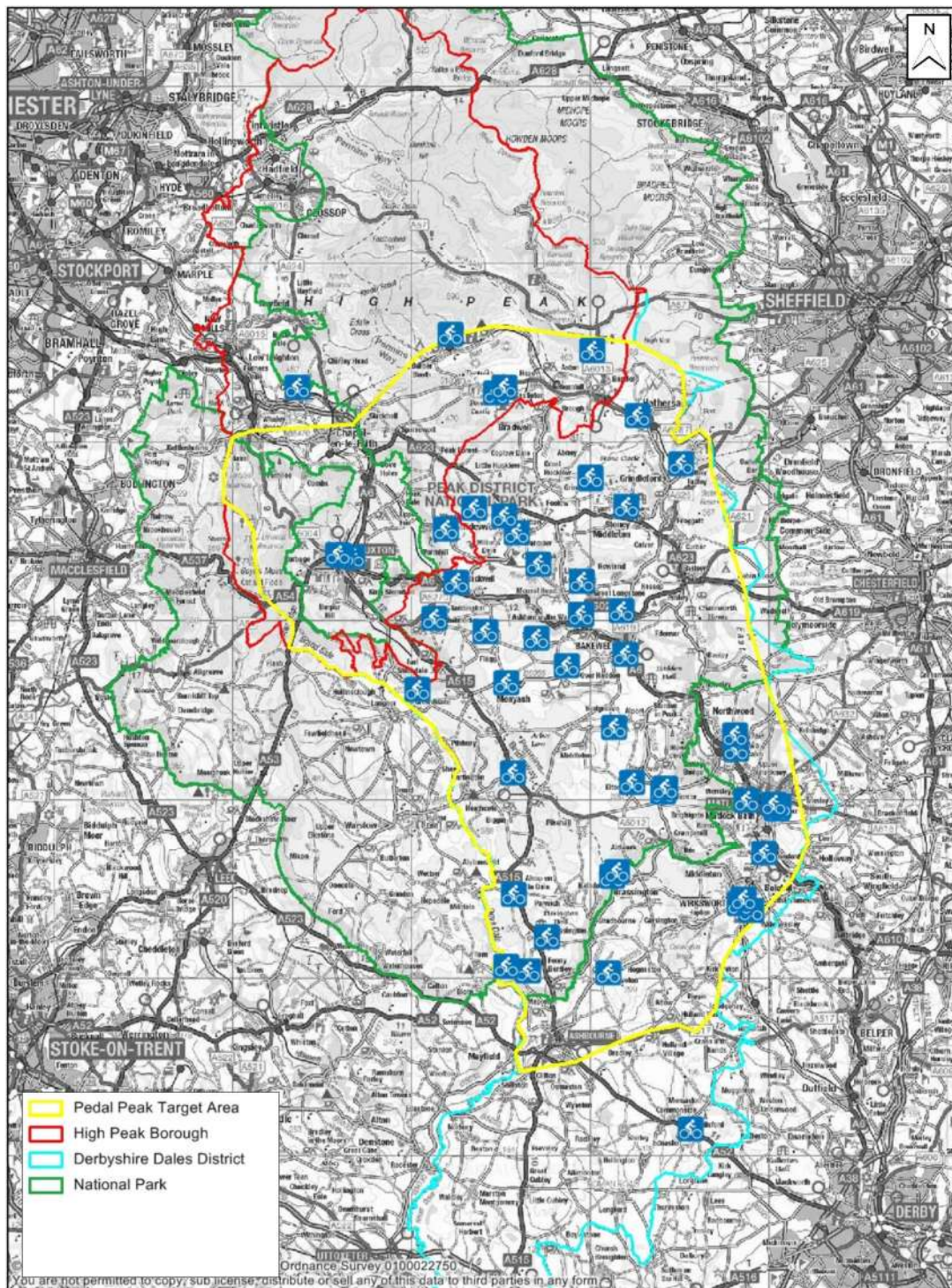
Location	District and postcode	Total project cost	Amount of grant offered	Amount of grant paid
BRETTON HOSTEL SIR WILLIAM HILL ROAD BRETTON Near EYAM	Derbyshire Dales S32 5QD	£841.00	£420.50	£420.50
CLIFF MONSALL LTD CLIFF HOUSE LITTLE LONGSTONE	Derbyshire Dales DE45 1NL	£9,450.40	£4,725.20	£4,725.20
MONSAL TRAIL LTD HASSOP STATION HASSOP	Derbyshire Dales DE45 1NW	£1,382.50	£691.25	£691.25
WHEELDON TREES FARM TAGG LANE EARL STERNDALE	Derbyshire Dales SK17 0AA	£8,456.97	£4,228.49	£4,228.49
YORKSHIRE BRIDGE INN ASHOPTON ROAD BAMFORD	High Peak S33 0AZ	£4,530.52	£2,265.26	£2,265.26
AGRICOLA HOUSE 4 CHURCH STREET WIRKSWORTH	Derbyshire Dales DE4 4EY	£3,032.01	£1,516.00	£1,516.00
ASHBOURNE SELF- CATERING STANDLOW, STANDLOW LANE, KNIVETON and SHININGFORD SHININGFORD LANE CARSINGTON	Derbyshire Dales DE6 1QZ and DE4 4PS	£7,254.00	£3,627.00	£3,627.00
BOLEHILL FARM COTTAGES BOLEHILL FARM BOLE HILL	Derbyshire Dales DE45 1QW	£4,121.59	£2,060.80	£2,060.80
HOE GRANGE CABINS HOE GRANGE FARM BALLIDON MOOR BRASSINGTON	Derbyshire Dales DE4 4HP	£5,200.00	£2,500.00	£2,500.00
THE OLD VICARAGE B AND B HIGH STREET TIDESWELL	Derbyshire Dales SK17 8LD	£2,912.87	£1,456.44	£1,456.44
HILLSIDE COTTAGE 25 GORSEY BANK WIRKSWORTH	Derbyshire Dales DE4 4FS	£699.86	£349.93	£349.93
SPINGLE BARN HOLIDAY COTTAGE RAWSON HOUSE FARM CHURCH STREET MONYASH	Derbyshire Dales DE45 1JH	£4,995.00	£2,497.50	£2,497.50


SWISS HOUSE HOTEL LIMITED SWISS HOUSE HOW LANE CASTLETON	High Peak S33 8WJ	£4,649.00	£2,324.50	£2,324.50
GOOSEHILL HALL HOLIDAY COTTAGES BUXTON ROAD CASTLETON	High Peak S33 8WP	£1,514.45	£757.22	£757.22
BRETTON COTTAGE BRETTON Near EYAM	Derbyshire Dales S33 5QD	£8,688.76	£3,550.71	£3,550.71
PEAK DISTRICT HOLIDAY COTTAGE THE BYRE AND THE HAYLOFT ROCKFIELD HOUSE FLAGG LANE FLAGG	Derbyshire Dales SK17 9QS	£2,131.60	£1,065.80	£1,065.80
THE JUG AND GLASS INN ASHBOURNE ROAD HARTINGTON BUXTON	Derbyshire Dales SK17 0BA	£4,002.65	£2,001.33	£2,001.33
RAINBOWS END HOLIDAY COTTAGES BLACKWELL BUXTON	High Peak SK17 9YQ	£1,103.00	£596.50	£596.50
DOE LEA COTTAGE MAIN STREET WINSTER	Derbyshire Dales DE4 2DJ	£515.00	£257.50	£257.50
KINGFISHER COTTAGE 2 BROOKSIDE COTTAGES BRADFORD DALE YOULGRAVE	Derbyshire Dales DE45 1WG	£210.00	£105.00	£105.00
MATLOCK MEADOWS ICE CREAM PARLOUR MASSON FARM SNITTERTON ROAD MATLOCK	Derbyshire Dales DE4 2JG	£2,490.00	£1,245.00	£1,245.00
CAFE VILLAGE GREEN THE SQUARE EYAM	Derbyshire Dales S32 5RB	£630.00	£315.00	£315.00
BALLIDON MOOR FARM CAMPSITE BRASSINGTON MATLOCK	Derbyshire Dales DE4 4HP	£6,600.00	£3,144.00	£3,144.00
SWALLOWS REST 10 GOLF TERRACE BUXTON	High Peak SK17 7EH	£1,499.00	£699.50	£46.63 (pro rata repayment of grant made as property sold 01/2019)
THE OLD SUN INN 33 HIGH STREET BUXTON	High Peak SK17 6HA	£1,000.00	£500.00	£500.00

MANOR HOUSE FARM COTTAGES SHELDON	Derbyshire Dales DE45 1QS	£1,185.18	£592.59	£592.59
DEWSNAPS FARM HOLIDAY ACCOMMODATION SANDY LANE CHINLEY	High Peak SK23 6AW	£1,360.00	£680.00	£680.00
TISSINGTON HALL ESTATE HERBERTS FINE ENGLISH TEAROOMS THE OLD COACH HOUSE THE STREET TISSINGTON	Derbyshire Dales DE6 1RA	£2,861.12	£1,430.56	£1,430.56
HAYSTAY LIMITED DALE FARM MOOR ROAD GREAT LONGSTONE	Derbyshire Dales DE45 1UA	£5,005.08	£2,502.54	£2,502.54
DERWENT HOUSE / GLENDON HOUSE B AND B 5 / 7 KNOWLESTON PLACE MATLOCK	Derbyshire Dales DE4 3BU	£5,583.04	£2,791.52	£2,791.52
STATION HOUSE B AND B THORPE ASHBOURNE	Derbyshire Dales DE6 2AT	£1,377.98	£688.99	£688.99
VICARAGE FARM HOLIDAY & RETREAT CENTRE WHESTON TIDESWELL	Derbyshire Dales SK17 8JA	£1,113.32	£556.66	£556.66
COBBLED CORNER C/O CROFT FARM MAIN STREET ELTON	Derbyshire Dales DE4 2BW	£1,297.94	£979.47	£979.47
BRAILSFORD BARN NORTH FARM NORTH LANE BRAILSFORD	Derbyshire Dales DE6 3BE	£7,564.00	£3,282.00	£3,282.00
PINELODGE HOLIDAYS LIMITED DARWIN FOREST COUNTRY PARK DARLEY MOOR TWO DALES MATLOCK	Derbyshire Dales DE4 5PL	£2,257.84	£1,128.92	£1,128.92
THE POTTING SHED WORMHILL NEAR BUXTON	Derbyshire Dales SK17 8SJ	£5,233.90	£2,616.95	£2,616.95

SWALLOW BARN THE GREEN CHELMORTON	Derbyshire Dales SK17 9SL	£12,331.15	£6,165.58	£6,165.58
METHODIST GUILD HOLIDAYS LTD WILLERSLEY CASTLE HOTEL WILLERSLEY LANE MATLOCK	Derbyshire Dales DE4 5JG	£5,236.30	£2,618.15	£2,618.15
J T VENUES HOLLYBUSH FARM PIKEHALL	Derbyshire Dales DE4 2PH	£9,095.80	£4,547.90	£4,547.90
LENTON DEVELOPMENTS LTD DALE HOUSE LITTON and THE TELEPHONE EXCHANGE PARSLEY HAY	Derbyshire Dales SK17 8QN and SK17 0DG	£22,675.80	£11,337.90	£11,337.90
HES DEV LTD THE ROYAL OAK and HURDLOW GRANGE HURDLOW	Derbyshire Dales SK17 9QJ and SK17 9QN	£22,267.20	£11,133.60	£11,133.60
FARRIERS HOLIDAY COTTAGE 5 CHURCH STREET BUXTON	High Peak SK17 6HD	£1,126.00	£563.00	£563.00
THE HAVEN B&B HADDON ROAD BAKEWELL	Derbyshire Dales DE45 1AW	£2,178.85	£1,089.43	£1,089.43
WIRKSWORTH HERITAGE CENTRE TRADING 31 ST JOHN'S STREET WIRKSWORTH	Derbyshire Dales DE4 4DS	£1,081.20	£540.60	£540.60
HOLLY COTTAGE EAST BANK WINSTER	Derbyshire Dales DE4 2DT	£1,320.00	£660.00	£660.00
THE ARKRIGHT SOCIETY CROMFORD MILLS MILL LANE CROMFORD MATLOCK	Derbyshire Dales DE4 3RQ	£641.60	£320.80	£320.80
SLADEN LODGE CASTLETON ROAD HATHERSAGE	Derbyshire Dales S32 1EH	£3,513.76	£1,756.88	£1,756.88
GOSECROFT WIGLEY HOUSE GRINDSBROOK BOOTH EDALE	High Peak S33 7ZD	£3,222.41	£1,611.41	£1,611.41
		£207,439.65	£102,495.88	£101,843.01

Appendix 2: Map showing Pedal Peak target area and distribution of grants



Drawn by:	Buswell Zoe	Title:	Distribution of Pedal Peak for Business Grants 2017-2019	
Date:	22 March 2019			
Drawing No.:				
Scale:	1:200000 at A3			

Appendix 3: A sample of press cuttings

Client: Peak District National Park
Source: Ashbourne News Telegraph (Main)
Date: 14 June 2017
Page: 11
Reach: 4020
Area(cm²): 486
Value: 617.22

Funding for firms to get into bike tourism market

by Garoth Butterfield

garoth.butterfield@ashbournenews.co.uk

BUSINESSES in Derbyshire could soon be able to apply for funding from a £150,000 grant scheme to tap into the cycling tourism market.

Firms in the Peak District National Park could use the cash, aimed at boosting the local cycling economy, to grow more competitive, according to officials behind the scheme.

The Peak District National Park Authority has launched the Pedal Peak for Business initiative, part of the £1.49 million Growing the Visitor Economy in Derbyshire pro-

gramme, part-funded by the European Regional Development Fund and supported by the Peak District National Park, Marketing Peak District & Derbyshire, and Derbyshire Dales District Council.

Pedal Peak for Business officer Carol Parsons said: "We will be producing a guide to help businesses make the most of the cycling pound and running workshops and events with practical advice and ideas to enable businesses to understand the growing cycle tourism market and enhance competitiveness.

"Our Pedal Peak for Business grants offer 50% towards simple products and services

so that businesses can improve their visitor offer and set themselves apart.

"A little low-cost investment can go a long way"

The grants are for Derbyshire SMEs towards the purchase of fixed equipment and

facilities for cyclists.

At a recent launch event, held at Hassop station on the Monsal Trail, businesses heard a talk by Lindsay Rae, of Marketing Peak District and Derbyshire, about opportunities through the Growing the Visitor Economy in Derbyshire programme and how to make use of the "Inspired by" Peak District brand.

Helen Hlingworth, from the

Yorkshire Bridge Inn and Ladybower Apartments, said: "The meeting was really useful and has inspired me to revisit our offering for cyclists."

The national park is offering to talk firms through the grant application process.

To find out more, call Mrs Parsons on 01629 816297 or email carol.parsons@peak-district.gov.uk

To find out more about Pedal Peak for business grants visit www.peakdistrict.gov.uk/cyclegrants-scheme, tweet @pedalpeak@peakdistrict or see the Facebook group at [peakdistrictnationalpark](https://www.facebook.com/peakdistrictnationalpark)

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Client: Peak District National Park
Source: Buxton Advertiser (Main)
Date: 08 June 2017
Page: 20
Reach: 8208
Area(cm²): 287
Value: 499.38

terprises based in Derbyshire, and can be used to purchase fixed equipment and facilities for cyclists.

Helen Illingworth, from The Yorkshire Bridge Inn and Ladybower Apartments, said: "The meeting was really useful and has inspired me to revisit our offering for cyclists."

The initiative is part of the £1.49million Growing the Visitor Economy in Derbyshire programme, which is

part-funded by the European Regional Development Fund and supported by the Peak District National Park, Marketing Peak District & Derbyshire, and Derbyshire Dales District Council.

For more information about the scheme and the grant application process, visit www.peakdistrict.gov.uk/cyclegrantscheme, call 01629 816297 or email carol.parsons@peakdistrict.gov.uk.

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Source: Buxton Advertiser (Main)
Date: 08 June 2017
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Reach: 8208
Area(cm²): 287
Value: 499.38

SME investment

Grant scheme to grow cycling tourism sector

By **EDWARD DINGWALL**
edward.dingwall@news.co.uk
@Buxton_News

The grants are available for small and medium-sized en-

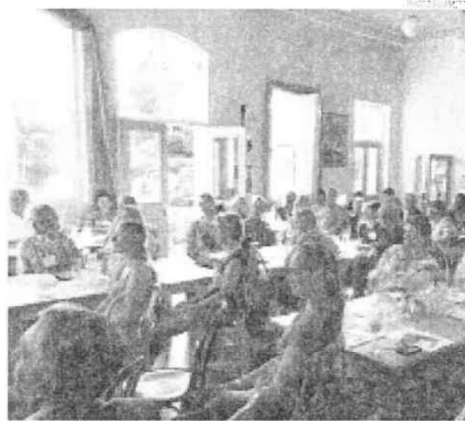
Tourism business owners have welcomed the launch of a new £150,000 grant scheme to grow the cycling economy across the Peak District.

More than 50 small businesses gathered at Hassop Station cafe on Thursday May 23, to find out more about Pedal Peak for Business.

Organiser Carol Parsons explained how small differences could help to make the Peak District the ultimate destination for cycling, and the many ways the economy could benefit.

She said: "We will be producing a guide to help businesses make the most of the cycling pound and running workshops and events with practical advice and ideas.

"Our Pedal Peak for Business grants offer 50 per cent towards simple products and services so that businesses can improve their visitor offer and set themselves apart. A little low cost investment can go a long way."



Business owners heard how they could pedal power growth at the launch.

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Client: Peak District National Park
Source: Ashbourne News Telegraph (Main)
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The Peak District National Park Authority has launched the Pedal Peak for Business initiative to help firms tap into the potential of cycle tourism.

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