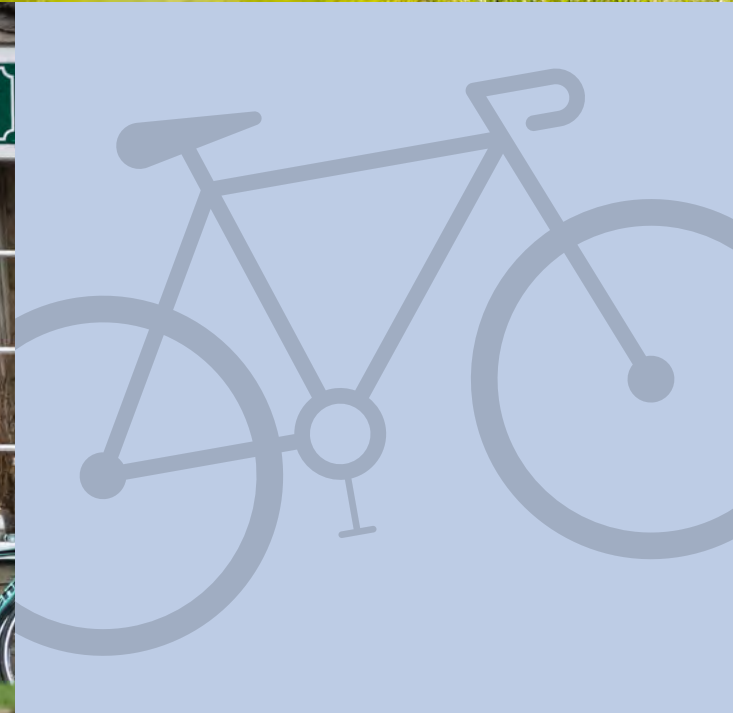


# A CYCLE TOURISM BUSINESS TOOLKIT

For accommodation providers,  
attractions, retailers and food  
businesses in Hambleton District and  
the North York Moors National Park



North York Moors  
National Park



**HAMBLETON**  
DISTRICT COUNCIL





# CONTENTS

Introduction ..... 3

What is Cycle Tourism?..... 4

Why is Cycle Tourism important?..... 5

Why Hambleton District and the North York Moors?.....6-7

Understanding the Cycling market ..... 8-10

More reasons to Discover Hambleton ..... 11

How to be a Cycling friendly business ..... 12-16

How to reach Cycling Markets ..... 17

Useful links ..... 18-19

Discover Hambleton ..... 20



**Kilburn**  
Photo credit: Cycle England



# Introduction

We live and work in an area that has an incredibly diverse range of cycling opportunities, from quiet country lanes and high moorland plateaus to deep wooded dales, bustling market towns and clifftop coastal tracks.

From families looking for safe, traffic-free centres like Sutton Bank and Dalby Forest, to enthusiasts looking for more challenging terrain, on and off road. Or leisure cyclists wanting to explore stunning countryside, gentler undulating scenery and vibrant market towns. We are fortunate to be able to provide for all abilities and interests.

Hambleton District and the North York Moors National Park in North Yorkshire is a diverse landscape that has so much choice to all types of cyclists and cycling. Working together with businesses in the district we can, together, realise the full potential of this market.

As interest levels in cycling continue to grow in Yorkshire, and with increased popularity of the sport across our roads, now is the time to capitalise on the opportunity and think about how you could benefit. Post Covid 19 where people are now far more connected with their local area there has never been a better time to make your business more cycle friendly.



## Mountain Biking, Rosedale

Photo credit: Russell Burton/NYMNPA

## How can this toolkit help my business?

This toolkit is aimed at any business wanting to attract cyclists and benefit from the ever-increasing levels of cycle tourism. It will offer an insight into the needs of cyclists with some simple, practical advice on how to meet those needs.

The toolkit will also provide ideas and suggestions as to how best to collaborate with other businesses to create partnerships that help make everybody more cycle friendly.

We hope that this toolkit can help more businesses within Hambleton District and the North York Moors become more cycle friendly and together we can be a stand-out cycling destination - for cyclists to stay, relax, explore, discover and not just ride.

The following categories of business and considerations are covered:

### Accommodation providers

What services and facilities should I offer and how can I collaborate?

### Cafés, tea rooms and pubs

How do I attract cyclists and what products, services and facilities can I offer?

### Cycle hire centres, repair stations and bike shops

Who can I work with and what additional services should I consider?

### Activity providers and retailers

Which businesses can I collaborate with?

It will offer insight into areas such as:

- What's special about cycling in Hambleton District and the North York Moors National Park
- The different types of cycling visitors
- What facilities and services cyclists need and expect?
- What additional services you might consider
- How you can promote yourself as Cycling Friendly and reach your target market

“This toolkit will show how developing facilities and services for cyclists doesn't need to cost a lot and can help you become part of a collaborative network.”



# What is Cycle Tourism?

Sustrans UK define Cycle Tourism as “Recreational visits, either overnight or day visits away from home which involve leisure cycling as a fundamental and significant part of their stay”. It could also be defined as anyone visiting our area for business, recreation or to see friends and relatives, that plan on using a bicycle as part of that experience – it really is that simple.

The market is growing - Government insights show cycling activity is up 300% in the UK since lockdown 2020 and consumer data from Bike Map suggests that worldwide this figure has reached 700% in some countries.

The amount of people exercising and enjoying the outdoors has seen a huge increase.

Cycle events that attract overnight visitors generate significantly higher economic activity. Overnight stays generate on average more than four times the expenditure compared to day cyclists.

*Transform Scotland: The Value of Cycle Tourism Report*

## Mountain Biking, Newtondale

Photo credit: Russell Burton/NYMNPA

### Quick overview

Source:  
[www.finder.com/uk/cycling-statistics](http://www.finder.com/uk/cycling-statistics)

**42%**  
of Brits have  
access to or own  
a bicycle

Brits  
collectively spent  
**£33.22 million**  
on bikes or  
equipment for  
their bikes  
in 2019

British  
households on  
average spend  
**£1 a week**  
on cycling

**33%**  
of Brits have been  
cycling in the last  
12 months

Total  
household  
spend on  
cycling over  
**£1.4 billion**  
every year



# Why is Cycle Tourism important?

We already know the benefits of cycling as a sustainable mode of transport, a healthy pastime, a passion and a sport. So aside from acknowledgement of these benefits, why else are cyclists good for business?

## Cyclists stay longer and spend more

Cycling groups or families go away for a weekend or even their main holiday to ride trail centres, road routes or simply to explore. Touring cyclists undertake long distance routes on daily rides. They may only require single night accommodation but are great for off-peak business. The fact that cyclists typically stay longer is great for the local economy from an accommodation perspective and generating incremental spend i.e. food and drink.

## It's good for our health and the environment

Encouraging and enabling ways for visitors to enjoy and explore Hambleton District and the North York Moors without using cars is important. Promoting cycling reduces congestion, irresponsible parking and pollution in our picturesque market towns and villages.

## Year-round business

Many cyclists will ride year-round, especially mountain bikers. It presents a good opportunity to generate business in the quieter months. Trail centres are designed to cope with bad weather and large volumes of cycle traffic so they're a good option to promote in winter. An added benefit is that this allows some of the more sensitive rights of way network to recover. Different cyclists are likely to visit at different times too. Families will obviously visit during the school holidays but groups of friends for example can stay at any time of year and often choose to avoid the holiday crowds.

## New markets

There is a growth in overseas visitors coming for cycling holidays. Trips are often made up of three centre stays with two to three nights in each location (to explore) and then a ride between.

## Cyclists are social and they like to eat and drink!

One maybe not so obvious reason is that cyclists (especially road cyclists) don't carry much when they're riding. This means that they have to (and love to!) stop for food and drink. Whether it's the club ride on a Saturday refuelling for caffeine and cake, or a couple/family stopping for a relaxing lunch at a pub or a tearoom in a picturesque location, it's all good for business.

## Cyclists spend more

Cyclists visit local shops more regularly, spending more than users of most other modes of transport. Per square metre, cycle parking delivers 5 times higher retail spend than the same area of car parking. A compact town optimised for walking and cycling can have a "retail density" (spend per square metre) 2.5 times higher than a typical urban centre.

Source: Dept. Of Transport, University of Birmingham & Phil Jones Associates 'The Value of Cycling'












**Brake for cake, road biking**

Photo credit: Russell Burton/NYMNPA



# Why Hambleton District and the North York Moors?

These areas are considered to be a couple of the best kept secrets in cycling by those in the know. Just a few reasons why this is the case:

-  You can get close to nature on quiet roads with stunning views
-  A chance to explore thriving market towns
-  There are purpose-built trail centres with trails for all abilities
-  Ride singletrack through incredible expanses of heather moorland
-  There are classic road climbs that attract enthusiasts from far and wide
-  There are gentle rides through quiet country lanes and B roads
-  Our area has a long and rich cycling heritage
-  Cyclists comment how noticeably courteous and welcoming other road users are here
-  You can experience the area from a completely different perspective but have a truly authentic experience.

We have hills, and some people love hills! They even come from overseas to ride them. We also have lots of easier options for every type of cyclist. There's hundreds of miles of quiet roads for those who prefer tarmac. Plus, hundreds of miles of bridleways, permissive cycle routes and cycling centres for off-road riders.



*The North York Moors alone has over 750 miles of amazing off-road cycling, over 600 miles of quiet, surfaced roads and four 'trail centres' with 18 bike shops and 10 businesses offering cycle hire.*

## **So why go anywhere else?**

The appeal of an area for cycling lies in its scenery, good network of quiet roads and off-road trails. Participation in short breaks by casual cyclists would include routes that are well signed, not too hilly or long, and include café or pub breaks. Traffic is always a potential barrier, but many changes are taking place across the area to introduce traffic-free lanes and more off-road routes, which should greatly improve the opportunities for cycling and increase participation.

## **Mountain Biking, Rosedale**

Photo credit:  
Russell Burton/NYMNPA



# Cycling Rides - ideas and inspiration

The North York Moors Cycleway was developed as part of the Cycle England project. It's a figure of eight loop (consisting of a joined east and west loop) of 170 miles on quiet roads showcasing the amazing scenery including moorland, forest and coast. It was designed around an 8-day itinerary with overnight stays in between and baggage transfers but has many other options that will attract different types of visitors.

These options include:

- 🚴 Those looking for a shorter trip to ride just the east or west loop over 1 day perhaps staying two nights and returning at a later date to ride the other loop
- 🚴 Those looking to stay and ride the entire route over two or three days from a central point or separate locations

Hambleton District offers routes and challenges for every type of rider such as White Horse Bank which is recognised on Strava as #56 of Simon Warren's 100 greatest cycling climbs. A much gentler route from Nun Monkton to Beningbrough Hall is great for any fitness level. Strava is really popular for finding routes such as an Easingwold circular route of 23.62 miles (38km) with an elevation of 1,588 ft (484m) taking in some amazing countryside along the way.

Hambleton District and the North York Moors have a rich history of cycling with some of the sport's most iconic events being held in the area. The Tour de Yorkshire travelled across the North York Moors to many of our towns and villages. Dalby Forest hosted a stage finish for the Tour of Britain back in 2008 and the organisers were amazed by the scenic route along the forest drive, as well as hosting two rounds of the UCI XC World Cup in 2010 and 2011 and was voted the favourite venue by the world's best riders. Bedale hosted a Tour de Yorkshire finish in 2019 and Northallerton was a start for the 2019 UCI Road world championships. September 2022 welcomed back the Tour of Britain into Hambleton and the North York Moors National Park for stage four. The team travelled 149.5km between Redcar and Duncombe Park in Helmsley taking in many roads, views and climbs across the district.

As well as a long, rich history as an iconic location for cycling events in days gone by, we have lots of current events from sportive to gravel racing and enduro events.

See North York Moors cycling pages  
[www.northyorkmoors.org.uk/cycling](http://www.northyorkmoors.org.uk/cycling)

## Dalby Forest, North York Moors National Park

Photo Credit: Joolz Diamond/Dalby Bike Barn





# Understanding the Cycling market

There are many different types of cycling and cyclists. It's also fair to say that many cyclists enjoy more than one discipline and so may take separate (or even combined) trips to enjoy different types of cycling, depending on the dynamics of the group.

**Firstly, this section will cover the different types of cycling markets.**

## Leisure Cycling

Their enjoyment of cycling is 'occasional' and often about what they can do or where they can get to by bike rather than just cycling for the sake of it. They may be on many types of different bike, usually not expensive and they will be dressed in 'everyday' clothes or non-cycling specific sportswear. They are more likely to hire bikes rather than bring their own.

This group are also more likely to try e-bikes.

### WHAT CAN YOU DO?

They may need advice on bike hire (perhaps having them delivered and collected) and cycling friendly places to visit, especially for food and drink. They will like the idea of easy waymarked trails and off-road routes.

## Touring Cycling

This group will often arrive with bikes laden with bags such as panniers and frame packs. Touring cyclists tend to favour long distance routes and the journey by bike is just as, if not more important, than the destination. To keep costs down for holidays and trips that may be up to two weeks they may look to camp overnight or stay at hostels or cycling friendly B&Bs geared up for one-night stays. If you think about the model used to meet the needs of Coast to Coast or Cleveland Way walkers, then this is the equivalent for cyclists. They may arrive late (either by prior agreement or due to unforeseen circumstances) and require an early breakfast the next morning before heading off again.

A growing subset of Touring Cyclists will look to spend more than one night in each location, balancing the enjoyment of long-distance cycling with the desire to explore an area in more depth. They may do day loops to explore an area then return to their base or even spend some days off the bike to enjoy specific attractions.

### WHAT CAN YOU DO?

Creating itineraries on your website is a way to encourage the Touring Cyclists to stay longer. Give them ideas for day loops or things to do over a few days to encourage them to stay longer.

## Road Cycling

Often (but not always) seen in lycra and usually not carrying very much with them. Road cyclists can be individuals or couples but most often travel in groups of four or more. They come for the terrain, the scenery and the social element. They are more likely to have researched an area and downloaded routes that they can ride from a central base. Equally though they may need some inspiration on which area to go to if they come across your website. Providing lots of reasons why Hambleton District and the North York Moors and surrounding area is a great place to ride is exactly what they will need to inspire their choice of where to visit. They will often cover in excess of 100 miles per day (less in our area if they are used to flatter terrain) and will look for a great place to refuel on coffee and cake or an emergency flat coke for caffeine and sugar!

### WHAT CAN YOU DO?

When they stop off at a café, they want to be able to see their bike or know it's secure, for this group this is very important. They may be wet and walking in shoes with cleats (that attach to their pedals) so they're looking for places that don't mind wet bums and hard shoes. They're also not usually as prepared as Mountain Bikers in terms of the kit they carry so access to tools, pumps and spares can be important in an emergency as well as knowing where the nearest shop is for more serious mechanical problems. They will love the idea of a great recommended loop through amazing scenery to get to a popular cycling café for cyclists. They like good food on an evening to set them up for another day on the bike but don't usually drink too much alcohol. They need to know their bikes are locked up safe and need somewhere to hang wet clothing to dry overnight.

## E-bikes

There are two distinct growth areas for e-bikes. The first is electric mountain bikes, usually based at off road centres or hubs which allow older, recovering or less able riders to enjoy rides they wouldn't otherwise be able to do. Also for all cyclists that are looking to experience something different. They're also a great leveller, allowing groups with very different levels of fitness or ability to ride together. Electric mountain bikes can be hard tail (just front suspension) for gentler rides or full suspension for those wanting to experience more technical terrain.

The second area of growth is leisure cycling on road or hybrid bikes allowing you to explore towns and villages in an area via quiet roads or gentle off-road tracks. They help riders to experience the landscape, history and heritage in a very different way when compared to a car. E-bikes provide a real opportunity to open up Hambleton District and the National Park to visitors in ways that have not been possible before.

### WHAT CAN YOU DO?

Additional requirements for e-bikes include electric charging points either on route or overnight.





# Understanding the Cycling market

People's motivations for wanting to cycle are broadening and may include:

- Fitness, health and wellbeing
- Exploring an area for an adventure and challenge
- Contact with local culture, nature and lifestyles
- Variety of things to see and do

It is really important to understand that there are so many different types of cycling that appeal to different types of cycling tourist. You do not have to appeal to all of them. Think about the needs and expectations of each market. Which ones most closely align to your business and what you already offer, or could, with small adaptations?

Apart from serious cyclists, most cyclists on holiday do not want to cycle every day and therefore a range of other activities for couples, groups and families is important. This also allows tourism businesses the opportunity to benefit from this growing market.

**The different types of cyclists are as follows:**

## 1. Infrequent Leisure Cyclists

They will be looking for traffic free cycle paths or quiet roads and will generally look for circular routes of under 10 miles and would be wanting to hire or loan a bike. There is a preference for flat countryside with a range of other things to do. Day trip or overnight or longer stays can fall into this segment.

## 2. Occasional Leisure Cyclists

Many people don't consider themselves cycling enthusiasts but will choose a holiday based on the cycling being all or part of their holiday or trip. Overseas or domestic occasional cyclists will choose a base for a multi-night stay and require

bike hire to explore the area on some or all of the days during their stay. This customer is likely to need bike hire with delivery and collection as they probably won't have a bike rack on their car. They will need ideas on where to ride and routes to suit their needs and great places to visit by bike i.e. other cycling friendly locations, cafés etc. Alternatively, they may choose to visit one or more of our cycling centres to hire bikes and ride each day. They will also be seeking circular routes that are either traffic free cycle paths or quiet roads. During their stay they do not ride daily but will be undertaking regular rides of 20 – 25 miles. They will have a preference for flat countryside with a range of other things to see and do.

## 3. Family Cycling

This market will be looking for interesting days out and fun things to see and do. They are usually self-organised and will definitely be looking for safe, traffic free or quiet roads. There is a preference for flat countryside and whilst they may bring children's bikes, they may also look to loan/hire cycles for the adults. Cycle centres like Dalby Forest and Sutton Bank actively encourage the family cycling market with their trail developments and events. We expect a greater number of visiting cycling families in our area during school holidays.

## 4. Frequent Leisure Cyclists

Will undertake daily rides of 30 – 35 miles and are likely to bring their own bikes so will be seeking cycle friendly accommodation with access to circular and linear routes. They are happy for more gentle undulations to challenge and have a tendency to cover greater distances.

## 5. Cycling Enthusiasts

May book directly but sometimes use Ground Handlers who will plan itineraries, rides, transport and accommodation. They will undertake daily rides of 40 – 50 miles upwards and tends to tour a whole region rather than from a single base and they will definitely seek cycle friendly accommodation. They will travel in small groups. Overseas or domestic cycling enthusiasts will typically arrive by car and bring their own bikes. They may already have ideas on where they want to ride (both road or off road) or may need some ideas. Sometimes they will ride straight from your premises and sometimes they may head out with the bikes on/in their vehicle to go to a starting point or a known cycling destination like an off-road cycling centre.

## 6. Overseas Cycle Tourists

Visitors from more serious cycling nations may book with a Ground Handler but often book independently. They will seek cycle friendly accommodation, and some may travel via P&O ferries and DFDS Seaways from Netherlands and may arrive on a bike. Others may look to hire or have bike and luggage transported as part of a package. They will use their stay as an opportunity to experience the area.





# Understanding the Cycling market

## 7. Mountain Bikers

Tend to travel as couples or in small groups and usually head towards 'hubs' such as Sutton Bank, Dalby Forest or Fryup Dale. They are looking for waymarked trails and they like the social element of riding together. They enjoy café stops and are happy to sit outside in reasonable weather (though shelters over benches help). In cold or wet weather though, they may be muddy so need places that don't mind this perhaps by providing wipe down chairs or seat covers. Like road cyclists, they need to know their high-cost bikes are safe, either on view or securely locked to something and need somewhere to hang wet clothing to dry overnight.

## 8. Day Trips

Whilst day trips don't necessarily meet the ultimate aim of visitors staying longer, exploring in more depth and spending more, they do represent a significant opportunity for food and drink spend. Groups of cyclists are very social and love tea/coffee and cake stops so building up relationships with these groups is a great way to develop regular business. These groups are often local and may lead to secondary day trips and spend. Wherever possible also encourage them to call ahead in the future so you can be ready for a large group. As a coffee shop or tearoom, you can even recommend other routes or cycling friendly accommodation for next time and don't forget to have some packaged impulse buy goodies for them to stuff in their cycling jersey pockets as they leave!



## Casual riders

Photo Credit: Olivia Brabbs Photography/NYMNP





# More reasons to Discover Hambleton

Hambleton is bursting with attractions, an array of all types of accommodation, and some of the most beautiful scenery in the UK.

The Kilburn White Horse is the most northerly turf-cut figure in Britain and one of the most famous landmarks in Hambleton, North Yorkshire.

Heritage in Hambleton - choose from the handsome Kiplin Hall and Gardens, the secluded Mount Grace Priory, House and Gardens and the magnificent Beningbrough Hall, Gallery and Gardens.

Get outdoors and explore the countryside, on foot, on wheels, on water or by horseback. From open spaces across the North York Moors to glorious woodlands at Thorp Perrow Arboretum.

Step into the 1940's at the World of James Herriot Museum in Thirsk, climb onboard the Wensleydale Railway and feed the animals at Monk Park Farm. Across Hambleton you are guaranteed a great day out for the whole family.

Visit the market towns, Easingwold, Stokesley, Thirsk, Northallerton, Great Ayton and Bedale and enjoy a warm Yorkshire welcome in the many independent businesses up and down the high street, in the cobbled market squares and especially on market day.

For those looking to explore a little further, Hambleton is a great base to start your tour into the North York Moors and the Yorkshire Dales in North Yorkshire, as well as the market towns, and nearby, the historic city of York.

**Make time to Discover Hambleton**

## Discover more

**Herriot Country, the heart of Yorkshire**

**York**

**North York Moors National Park**

**Yorkshire Dales National Park**





# How to be a Cycling friendly business

The North York Moors Cycling Friendly scheme has been set up to enable businesses to become part of a collaborative network and one of the best places to visit for cyclists in the UK.

Understanding the needs of visiting cyclists is key to offering a warm welcome, the right facilities and creating a memorable stay. Additionally, being able to offer advice on things like where to ride, hire bikes, guided rides, where the best views are and where to get spares, allows you to offer a very personal level of customer service.

Chatting to guests about their ride and their experiences will also allow you to pick up tips to pass onto other guests. Ask them what they enjoyed and even what they didn't. These bits of advice are a unique selling point and help visitors feel like they've been given local 'insider' knowledge that they wouldn't get elsewhere.

Your business can become cycling friendly with some raised awareness, investment and adaptations.

Here are some of the key things to consider as part of the application form to become a Cycling Friendly business. Apply to become Cycling friendly on the North York Moors Tourism Network.

## Bike racks

For pubs, cafés, tea rooms and attractions, having somewhere to park or rack bikes is better than having them all leant up against a shop front or wall which can cause obstruction to others and damage to bikes. If the bikes have to be stored out of sight, consider offering 'loan locks' for customer use. Once your Cycling Friendly reputation spreads, you'll soon recoup the costs. The image above right shows a simple low-cost solution which allows lots

of bikes to be stored safely, side by side suspended by the saddle. If loan locks are used, the frame of the bike can be locked to the cross tube of the bike rack. For extra care, pipe lagging can be bought from a DIY shop to put around the bike rack to protect the underside of the saddle. Consider locks that are covered to protect the bike rather than bare chains which can damage the paintwork.



*A great example of bike storage outside a popular cyclist's café*

The product in the image above is called 'tube clamp' or 'key clamp' which is used in everything from safety fencing to shop fittings. Think of it as a cross between scaffolding and Meccano. Tube clamp is used to make an 'h' section at each end fixed to sleepers at the base with a long horizontal cross piece. This can be used inside or outside and can double as a work stand or bike washstand. You purchase the tubes in whatever length you want along with the connecting pieces and either mount it into the floor or onto heavy wooden blocks which means it's non-permanent and helps if you need to move it or maybe take it inside when you are closed. A set up for holding 10-12 bikes mounted on heavy new style railway sleepers can be purchased for not much more than £150.

If you wish to provide something that can be put out during the day and taken in on a night or moved regularly then you may wish to consider a Transition Bike Rack like the one below.



*This rack comes in 2m and 3m widths for around £70 to £100. Search for Transition Bike Racks online*

You can also get creative and make something yourself to fit in with your property.

Racking solutions like this can also double as a work stand for fixing or adjusting their bikes as they allow the back wheel to be held off the ground for adjusting gears etc .

*Note: Avoid the racks where you park the front wheel as they can't cope with the large range of wheel widths so mountain bike wheels with big tyres might be a tight fit and road wheels with skinny tyres will lean side to side with potential for damage.*



## Bike Storage

When storing bikes overnight you'll need a secure building or structure suitable for the number of cyclists you can accommodate. Inside, it's a good idea to have some sort of racking (as discussed before) to prevent damage when a number of bikes need to be stored. Most cyclists will have their bikes insured and any insurance company is looking for all reasonable measures to have been taken to prevent theft.

The key things to consider are:

- 🚲 Stored cycles are not on view (i.e. through windows)
- 🚲 They're in a secure locked structure with controlled means of access. If it's a combination lock, or a door access code, change it regularly and consider a mix of combination lock during the day and extra shielded padlocks at night.
- 🚲 Also consider offering high quality locks for use to secure the bikes to something inside the structure. If the bike rack is portable, you'll need to lock the bikes to a fixed point.
- 🚲 As with any security, consider how easy it would be to gain access without a key (keep spares!)
- 🚲 Don't take photos of your bike storage set up and post them on social media

Bike storage can be a secure shed (consider extra reinforcing if the walls are thin), outbuilding, garage or purpose bought cycle store. You should ensure good padlocks are used and preferably shielded and have a light with a movement sensor at night. Even better, have an alarm fitted.

For both bike racks and bike storage it's always worth checking with your local planning authority whether planning permission would be needed for any type of new or modified structure. You can email Hambleton DC at [planning@hambleton.gov.uk](mailto:planning@hambleton.gov.uk) and North York Moors National Park Authority Planning at [general@northyorkmoors.org.uk](mailto:general@northyorkmoors.org.uk)

## Bike wash

Many trail centres will have a bike wash for cleaning bikes onsite which is great for keeping your bike well maintained but also very important for helping to stop the spread of pests and diseases which can destroy plants and trees. Forestry England's campaign to 'keep it clean' aims to stop the spread of pests and diseases by washing mud/soil/leaves off bikes, buggies and boots before you leave the forests.

As an accommodation provider, it's great if you can offer bike wash facilities. A simple hosepipe with an adjustable spray nozzle and some car wash brushes (soft for the paintwork and stiff for the tyres) with some biodegradable bike cleaning spray is all you need. Expensive high power jet washers aren't needed, in fact they're very bad for bikes if used incorrectly as they can wash grease out of places where it needs to stay.



### Casual riders

Photo credit: Olivia Brabbs Photography/NYMNP



## Tools and spares

Many cyclists (especially mountain bikers) will carry tools with them, however we would recommend chatting to your local bike shop/hire centre about buying tools. If you offer to recommend the shop to your visitors, they may offer a discount on tools, and you can always put up a sign saying "these tools have been provided in partnership with..".

You can also ask if they'll display some leaflets for your business and then you can both create reciprocal website links. Remember you're not expected to know how to fix bikes and if the customer isn't confident, you can always tell them where the nearest cycle service centre is. They should also be made aware that they use the tools and facilities at their own risk.

Here's some recommended tools:

- A track/upright floor pump
- Puncture repair kits (you can choose to sell these to recover costs) and tyre levers
- A set of quality allen and torx key 'fold out' sets
- A pedal spanner and 8mm allen key (not often included in the sets above)
- A good quality small/medium adjustable spanner
- A pad spreader for disc brakes
- A small (3mm) and large (6mm) flat blade screwdriver
- A size #0 and #2 posidrive screwdriver
- A chain splitter that covers 7 to 12 speed chains
- Some all-season cycle chain oil (not WD40) and rags
- A maintenance stand (remember the 'tube clamp' racks shown earlier can double as a work stand)

You may wish to consider a small selection of inner tubes to sell especially if you are remote without easy access to a bike shop for spares. You could ask if your local bike shop will offer them on a sale or return basis. Remember they have a shelf life though, so don't stock too many!

A key thing to remember is don't buy cheap tools! Excluding the work stand and inner tubes you should be able to buy all of the above for less than £100. One additional thing to consider is a well-stocked outdoor first aid kit with plenty of dressings and bandages for guests to use.

## Drying facilities

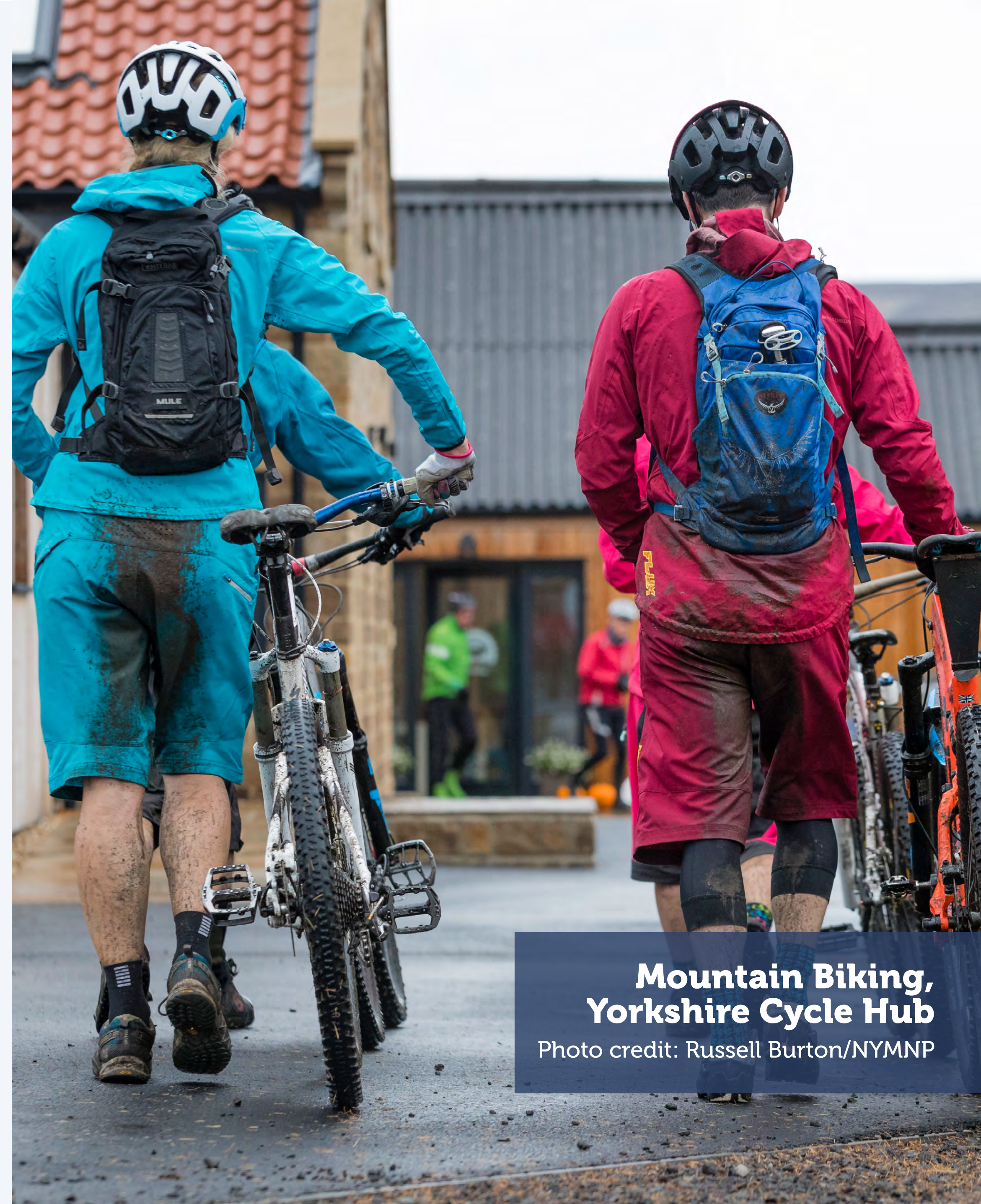
Not every accommodation provider has a fully equipped drying room but somewhere to hang wet/muddy clothes such as a boiler room or boot/cloak room is a great facility to offer.

## Local information

Local knowledge is key! You may not be a cyclist yourself, but you can build up a good understanding by collaborating (see later) with other businesses and by chatting to customers and other businesses to build up a picture of the best routes, the best places to stop and where serves the best coffee and cake! Below is a list of information you should consider offering (some of which you may be offering anyway for non-cycling guests).

This could include:

- Books, maps and local route guides
- Local hire centres (including those who deliver/collect)
- Nearest or recommended Bike shops and service centres
- Cycle transport and baggage transfer companies
- Location of cash machines



## Mountain Biking, Yorkshire Cycle Hub

Photo credit: Russell Burton/NYMNP



## Food and drink providers

Specific needs of cyclists isn't just about customer service, it's a way of helping to generate incremental revenue and encouraging repeat business.

Consider -

- offering free water bottle fill ups.
- talk to your guests and customers to find out where they're from, why they chose the area and what they like/ don't like.
- if a large group arrives and causes a queue, encourage them to call ahead next time so you can be prepared.
- offering special rates for the rest of their club or riding group to encourage more of them to visit.
- loyalty cards as a way of generating repeat business.
- midweek low season offers e.g. free cuppa with every piece of cake if they arrive by bike.
- offering impulse buys 'to go' - offer energy bars at the till or wrap some of your home-made flapjack or granola bar in a size that fits easily into a cycling jersey pocket
- chargeable energy drink fill ups.

## Brake for cake, road biking

Photo credit: Russell Burton/NYMNP



## E-bike charging

You may wish to consider the following due to the growth in e-bikes and the need for charging points. At this stage there are too many different types of chargers to consider buying all options so access to a power point for those who bring their charger with them would be a good first step. Don't worry about the electricity costs, it's literally pence for a full charge, so for an hour top up at a café or overnight at an accommodation provider it will hardly cost you anything. If you have café facilities and you're a hire centre, you may already have chargers and could promote this as an additional benefit of visiting. Longer term you may get a feel for the most popular brand of bikes that your visitors are riding and may decide to invest in a charger or two. If you collaborate with a hire centre that your guests regularly use, they may offer you a discount or a loan charger. Modern e-bikes aren't like the lightweight 'mopeds' of old. They only work when you're pedalling and give you the extra help when you want it. This is one of the reasons for the growth in this area opening cycling up to a wider market.



# Collaboration

There are a number of ways to collaborate which helps create a wider business network. If everybody is working together it creates a cluster, a hub or a scene, which in turn attracts more visitors.

Here are some examples of how businesses can collaborate:

**Accommodation providers** should visit your nearest bike shop and hire centres. Chat about how you might look to recommend them and see if they'll do the same if customers in the shop ask about places to stay in the area.

**Accommodation providers** find out about the routes your customers are riding and recommend cycling friendly places to stop. Local bike shops or clubs will have favourite rides that you could recommend. Or there might be an organised bike shop ride your guests can join.

**Bike shops** can think about offering discounted rates on tools for nearby cafés and accommodation providers, so they'll recommend your shop when their customers need it.

**Cafés and tea rooms** don't be afraid to recommend another food/drink stop on a long ride. Work together to offer joint loyalty card schemes

**Activity providers (guides and skills coaching)** contact accommodation providers about recommending them to your customers. Help convert day trips into overnight stays by recommending things to do before or after their day/course with you.

**Activity providers** talk to your local hire centre about using them for customers who don't bring their own bikes. See if you can agree preferential rates for group or regular bookings. Contact cafés and tea rooms on your favourite routes to chat about bringing groups and how to make the service quicker by calling ahead or even pre ordering by sending menus at the point of booking. Offer discounted skills sessions with new bike sales in return for reciprocal discount on bikes/parts.

**Hire centres** offer taster sessions to businesses on new bike fleets or e-bikes so that accommodation providers have experience and can recommend them to guests either during their stay, on their website or at the point of booking. Also consider a delivery or collection service so visitors can explore other areas.

This isn't an exhaustive list, as there are many creative ways to collaborate which will help build a strong network both locally and across the whole of Hambleton District and the National Park. Many of the businesses you should start with are on the interactive Cycling Friendly map but if you come across another forward-thinking business that's not part of the North York Moors Cycling Friendly scheme, encourage them to join!

# Itineraries

Offering sample itineraries with examples of all the great things to do in our area (on and off the bike) is a great way to inspire visitors to stay longer. They don't have to be detailed, just some suggestions that might appeal to certain visitor types.

## Just passing through on a cycle tour?

Why not stay an extra night to experience something different? Cycle for lunch at the Yorkshire Arboretum, visit some of our vibrant market towns or have a day off the bike and travel to the coast on the North Yorkshire Moors Railway.

## Coming for Dalby Forest?

After your day in Dalby Forest, why not try a day cycling at Sutton Bank for the finest view in England or head to the Yorkshire Cycle hub to access miles of bridleways and singletrack.

## Coming to ride a trail centre?

Why not stay an extra night and book a guided ride on the North York Moors with an expert to discover natural terrain and all the hidden local gems!

## Coming to stay for an event?

Why not stay an extra night so you can watch then experience some more of the great riding on offer yourself? Have a change from road cycling and hire a mountain bike for a scenic tour around the forest or alternatively, have a well-earned rest with a stroll around Thirsk or Northallerton.

**Don't forget to provide information on other things to do during their stay so if they decide to have a day off the bikes, they have lots of other options. Offer leaflets or write a few pages of your favourite things to do, or some of the things that other visitors have loved. It may be a favourite tearoom for a brew with a view, the most amazing cake, the best local ice cream or avoid the masses and go to this hidden gem. Even if they don't do them all this time, they'll be tempted to come back again.**





# How to reach Cycling Markets

## Website

In the first instance, talk about your cycling facilities on your website to improve search engine optimisation. Use key words and phrases in your text about the facilities you offer. Also mention all the great places to cycle nearby such as popular cycling centres, waymarked routes or even loops you have created.

Add images of people having a good time and riding in spectacular landscapes. The North York Moors Tourism Network has cycling-specific **imagery you can use**.

Building up relationships both locally and online with reciprocal web links is also a great way of improving the performance of your website.

## Social Media

Consider how to tell your story on social media, this is a great way for potential visitors to get a feel for who you are and what you do. You could even have a specific day to talk about a specific topic.

Keep things regular and post at least once a day on social media with images suitable for the customers you'd like to attract. Don't be worried if you don't get hundreds of likes or followers straight away, it takes time.

Give potential visitors a real sense of local community and make them want to be there. Follow and tag local and national cycling businesses on social media and look out for topical events or hashtags to use.

Build relationships with local businesses such as bike shops, cycling friendly cafés. Go and chat to them. Tag them in social media and consider reciprocal web links.

Look out for local rides and events to share on your social and add to your web pages.

## Sutton Bank

Photo credit: Dependable Productions



## Promotion

Advertising is often expensive and quite generic so choose it carefully. Think about what you can do yourself without spending lots of money.

There are some specialist publications such as Cycling Weekly or Cycling Plus, and it may be worth considering an advertisement and feature in one of these magazines, especially if you can collaborate with other businesses in the local area. You can also be listed with various tour operators or ground handlers that organise cycling package holidays for the overseas and domestic market. There are too many to list, but they are easy to find on an internet search.

Bear in mind that it's no longer just about the destination for many visitors. They're looking for new and authentic, enriching experiences and you can offer that. Many people now plan their own holidays online and you can make it easier for them by providing ideas and inspiration.

Whether they're looking for escapism, adventure, relaxation or physical challenge, now is a great time to make your business Cycling Friendly.



# Useful links

## Organisations

### Hambleton District Council

Cycling routes within the district

[www.hambleton.gov.uk/sport-physical-activity/cycling-routes/2](http://www.hambleton.gov.uk/sport-physical-activity/cycling-routes/2)

### Komoot - Top 20 Cycling routes around Hambleton

<http://www.komoot.com/guide/671557/cycling-around-hambleton>

### North York Moors Tourism Network

A free to join network to help support tourism and related businesses in the North York Moors National Park and Howardian Hills Area of Outstanding Natural beauty.

[www.northyorkmoorstourism.com](http://www.northyorkmoorstourism.com)

### North York Moors Cycling Friendly Scheme

A free to join scheme for members of the North York Moors Tourism Network based or operating predominantly in North York Moors National Park and Howardian Hills Area of Outstanding Natural beauty.

[www.north-york-moors-tourism.simplerosites.com/cycling-friendly](http://www.north-york-moors-tourism.simplerosites.com/cycling-friendly)

### North York Moors Cycling Friendly interactive map

Visitor-facing web pages on the North York Moors website. You can find locations and links to all the businesses listed in the Cycling friendly scheme.

[www.northyorkmoors.org.uk/cyclingfriendly](http://www.northyorkmoors.org.uk/cyclingfriendly)

### North York Moors cycling pages

You can find lots of information on all things cycling in our area including routes, bike hire, cycling centres, events, guided rides and holidays.

[www.northyorkmoors.org.uk/cycling](http://www.northyorkmoors.org.uk/cycling)

### Tour de Yorkshire

For all the legacy and route information from 2015 - 2019.

[www.letour.yorkshire.com](http://www.letour.yorkshire.com)

### Cycle England

For information on the 170 mile North York Moors Cycleway including the route, baggage handlers and tour operators to get in touch with, including All Things Ride.

[www.cycle-england.co.uk/en](http://www.cycle-england.co.uk/en)

### Sustrans

A national charity aiming to make it easier for people to walk and cycle. Sustrans also manage the National Cycle Network - A UK-wide network of more than 16,000 miles of signed paths and routes for walking, cycling, wheeling and exploring outdoors.

[www.sustrans.org.uk/national-cycle-network](http://www.sustrans.org.uk/national-cycle-network)

### Cycling UK

Cycling UK is the national cycling charity, and their mission is to enable millions more people to cycle.

You'll find information on events, clubs and routes.

[www.cyclinguk.org](http://www.cyclinguk.org)

### British Cycling

The national cycling organisation for information on rides, clubs, events and news.

[www.britishcycling.org.uk](http://www.britishcycling.org.uk)





# Transport

## Luggage transfer and holiday packages

For visitors who may need help with bags or set itineraries  
[www.cycle-england.co.uk/en/useful-information/luggage-transfer](http://www.cycle-england.co.uk/en/useful-information/luggage-transfer)

## TransPennine Express

Information about bikes on trains to Malton and Scarborough  
[www.tpexpress.co.uk/travelling-with-us/travelling-with-a-bike](http://www.tpexpress.co.uk/travelling-with-us/travelling-with-a-bike)

## Esk Valley Railway

You can take bikes on the train free of charge and without the need to make reservations between Middlesbrough and Whitby. There's also information on cycle routes on this page.  
[www.eskvalleyrailway.co.uk/walking/index.html](http://www.eskvalleyrailway.co.uk/walking/index.html)

## LNER Trains

Information on travelling with your bike to York or Northallerton.  
[www.lner.co.uk/the-east-coast-experience/travel-tips/travelling-with-cycles](http://www.lner.co.uk/the-east-coast-experience/travel-tips/travelling-with-cycles)

## Grand Central Trains

Information on travelling with your bike to York  
[www.grandcentralrail.com/travelling-with-gc/on-board/cyclists-luggage](http://www.grandcentralrail.com/travelling-with-gc/on-board/cyclists-luggage)

## Cross Country Trains

Information on travelling with your bike to York  
[www.crosscountrytrains.co.uk/on-board-with-crosscountry/bikes-and-cyclists](http://www.crosscountrytrains.co.uk/on-board-with-crosscountry/bikes-and-cyclists)



## Mountain Biking Levisham Station

Photo credit: Russell BurtonNYMNP



For more information,  
contact the Marketing team at the  
North York Moors National Park.  
[tourism@northyorkmoors.org.uk](mailto:tourism@northyorkmoors.org.uk)

**HAMBLETON**  
DISTRICT COUNCIL

Civic Centre, Stone Cross, Rotary Way,  
Northallerton, North Yorkshire DL6 2UU  
01609 779977

[hambleton.gov.uk](http://hambleton.gov.uk)





# #Discover HAMBLETON

The *heart* of North Yorkshire



Offering visitors so many reasons to *visit, ride, stay and return*

Across Hambleton you can experience the sights and sounds from two wheels. A great way to explore this part of North Yorkshire from a slightly different perspective.

Whether you're an amateur road biker, a mountain biker, a club cyclist or simply want to spend time with the family enjoying a gentle ride, you'll find the perfect route in Hambleton. The district has everything from rolling hills, twisty roads, peaceful lanes, open moorland, cycle friendly towns and great views.

Perfectly positioned within the eastern fringe of the North York Moors National Park, at the foot of ANOB Howardian Hills and through Bedale as the gateway to the Yorkshire Dales National Park, the choice of routes and trails is endless. Cycling offers an affordable and inclusive way to discover new places with friends and family.

Time to start planning your route and enjoy the great outdoors on two wheels!  
Discover Hambleton by bike!



Go to **#DiscoverHambleton**, the social media feeds for all things happening in Hambleton, the heart of North Yorkshire.

To find out more follow **#DiscoverHambleton** on Facebook and Twitter on **@DiscHambleton** and Instagram **@discoverhambleton**



**North York Moors  
National Park**

Photo credit: Dependable Productions