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

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Interested in...</th>
<th>Product requirements</th>
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| **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

L’Eroica

Long distance routes

Knowing our markets

Community / business development

Building sustainable tourism

Festivals / events

Loops and itineraries

market town
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:

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