

**EAFRD Project  
Destination Partnerships  
Cycle Friendly Initiative**



**Mike Hawtin  
Outdoor Activity Tourism Officer**



# EAFRD Project

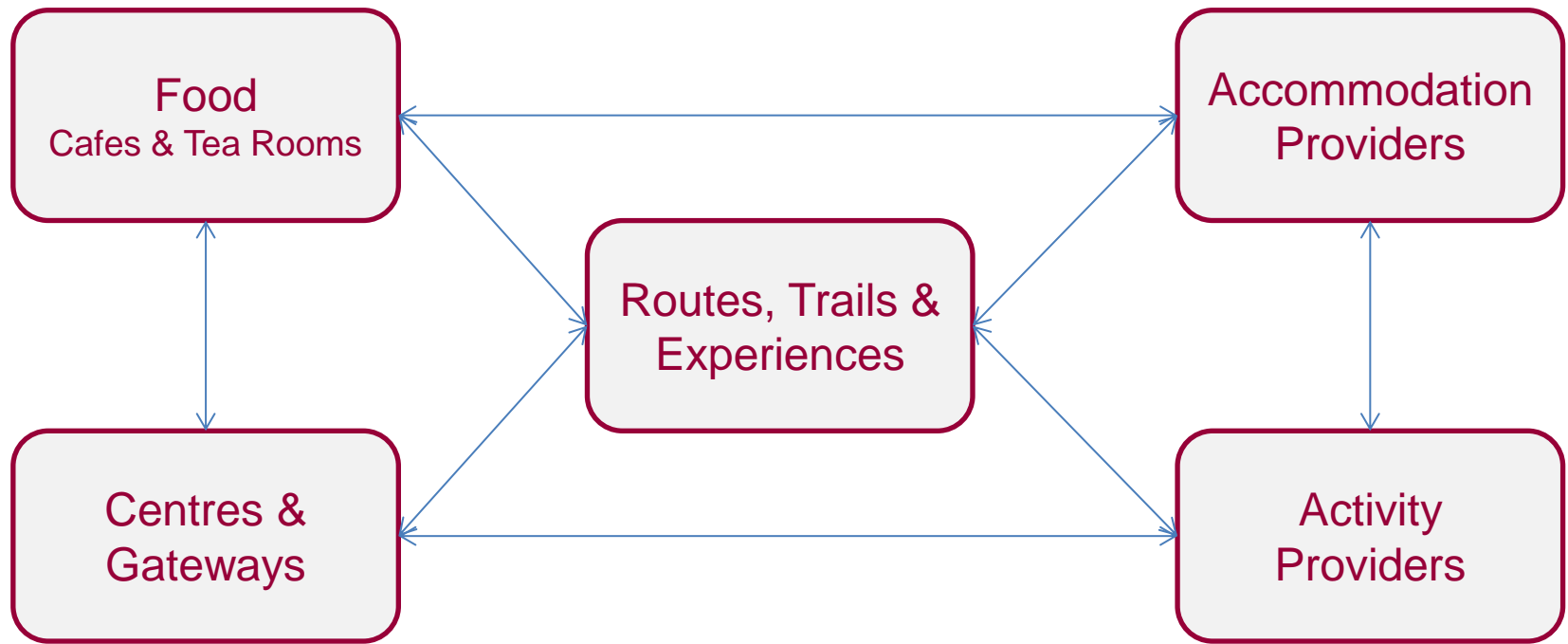
- European Agricultural Fund for Rural Development
- Growth program for Destination Partnerships
- Joint Moors, Dales & AONB's
- North York Moors, Coast and Howardian Hills
- Plus wider influence area (market towns and North edge)
- Two year project until 1<sup>st</sup> March 2019

*Overall aim – “to boost tourism by working with businesses to collectively promote the area’s special character and encourage visitors to explore the area in more depth, staying longer and spending more, all year round”*





# EAFRD Project



Develop shared special qualities and tourism experiences  
*‘Encourage development of, and collaboration between  
‘Activity Friendly’ businesses’.*







# What do we have to offer?

- Quiet moorland roads with stunning views
- Purpose built trail centres with full facilities
- Stunning routes through the heather landscape
- Iconic road climbs that scare the pros
- Gentler rides through quiet country lanes
- A rich cycling heritage





# What's On

**Moors & Shores**

**The Crossing  
(Rat Race)**

**Sportive X**

**Daffodils Sportive**

**Yorkshire Beast**

**Ryedale Rumble**

**Boltby Bash**

**'Ard Moors Enduro**

**York Rally Sportive.**

**Struggle the Moors  
Sportive.**

**Ay Up! Yorkshire  
Sportive**

**Stockton Sportive.**

**Yorkshire True Grit**

**Whitby Regatta  
Sportive**

**Top of the Rock**

**White Horse  
Sportive**

**Ladies Only  
Charity Sportive.**

More events every year, both road and off road.



# What's On

**HSBC National  
Cross Country  
Series**

**Tour de  
Yorkshire**

**Ryedale  
Grand Prix**

**Scarborough  
Cycling Festival**

**Stockton Cycling  
Festival**

There are also larger spectator events.





# What we'll do

## **Help with networking and collaboration**

workshops, tourism network, social media

## **North York Moors Cycle friendly scheme**

requirements, advice, grant scheme, map listing, logos

## **Financial Assistance**

Grant scheme to help with equipment or promotion

## **Toolkit and Resources**

Cycling images, routes, itineraries, themes, social media, training\*

## **PR through cycling press articles**

May need support here, places to stay, access to bike hire etc

## **Need anything else?**

If you have ideas or need advice, get in touch.



# Things you can do

Call or Meet  
bike shop, café, B&B,  
camp site, cycling  
clubs, guides, coaches

Create reciprocal  
website links

Share local information  
and events on social  
media

Join the cycle  
friendly scheme

Reciprocal business  
arrangements

Links local  
information and  
events

Design routes  
together

Create ideas together  
(promotions, routes etc)

Build  
collaborative  
relationships

Offer taster  
sessions

Apply for a grant  
(work together)





# Inspiration

**Famous Five  
Road Routes**

**Cyclo Crosses**

**Family Fun in  
the Forest**

**Moor to Sea**

**Magnificent Seven  
Road Climbs**

**Moor miles, more smiles**

**Abbey Road  
Classics**

**Club ride stops  
#brakeforcake**

**Stunning  
Singletrack Rides**

**Awesome Autumn  
Experiences**

**Enjoy nature by bike  
#brewwithaview**

**Whatever the  
Weather**

**Stunning routes  
to Sea**

**Moors, Forest and  
Coast in a day**

**History & Heritage  
Land of Iron**

**King (or Queen!)  
of the Castles**

Curated Content, Itineraries and Inspiring Articles  
Sponsored Routes, Guest Blogs, Events...

# Mapping



Establish 'Gateways' and 'Centres'



# Mapping



Develop 'cycle friendly' business network

Cafes, Accommodation, Attractions, Retail, Repair, Hire

Also venues & cycle repair stations, e-bike charging



# Scheme

## Cycle Friendly Accommodation Checklist

We are based in the North York Moors National Park or the wider influence area* and will promote cycling activities and events via our website, literature, emails, social media and face to face.	
Our guests/customers can enjoy cycling activities or events from our premises or close by.	
We are flexible with guests and cater for them returning with wet or muddy clothing with storage or drying facilities	
We offer secure bike storage where customers can secure their bikes to an immovable object. We inform customers whether they need to bring their own locks or whether they are provided.	
We offer a bike wash facility with hose, brushes and basic cleaning / lubricating products	
We provide information on trails, routes with local guide books, OS maps and other cycle friendly places to stop or visit en-route	
We provide equipment that guests can use to repair their bikes including a workstand, a good quality cycle tool kit and puncture repair kit or spare inner tubes.	
We provide information on bike hire and nearest bike shops	
We are part of the North York Moors Tourism Network and will use the logo provided in line with any associated guidelines	
We have attended a cycle friendly tourism workshop and/or basic maintenance course offered by NYMNP.	



**Bold = Essential criteria** \* See map at [northyorkmoors.org.uk/eligiblearea](http://northyorkmoors.org.uk/eligiblearea)

**Confirmed by:**

Name:

Business name:

Telephone number/Email:





## Categories

Accommodation Providers  
Cafés, Tea Rooms & Pubs  
Cycle Hubs & Centres  
Repair Stations  
Cycle Hire/Retail  
Activity providers

## Criteria

Cycle racks / secure storage  
Muddy/wet boots & bums  
Basic tools and spares  
First aid kit  
Event information  
Maps and route ideas  
Collaboration









# Cycle England Project



## 'North York Moors Cycle Way'



# Progress to date

## **Cycling Friendly**

Funded kit for accommodation, cafés, repair stations, events

Bike racks & storage, locks, tools, maps, binoculars, telescopes

25 businesses signed so far....

Website updated and map made live

Creating new routes

Encouraging collaboration

North York Moors Cycle Way map being produced

Looking at the feasibility of permanent signage







# Questions

Contact details

Mike Hawtin

Outdoor Activity Tourism Officer

[m.hawtin@northyorkmoors.org.uk](mailto:m.hawtin@northyorkmoors.org.uk)

