



# TOLOKIT



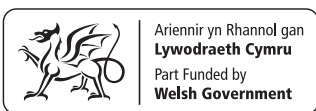
SE Wales





# Preface

The 10 local authorities in S E Wales have collaborated to further develop and promote cycling in the region. Funded by Visit Wales, part of this work has involved developing this Marketing Toolkit. We hope you find it useful.



Visit Wales have designated 2016 as the Wales 'Year of Adventure'. As part of this, the 10 Local Authorities in South East Wales are working in partnership to better promote visitor attractions and products via the cycle route network in the region. The project is supported by Visit Wales of the Welsh Government through the Partnership for Growth Fund. This fund was established to help destinations across Wales promote and develop the tourism offer, encouraging more people to visit Wales.

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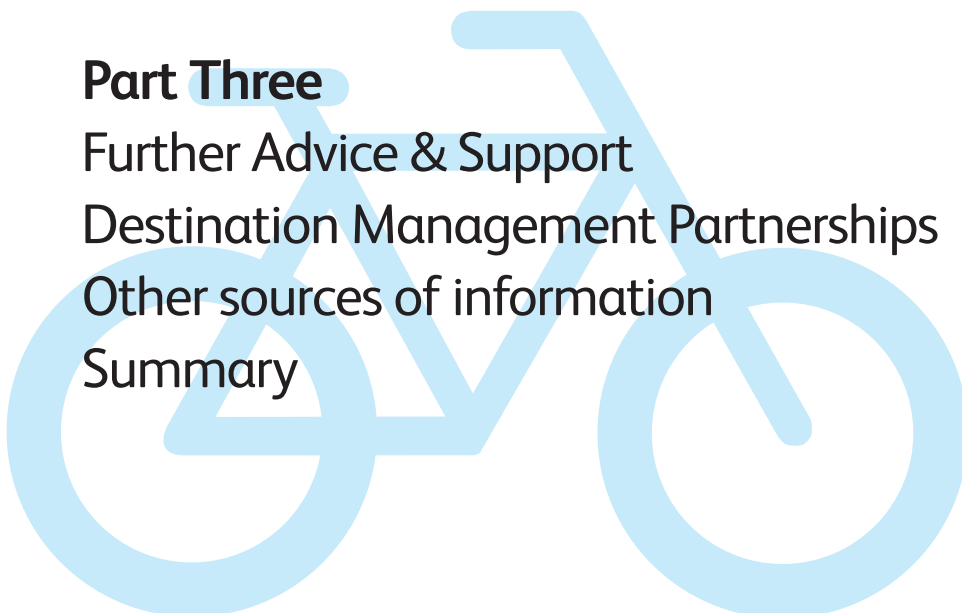
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# Introduction

The cycling market is now widely acknowledged as one of Wales' most significant offers for tourism, benefiting from world class landscapes, heritage, attractions and facilities.

Over the last few years in South Wales there have been significant developments in improving the opportunities for cyclists. These have included enhancements to the Celtic and Taff Trails, construction of new stretches of the Valleys Cycle Network and new Connect2 routes, whilst the mountain biking offer in the region has been radically developed with improvements at Cwmcarn Forest, Bike Park Wales at Gethin Woodlands near Merthyr Tydfil, and the Black Mountains Cycle Centre near Abergavenny. These have been accompanied by major events such as the Tour of Britain, Junior Tour of Wales, the British Cycling National Road Championships, Valleys Velo Sportive and the Velothon.

So cycling is big business - and it's likely to increase in its volume and diversity. But...

Is your business taking advantage of this?

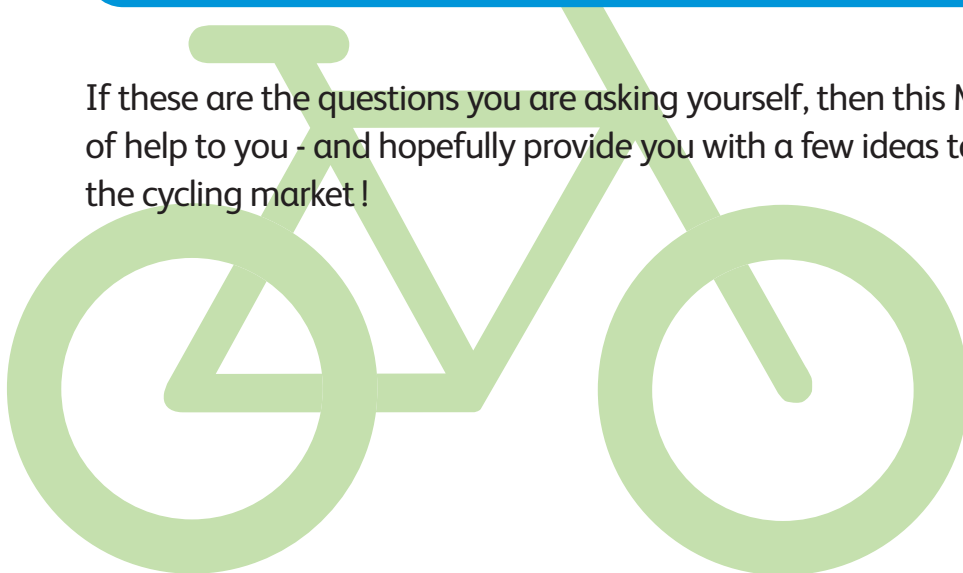
Would attracting more cyclists to your hotel, guest house, pub or tourist attraction boost your income and profits?

Are you doing enough to reach these markets?

Do you provide the facilities that cyclists are looking for?

How can you encourage repeat trips?

If these are the questions you are asking yourself, then this Marketing Toolkit will be of help to you - and hopefully provide you with a few ideas to develop your share of the cycling market!



# Part One

## The economic value of the cycling market

According to the latest Great Britain Tourism Survey (June 2015), cycling is worth £90 million to the Welsh economy through daily visits and overnight stays.

Around 300,000 overnight visits to Wales each year involve cycling and/or mountain biking with an annual worth between £55 and £60 million.

But it's not just overnight stays - there are an increasing number of day visits involving cyclists, and whilst these visitors will generally spend less than those staying overnight, they nevertheless represent an important market for food and refreshments. Equally, many visitors are choosing to visit attractions such as country parks and castles on bike - provided of course that there are facilities there to meet their needs in terms of security, repairs etc.

And research shows that cyclists spend a lot !

According to recent research by Mintel, the bike is simply the tip of the iceberg as today's cyclists are splashing out more on cycling accessories than the bikes themselves.

While UK sales of bikes only were set to top the £1bn mark by the end of 2015, Britons were expected spend an even more impressive £1.35bn on cycle accessories.



Source: GB Tourism Survey 2015

UK Cycle Accessories  
Market Value 2014

£956m

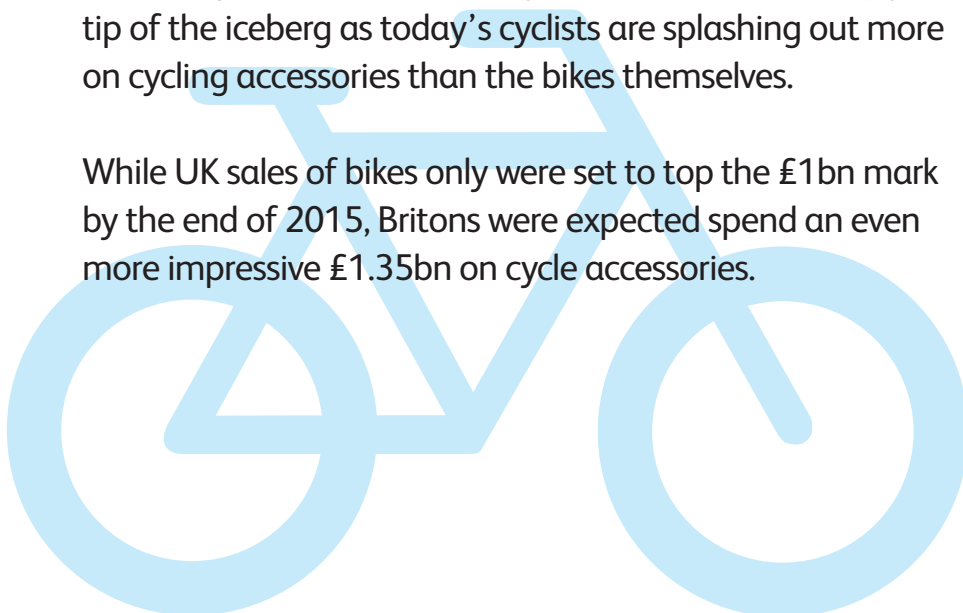


UK Cycle Accessories  
Market Value 2015

£1.35bn



Source: Mintel 2015



# The economic value of the cycling market

Long distance cycle routes, which are predominantly rural, can generate as much as £30 million per year to the local economy; enough to sustain over 600 full time equivalent jobs.

Coast 2 Coast (Northern England) carries over 240,000 trips per annum (of which 14,000 is end-to-end usage), stimulates a spend of £10.7 million in the route corridor, and supports up to 173 FTE posts

The Way of the Roses (Northern England) carries over 130,000 trips per annum (of which 7,000 is end-to-end usage), stimulates a spend of £3million in the route corridor, and supports up to 60 FTE posts.

Route	Year	Distance	Cycle Trips	Of which end to end	Total yearly expenditure	Jobs supported
C2C	2006	287 Km	241,051	14,000	£10,700,000	173
Coast & Castles	2006	151 Km	68,000	8,100	£3,300,000	53
Hadrian's Cycleway	2006	234 Km	160,242	7,500	£6,500,000	105
Pennine Cycleway	2006	184 Km	39,182	2,100	£1,800,000	27
Way of the Roses	2012	274 Km	131,000	7,000	£3,000,000	60

Table 1: Tourism Spend and Route Usage on Key Tourist Routes in the UK



# Case Studies

## Tourism spend on the National Cycle Network

The UK cycle tourism market has been estimated to be worth over £1 billion<sup>1</sup>. Much of this tourism takes place on the National Cycle Network (NCN), often on long distance routes such as the C2C and the Way of the Roses, but also on shorter leisure rides and day trips from home or a holiday base. Cycle tourism benefits local economies through accommodation, retail, food, transport and parking. Overall:

The NCN contributes over £650 million to the economy each year through leisure and tourist cycling -

This supports over 15,000 full time equivalent (FTE) jobs -

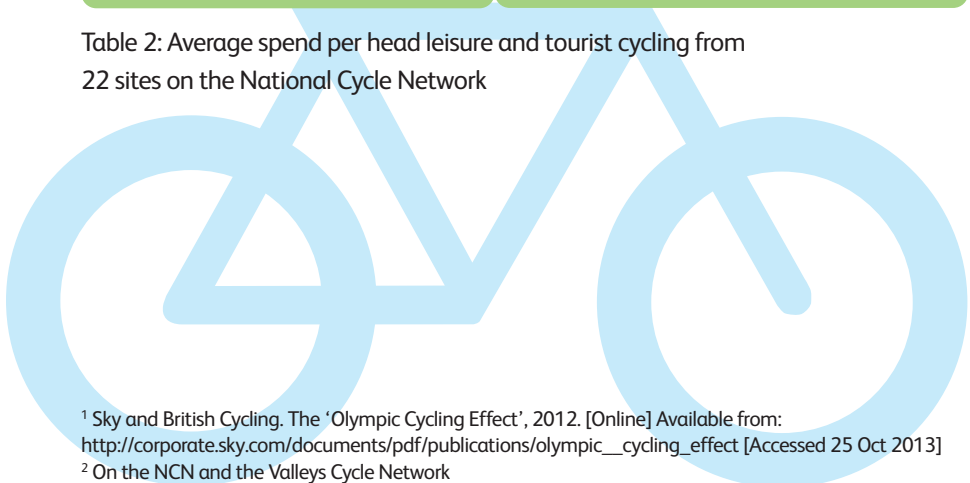


## Tourist and leisure cyclist spend

Analysis of survey data from 22 tourist sites<sup>2</sup> in the UK provide a range of values for the typical spend per head of leisure cycling and cycle tourism on the NCN (Table 2).

	Average spend per head (range)
Leisure	£7.06 - £15.97
Tourist	£20.03 - £27.66

Table 2: Average spend per head leisure and tourist cycling from 22 sites on the National Cycle Network



<sup>1</sup> Sky and British Cycling. The 'Olympic Cycling Effect', 2012. [Online] Available from: [http://corporate.sky.com/documents/pdf/publications/olympic\\_\\_cycling\\_effect](http://corporate.sky.com/documents/pdf/publications/olympic__cycling_effect) [Accessed 25 Oct 2013]

<sup>2</sup> On the NCN and the Valleys Cycle Network



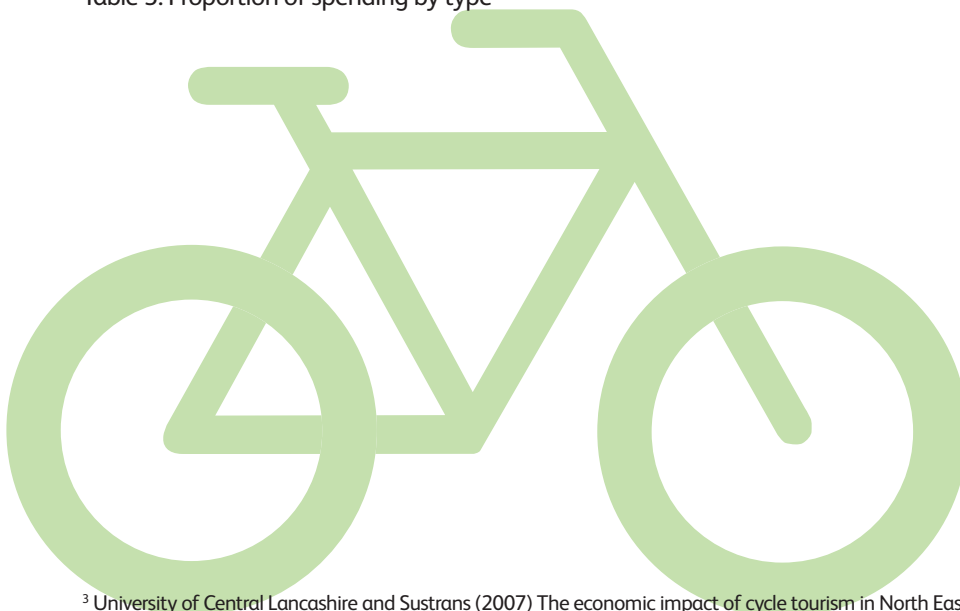
# Case Studies

Research has shown that this spending is spread across a range of different types of business<sup>3</sup> (Table 3).

Unsurprisingly, the majority of spending is on accommodation, food and drink. However, a substantial proportion of spending by home based leisure cyclists is on car costs. This could suggest that people will often travel by car to reach a particular cycle route rather than cycle from their front door.

Sector	Home Based	Tourist Based
Accommodation		46%
Food and Drink	74%	42%
Retail	2%	2%
Car Costs	12%	2%
Cycle Costs	3%	2%
Public Transport	3%	3%
Other	6%	3%

Table 3: Proportion of spending by type



<sup>3</sup> University of Central Lancashire and Sustrans (2007) The economic impact of cycle tourism in North East England



# Case Studies

## Estimating leisure and tourist cycle spend on the NCN

In 2014, 184 million cycle trips on the NCN (53 % of the total) were for either leisure purposes or from a holiday base. Assuming that 50 % of these trips saw the minimum spend per head calculated above (Table 2), we estimate that leisure and tourist cycling on the NCN contributes £652 million to the economy each year.

Using this value, we estimate that over 15,000 FTE jobs are directly and indirectly supported by this spend. Table 4 shows these jobs split by business type.

Sector	FTE jobs created and supported
Accommodation	1,276
Food and Drink	10,667
Retail	314
Car Costs	1,516
Cycle Costs	433
Public Transport	525
Other	530
<b>TOTAL</b>	<b>15,262</b>



Table 4: FTE jobs supported by leisure and tourist cycling on the NCN by business type.



## Case Studies

### Tourism spend on the Valley Cycle Network

In 2013, the Cycle Route Economic Impact Model (developed by Sustrans and The University of Central Lancashire) was used to estimate the impact of tourist spending on the Wales Valleys Cycle Network (VCN), and indicates the significant potential for cycling routes to bring considerable economic benefits to the local area.



Here it was estimated that:

Average home-based spend per head was £8.77 -

Average tourist spend per head at sites where tourists were surveyed was £22.52 -

Average total yearly spend was £103,050 per site -

In 2011, tourists contributed 11 % of the annual spend with home-based cyclists contributing 89 % -

In 2012, tourists contributed 4 % and home-based cyclists 96 % -



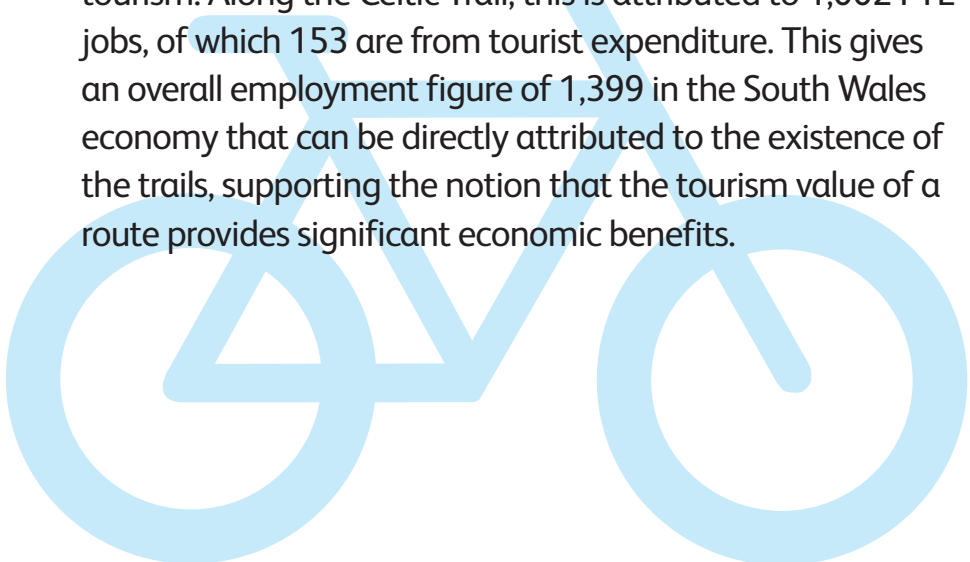
## Case Studies

### Tourism spend on the Celtic and Taff Trails

The Celtic and Taff Trails are multi-user trails that attract many cyclists and walkers. A study from 2008 commissioned by Sustrans Cymru to examine the tourism impact of the Celtic and Taff Trails in Wales found support for the argument that the tourism value of a route is significant.

The total demand for the Celtic Trail is estimated to be over 1.5 million user trips per annum and the total expenditure by visitors along this route exceeds £54 million per year. In comparison, the Taff Trail attracts an estimated 628,000 user trips per annum and expenditure by visitors along this route exceeds £21 million each year. This includes direct expenditure and indirect expenditure by businesses that benefit from the existence of the trails. This, combined with corresponding figures for the Celtic Trail, gives a total impact of £75 million per year in the local economies of South Wales.

One of the main economic impacts of this is on employment. This spending generates or safeguards 367 jobs along the Taff Trail in total, of which 30 are generated by inbound tourism. Along the Celtic Trail, this is attributed to 1,002 FTE jobs, of which 153 are from tourist expenditure. This gives an overall employment figure of 1,399 in the South Wales economy that can be directly attributed to the existence of the trails, supporting the notion that the tourism value of a route provides significant economic benefits.





# Part Two

## Learn to love cyclists

Whilst most business toolkits are aimed at places to stay, in terms of providing bike wash and secure storage facilities for example, one of the most important aspects is having visible cycle racks for safe parking, as well as promoting reliable tourist and other information for cyclists. This can apply to all businesses and attractions.

There are numerous examples of local authorities providing support for businesses in providing the right facilities for cyclists:

Cardiff City Council through its Keep Cardiff Moving initiative currently offers four free cycle stands plus free delivery to organisations in locations where cycle parking is needed including leisure facilities.



[www.keepingcardiffmoving.co.uk](http://www.keepingcardiffmoving.co.uk)

In Bristol, Bath and North East Somerset, Swindon and Bournemouth, Life Cycle UK provides free cycle parking stands to small businesses as well as voluntary organisations and community groups through the support of local authorities.



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

There are good examples of support and advice available in Part Three of this Toolkit where we provide some contacts available here in Wales.

## Types of Cycle Tourism

There are three main types of cycle tourism:

Cycling holidays, where people set out to tour multiple destinations by bike -

Holiday cycling, where people want to do some cycling whilst they are visiting an area -

Cycling day visits, where people visit an area with their bike for a day to cycle a particular route or visit a particular location -



Single day trips are 100 times more frequent than multiple day trips and offer the greatest growth potential for UK cycle tourism. This is consistent with the increasing number of day visits undertaken by all tourists as people attempt to cut costs. However, this doesn't mean that by improving the services you provide either individually as a business or collectively as a community or region, you can't increase the number of overnight stays as well.



# Understand your market and their needs

As Barnsley Metropolitan Council puts it:

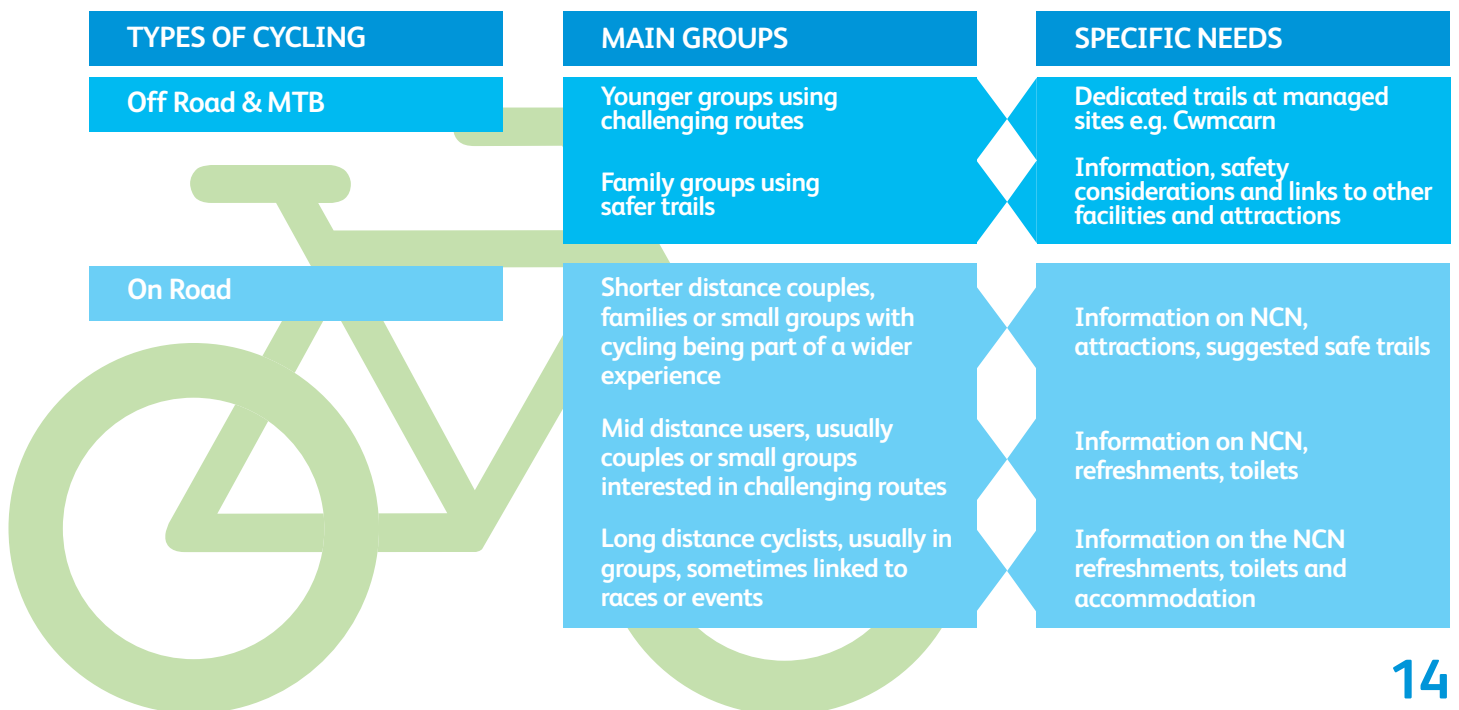
**“Knowledge is king and will help you give your customers a valued and informed experience.”**

The bottom line is that if you run a tourist business in South East Wales, then you need to understand the cycle market and the visitor offer available in the region. There are now a wide range of cycling markets - from the adrenalin BMX and Mountain Biking (MTB) challenges, through to safe routes for families and young children. There’s no single way to segment these markets, but you can consider them in terms of:



- Whether they are on or off road -
- The distances they usually want to travel -
- The size and age of the group -

And each of these groups have different needs:





# Improving the offer for cyclists

If you're an accommodation provider, then you might want to consider becoming a 'Cyclists Welcome' accredited provider, under a scheme operated by Visit Wales.

[gov.wales/docs/drah/publications/Tourism/120903cyclistsen.pdf](http://gov.wales/docs/drah/publications/Tourism/120903cyclistsen.pdf)



This scheme encourages the provision of:

A separate space for drying outdoor clothing and footwear, enabling clothes to dry overnight.



Lockable undercover area for safe overnight storage of bicycles and panniers, with an unobstructed entrance.



Access to a hose or water point for washing muddy bicycles, clothing and equipment.



Emergency cycle and puncture repair kit. Suggested items to include: tyre levers, puncture repair kit, lubricant, pump for Presta and Schrader valves.



First aid kit to be provided as appropriate to size of business.



Boot scrapes and/or access to facilities with water supply for cleaning boots and outdoor clothing. The water supply should be clearly labelled and separate to any drinking water points.



Clothes washing facilities, laundry service or details of nearest launderette.



## Case Studies



Vin and Lou Kennedy have owned the Filling Station in Tintern for two years and in that time they have built a great reputation with cyclists as a warm and welcoming place to visit whilst in the area. Their small, but perfectly formed café, is situated in sight of the abbey ruins, which provides the perfect backdrop as you sit and drink your coffee.

When they started the café, Vin, a keen cyclist himself, spotted a gap in the local market - somewhere where cyclists would feel welcome and where they could get a little help if they experienced any problems or needed advice whilst out on their ride.

Vin and Lou keep a track pump and toolkit available for anyone to use for free, all you have to do is ask at the counter and it will be provided. They also stock a small range of spares and accessories, such as puncture repair kits, cycling gloves and inner tubes. As they don't have much space, this is just a small range, but it's the items they have found people are most likely to be looking for. They provide blankets on their outdoor seating area, as cyclists (and walkers) will cool down quickly when they stop and want to keep warm. They also offer to fill up water bottles free of charge - after all its only water !



Despite only being open for 2 years, Vin says about half of their customers are cyclists, and on the weekends about 60 % are from over the bridge in Bristol. Many are repeat visitors, but word of mouth keeps bringing in new customers as well.

# Case Studies

## Vin & Lou's top tips for attracting cyclists to your business:



Be welcoming and advertise the fact. Make sure you have a sign outside that says cyclists are welcome.



Designate an area for cycle parking, and make sure it is visible from the seating area. Some of the bikes being ridden on our roads can cost thousands of pounds and cyclists are wary of their pride and joy being stolen.



Provide some basic kit for cyclists to use such as a track pump and repair tools. Also stock a small range of items such as puncture repair kits for sale. Remember, you don't have to have a lot of stock, just one or two items.



Help if you can ! As a keen cyclist Vin knows a thing or two about bikes and if the café is quiet he will often help cyclists fix their bikes. However, they also have details of a local bicycle repair man, so do a bit of research to see what's available in your area - you could be helping out a fellow local business.



Do the simple things without being asked - offer to fill up water bottles or provide blankets in outside seating areas.



Get to know the best routes in the area, as well as the nearest NCN and links to train stations.





# Reaching your market

## Talking to your customers

This might sound obvious, but some attractions have benefited through having ‘cycle ambassadors’ where trained staff could help out cyclists with directions, suggested routes or by helping to solve mechanical problems.

In the Cumbria & The Lake District business toolkit, it is suggested that “shops and attractions could display cyclist-friendly food near the counter such as energy bars or flapjacks.”



Poppi Red: Café, Shop and Lifestyle, Hawkshead

A warm and welcoming café and shop in Hawkshead has taken advantage of the improving cycling infrastructure in the Lake District to attract new customers.

Business owner Kim Merrick says: “We know we get cyclists daily, often in large groups, and are becoming a cyclist destination. For us, every cyclist is a potential customer, especially for food and drink, so we do everything we can to welcome them. We even have towels in case the Lakeland weather is being unkind !”

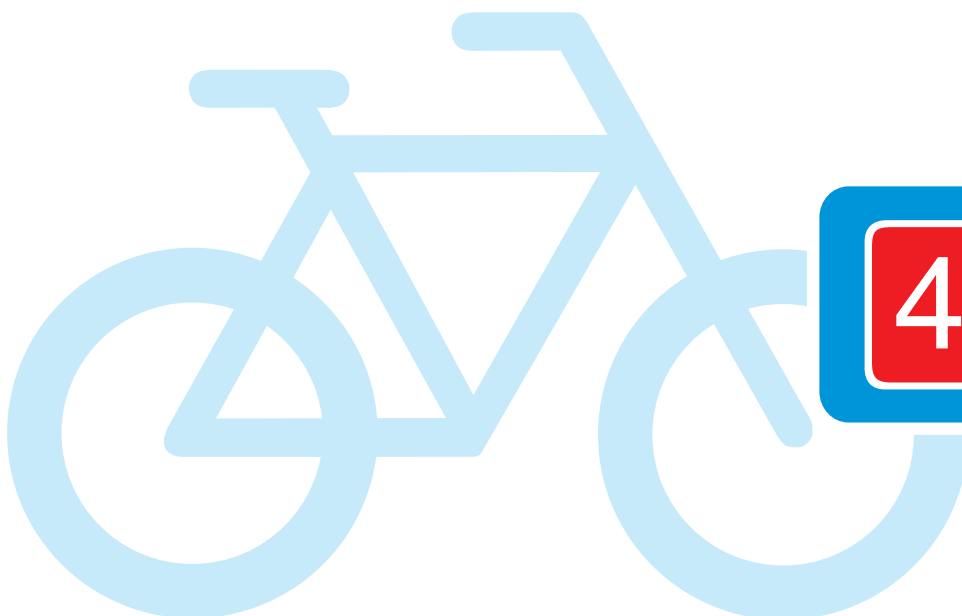


# Reaching your market

## Be cycle tourism-friendly online

Whether you're an accommodation provider or the manager of an attraction, an easy thing to do is to provide on-line information for cyclists on how they can access your business from the nearest National Cycle Network (NCN) route, or from a nearby bus or train station and where they can find more information about timetables. At the moment not many businesses do this - so if you want to stand out, this is a very easy thing to do and it will say a lot about your business and your attitude towards cycling !

You might also consider mentioning cycling and specific routes by name on your website, as this will boost your profile to cyclists through search engine optimisation. You can find out more about public transport options at: [www.traveline.cymru](http://www.traveline.cymru) and the location of the NCN on the Sustrans website: [www.sustrans.org.uk/wales](http://www.sustrans.org.uk/wales)



Example of an NCN Route Marker

# Reaching your market

## Use of social media

As well as your website, there are a range of social media channels that can be used to promote your business to cyclist. For instance, there around 20 local cycling clubs and groups in South Wales and many of these have open Facebook pages:

[www.facebook.com/groups/193201433546/?fref=ts](http://www.facebook.com/groups/193201433546/?fref=ts)

So find the nearest group to you and get in touch. You could also use hashtags such as #cycling on Twitter and 'Like' other cycling related pages on Facebook to attract even further cycling attention.

The current 2016 Visit Wales tourism campaign is also being promoted heavily through social media channels and uses the following hashtag that you can also use on your promotion:

**#findyourepic**



# Reaching your market

## Using online & offline media channels

Communicating directly to a specialist cycling audience can be achieved with very little wastage by advertising in cycling magazines. The following are examples of the more popular titles and their average readership figures:



**Cycle**  
The highest readership in the UK sent 6 times a year to CTC members. circ 53,000 est. rd 85,000



**Cycling Weekly**  
The only weekly title in UK with 1.5 million annual sales. Twitter & FB: 200,000



**MBUK**  
The biggest selling mountain bike magazine in the UK circ 57,276 Facebook Likes: 335,618



**Cycling Plus**  
The number one road cycling magazine, circ. 48,695 Facebook 18,000 Twitter 33,900

NB: All the above titles have a digital format in addition to a printed copy that will significantly increase readership numbers. Digital advertising rate cards will be more economical in most cases.





# Reaching your market

## Work with other businesses

Cyclists travel around between attractions and so ensuring that attractors, businesses such as pubs and cafes, and accommodation providers are aware of what each has to offer to cycle tourists is key. An obvious step if you're a hotel or guest house would be to link with a local taxi firm, for instance, who could provide a baggage handling service for cyclists. Enhancing what you can offer through working with other businesses will bring more customers to your door.

## Links to public transport

For larger attractions such as country parks, one option would be to develop specific links to trains and buses. There are several examples of where this has been successfully introduced:

In the Peak District, the Peak Cycle Shuttle is a specially equipped vehicle that links train stations at Matlock, Matlock Bath, and Buxton with the extensive off-road cycle network; visitors can bring their own bikes, or hire them at destinations from cycle hire centres. In 2015, the Peak Cycle Shuttle operated between Wednesday and Sunday from July to October.



# Reaching your market

## Linking with events

There are a number of national, regional and local cycling events that could be linked to your business. Here are a few up and coming examples:



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



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



[www.velothon-wales.co.uk](http://www.velothon-wales.co.uk)



[www.tourofbritain.co.uk](http://www.tourofbritain.co.uk)



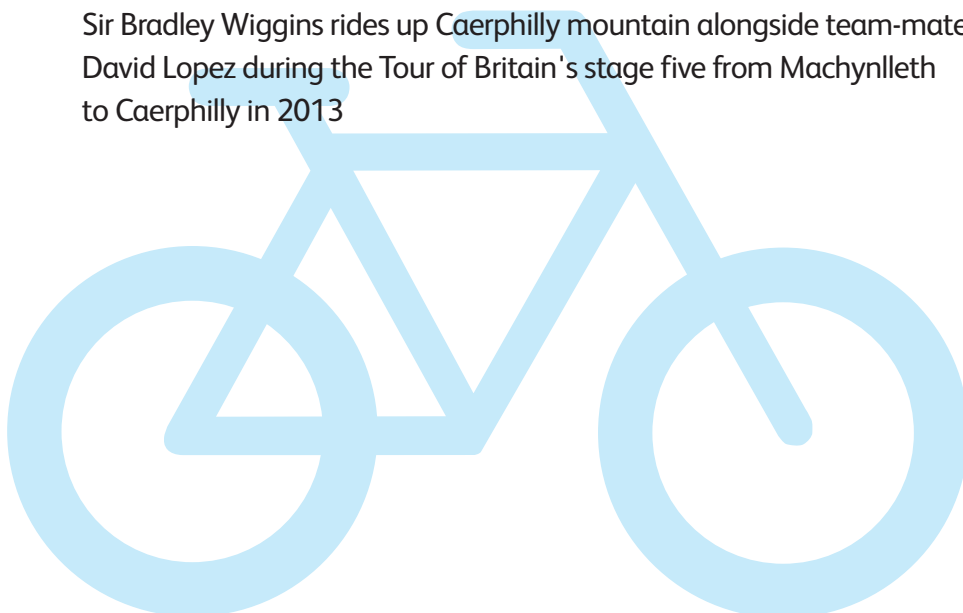
Sir Bradley Wiggins rides up Caerphilly mountain alongside team-mate David Lopez during the Tour of Britain's stage five from Machynlleth to Caerphilly in 2013



**Bike Week**  
**11-19 June**

[bikeweek.org.uk](http://bikeweek.org.uk)

Bike Week is an annual opportunity to promote cycling, and show how cycling can easily be part of everyday life by encouraging 'everyday cycling for everyone'. Demonstrating the social, health and environmental benefits of cycling, the week aims to get people to give cycling a go all over the UK, whether this be for fun, as a means of getting around to work or school, the local shops or just to visit friends. The 2016 event will take place 11-19th June but events still take place through until September and beyond !



# Reaching your market

## Special offers

Some businesses have developed special deals and discounts for cyclists, thus enhancing their green credentials and sending out a clear signal of their attitude towards cycling in general.

In London, some businesses are combining discounts with the use of highly-visible attractive bike ports from 'Cyclehoop'.

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



Cars cause pollution, congestion and take up lots of space. One car parking space can provide parking for 10 bicycles. The message is, 'ditch the car and start cycling'.

Each unit fits into a standard parking space conveying the message that bicycles are more space efficient than cars.

The Car Bike Port is also an ideal solution for temporary bike parking at events.



# New online interactive map

As part of this study the 10 Local Authorities in SE Wales have launched a new online interactive map which for the first time brings together information on routes, facilities, accommodation and attractions. It will expand as new information becomes available.



Click here to launch the Interactive Map



Eat & Drink



See



Stay



Toilets



Repairs





# Part Three

## Further advice and support

### Accessing Funding to Grow and Improve Your Business

Having seen the value of the cycling market, and having reviewed the services you have to offer, it might be that you have identified ways to improve your business to attract more cyclists to use your facilities. Your next problem is, how do you afford it?

Whilst there are a number of tourism related funding schemes out there operated by Visit Wales, these are often not suitable for the small scale changes you would like to make, such as installing secure cycle parking. However, there are a number of other sources of funding that you could investigate to find out what might be right for you.



The Welsh Government's Business Wales website:

[www.businesswales.gov.wales/zones/business-finance](http://www.businesswales.gov.wales/zones/business-finance) has a host of information to help you decide how best to fund any business improvements you may wish to undertake, including a useful video about the various types of funding out there, and details of free workshops [www.business.gov.wales/zones/business-finance/finance-events](http://www.business.gov.wales/zones/business-finance/finance-events)

Business Wales also offers business mentoring, providing you with one to one assistance and advice on how to grow your business:

[www.businesswales.gov.wales/mentoring/find-business-mentor](http://www.businesswales.gov.wales/mentoring/find-business-mentor)

Further help and assistance can be found on the Business Wales website

[www.businesswales.gov.wales](http://www.businesswales.gov.wales) or by calling their helpline on 03000 6 03000.



## Further advice and support



Finance Wales operate a number of investment funds aimed at providing Small and Medium-sized Enterprises (SMEs) in Wales (or those willing to relocate to Wales) and can invest between £1,000 and £2M which amongst other things can help you provide new products and services or expand into new markets. Repayment terms range from one year to five years, with investment rates based on an SME's individual circumstances.

They operate 3 separate schemes:

### **Micro loans up to £5,000**

These are available to businesses that have traded for over two years and have a simple 2 day application process. More details can be found at:

[www.financewales.co.uk/business-finance-/growing-a-business/micro-loans-under-£5,000](http://www.financewales.co.uk/business-finance-/growing-a-business/micro-loans-under-£5,000)

### **Micro loans up to £50,000**

Larger tailored funding packages are available, with an initial enquiry made online. You will then be contacted by a member of the Finance Wales team to discuss your requirements further. More details can be found at:

[www.financewales.co.uk/business-finance-/growing-a-business/micro-loans-up-to-£50,000](http://www.financewales.co.uk/business-finance-/growing-a-business/micro-loans-up-to-£50,000)

### **Funding over £50,000**

For larger scale investment, Finance Wales offer loans of up to £2M. Again initial enquiry is made online, with a member of the Finance Wales Team contacting you to discuss your requirements further. More details can be found at:

[www.financewales.co.uk/business-finance-/growing-a-business/funding-over-£50,000](http://www.financewales.co.uk/business-finance-/growing-a-business/funding-over-£50,000)

For more information about Finance Wales, visit their website [www.financewales.co.uk](http://www.financewales.co.uk) or call 0800 587 4140 or email [info@financewales.co.uk](mailto:info@financewales.co.uk)

## Destination Management Partnerships

Destination Management Partnerships have been established for every local authority in Wales. Each partnership has developed a Destination Management Plan which can be found on the Destination Management pages of the Business Wales website.

[www.businesswales.gov.wales/dmwales/destination-management/wales-destination-management-partnerships](http://www.businesswales.gov.wales/dmwales/destination-management/wales-destination-management-partnerships)

You will also find a series of useful online training resources on the Destination Management web pages designed to help you learn more about what your area has to offer visitors and improve the service you can provide to your paying customers.

## Other sources of useful information

For further information about cycling that you might find useful to share with your customers check out the following websites:



[www.sustrans.org.uk/wales](http://www.sustrans.org.uk/wales)

Their website contains a host of information about cycling, how to get more active and where to cycle in Wales



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

Their website contains details of how to find a local cycling group as well as an event finder, amongst a wealth of other information about cycling. And of course...



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

See our online interactive map for details of the cycle network in your area, and decide if you would like your business to be included.

## Summary



Know the market and the area...



Love cyclists...



Do simple things well...



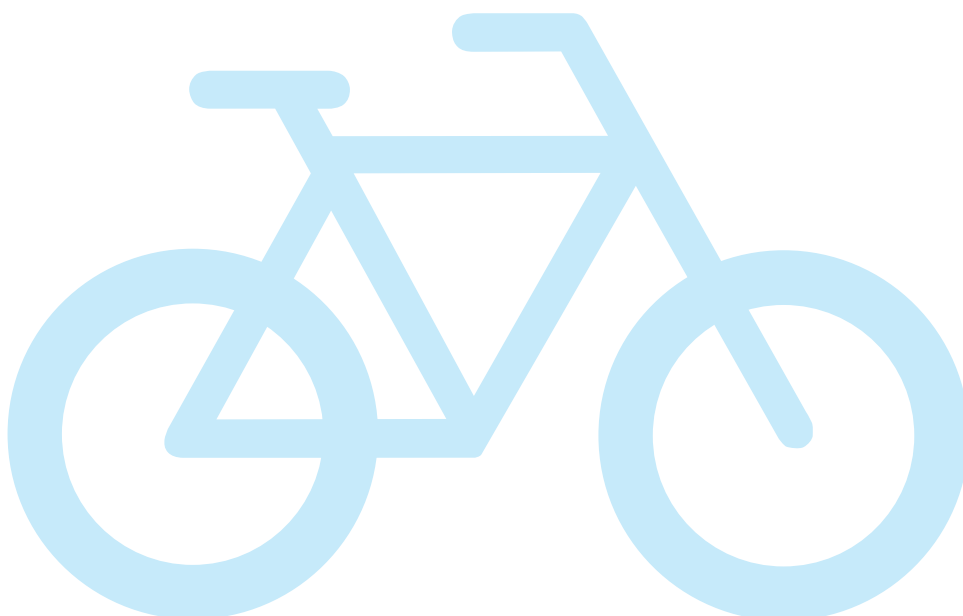
Be cycle tourism-friendly online...



Work together with other businesses...



Further support is available.





beicio  cycle  
cymru wales



# TOLKIT APPENDIX



SE Wales



Ariennir yn Rhannol gan  
Lywodraeth Cymru  
Part Funded by  
Welsh Government



# Marketing Proposition

## Target audience segmentation

Because cycling tourism as a sector attracts quite a diverse visitor profile, the cycling offer for South East Wales has been simplified and segmented into four main interest groups, those being:

Heritage Trails

Family Trails

Road Routes

MTB & Bike Parks

Each of these 'interest groups' are very unique from each other and vary in the cycling experience they are looking for. Segmenting the communications in this way also gives us a chance to speak to each group in a 'language' they feel most comfortable with.

## Primary Proposition

The main consumer / visitor campaign proposition for all four interest groups is:

**“If you love cycling,  
you’ll love SE Wales.”**

We have qualified this proposition by showcasing a selection of some of the best attractions, routes, trails and bike parks across the region, all with the cyclist visitor foremost in mind.



## Supporting Propositions

The secondary proposition has been carefully customised to meet the requirements of each of the cycling visitor interest groups:

### Key Propositional Messages

#### Heritage Interest

**S E Wales:**  
 Is rich in history and industrial heritage.  
 Has many important heritage sites to explore and discover.  
 Makes attractions very accessible by bike from NCN Routes.

#### Family Interest

**S E Wales:**  
 Has many safe, traffic-free routes for family cycling.  
 Has lots of family friendly destinations for cyclists.  
 Offers a great choice of urban or countryside trails.

#### Road Interest

**S E Wales:**  
 Is already an established destination for the serious road cyclist.  
 Is host to many National Road Cycling events.  
 Provides a road network with the specific challenges road cyclists most desire.  
 Is already favoured by professional & amateur road cyclists alike.

#### MTB & Bike Park Interest

**S E Wales:**  
 Has some of the best purpose built Bike Parks in the UK.  
 Has hundreds of miles of mountain & forestry trails to explore.  
 Offers a quality, tried and tested product for the experienced 'adrenaline seeking' rider.



## Strong Visual Appeal

The downloadable marketing materials have been designed to make cycling in the region as visually appealing as possible.

A suite of featured images have been created for use on social media accounts. They will strongly feature many of the attractions and destinations highlighted in the four marketing leaflets. Images will be grouped into Local Authority areas making them easy to select for business or attractions in a specific area. They should be used with accompanying copy to be produced on an ad-hoc basis, specific to the individual business or attraction's requirements.

More detailed advice on partner marketing is outlined in the main Toolkit.

## Accessing Image Files

An example of how to access your image files is described below:



Toolkit



Marketing\_Assets



Caerphilly\_Soc\_Media\_Files



Cycle\_Wales\_Caerphilly\_MTB\_Bike\_Parks\_Cwmcarn.jpg



Cycle\_Wales\_Caerphilly\_Heritage\_Caerphilly\_Castle.jpg



Cycle\_Wales\_Caerphilly\_Heritage\_Parc\_Penallta.jpg



Cycle\_Wales\_Caerphilly\_Family\_Mon\_Brec\_Canal.jpg



# Marketing Assets

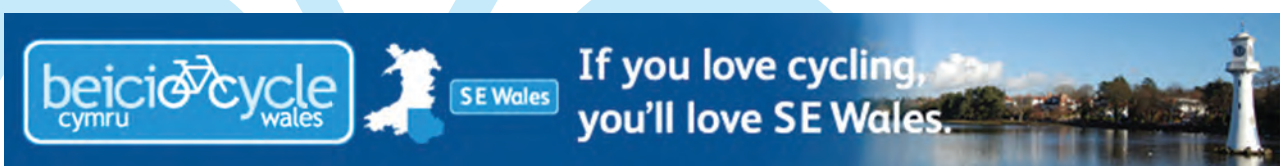
There is a range of downloadable branded online marketing assets for you to make good use of to encourage more cycling visitors to your business or attraction. There are four main leaflets that have been segmented by group interest that showcase most of the major attractions and cycling routes across the ten local authorities.



Downloadable Bi-lingual Leaflets designed for home printer use



A suite of branded featured images for use on social media



A range of branded banner ads for online advertising





# If you love cycling you'll love S E Wales.

Saddle up and discover the rich heritage of South East Wales by bike. With so many dedicated cycle trails to choose from, our beautiful region is perfect for cyclists of all ages and abilities to get around safely.

To give you a head start, we have chosen a small selection of interesting places to visit in this leaflet, and there are many, many more to be discovered for yourself.

To help you plan your next adventure, we have created an online interactive map that will make it even easier to explore our region by bike. Look out for the NCN (National Cycle Network) symbols that accompany most sites - they make extremely useful navigational tools.

Whether it's a leisurely urban ride, or a more rural country challenge, some of the most interesting historic buildings and monuments in S E Wales can easily be reached by bike.

Castles. We have lots of them! Step back in time and admire the craftsmanship of the stonemasons who built these wondrous structures on a monumental scale.

Experience the cool-mining heritage of South East Wales at Big Pit National Coal Museum in Blaenavon and the Rhondda Heritage Museum near Pontypridd.

Plan your next cycling adventure with our online Interactive Map

Our online Interactive Map for use on desktop PC's is the must-see guide for anyone planning to explore South East Wales on two wheels. Click on the icon to launch the map or use the following link in your browser: [www.cyclewales.org](http://www.cyclewales.org)



The Interactive Map is a mine full of information. You will find hundreds of trails that cater for all cycling abilities, useful pointers for cafes and restaurants, accommodation for overnight stays, interesting things to see and do and bike shops for spares & repairs.



**Click here to launch the Interactive Map**

**ADPS** the Blaenavon Engine established the highly skilled of their Augustin in what is now called Caerleon. This site boasts superb examples of Roman baths, villas & a bank of iron smelting. There are many Roman Legionary remains to be seen at Caerleon than anywhere else in Britain!

**Loch Ffynon** the National Lakes of Wales provides a great start for Ffynon for cyclists wanting to enjoy the 100 mile of the Caerleon Trail. A road 100 mile Ffynon Ffynon project has brought this 1027 cycle route back to its original form. The cycle is a mix of paved, gravel, and dirt roads and is a mix of paved, gravel, and dirt roads and is a mix of paved, gravel, and dirt roads.

**St Fagan's** is the most visited heritage attraction in Wales. Over 700 buildings from many different periods in time have been lovingly restored throughout the 100-acre parkland site in the heart of the traditional Welsh way of life.

**Caerdydd** is the most visited heritage attraction in Wales. Over 700 buildings from many different periods in time have been lovingly restored throughout the 100-acre parkland site in the heart of the traditional Welsh way of life.

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**Click here to launch the Interactive Map**

**Caerdydd Castle** is one of Wales' leading heritage attractions and is of international significance. Set within Park in the heart of the city, Caerdydd Castle's walls and battlements conceal 2000 years of history just begging to be explored.

**The Welsh Engine** is a 19th-century steam engine built in 1810 for the adjacent Blaenavon Colliery. They were owned by the Caerdydd family, who also owned the world's first Cornish steam engine.

**Caerdydd Castle** is one of Wales' leading heritage attractions and is of international significance. Set within Park in the heart of the city, Caerdydd Castle's walls and battlements conceal 2000 years of history just begging to be explored.

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## If you love cycling you'll love S E Wales.

Our country could almost have been created for mountain biking. And in South East Wales we have some of the best parks and trails in the world for you to come and explore. We already have several established purpose built bike parks that welcome thousands of visitors every year. And if you fancy a wander into the mountains you will find hundreds more managed forestry trails that will satisfy even the most experienced rider. Planning your next adventure couldn't be easier - use our new online interactive map to help you explore our region by bike. Look out for the NCN (National Cycle Network) route markers too - they'll help take out some of the guesswork when getting around!



Gethin Woodland Centre, Abercarnaid, Mesthr Ydyfil CF48 1YZ  
07902 589955 info@bikeparkwales.com  
www.bikeparkwales.com



Great Llwygy Farm, Abergavenny, Monmouthshire NP7 7PE  
07779 243099 gwenda@blackmountainscyclecentre.com  
www.blackmountainscyclecentre.com



Cwmcam Visitor Centre, Cwmcam, Crosskeys NP11 7FA

## If you love cycling you'll love S E Wales.

There's nothing like the thrill of taking all the family out for a day's cycling, and there are so many safe routes to choose from around South East Wales. We have selected some of the most popular family trails in this leaflet, and most avoid busy roads. You can get to nearly all the routes by car, and once you have parked up and donned your helmets, you will be all set for some memorable rides through some spectacular countryside and parks. To help you plan your next adventure, we have created an online interactive map that will make it even easier to explore our region by bike. Look out for the NCN (National Cycle Network) symbols that accompany most routes - they make extremely useful navigational tools.

There are hundreds of traffic-free routes to discover and enjoy in South East Wales.

Whether you want to make a day of it and pack a picnic, or ride for just a few hours closer to home, you'll find plenty of stunning scenic views and historic attractions to stop and see along the way - plus it's also a great fun way of keeping everyone fit and healthy.



Plan your next cycling adventure with our online Interactive Map



Our online Interactive Map for use on desktop PC's is the must-see guide for anyone planning to explore South East Wales on two wheels. Click on the icon to launch the map or use the following link in your browser:  
[www.cyclewales.org](http://www.cyclewales.org)



The Interactive Map is a mine full of information. You will find hundreds of trails that cater for all cycling abilities, useful pointers for cafes and restaurants, accommodation for overnight stays, interesting things to see and do and bike shops for spares & repairs.



Inspiring scenery in our country. And if you are looking to swap tarmac for something a bit more natural, we have hundreds of miles of mountain and forestry trails to choose from. To help you plan your next adventure, we have created an online interactive map that will make it even easier to explore our region by bike. Look out for the NCN (National Cycle Network) symbols that accompany most sites - they make extremely useful navigational tools.

amateur cyclist alike. Thousands of individual riders and teams converge on our region to compete in races like the Velothon Wales, a 10 Stage race starting in Cardiff that attracts up to 18,000 riders in the Sportive category, and the world's most prestigious teams and professional riders in the Pro Race.



Plan your next cycling adventure with our online Interactive Map



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# Marketing Assets

## Social Media Featured Images

A featured image brings your Twitter and Facebook activity alive. Select from a comprehensive range of downloadable images to accompany your posts. You will find the images are grouped by Local Authority area to make it easier to find a cycling offer that's close to your business or attraction.

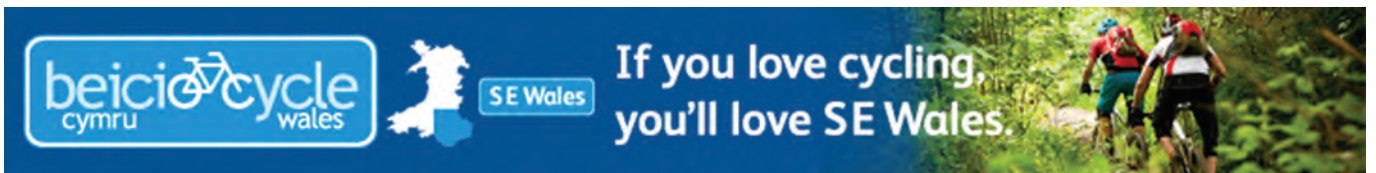




# Marketing Assets

## Online Banner Advertising

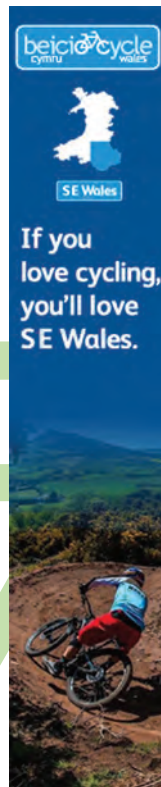
Website banners come in a range of universal standard sizes. We have selected some of the most popular banner formats for you to download and use on partner websites.



**Leaderboard**  
90px x 728px



**MPU**  
250px x 300px



**Skyscraper**  
600px  
x  
120px



**Wide Skyscraper**  
600px  
x  
160px