

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

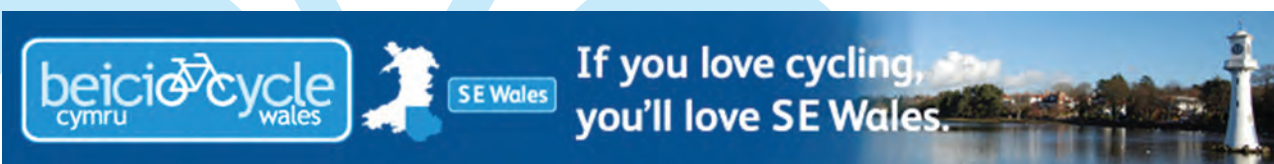
There is a range of downloadable branded online marketing assets for you to make good use of to encourage more cycling visitors to your business or attraction. There are four main leaflets that have been segmented by group interest that showcase most of the major attractions and cycling routes across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

## 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)

Whether it's a leisurely urban ride, or a more rural country challenge, some of the most interesting historic buildings and monuments in SE 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.



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

In AD75 the Roman Empire established the mighty Britain of their Augustus in what is now called Caerleon. This site boasts superb examples of Roman baths, walls & barracks in an amphitheatre. There are many Roman Legionary remains to be seen at Caerleon than anywhere else in Britain!

Loch Ffynon, the National Lake of Wales provides a great start or finish for cyclists wanting to enjoy the 107 mile of the Caerleon Trail. A recent £3.5 million funded restoration project has brought this 1927 cycle park back to its original glory. The cycle park has some new to hire, water, a drink and a bike to rent, before taking a cooling dip - we don't forget you bathers!

St Fagion is the most unmissable heritage attraction in Wales. Over forty buildings from many different periods in time have been lovingly restored throughout this 100-acre parkland site in the heart of the traditional Welsh way of life.

A recent Grade II listed building with its spectacular backdrop of woodlands, greenery, wetland and natural gardens. The Gwent Valley Community Centre Park in Blaenavon and is a terrific place for a leisurely ride for all the family.

Castell Coch is one of Wales' leading heritage attractions and one of international significance. Set within Park in the heart of the coast, Castell Coch's walls and towers have survived 2000 years of history just begging to be explored.

The Welsh Engine House was built in 1810 for the adjacent Cardiff Docks. They were owned by the Pugh family, who also owned the world famous Colaba's Ironworks.

The Welsh Engine House was the last ironed engine house in Wales. The light house was built between 1813-12 in response, it is said to a tragic ship wreck the previous year with the loss of 23 men that included at least one very high ranking military governor.

Between 1813 & 1830, William Brinley and his family produced some of the first porcelain in the world. His town was Treforest. The National Coal Museum Blaenavon preserves the important 200 year history of ceramic production in the area.

St Fagion is a designated World Heritage Site, the Blaenavon Ironworks played a crucial role in the production of iron during the Industrial Revolution. Experimentation of the ironworks led to the discovery of the basic process of making steel. Known as the 'Coke and Thomas Process'.

Built in 1894 and opened in 1900, the C&A Bank is a gem of a building. It is a masterpiece of more than 100 years of architecture. It is a fine example of the work of the famous architect, John James. It is a fine example of the work of the famous architect, John James. It is a fine example of the work of the famous architect, John James.

Click here to launch the Interactive Map

Castell Coch, meaning 'Red Castle' in English, is in fact a Welsh reproduction in the 'High Victorian Gothic Revival' style of architecture Commissioned by the 3rd Marquess of Bute as a rural 'second home' 'Castell Coch' being his first. William Burgess, the eccentric architect and interior designer, spent no expense with the square towers and steep gables.

As the heart of the lake of Gwent, Caerleon is a particularly special 17 mile stretch that has awarded Heritage Coast status in 1912. The Glamorgan Heritage Coast begins at Abercromby and goes all the way to Portlloyd in the west. The Heritage Coast features dramatic cliffs, amazing rock formations and excellent panoramic views - all brought by rolling country side.

The Slieve is an ancient granite hill in the heart of the Monmouth town centre. Built in 1724, it was formerly the centre for the Royal Engineers and Quartermasters for Monmouthshire.

Based on one of the most popular authors in Wales, a heritage steam locomotive gently pulls you through some stunning scenery along the full length of the Tal Ffynon Reservoir in the Blaenavon National Park.

Dignote Castle was a substantial residence of a Norman knight in the 12th century. The castle was established by William de London, soon after 1100 AD.

After more than a century of coal production, Llanelli was saved from demolition, and in 1989 the Rhondda Heritage Park opened its doors for the very first time. Experience what coal-mining was really like in the Welsh valleys for yourself!

Click here to launch the Interactive Map

Gwent commemorates the tough 1960 racing driver in the form of the statue of Sir John Williams. The purpose 20 metre sculpture looks over the site of the former colliery where the tragedy occurred and is a fitting tribute to the men whose names are not just forgotten but also remembered.

Built in 1824 and described as the most impressive monument of the Industrial Revolution in South Wales, Cyfarthfa Castle is now home to a fantastic collection of exhibits covering 2000 years of history. Visit the site to see the first steam railway, the first working locomotive and drives by Lewis Reilly and John McEwan.

Now used as an arts centre, the foundations of the house date back to around the 12th when it was built by the de la Pole family. The house was destroyed by a fire in 18th century for the Marquis of Bute.

The history of Cyffwrdd can be traced back to the 17th. Today, the mansion house and many of the buildings in the area are now open to the public.

A superb collection of art, natural history and archaeological exhibits are to be found in the city centre of Cardiff.

Wales by French painter Marc-Antoineoine Doyon. Clarendon and Borealis are the most important sites on the site that were established in the 18th century for the Marquis of Bute.

St Mary's Holy Church, Monmouth, is an Anglican church founded as a Benedictine priory in 1075. The current church dates mostly from the 16th and 17th centuries. It was designated a Grade II listed building in 1952, one of 26 buildings on the Monmouth Heritage Trail.





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**Bike Parks & MTB Trails**

SE Wales

Approved by  
Landscape  
Cymru  
Part Funded by  
Welsh Gov

## If you love cycling you'll love SE 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, Mestryr Tydfil CF48 1YZ  
07902 589955 info@bikeparkwales.com  
www.bikeparkwales.com



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



Cwmcam Visitor Centre, Cwmcam, Crosskeys NP11 7FA



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**Family Trails**

SE Wales

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## If you love cycling you'll love SE 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.



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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.

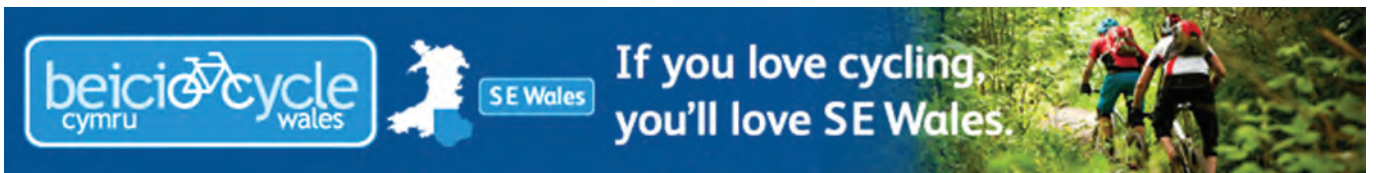




# Marketing Assets

## Online Banner Advertising

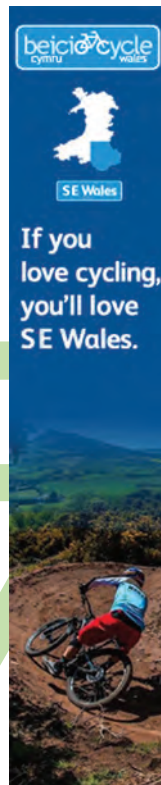
Website banners come in a range of universal standard sizes. We have selected some of the most popular banner formats for you to download and use on partner websites.



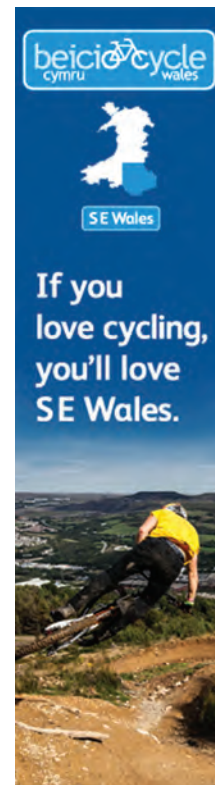
**Leaderboard**  
90px x 728px



**MPU**  
250px x 300px



**Skyscraper**  
600px  
x  
120px



**Wide Skyscraper**  
600px  
x  
160px