

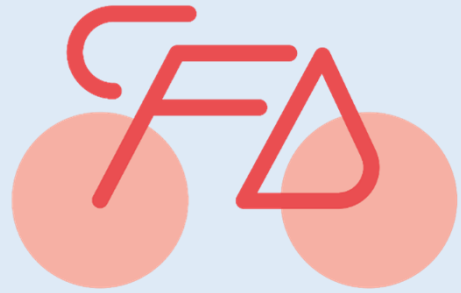
# CYCLE TOURISM TOOLKIT

DEAL . MONGEHAM . SHOLDEN . WALMER

# Cycle Tourism Toolkit

This toolkit explains the importance of attracting cycling visitors and how you can take advantage of this growing market.

The Toolkit is for any organisation involved in the visitor economy, whether accommodation provider, hospitality business such as restaurant, pub or cafe, attraction, event organiser or retail outlet.



## Why Cycle Tourism in Deal?

### The Right Time

It's important that we now concentrate on encouraging more sustainable tourism.

This doesn't just mean encouraging visitors to arrive by train, but also encouraging visitors to explore the area on two wheels or on foot. This will alleviate the pressure on our roads and parking, particularly in the high season.

And less cars means less noise, less dirt and less air pollution making Deal and even nicer place to be.

This also taps into the zeitgeist of Climate Change.

### The Place is Right

Deal & Walmer are built on a shingle bank. Mill Hill, Sholden and Mongeham are situated on chalk, the base of the North Downs. So, the area is flat, rising gently inland to a rural landscape.

This makes cycling a perfect visitor activity as the flatness encourages young families & older riders whilst the rolling landscape inland inspires stronger adventurers.

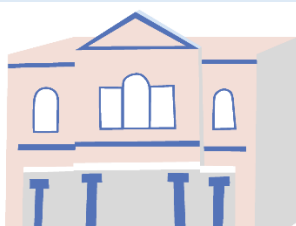
The cycling infrastructure reflects this: National Cycle Network Route 1 runs along the seafront and from Kingsdown to Deal Pier the route is traffic free.

### The Value is Right

Across Europe, Cycle Tourism is worth €44bn<sup>1</sup>. To put this into perspective, that is 10% more than the entire European Cruise tourism sector.

The UK has an opportunity as its current Cycle Tourism value is lagging behind at just £2.4bn<sup>2</sup>. But that still equates to 149 million day trips<sup>2</sup> and 1.23 million nights<sup>2</sup>.

Cycling-related businesses generate at least £5.4bn<sup>3</sup> for the UK economy each year, and they sustain 64,000 jobs<sup>3</sup>, mostly in cycle tourism.



## Our Deal – a town by the sea

Whether it's shopping, heritage, walking, cycling, sports or the arts, there's something for everyone in Deal. This cornucopia of riches has been repeatedly recognised with a stream of accolades.

# “Britain’s most beautiful seaside town”

Jeremy Swift, The Daily Telegraph, 2017

## ...and other accolades





# Cycling - A Great Deal

When it comes to cycling, Deal offers visitors a great Deal:



**NCN Route 1 traffic free**



**NCN Route 1 to Sandwich & Canterbury**



**NCN Route 1 to The White Cliffs & Dover**



**Betteshanger Park Cycle Track**



**Betteshanger Park Mountain Bike Trail**



**Circular Routes Mapped: Pier to Parlour**



**Circular Routes Mapped: Pier to Pit**



**Circular Routes Mapped: Skylark Loop**



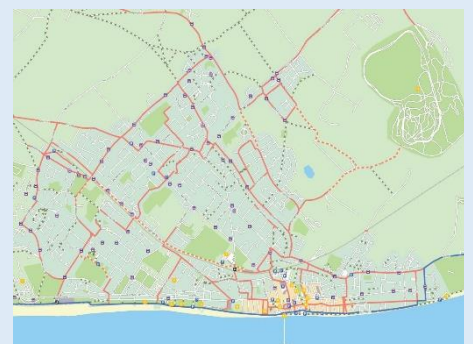
**Cycle Quietway Mapped**



**Ebike Hire**

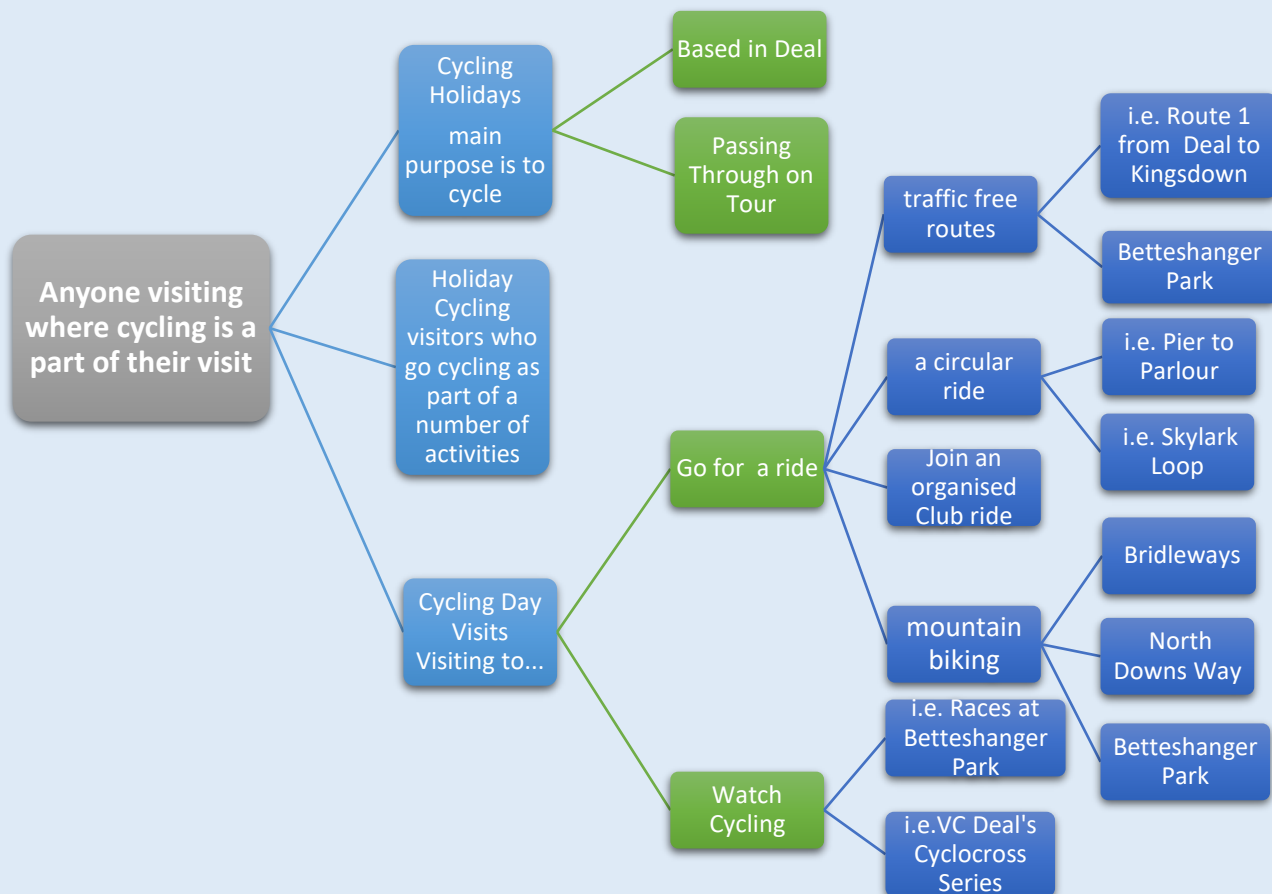


**Cycle Hire**



**Cycling Map**

# Who are our Cycling Visitors?



## THE VISITOR ASPIRATION

‘Visit England’ research has found that after walking, in its many guises, cycling is the second most popular activity visitors to the UK are interested in doing.<sup>4</sup>

Visitors expect to mix up their holiday with more than outdoor activities and the Tier 1<sup>4</sup> things they like to do are listed here along with examples of relevant features in and around the Deal area.

### Visit famous/iconic tourist attractions

- Dover Castle
- The White Cliffs
- Walmer Castle & Gardens
- Deal Castle
- Sandwich

### Exploring history & heritage

- Smugglers' Town
- Kent Collieries
- Royal Marines
- Foreshore

### Experiencing rural life & scenery

- The North Downs Area of Outstanding Natural Beauty
- Betteshanger Park
- Church Farm Ripple

### Trying local food & drink specialities

- Deal High Street
- Kingsdown Water
- Solleys Ice Cream
- Time & Tide Brewing
- Ripple Steam Brewery
- Micropubs



# 21<sup>st</sup> Century Visitor Developments

## Adventures not Packages

Today, many people are looking for adventures. The days of the package holiday are long gone. Now people want adventures to get away from the rigours of daily life.

In cycling, this often translates as “Bikepacking”. This is cycling on and off road and carrying your basic needs (as little as possible!) on your bike. These adventures can be for a couple of days or a couple of months.

The interesting element of bikepacking is that it is an all-year-round activity. The adventure of bikepacking is as much about tackling the elements as it is about the terrain.

## Electric Bikes – a new power in tourism

Ebikes are making an impact on the visitor economy. They have levelled the market, quite literally by:

- Stretching riding lifespans. Now grandparents can ride with their grandchildren – and keep up!
- Flattening the terrain making our undulating landscape much less daunting
- Allowing riders to ride further
- Reducing the speed parity between drivers and riders instilling more confidence

Due to the simple charging process of ebike batteries, using one as a visitor is very easy. The major difference and subsequent concern for ebike visitors, is the price of an ebike. A decent entry level ebike is around £1,000. They’re not the sort of bicycle you park in the High Street and abandon for the day.

## Who Benefits from the Cyclists £?

Cyclists, unlike drivers, see more, stop more and enjoy more. It really is about the journey and the experiences along the way. Consequently, riders spend more on food & drink, visit shops more often, visit attractions and spend more on accommodation<sup>5</sup>.

The real income beneficiaries of cycling are accommodation providers, shops, cafes, pubs, restaurants & attractions, especially in rural locations.

As a simple example, if a visitor drives to London, they probably take a couple of hours using trunk roads and motorways. On a bike, it’s a whole day on mainly country lanes. And a rider probably won’t want to do it in a day, bearing in mind all the things they’re going to see along the way.

That’s why the economic argument to encourage cycling is quite simple and very powerful.

# Cycle Friendly Deal Accreditation

To further enhance the cycling offer from Deal and maximise the opportunities the cycling pound offers, Deal Town Council are offering accommodation providers, cafes, bars, pubs, restaurants and attractions the chance to gain **Cycle Friendly Deal Accreditation**.

## Benefits of Accreditation

Cycle Friendly Deal Accreditation is a mark of distinction & being accredited helps you stand out to visitors.

1. **The Marque** - Once your business achieves accreditation, you will receive your Cycle Friendly Deal certificate, window sticker and digital marque that you can display on your website, social media and in your publications.
2. **Digital Listings** - As part of the accreditation your business will be listed on the Cycle Friendly Deal pages on the Town Council and other locations as and when opportunities arise.
3. **The Toolkit** – Accredited businesses are eligible for a Cycle Friendly Deal Toolkit including a track pump, multitool & puncture repair kit
4. **Grants** - For a limited time, Deal Town Council is offering Grants to local businesses looking to support cycling.

The grant funding is a contribution towards the installation of secure cycle storage. This could be as simple as a lockable shed or a dedicated cycle store.

To qualify for a grant, your business must be located in North Deal, Middle Deal or Mill Hill.

### 5. Vouchers

- All newly accredited businesses will receive two free vouchers for use with the new ebike hire scheme
- Accommodation providers will also receive £10 off vouchers for ebike hire for any guest who stays for two nights or more.

Whilst the Town Council has the resources, it will keep accredited members up to date with cycling events and distribute appropriate cycling related leaflets as they become available.

The real reward for being cycle friendly is that it unlocks another dimension of the visitor market. Don't imagine all riders are lycra clad middle-aged males, some are, but cycling appeals across all ages, young & old, all socio-economic groups, families and the retired. Whilst it may be busier in the warmer months, it is an all year-round activity. According to research on the Danube Cycle Route, a cycle friendly attitude is as important as infrastructure<sup>6</sup>.

## Share Your Cycle Friendly Credentials

The important thing about being cycling friendly is that you've got to tell people about it. Put details of your cycle friendly credentials it on your website, your listings, your social media, your brochures. Don't be shy! Potential visitors are looking for this information.

## Being Cycling Friendly – The Basics

Being cycle friendly isn't rocket science, it's the same things successful hospitality businesses do every day:

- 🚲 a warm welcome
- 🚲 being flexible
  - Riders may arrive later for a stay and leave earlier
  - Groups of riders may wish to place orders whilst still on their way
- 🚲 Know your Deal
  - Places to eat
  - Local bike shops
    - Autobase in Walmer
    - Curwins in Deal
  - The club rides
  - Betteshanger Park activities
  - Local routes
  - Cycle Hire details
    - Mikes Bikes – Hut 55
    - Ebike Hire from Tides
  - Southeastern app
    - Train times
    - Departures & arrivals

## Being Really Cycling Friendly

Being truly cycle friendly means going that extra mile. This can be done with minimal investment and effort.

- 🚲 Secure Bike Storage
  - Indoor – It doesn't have to be a lot of space or specifically designed (Premier Inn will allow riders to put their bikes under the stairs)
  - Lockable garage, shed or outhouse
  - For cafes, pubs and bars, just somewhere riders can lock bikes up
  - Having a spare substantial lock available
- 🚲 Maintenance Facilities
  - A track pump
  - Allen keys
  - Small adjustable spanner
  - Puncture repair kit
  - Repair stand
- 🚲 Bike Wash
  - An outdoor hose (not a jet wash) or even a bucket & sponge
- 🚲 Washing & Drying facilities

## How to get your Cycle Friendly Accreditation

Use the checklists at the end of this booklet to guide you through the process of making sure your business is Cycle Friendly. Not every item needs to be completed, some may not be relevant to your business.

To apply for your Cycle Friendly Accreditation visit the Cycle Friendly Deal pages at [www.deal.gov.uk](http://www.deal.gov.uk) and complete the online forms.

*To qualify for accreditation at least four of the first ten items must be complete*



# Directory

## Local Bike Shops

### Autobase Deal

2 North Barrack Road, Walmer,  
Deal, CT14 7DS  
01304 374444  
[autobasekent@gmail.com](mailto:autobasekent@gmail.com)  
[www.autobase-kent.co.uk](http://www.autobase-kent.co.uk)

### Curwens

194 High Street, Deal, CT14 6BL  
01304 365823

### Pedaal Duwer

The Village Indoor Market,  
Sondes Road, Deal, CT14 7BW  
07927 914195  
[pedaalduwer@icloud.com](mailto:pedaalduwer@icloud.com)

### Cycle Tech Canterbury

Fully equipped mobile workshop  
07768 570068  
[enquiries@cycletechcanterbury.co.uk](mailto:enquiries@cycletechcanterbury.co.uk)  
[www.cycletechcanterbury.co.uk](http://www.cycletechcanterbury.co.uk)

### Locks of Sandwich

28 King Street, Sandwich, CT13 9BT  
01304 617161  
[shop@locksofsandwichcycles.co.uk](mailto:shop@locksofsandwichcycles.co.uk)  
[www.locksofsandwichcycles.co.uk](http://www.locksofsandwichcycles.co.uk)

## Cycle Hire

### Mikes Bikes

Hut 55, Marine Road, Deal,  
CT14 7DN  
07484727755  
[mike@mikesbikesdeal.com](mailto:mike@mikesbikesdeal.com)  
[www.mikesbikesdeal.com](http://www.mikesbikesdeal.com)

### Tides Ebike Hire

Tides Leisure Centre,  
Park Avenue, Deal,  
CT14 9UU  
[www.tidesleisurecentre.co.uk](http://www.tidesleisurecentre.co.uk)  
*Launch March 2020*

### Betteshanger Park

Sholden, Deal, CT14 0BF  
07824 569 181  
[info@betteshangerparks.co.uk](mailto:info@betteshangerparks.co.uk)  
[www.betteshanger-parks.co.uk](http://www.betteshanger-parks.co.uk)  
Range of bikes to hire for use  
within the Park

## Cycling Groups

### Betteshanger Bikers

Weekly cycle club for young  
(ages 8-14) mountain bikers.  
The Club meets from 10-  
11.30am  
[www.betteshangerparks.co.uk](http://www.betteshangerparks.co.uk)

### Deal & Walmer Wheelers

Meet regularly at Walmer  
Lifeboat Station for the pleasure  
of cycling though the local Kent  
countryside  
[www.dealwalmerwheelers.co.uk](http://www.dealwalmerwheelers.co.uk)

### Tuesday Tour

Senior Gentlemen Cycling Group  
which rides out on Tuesday  
mornings from The Pier.  
Anything from 15-40 miles  
including a refreshment stop.  
[www.tuesdaytour.org.uk](http://www.tuesdaytour.org.uk)

### Deal Tri

Actively promote training &  
racing in:

- Cycling
- Running
- Swimming

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

### Velo Club Deal

Promotes all aspects of cycle sport,  
on and off road, for all ages.  
[www.vcdeal.co.uk](http://www.vcdeal.co.uk)

## Apps & Websites



[www.cyclestreets.net](http://www.cyclestreets.net) & app



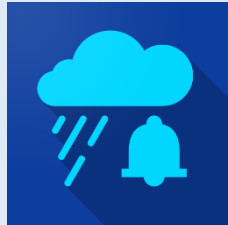
[www.explorekent.org](http://www.explorekent.org) & app

good journey

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



Met Office App



Rain Alarm App



Refill App



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







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



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

### Cycle Friendly Deal

Cycle Friendly Deal is a project funded by the Government's Coastal Community Fund and Deal Town Council. The project area includes the Parish Councils of Deal, Walmer, Sholden & Mongeham. The key aims of Cycle Friendly Deal are to:

-  Diversify Deal's tourism offer so we attract a broader range of visitors who stay longer
-  Extend the tourism season into Spring & Autumn months – the shoulder seasons
-  Create a new tourism offer aimed at families and occasional cyclists
-  Make Deal into a Cycle Friendly Town

For more information visit the Cycle Friendly Deal pages at [www.deal.gov.uk](http://www.deal.gov.uk)

### References

1. The European Parliament, Directorate General for Internal Policies, 2012: The European Cycle Route Network, Eurovelo, 2012.
2. Weston R. et al. Eurovelo Study, European Parliament's Committee on Transport and Tourism, 2012.
3. Newson/Sloman, The Value of the Cycling Sector to the British Economy / Bicycle Association, June 2018
4. Maru/edr Discover England Fund Research Outdoor Activities, June 2018
5. Clifton, K. et al. Consumer Behaviour and travel Mode Choices. Oregon Transportation Research & Education Consortium, 2012.
6. Meschik, M. Sustainable cycle tourism along the Danube cycle route in Austria. Tourism & Planning Development 2012/

# Cycle Friendly Deal Accreditation Checklist

Use this checklist to see what you need to do to gain Cycle Friendly Deal Accreditation.

Once you're ready to apply, visit the Cycle Friendly Deal pages at [www.deal.gov.uk](http://www.deal.gov.uk) and complete the online forms.

As an indicator, at least four of the first ten items must be completed to gain accreditation.

## All Applicants

Item	Details	Done
1	Cycle Parking	
2	Local Information (i.e. local bike shops, train times, places to eat, weather, cycle clubs)	
3	Local Cycling Routes Information	
4	Betteshanger Park Information	
5	Cycle Hire Information	
6	Maintenance Facilities (i.e. track pump, tools)	
7	Cycle Friendly information on website, social media and leaflets	
8	Water Bottle Refills	
9	Sign up to <a href="http://www.WhiteCliffsCountry.org.uk">www.WhiteCliffsCountry.org.uk</a>	
10	Link to Cycle Friendly Deal page at <a href="http://www.deal.gov.uk">www.deal.gov.uk</a>	

## Accommodation Providers

Item	Details	Done
A1	Secure overnight cycle storage *	
A2	Packed Lunches	
A3	Bike Wash	
A4	Washing & Drying facilities	



## Pubs, Cafes, Bars & Restaurants

	Item	Details	Done
H1	Sign up as a Refill Station *		
H2	Accept advanced telephone orders from cycling groups		
H3	Process for dealing with group arrivals		

## Attractions

	Item	Details	Done
V1	Sign up to Good Journey		

## Employers

	Item	Details	Done
E1	Cycle Parking		
E2	Cycle to Work Scheme		
E3	Changing Facilities		
E4	Flexible start & finish times (i.e. to support school drop-off and collection)		
E5	Mileage payments for business cycle travel		
E6	Incentivise active travel (i.e.to the equivalent cost of a parking space)		

\*Essential items

*If you're ready to apply for your Cycle Friendly Accreditation, visit the Cycle Friendly Deal page at [www.deal.gov.uk](http://www.deal.gov.uk) and complete the online forms.*