

## Useful Information



**Gawton Gravity Hub** run the Downhill Tracks at Maddacleave Woods and Blanchdown Woods (aka Tavi Woodlands). For passes and membership, apply through [www.gawtongravityhub.co.uk](http://www.gawtongravityhub.co.uk) or purchase from Dartmoor Cycles (details below)



**Dartmoor Cycles**  
t: 01822 618178  
w: [www.dartmoorcycles.co.uk](http://www.dartmoorcycles.co.uk)



**Haldon Forest Park**  
t: 01392 834251  
w: [www.forestry.gov.uk/haldonforestpark](http://www.forestry.gov.uk/haldonforestpark)



**Sustrans**  
t: 0117 926 8893  
w: [www.sustrans.org.uk/](http://www.sustrans.org.uk/)



**Dartmoor National Park**  
t: 01822 890414  
w: [www.dartmoor.gov.uk](http://www.dartmoor.gov.uk)



**Tamar Valley Area of Outstanding Natural Beauty (AONB)** t: 01822 835030  
w: [www.tamarvalley.org.uk](http://www.tamarvalley.org.uk)



**National Trust**  
t: 01392 881691  
w: [www.nationaltrust.org.uk](http://www.nationaltrust.org.uk)

**Bissoe Cycle Trail**  
t: 01872 870341  
w: [www.cornwallcyclehire.com](http://www.cornwallcyclehire.com)



**Devon County Cycling**  
t: 0845 1551004  
w: [www.cycledevon.info](http://www.cycledevon.info)



**Cornwall County Cycling**  
w: [www.cornwall.gov.uk](http://www.cornwall.gov.uk)  
and search for 'cycle routes & routes'

**1 South West**  
t: 01392 834220  
w: [www.1sw.org.uk](http://www.1sw.org.uk)

## A Quick Summary

A 'cyclist friendly business' would usually look to provide:

### En-Route stop-offs

- Locks and a permanent feature to lock bikes to, preferably covered
- Suitable foods and drinks easy to digest and hi-carb (pasta not pasties)
- Good 'real coffee' at a good price
- Packaged healthy snacks that can be taken away and eaten during the rest of the ride
- Bottles of water and energy drink
- Be prepared to re-fill drinks bottles with water free of charge

### Overnight stays

- A lockable storage area (garage, secure shed or outbuilding/annex)
- Locks that can be borrowed
- Safe storage for IT equipment and charging facilities
- A washing machine muddy/sweaty kit can be washed in
- A wipe clean/tiled area in which muddy cyclists can get changed
- An area for bike washing or cleaning

# Making Your Business Cycle Friendly



Are you ready for the  
quiet revolution?

## Between 2008 and 2009 the cycle industry saw a 12% growth.

Cycling is now no longer exclusively the preserve of sweaty men in Lycra. More and more it is enjoyed by a wide variety of people. The South West already has a number of very popular cycling based projects that are attracting a large number of cyclists to the area. Facilities are constantly being developed and improved, attracting more cycling visitors to the region. This leaflet will help ensure you and your business are ready to make the most of this opportunity.

There are many types of cyclist. In this leaflet you will find hints on how to identify them and what they might need from your business. Every business has the resources to cater for at least one of these groups. Take the time to read this leaflet and have a look at the resources you already have. Knowing which groups you can cater for, and how, will help ensure visitors to your business have a good experience when they visit and recommend you to others.

This booklet has been produced with support from:



The European Agricultural Fund for Rural Development: Europe investing in rural areas

Increasingly, cycling is becoming a family pastime. 'Off road' cycle tracks are popping up everywhere and facilities such as the Camel Trail or Tarka Trail are incredibly popular and bring tens of thousands of visitors to an area. Very often these routes have a destination that involves a sit down, a drink and a bite to eat. Routes such as the one by the Exe Estuary have a pub (The Turf Locks) at the midway point. The Turf has taken full advantage of its increase in visitors and provides a warm welcome for cyclists.

Many families now arrive at their campsite/guesthouse with bikes on/in the car or van. Knowing what facilities are in the area, where they are and who they are suited to, can prove to be invaluable.

### Requirements

#### En-Route stop-offs

As previously mentioned many leisure family routes have a refreshment stop at the midway point. If this happens to be your business, lucky you! Leisure/Family cyclists are the least demanding of all, however providing a covered area where they can lock their bikes (very often hire bikes) sets you out as 'THE' destination for the ride. Leisure cyclists are 'normal'; they require no special food or drink but 'good family fayre' will prove popular. Leisure cyclists will frequently stop for a meal to 'break' the journey. The stop and meal is very often the highlight of the ride and as such many businesses have modelled themselves around fulfilling this role.

#### Overnight stays

Often families or leisure cyclists are uncomplicated. They rarely ride their bikes in the rain and they use a bike as more of a pastime, something they 'do' together rather than an aim in itself. Once more though a structure, or area that bikes can be locked to (something solid) is a definite advantage. Knowledge of where they can hire bikes or get them repaired is always useful to know.



Photo courtesy of Tamar Valley AONB.

# Mountain Bikers

Mountain Biking is a very popular sport in the South West and something that the whole region is looking to capitalise on. Mountain Bikers come in two main varieties and have very different requirements;



Photo: Simon Young

## Cross Country or Trail Mountain Bikers

These Mountain Bikers will be looking for longer routes to ride with as much off-road content as possible.

Maps showing routes across the moor and countryside are always popular; better still is knowing where local trails and trail centres are. Haldon Hill is a highly

regarded destination for Cross Country riders but there are

some fantastic routes on Dartmoor that are well worth knowing about too.

The 1 South West website is a fantastic resource and worth familiarising yourself with. It provides a wide range of permissive trails suitable for Mountain Bikers along with route photographs and information.

The bikes can range from £500 to £5000. Most use suspension at least on the front. They can wear the traditional Lycra (if serious) but also wear much baggier attire with peaked cycle helmets.

## Down Hill Mountain Bikers

Down Hill Mountain Bikers or DH Riders are committed to their sport. They wear expensive body armour and 'full face' motorbike style helmets. Their bikes are frequently equipped with complex suspension systems front and rear. DH Bikes look more like Motorbikes than a traditional bicycle. They tend to go to one spot and ride there all day, so having directions and details of the sites at both Devon Great Consols ('Tavi Woodlands') and Maddacleave ('Gawton') is very handy. For these details, leaflets about the site and where riders can buy membership / day passes, contact Gawton Gravity Hub. Other sites are springing up all over the region, so it is worth keeping up to date with these too. Their bikes are usually some of the most expensive and desirable. However, suspension units can be vulnerable to damage so slinging these bikes in a shed simply won't do for this group.



Photo: Chaz Curry/Tamar Valley AONB

# Mountain Bikers

## Requirements

### En-Route stops-offs

Riding a long way off-road requires serious amounts of calories but with few cafés or tea rooms, selling flapjacks and sealed healthy hi-carb snacks would put you at an advantage. Also, places like Dartmeet Café have become popular as it is right in the middle of a popular ride. If you find mountain bikers are becoming frequent visitors to your establishment, then it is likely you are on a route that is already, or is becoming, popular. Bottles of water, energy drinks, granola bars, flapjacks, dried and fresh fruit will prove popular amongst this group; they will eat some there and buy some to take away.

DH riders will invariably use the facilities at the site they are riding or a local supermarket to stock up for the day. However, they do like going out in the evening so pubs with good quality, value for money food and a wide selection of beers and ciders can expect to see a good trade.

### Overnight stays

As with all cyclists, lockable storage is a must, but like Road Cyclists this group is far more likely to want a secure facility that they can lock their bikes in. Muddy clothes are also highly likely so a washing machine that they can put muddy kit in is a great help. As a result, a wipe clean/ tiled area for changing out of muddy gear is also a great way to make them feel less self conscious about traipsing in to your establishment covered head to toe in the local fauna and flora. Some

bunk houses and Mountain Bike friendly accommodation providers also have a bike wash facility where muddy steeds can be washed down and chain oil, etc re-applied. This is a real bonus. You can further enhance your business by providing a workshop area with a bike stand, although shy away from providing tools; this can lead in to a complex legal situation and besides the tools can be expensive and most mountain bikers will bring their own. The good news is that Mountain Bikers frequently 'base' themselves somewhere and then explore the area.

# Touring Cyclist



'Light Touring' can be done with a couple of panniers and on a fairly light-weight drop-handlebar bike, however 'Expedition Touring' is now becoming far more popular and this group comes heavily laden.

## Requirements

### En-Route stop-offs

As with Road Cyclists, coffee is a firm favourite and a café can become a well-used stop-off with all cyclists because it serves a good cup of 'real coffee'. Touring Cyclists are an easy group to please and partake in fairly traditional fayre. They take their journey at a slower pace and so 'easy to digest' food is less of a requirement, although value for money is always fairly high on the list. Again, it is a good idea to offer a lock for their bikes and something solid to lock it to.

### Overnight stays

Some sort of lockable storage is ideal, although those touring tend to be less precious about their bikes as they are more robust and built to take a bit of abuse, so somewhere they can secure their bike out of sight to something solid is ideal. A washing machine and drying facilities will again be very useful. Expedition Tourers will almost certainly be self-sufficient and stop at campsites, however they can carry a lot of technical equipment and somewhere with a WiFi connection, charge point and safe storage for laptops and phones can prove a real plus.

# Road Cyclist



This is what most people think of when they think of a 'cyclist'. Most wear Lycra. They ride lightweight 'drop handlebar' bikes with 'skinny' tyres. They traditionally ride long distances but usually over the course of a single day only.

## Requirements

### En-Route stop-offs

They will traditionally want coffee and high carbohydrate food. Flapjacks and biscuits/scones packed with dried fruit are a great snack (particularly wrapped ones that can be taken away). Pasta, baked potatoes and rice dishes make great meals; but nothing too fatty or hard to digest. These cyclists will always want somewhere secure to lock their bikes, preferably under cover. They may ask to have their water bottles refilled and being happy to do this free of charge ensures a good reputation and future business.

### Overnight stays

'Credit Card touring' is becoming very popular amongst Road Cyclists. This means they can ride without carrying extra kit. If they are staying overnight then a washing machine they can use is a must; sweaty kit needs regular washing and it is expensive, so most cyclists only have three or four changes of kit at the most. If they are on a Credit Card tour they may well only have one set of clothes for riding and one set for the evening.

These cyclists ride highly technical, expensive bikes and may want to keep their bikes inside or at least in a lockable store. An open lean-to, rickety shed or greenhouse will generally be unsuitable for their pride and joy!