

Coast2Coast Cycle Route

Bike & E-Bike Opportunities

9th March 2023

PREPARED FOR



Urban Foresight
is a consultancy with offices in
Newcastle and Dundee.

We work to improve lives
through active and sustainable
travel innovation.

Agenda

- What is the Coast2Coast route?
- Who will be cycling it?
- What are the benefits to the region?
- Types of bike and ebike infrastructure
- Accessibility
- Funding and support
- Questions



Introduction

Cycling has been identified as a sector that could drive economic opportunities in the South of Scotland through the development of a world class cycling tourism offer.

South of Scotland Enterprise, in collaboration with partners, have designed a Coast2Coast cycle route for visitors that aims to:

- Increase investment into the region
- Supports recovery post Covid
- Improves access to sustainable travel



The route



The Cyclists

A background image showing two cyclists riding on a road. The cyclist in the foreground is wearing a blue jersey and a blue helmet, leaning forward in a racing posture. The second cyclist is behind and to the right, wearing a white jersey and a white helmet. The background is a blurred landscape with green hills and a blue sky.

CHALLENGE GROUP

Experienced cyclists 'the hard core' who would cycle the entire route in a few days

EXPLORER GROUP

Relatively experienced cyclists who will cycle the whole route at a slower pace or undertake one or two sections of the route

- Main age group is 35-54
- Income tends to be higher than the population as a whole

The stops

CHALLENGE ROUTE

Aimed at experienced cyclists who would like to challenge themselves and cycle the route quickly.

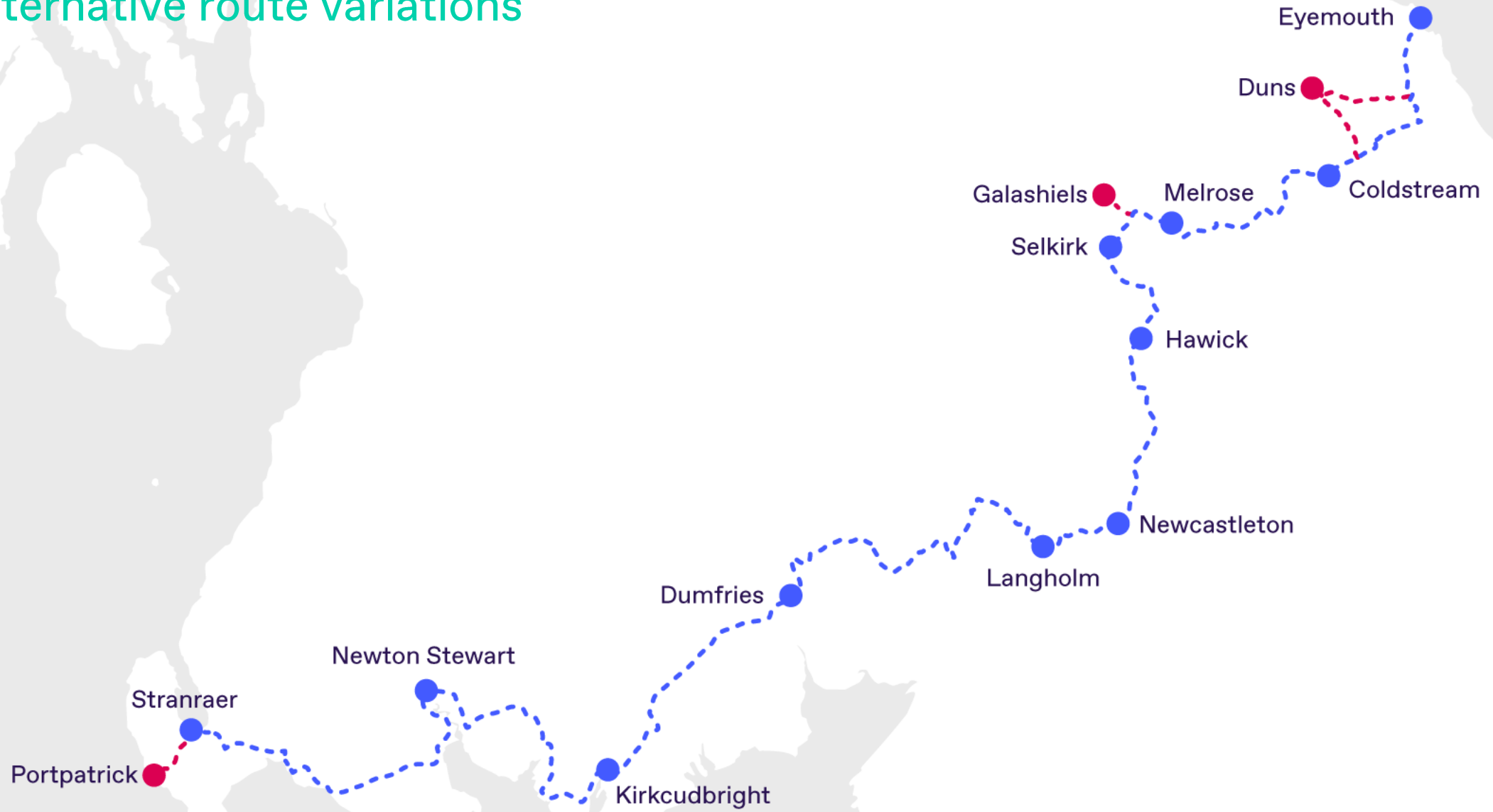


EXPLORER ROUTE

Aimed at experienced cyclists who would like to cycle the route at a slower pace and explore the area in the process.



Alternative route variations



The Cyclists and associated economic opportunities

MARKET PENETRATION RATE (MPR)

Reasons to visit →

Holiday or break where the main purpose was to cycle the whole route

Holiday or break where the main purpose was to cycle part or parts of the route

Low MPR →

VISITORS

44,584

59,960

EXPENDITURE

£5,944,072

£2,368,421

FTE

85

34

High MPR →

VISITORS

71,796

103,545

EXPENDITURE

£9,573,039

£4,090,029

FTE

136

58

DEMOGRAPHICS

→ Main age group is 35-54

→ Income tends to be higher than the population as a whole

SEASONALITY

74%

APR - OCT

There is a large degree of seasonality in the projected monthly visitor numbers, with 74% of visitors anticipated between April and October

CASE STUDY

Elbe Cycle Route (Elberadweg), Germany

- Most popular cycle route in Germany
- Long distance and short trip cyclists
- 1300km cycle route
- Yearly Elberadweg Handbook
- Local Ambassadors
- Community involvement



Elberadweg Nord von Cuxhaven und Brunsbüttel bis Wittenberge



Der nördliche Abschnitt des Elberadwegs offenbart Ihnen faszinierende Einblicke in Natur und Kultur. Die frische Seeluft begleitet Sie vom Nationalpark und UNESCO-Weltnaturerbe Wattenmeer auf Ihrem Weg durch die maritime Landschaft der Unterelbe. Genießen Sie die pulsierende Metropole Hamburg. Wohltuend ist die Ruhe, die Ihnen die Elbmarsch und die Elbtalau bieten. Im UNESCO-Biosphärenreservat »Flusslandschaft Elbe« finden Sie die Natur noch in einem weitestgehend ursprünglichen Zustand vor.

Abschnitte A bis F



Große Weite im Norden bei Balje



Nähe Hitzacker



Anzeige

Fischauktionshalle in Altona



Koordinierungsstelle Elberadweg Nord
c/o Herzogtum Lauenburg
Marketing und Service GmbH
Elbstraße 59 | 21481 Lauenburg/Elbe
Tel. 04542 856862
nord@elberadweg.de

Deichpflege

Liebe Radlerfreunde, wenn Sie auf oder neben den Deichen radeln, werden Sie eventuell auf eine Schafherde (oder deren Spuren) oder Deichmähmaschinen treffen, die immer Vorfahrt haben. Die Schafe halten das Gras kurz und sorgen für eine feste Grasnarbe, was sehr wichtig für die Deichpflege und Deicherhaltung ist. Dass die Deiche im Marschland eine bedeutende Funktion haben, wurde spätestens durch die Jahr-

hunderthochwasser von 2002, 2006, 2011 und 2013 überdeutlich, als Hilfskräfte diese mit vielen Maßnahmen über Wochen stützen mussten. Das Elbvorland ist aber auch schon bei weniger starken Hochwassern so hoch, dass der Deichfuß nicht mehr zu erkennen ist. Bitte umfahren Sie die von den Schäfern gezogenen Zäune und achten Sie auf verschlossene Klappgatter (vor allem an der Unterelbe). Vorsicht ist geboten bei maschinellen Pflegearbeiten am Deich.

Vielen Dank!



What do Coast2Coast cyclists need?

- Cycle friendly accommodation
- SOS support
- Ebike and bike hire services, local and whole route
- Secure bike storage and parking
- Luggage/gear transport and shuttles between start and finish and public transport hubs
- High quality waymarking
- Charging facilities for ebikes

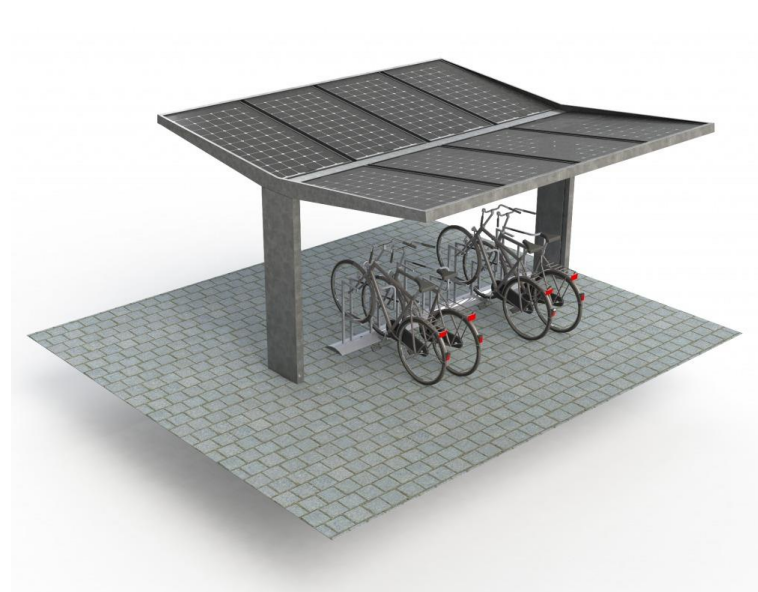
Types of infrastructure that businesses could provide

- Water refill
- Bike racks
- Overnight bike storage
- Ebike charging
- Gear Drying
- Bike cleaning
- Bike maintenance
- Seating
- Showers
- Toilets

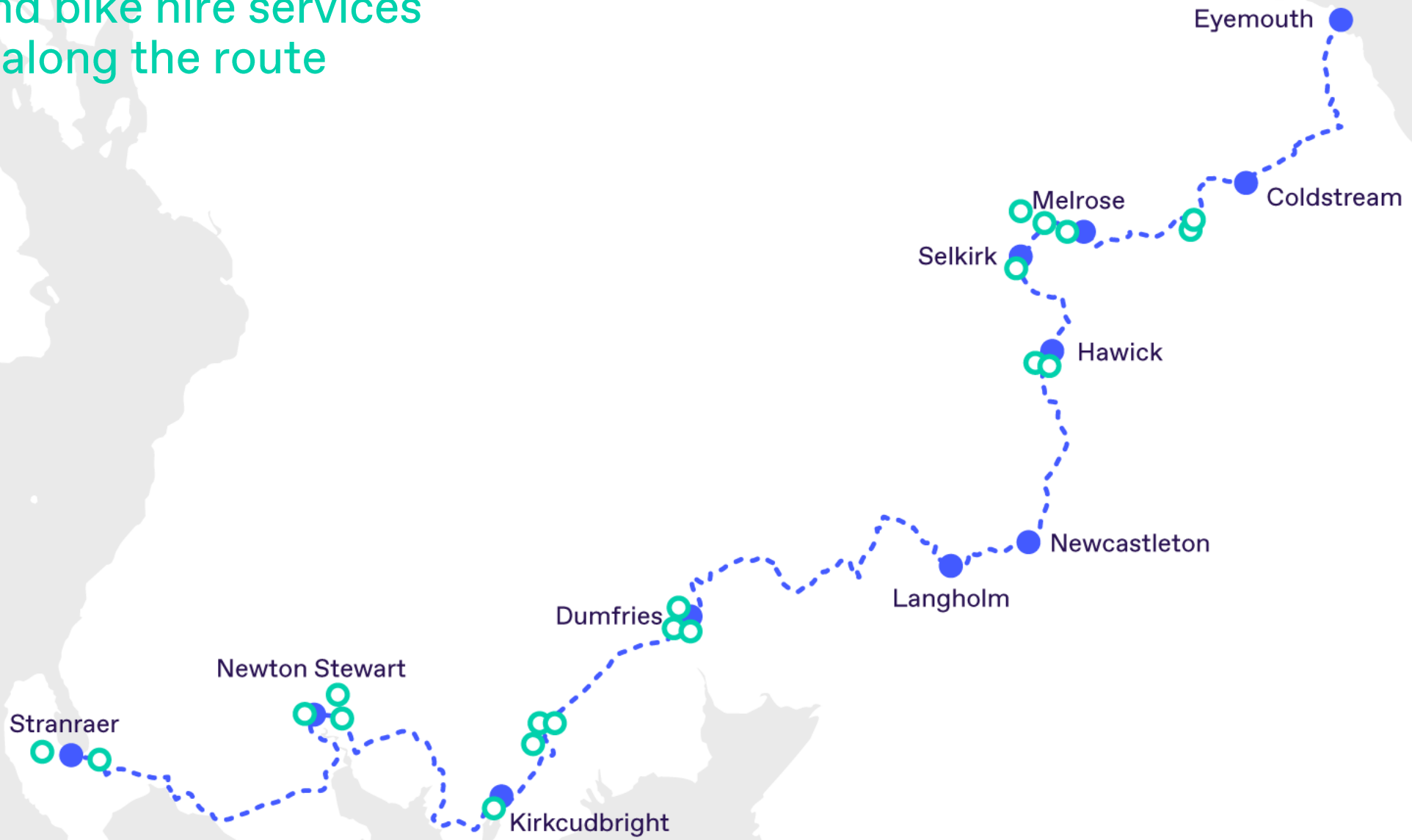


Types of infrastructure that communities & councils could provide

- Water refill
- Bike racks
- Overnight bike storage
- Ebike charging
- Gear Drying
- Bike cleaning
- Bike maintenance
- Seating
- Showers
- Toilets



Ebike and bike hire services located along the route



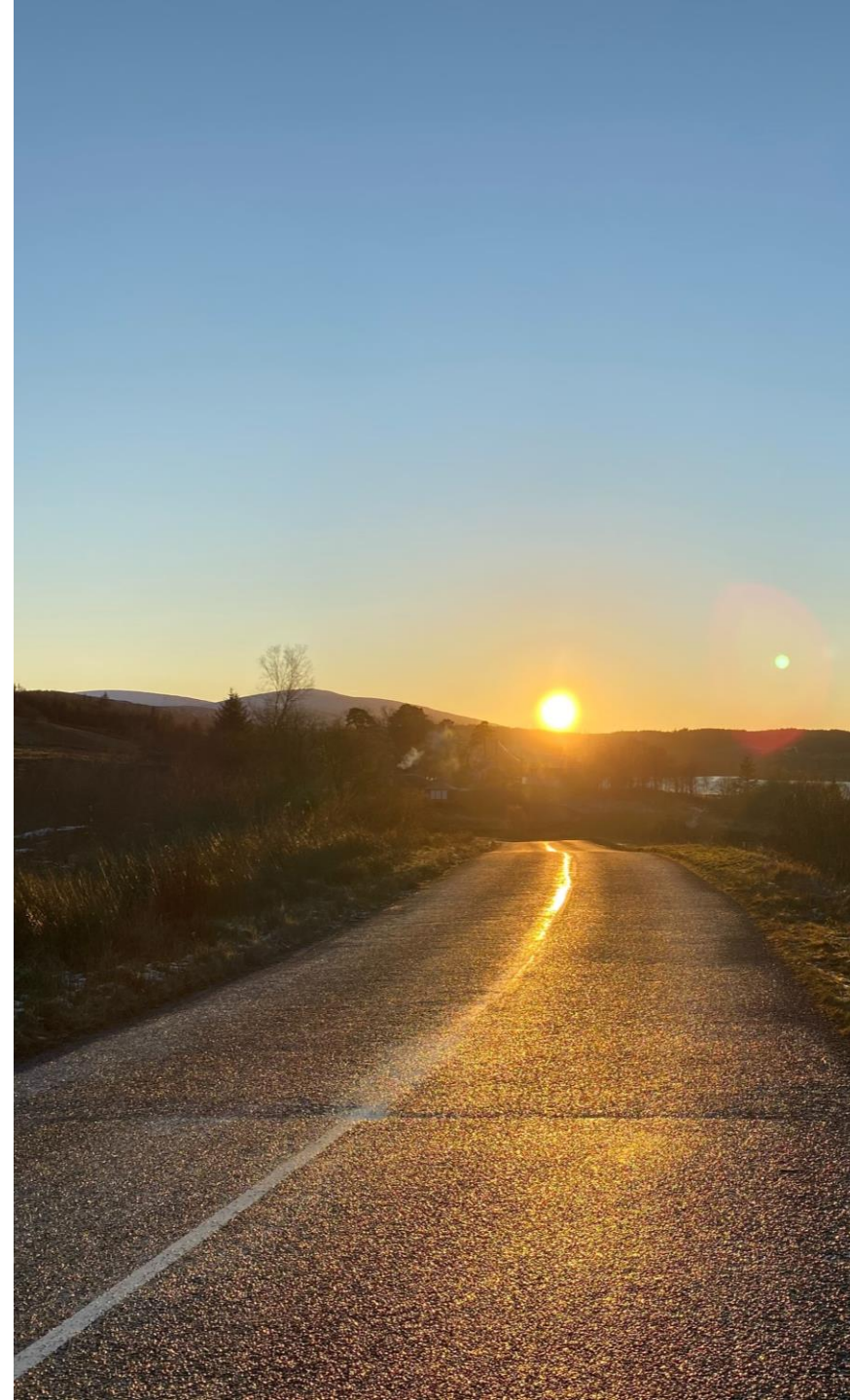
Accessibility Considerations

- Hardware
- User experience
- Space around the hardware



Advice and Support


- South of Scotland Enterprise
- Visit Scotland
- South of Scotland Destination Alliance



South of Scotland Enterprise
Established to:

- **Support;** Inclusive and sustainable economic growth/ for businesses and communities to help them meet their needs
- **Promote;** Improved services and infrastructure and the sustainable and efficient use and re-use of resources
- **Provide, maintain and safeguard;** employment, enhance skills and capacities relevant to employment.
- **Maintain, protect and enhance;** the natural and cultural heritage and environmental quality of the South of Scotland

Do you have a good idea to adapt or diversity your business, organisation or community with the development of the C2C Cycle route?

We are gathering ideas from communities and businesses to help identify opportunities for infrastructure improvements along the route. 

Please let us know, we will listen to your idea and ensure we capture them in detail across the South of Scotland.

Contact us

Email:

clienthub@sose.scot

0300 304 8888

<https://www.southofscotlandenterprise.com/>

South of Scotland Enterprise

Scotland. Made for Cycling.



Gravel biking in Dumfries & Galloway © Galloway Cycling Holidays/Warren Sanders

VisitScotland update

- Evolved the *Cyclists' Welcome Scheme* into a **Cycling Tourism Industry Guide**, to help businesses plan for the Cycling World Championships and beyond
- New **cycling tourism research** published on VisitScotland.org
- With Sustrans Scotland continue to develop and promote the **Cycling Map Microsite**, hosted on VisitScotland.com
- Working with Sustrans Scotland, we'll shortly run some BVOD and paid social media activity targeting families and less/in-active 40 – 60 year olds
- Paid YouTube activity running featuring local MTB guide **Aneela McKenna**
- **Scotland. Made for Cycling. video** is now live on YouTube
- For business advice, adding a FREE business listing to VisitScotland.com or help maintaining it, contact our local industry managers:
 - D & G – ian.tunaley@visitscotland.com
 - Scottish Borders – helene.sinclair@visitscotland.com

Skinny Tweed, Scottish Borders



Cycling Started Here: the proud home of the velocipede invented by Kirkpatrick Macmillan.

Cycling and active travel is a key part of our tourism offer.

Endless opportunities for bike based adventures to maximise the sustainable visitor economy.

Cycle along our historic coastlines, across our UNESCO-Biosphere, see celebrated national attractions from town to town and indulge in unique visitor experiences.

Join our upcoming webinars to discover how to maximise on tourism opportunities.



Scotland Starts Here

What funding is available?

- **Sustrans - Places for Everyone, Love Your Network Grant**
sustrans.org
- **Cycling Scotland - Residential Cycling Storage Fund, Cycling Friendly Community Development Fund**
cycling.scot
- **Paths for All - Smarter Choices, Smarter Places Open Fund, Ian Findlay Path Fund**
pathsforall.org.uk
- **Scottish Borders Council - Community Enhancement Trust, Neighbourhood Support Fund**
scotborders.gov.uk
- **Dumfries & Galloway Council - Community Fund**
dumgal.gov.uk
- **Social Investment Scotland - Social Enterprise Net Zero Investment Fund**
socialinvestmentscotland.com
- **The Pebble Trust - Pebble Trust Grant**
pebbletrust.org
- **Sport Scotland - Sports Facilities Fund**
sportscotland.org.uk
- **Motability - Community Transport Grant**
motability.org.uk
- **Bruce Wake Charitable Trust - Bruce Wake Charitable Trust Grant**
brucewake.trust.co.uk
- **National Lottery - Community Fund Bringing People Together (Scotland)**
tnlcommunityfund.org.uk



Any questions?

Thank you

For more information on how we can support your organisation, please contact:

clare.pennington@urbanforesight.org

E: hello@urbanforesight.org

W: urbanforesight.org



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The Catalyst, 3 Science Square
Newcastle upon Tyne, NE4 5TG
United Kingdom

City Quay, 30 Camperdown Street
Dundee, DD1 3AJ
Scotland