

YMUNWCH Â'R MUDIAD

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TOOLKIT SECTION 2

LEARNING FROM OTHERS

CYSYLLTU
LINKING
UP





Sustrans is the charity making it easier for people to walk and cycle.
We connect people and places, create liveable neighbourhoods,
transform the school run and deliver a happier, healthier commute.
Join us on our journey. www.sustrans.org.uk

Sustrans is a registered charity in the UK No. 326550 (England and Wales) SCO39263 (Scotland)

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LEARNING FROM OTHERS

Now that you've set up your group, reviewed your local walking and cycling network, and drawn up a plan to make improvements, how do you make sure people know about them and that they are used?

Well, there are a number of simple actions you can take to help attract more cyclists and walkers. These could be actions you can take as an individual to make your business more user-friendly, or they could be actions you can take collectively as a community. Either way, good paths themselves won't automatically attract more walkers and cyclists, you need to provide the additional services people are looking for. And the best way to do this is to look at what other people have done and learn from their experiences.



CASE STUDY

I WANT TO RIDE MY BIKE CARDIFF



Situated in the centre of Cardiff, I Want to Ride my Bike Cafe, along with its bar and workshop is about people, bikes, and of course great food and drinks perfect for the hungry cyclist.

Its central location has easy access to the city's parks, and the Taff Trail. As well as being a friendly cafe bar, with delicious food and drink offerings, their goal is to get more people on bikes and happier and healthier for it.



They aim to offer all that a cyclist would need including:

- Safe and visible cycle parking
- A workshop that people can use for bike repairs
- Cycling kits and clothing
- Sustrans' cycle maps for South Wales
- Good quality information about cycle paths in the area

So whether you want to get your bike fixed, need a pick me up after a long ride, or just want to hang out with fellow bike enthusiasts this is the place for you.

For more information:

www.ridemybikecafe.com

CASE STUDY

MOEL SIABOD CAFÉ SNOWDONIA



Situated in the heart of Snowdonia National Park, Moel Siabod Café is a must for walkers of all levels. Located in Capel Curig, the team, Gaby, Paul and Dorina provide the perfect welcome for those looking to experience the wonders of the Snowdonia landscape.

Whilst it offers all you would expect from a café: great food, designed to be just what you need when you come off the mountains, hot drinks, great cake and of course afternoon tea, there is so much more to Moel Siabod.

For a start there is a map display table showing the area around the café to help you plan your routes or to marvel over where you've been that day. They also sell a range of maps including OS as well as driving and cycle touring maps. These are complemented by a range of books of the various activities you can enjoy locally from mountain walking to climbing as well as the natural environment of the National Park. But it is perhaps their own free maps that set them apart.



There are a series of 14 walks all starting and finishing at the Café. These range from the easy 1 hour Plas y Brennan Loop to the 6 peak Siabod Challenge - a serious walk only for the most experienced mountain walkers, and if you beat Paul's time there's a free drink and cake in it for you! So there really is something for everyone. As the walks start and finish at the Café, they even have a long stay car park for you to use whilst you are out enjoying the mountains, just don't forget to call in for a restorative hot drink or slap up meal once you've finished!

And as if that wasn't enough, just call ahead and they will sort out a packed lunch for you to pick up before you start as well. Now that's what we call service.

For more information:

www.moelsiabodcafe.co.uk



CASE STUDY

TALYBONT ON USK



The village of Talybont on Usk can be found in the heart of the Brecon Beacons National Park. Its beautiful rural location means it has great access to the countryside including hills, woods, rivers, waterfalls as well as a canal and a reservoir. By working together the village have made the village into the perfect base for walking and cycling in the area.



Some of the facilities they have to offer include:

- A bike wash facility. Located outside the community hall, this well used bike wash allows people making the most of the local mountain biking routes to wash off their bikes (and themselves!) before heading home.
- Information about the walking and cycling routes in the area. An information panel in the centre of the village shows people where they can walk and cycling in the area. Featuring a number of circular routes, as well as links to longer distance ones, the village becomes the start and finish point for many people setting out to walk and cycle. This has a knock on benefit for local businesses such as the pubs and café.
- Self guided walks around the village. Four informative leaflets have been produced by the village tourism group and are available from the village shop, Talybont Stores, at a cost of £1 each.
- A walking and cycling festival. Every year the local community hold a festival highlighting the numerous routes in the area as well as local history and wildlife.

CASE STUDY

VISIT WALES CYCLISTS & WALKERS WELCOME SCHEME

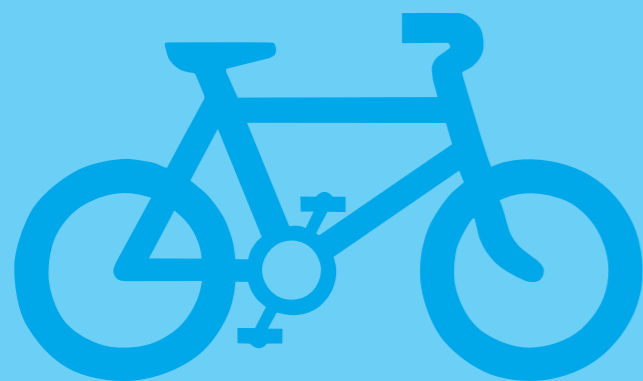


If you're an accommodation provider, then you might want to consider becoming a 'Cyclists and Walkers Welcome' accredited provider, under a scheme operated by Visit Wales.

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.

For more information:



CASE STUDY

PORTHCAWL



One of the biggest things you can do to attract walkers and cyclists is to promote yourselves. When a new section of cycle path was developed through the town this is just what the Council did in Porthcawl.



Using simple techniques the town was able to demonstrate that its cycle friendly. Blast Ads, using a stencil and a pressure washer are very effective, or even getting hold a couple of old bikes and 'branding' them before locking them to cycle parking stands around town are relatively cheap ways of promoting walking and cycling in your area.



CASE STUDY

THE CAKE ESCAPE ESSEX



Devised by Essex County Council, in partnership with Sustrans, to encourage residents and visitors to cycle through some of the most beautiful places in the county, the Cake Escape combines a little exercise with exploration of the countryside and the 'best of local café culture' - 'The more you cycle, the more free cake you can eat!'



To be classed as a Cycle Café, participating cafés and similar outlets are asked to demonstrate they are a 'destination that actively encourages cyclists' by:

- Displaying The Cake Escape poster and other promotional material
- Providing cyclists with free water top up
- Providing a safe and convenient place to park and lock up a bike
- Having a basic bike repair kit available at all opening times including a track pump, puncture repair kit, and basic spanner kit
- Having a First Aid kit
- Distributing local, regional and national cycle maps.
- Offering basic tourist information and providing details of cycle repair shops in the area

And agreeing to:

- Promote The Cake Escape in their establishment and social media/websites
- Return completed tear out pages from the Loyalty logbook and completed loyalty log books
- Return any comments/feedback relating to the scheme
- Provide a free slice of cake when presented with the cake escape loyalty logbook with four stamps

For more information:

www.thecakeescape.org.uk

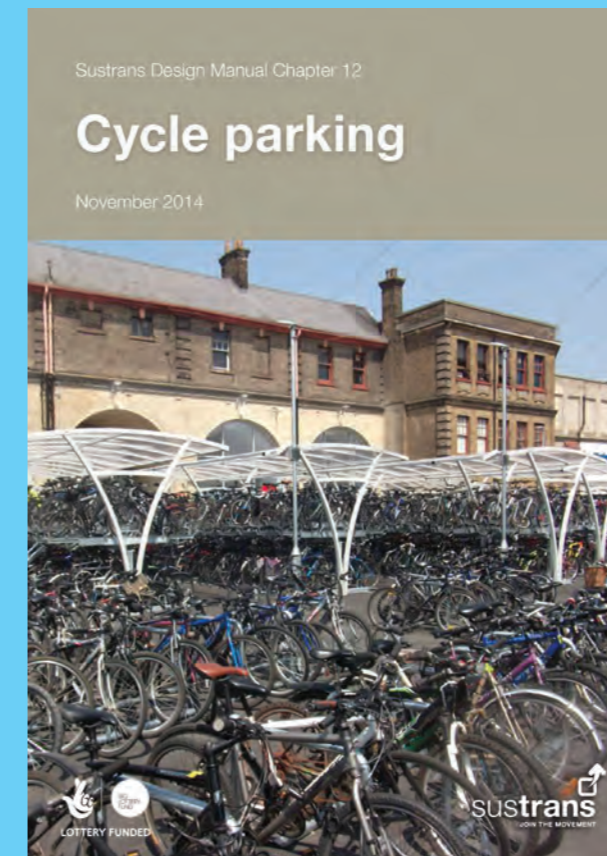


CASE STUDY

CYCLE PARKING DESIGN GUIDELINES



There are many innovative ways of providing cycle parking, and to help you decide what is best for you, Sustrans have a great guidance note on cycle parking design. The most common type of parking found around the UK is the Sheffield Stand, and this guidance note sets out the various dimensions required to install this simple solution. There are also lots of other parking solutions included so hopefully you should find something there that is suitable.



Just remember, like the rest of us cyclists want convenience, safety and limited effort. Parking should be easy to find and use.



CASE STUDY

INFORMATION PANEL GARW VALLEY



Are there lots of cycle routes in your area?

If there are, consider investing in an information panel showing people where they are with some indication of difficulty and the type of bike you might need to use them.



Panels should be positioned in a central accessible location such as adjacent to the nearest public transport hub or parking where families could leave a car and set out on a circular route on their bikes. Remember to include something for everyone if you can. Think about easy car free routes for families as well as tough mountain biking tracks if your landscape allows.

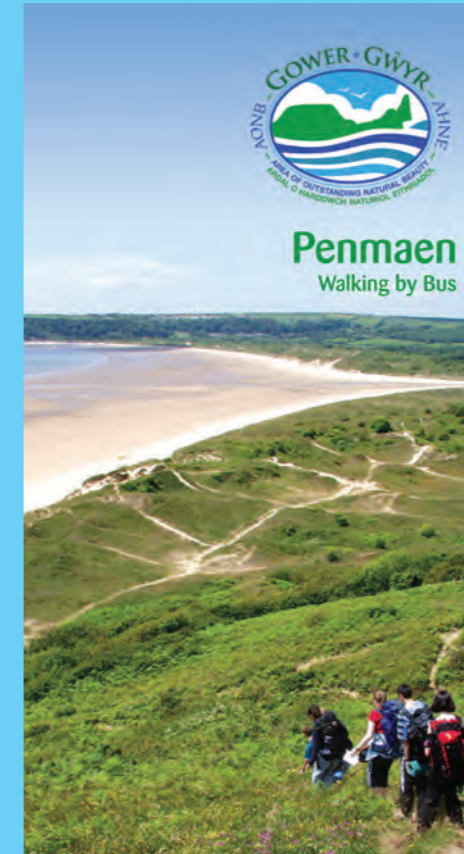


CASE STUDY

WALKING BY BUS SWANSEA



Keen to encourage more people to get out walking in Gower, but not keen on encouraging an increase in the number of cars using this busy tourist hotspot, Swansea City Council developed a number of 'Walking by Bus' leaflets.



This simple idea gives details of the bus number and frequency, a route map with directions and details of distance and time the walk will take you. This allows walkers to access the countryside using public transport, not only cutting down on car use, but also increasing accessibility for those who don't have access to a car, safe in the knowledge that they can complete their walk and be back in time for the bus home. Who knows, you might even have time to fit in a cup of tea or a pint of beer too!

For more information:

www.visitswanseabay.com/walking-and-cycling-in-swanea-mumbles-gower/walking-in-swanea-bay/walking-routes-in-swanea-mumbles-and-gower/



CASE STUDY

CYCLE ROUTES & TUBE MAP SWANSEA BAY



Keen to encourage commuters to ditch the car in favour of a bike for their journey to work, school or the shops, Neath Port Talbot Council and the City and County of Swansea have teamed up to produce the Swansea Bay Cycle Routes and tube map.



Cycle Map



With both areas boasting a number of high quality cycle routes, suitable for all abilities the tube map aims to highlight the routes which take the most direct and flattest journey and which are suitable for all types of bike.

Just like the London Underground map, each route is allocated a colour, which is replicated on signs along the cycle paths to ensure they are easy to follow. The map also shows train stations and gives an indication of the time to travel between nodes.

As well as the tube map, they have also produced a leaflet providing information on each of the routes, and an interactive map, which features short videos to give you an idea of what each route looks like before you head out, something that will make the map and routes a very useful tool for people with mobility issues too.

For more information:

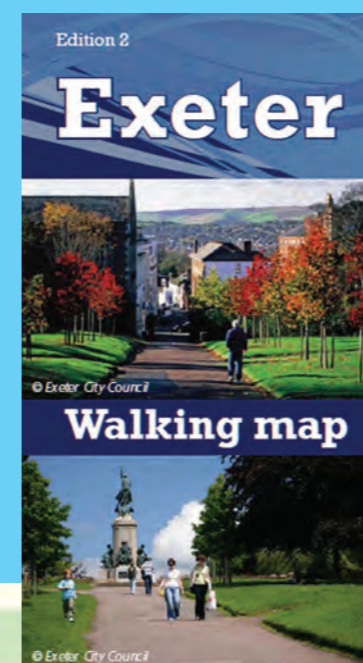
www.cycleswanseabay.org.uk

CASE STUDY

EXETER & HEREFORD



Keen to encourage residents and visitors alike to use more sustainable forms of transport, Devon County Council and Herefordshire Council have each produced leaflets aimed at making it easier for people to walk and cycle around the towns of Exeter and Hereford.



The Exeter map includes information about why walking is good for you as well as links to guided walks of the city, whilst the Hereford map concentrates on a 10 minute walking zone around the High Town, so that people can have an idea of how long it will take to walk to a given point. Their map also highlights things like bike shops should you be in need of any assistance whilst you are visiting the town.

Both are great examples of how you can provide information to aid walkers and cyclists and is something you could consider, possibly on a smaller scale for your community.

Exeter Walking Map:



Hereford Walking Map:



SUMMARY

The previous case studies are just a few good examples of how making small changes can make a big difference when attracting walkers and cyclists.

To summarise the three main things to provide are:

■ INFORMATION

Tell people about what you have to offer. Social media is a great way of getting your message out, along with innovative ways of advertising, although leaflets and posters do work too, as do information panels.

■ ASSISTANCE

Go the extra mile to make people's experiences better. Offer to fill up water bottles for free, provide somewhere for people to dry-off wet coats, provide blankets for people sitting outside, or keep a small puncture repair kit handy.

■ FACILITIES

Working together you can improve facilities in your area, such as additional cycle parking or even a bike wash.

