

Visitors with an interest in cycling and a concern for the environment have been considered by VisitScotland in the development of the Cyclists Welcome Scheme which recognises the special efforts made by businesses to provide for them, and to help them choose suitable accommodation and attractions and cafes to visit.



## CYCLISTS WELCOME SCHEMES

Cycling is an important growth area estimated to be worth £238M to the Scottish economy. with an increasing number of cycle routes being developed in Scotland.

Some visitors cycle the old drove roads, others use the excellent forest networks. Increasingly, visitors are encouraged to explore our towns and cities or by bike. There are also an increasing number of cycle routes being developed throughout Scotland.

Visitors who enjoy cycling have specific needs and it makes a positive difference to their experience if these needs are recognised and catered for.

Those wishing to apply for the Cyclists Welcome Scheme should display a commitment to looking after cyclists and understanding their particular requirements. Businesses should deliver a positive attitude towards cyclists and show a genuine desire to anticipate and meet their needs.

To become a member you must provide the criteria requirements listed and VisitScotland will verify that the required facilities exist during a site visit when next in the area.

## CYCLISTS WELCOME SCHEME FOR VISITOR ATTRactions

1. Provide where appropriate suitable bike parking either by:
  - Providing for visitors a suitable bike parking area, able to chain bike to a permanent structure
  - Where safe to do so allow cyclists to park their bike directly outside the business
  - Covered bike sheds or parking areas should be provided where possible
  - Consideration should also be given to provide charging points for e-bikes, these are becoming more popular
2. Where the above is not suitable and where applicable businesses should be aware of the nearest bike parking location and promote this clearly to their visitors.
3. Where applicable to assist cyclists with finding information on local public transport.
4. Provide emergency first aid contact details (i.e. local hospital / doctors surgery)
5. If not located in a named town or village, if requested, be able to supply Ordnance Survey co-ordinates, a map or clear directions. Sat Nav and GPS to be considered. Plus provide information on alternative (quieter and safer) routes suitable for cyclists.
6. If space is available for leaflets have a supply of local / national cycle route information. This can also include suggested Apps for Smartphones.
7. A separate space should be available for storing wet clothes, rucksacks allowing visitors to be able to enjoy the attraction at their leisure. A clothes hanging area would also enable coats to dry
8. Participants should be willing to refill water bottles free of charge and flasks with hot beverages.
9. Where appropriate able to assist cyclists with queries on local accommodation providers who are cyclist friendly
10. Free unrestricted Wi-Fi to be available.