Creating the Sandstone way: The nuts & bolts

A presentation by
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Tyne Valley MTB
Northumberland Joint Local Access Forum

Cycle Routes
Devised and Planned by Ted Liddle

Key

- ▬ Sea to Sea (C2C) Cycle Route
- ▬ Walney to Wear (W2W) Cycle Route
- ▬ Reivers Cycle Route
- ▬ Hadrian's Cycleway
- ▬ Way of the Roses Cycle Route
- ▬ Trans Pennine Trail
- ▬ Coast & Castles Cycle Route
- ▬ Pennine Cycleway
- ▬ Sandstone Way
- ▬ ▬ Borderlands Cycleway (proposed)
- ▬ ▬ E2E (proposed)
- ▬ Routes devised & planned by Ted Liddle
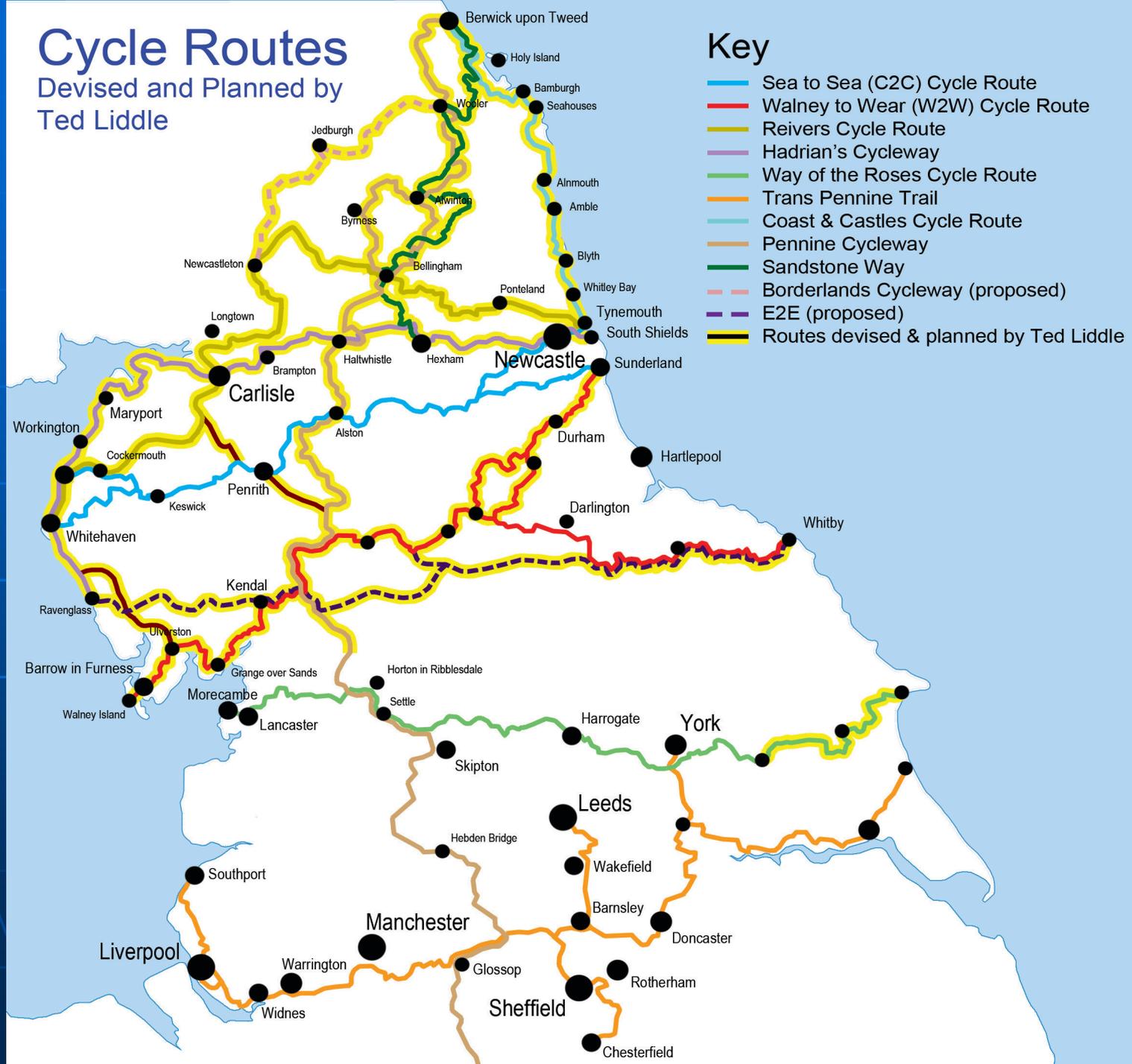
THE SANDSTONE WAY

(Berwick on Tweed to Hexham)
192km / 120 miles

A route for mountain bikers

Key

National Park

Area of outstanding
natural beauty

Berwick on Tweed

Belford

Wooler

Alnwick

Rothbury

Kielder

Elsdon

Morpeth

Bellingham

Hexham

TYNESIDE

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Mountain biking

Mountain Bike Participation Pyramid

The Participation Pyramid shows how the massive pool of novices progresses upwards to become a limited number of experts. There is only one brick at the very top of the pyramid and that is the world champion. Widening the base means that every subsequent level will automatically have more participants. It is short-sighted to focus on any one level without giving due consideration to the needs of, and impact on, all other levels.

Experts / *seriously committed*

Very competent / *really committed*

Competents with increasing skill / *regular commitment*

Better intermediates / *increasing commitment*

Intermediates / *intermittent commitment*

Gaining confidence / *casual commitment*

Novices / *dabblers*

The Participation Pyramid comprises millions of bricks; each *brick* represents one person; each *level* is a progressive stage in commitment and aquired skill; each colour change represents incremental growth in terms of commitment and aquired skills; the colours are in line with universally accepted Freeride gradings.

There are 3 types of Cycle Tourist:

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- Touring cyclists on linear / circular routes with a minimum of one overnight stay

- Cyclists who cycle once or twice during a holiday

- 'Day' cyclists including cycling event participants

There are 3 principal strands to Cycle Route Development:

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- Creating high quality routes: *Cycle Tourism linear or loop routes*

- Managing the experience: 'customer care'

- Unlocking the potential: *Linking the 'customer' with service-providers for mutual gain*

There are 3 key success factors which attract cycle tourists

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- Safe and continuous routes

- Pleasant countryside and cyclist-friendly villages (and cities)

- Clear and reliable signage and interpretation

(Eurovelo 2013)

There are 5 types of cycle route SPEND

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- Pre-route: *maps, clothing, equipment, advance bookings, tour operator, cycle hire etc*

- On route: *accommodation, meals, refreshment stops, postcards, stamps, snacks etc*

- Post route: *T-shirt, certificates, books, further planned trips*

- To / from route: *train, bike taxi etc*

- Charity fundraising: *sponsorship, corporate 'donations' etc*

There are 5 elements of *Managing the experience*

- **SIGNAGE:** *signing quality correlates with 'on route' SPEND*

- **MAPS:** *the route in a package (the concept - the tour - the memory - the trophy)*

- **MARKETING:** *if a product is not seen in the market place then it is not IN the market place*

- **MONITORING***: you can't improve or manage what you don't understand or know about*

- **MAINTENANCE:** *low on recognition / high on impact / key to 'managing the experience'*

There are 2 types of 'visit' SPEND

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- PRIMARY VISIT SPEND: *Generated from cycling a linear or loop tour*

- SECONDARY VISIT SPEND: *Generated from subsequent centre-based multi nights visits – feeling welcome & having easy access to local area information is essential*

There are 7 types of on route service provider

There are 7 types of on route service provider

- Accommodation: *B&B's, hotels, hostels, campsites, self catering, friends & family*

- Refreshments: *Tea rooms, pubs, general stores….*

- Relevant shops: *Cycle shops, cycling accessories, energy food, clothing, post cards etc*

- Visitor attractions: *On-route attractions (planned and / or discovered by chance)*

- Transport: *To / from and during*

- Cycle holiday support services: *Tour operators, cycle hire, people & luggage transport*
  Key support services: *TICs, loos, cash points, medical support*

ROUTE HARDWARE?

ROUTE SOFTWARE?

ROUTE HARDWARE is the route itself, hard signage, cycle parking, info panels etc

ROUTE SOFTWARE is the marketing, promotion, service provision, route management and route support information

There are 8 factors which turn a route into a product

There are 8 factors which turn a route into a product

- **Route alignment & infrastructure**
- **Route signing (on-road) Waymarking (off-road)**
- **Route support infrastructure**
- **Business training, support & engagement**
- **Cycle route mapping**
- **Website**
- **Route monitoring** (basic)
- **Sustainable route management**

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The cycle tourism cycle
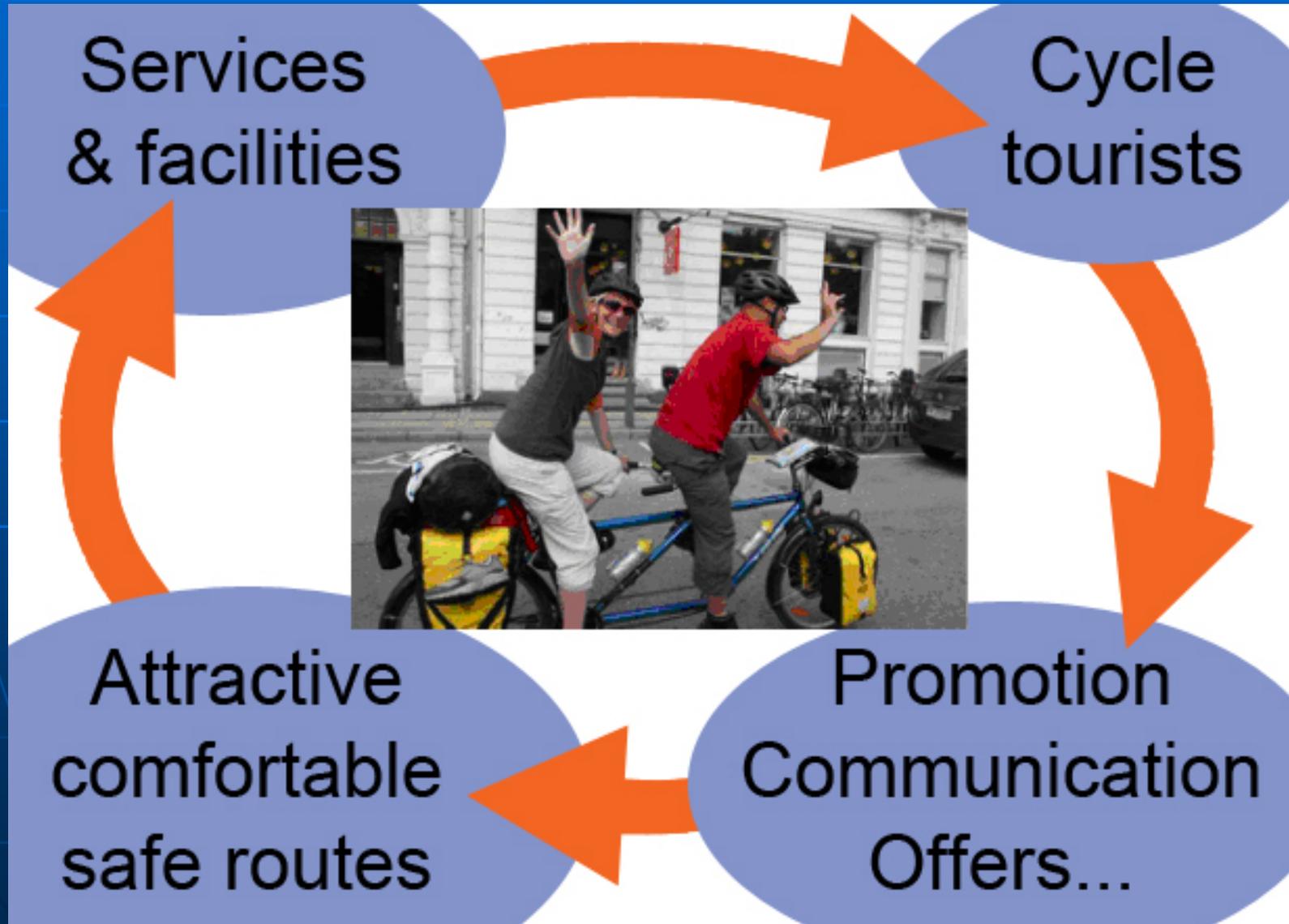
High standards!

- *Quality* is everything

- The *total experience* is the measure

- *Feedback* is now paramount

- A *good reputation* is invaluable

We all remember what happened to Dr Gloucester!

5 ⭐ Quality mapping, strong branding, excellent signing, well maintained routes, a managed experience, Cycling for all ages and abilities, community buy-In, effective long term strategy, re-investment, integration with local economy, interaction with suppliers and attractions, meeting the needs of a broad range of cyclists, providing an unforgettable experience!

4 ⭐ Signed & mapped routes generally maintained. Good standard maps. Marketing well informed but branding could be improved. Route management relies on basic user feedback. Service providers receive some training support. Cycles on public transport possible but not assured.

3 ⭐ Signed routes with some maintenance. Maps generally good. Some marketing but lacks insight. No route managment but some attempt to encourage service providers. Cycles on public transport possible but not reliable

2 ⭐ **Signed routes exist, minimal maintenance. Mixed quality maps. No route management. Marketing minimal**

1 ⭐ Some routes. Poor Maintenance & signage . Low quality maps (if any). Minimal marketing. No route management

0 ⭐ No routes & no aspect of recreational cycling recognised

The Sandstone Way shows the way