



DEVELOPING CYCLING VISITORS

in

Loch Lomond and the Trossachs National Park Summary Report

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CONTENTS

	Page
Introduction	3
Cycle Tourism in Scotland	4
Review of References to Cycling in the Park	5
Review of Promotional Activity	7
Competitor Review	8
Stakeholder and Partner Consultations	9
Business Survey	11
Industry Workshop	14
Actions & Recommendations	16

INTRODUCTION

Motomo Ltd and Bluebell Scotland were appointed by Loch Lomond and The Trossachs National Park to:

- assist them in developing and growing the visitor cycle offer in the Park
- making the most of their available cycling assets
- identifying opportunities to improve the development, delivery and promotion of the Park's cycling offer
- develop an action plan of recommendations to deliver the above

All of the above should help to establish Loch Lomond and the Trossachs National Park as a must visit, must return cycling destination.

Specific activities that were undertaken as part of this project included:

- an assessment of cycle tourism in Scotland
- reviewing existing references to cycling in the National Park
- reviewing current activity to promote cycling in the Park
- assessing existing cycling routes and products, and identifying areas of need
- undertaking a competitor review of similar destinations
- consult with partners, stakeholders and wider businesses to clarify the current market, identify opportunities and areas of concern
- deliver a series of recommendations and actions to strategically grow cycle tourism in the Park

The following report summarises all of the work that has been undertaken (more detailed information is provided in a separate report to the National Park) and includes a detailed report of actions and recommendations for progressing the promotion and take up of cycle tourism in the Park

CYCLE TOURISM IN SCOTLAND

In 2013 Transform Scotland produced a report titled *The Value of Cycle Tourism*. The report demonstrates the value of cycle tourism to the Scottish economy and highlights the opportunities for further expansion of the sector. The report concludes by setting out a strategic direction for cycle tourism stakeholders in determining investment roles and opportunities within the industry.

The study identified four major areas of economic contribution from cycle tourism in Scotland. Their combined values range between £117.2 million and £239 million per year, depending on the source used.

The report sets out ten recommendations aligned with the 'Priorities for Action' identified in the Scottish Tourism Alliance's 2012 strategy, *Tourism Scotland 2020*:

Strengthening Leadership and Collaboration

1. Strengthen Leadership and coordination across the sector
2. Deliver better collaboration between local/regional stakeholders

Knowing our Markets

3. Establish more comprehensive monitoring arrangements
4. Focus promotional activities on key market segments
5. Brand Scotland as a top destination for cycle touring
6. Develop key themed areas for leisure cycle tourism

Managing the Customer Journey

7. Continue the development and marketing of cycle routes
8. Enhance information provision and technology integration

Building Sustainable Tourism

9. Continue to support cycle events, and extend this support to smaller events
10. Create a development strategy for the growth of cycle tourism

Whilst the Transform Scotland recommendations were devised to be implemented at a national level, they are equally applicable to the National Park at a local level.

Further information about these recommendations can be found in the full report.

REVIEW OF REFERENCES TO CYCLING IN THE PARK

A number of key National Park documents have been reviewed and a summary of the references to cycling are shown below:

National Park Tourism Strategy and Vision 2012 - 2017

Tourism is the largest industry in the Park and the Park's **Vision** is to offer

A high quality, authentic experience for visitors with many opportunities to appreciate and enjoy the natural and cultural heritage within an internationally renowned landscape that compares to the best on offer around the world.

Visitor profile

- 60% of the leisure market are day visitors, mainly from central Scotland
- 40% are overnight visitors, staying on average 4.4 nights
- 60% of the overnight visitors are from Scotland, 19% from the rest of the UK and 17% are from overseas
- 60% of visitors have visited before, 40% are first time visitors
- Visitors come to the Park predominantly in adult groups - average group number 3
- Family groups have an average of 2 children per group

To attract visitors:

- Offer something new to those who have visited before
- Extend the appeal by offering a variety of activities and attractions
- Offer more in the Park so they choose Loch Lomond and the Trossachs over another destination.
- Promote cycling as an opportunity to experience the environment and go sightseeing
- National Park to take the lead in developing the cycling offer
- Develop partnership working with key agencies and community initiatives to maximise the potential offered by cycling

Outdoor Recreation Plan – June 2013

There are a number of activity areas and actions related to cycling in the Park's Outdoor Recreation Plan and this includes aims to develop the opportunities for:

- cycling day trips
- cycling hubs
- long distance routes
- assessing the impact of cycling on the settlements within the Park

Each of the above aims has a number of specific actions and aspirations attached to them, details of which are contained in full in the Outdoor Recreation Plan.

National Park Partnership Plan – 2012-2017

This document shows how the international family of National Parks can provide great examples of how Loch Lomond & The Trossachs National Park could look in the future with the right investment and focus. The report focuses on 3 areas, each of which has a wide range of challenges, as examples. The 3 areas are:

- Conservation
- Visitor Experience
- Rural Development

The challenges which are specifically pertinent to this study include:

- lack of awareness of the recreation opportunities on offer
- confusing signage and interpretation
- need to work more closely with businesses to communicate the activities
- opportunities for better cross-Park public sector collaboration to develop and promote the Park as a destination
- ensure visitors have an experience which matches the world-class landscape
- there is a great potential for improvements to scenic routes, viewpoints and public transport

Valuing the Park (A Summary of Tourism Data) – July 2011

LLTNPA commissioned this study to update their economic baseline, consider the contribution to the Scottish economy, assess the value of the Park's ecosystems and provide top level information from a visitor survey, commissioned in summer 2011. The report states:

- 71% of visitor days spent in the Park are day visitors, with 29% staying overnight
- 2% of respondents arrived in the Park by bicycle/mountain bike, but 7% used a bicycle/mountain bike as a means of transport once there
- 8% of respondents took part in cycling/mountain biking during their trip, with 3% saying it was their main activity.
- Day trippers that responded, were more likely than overnight visitors to mention cycling as their main activity (5% vs 1%).

REVIEW OF PROMOTIONAL ACTIVITY

Website content

A thorough review of the cycling content of a number of relevant websites was undertaken as part of this study and included the Park's own website, Love Loch Lomond, VisitScotland, Forestry Commission Scotland, the Developing Mountain Biking in Scotland project and also Sustrans. Full details can be found in the full report, however a summary of the findings is detailed below:

- All websites gave some information on cycling, but none was comprehensive
- Too many links to other sites frustrate potential visitors
- Lack of information on the full selection of routes available within the Park
- The Park is poorly covered on National sites
- Information is not presented in a downloadable friendly format
- Insufficient details on cycle friendly services within the Park to make it easy for visitors to access the product
- Route information is not searchable by route type, distance, degree of difficulty etc
- Transport options to facilitate day trips are not detailed

Cycling in the National Park Print Leaflet

This leaflet acts as an introduction to the cycling and mountain biking opportunities in the Park. Observations on the leaflet include:

- detail that mountain bike routes are also included
- the leaflet does not provide adequate details on the 22 route suggestions
- it signposts the visitor to further sources of information eg Sustrans, the Forestry Commission Scotland or to other leaflets
- unlike the website the leaflet contains details of cycle hire available within the Park
- unlike the West Loch Lomond Cycle Path leaflet there are no details about what to see and do along the routes
- there are no details of public transport options to help facilitate day/circular trips

Marketing

There is little evidence of specific marketing of cycling routes to target markets, but the development of the cycling offer provides an opportunity to develop marketing activity, eg.

- New cycling days out and round trips involving water buses provide interesting and 'new news'.
- The development of the route descriptions and the Park's website as a one stop shop for all cycling information for the area should act as a launch pad to raise awareness of the offer.
- All marketing and PR opportunities should be explored with key partners such as VisitScotland, Forestry Commission Scotland, Sustrans, John Muir Trust etc to maximise marketing spend and to extend reach
- The Park should continue to align their marketing with VisitScotland who are due to refresh their consumer segmentation for the UK market

COMPETITOR REVIEW

As part of the process to develop a strategy to encourage more cyclists in the Park it is worthwhile looking at other destinations, specifically other National Parks and acknowledged cycle-friendly destinations. This study reviewed the National Parks for the Lake District, Peak District, Yorkshire Dales and Northumberland, as well as Jersey in the Channel Islands and nearer to home, the Scottish Borders.

Walking tends to get more prominence than cycling, although within some areas, and often due to the hosting of high profile events, cycling is front and centre. When it is less prominent the visitor often has to click many times to find details on cycling routes.

The following table provides an overview of how cycling is presented on websites and how it is used in destination's promotion and social media activities. More details on each destination can be found in the main report.

Destination	Lake District	Peak District	Yorkshire Dales	Northumberland	Jersey	Scottish Borders	Learning for LLTNP
Prominent Route Details	✓	✓	✓	Links to	✓	✓	Improve route content and functionality
Down-loadable	Limited & links to	✓	✓	Links to	✓	✓	Make it as easy as possible for visitors
Cycling Services	✓	✓	✓	Links to	✓	✓	Include on website, route cards etc
Destination Promotion	✓	✓	✓*	✓	✓	✓	Work closely with destination organisations
Social Media	Little	✓	✓*	Little	Little	✓	Improve cycling content
Cycling Events	✓	✓	✓*		✓	✓	Consider how cycling fits with Park's Event Strategy

** The Grand Depart of the Tour de France heavily influences the cycling content online, and the promotion of the Yorkshire Dales.*

STAKEHOLDER AND PARTNER CONSULTATIONS

As part of the study we identified 20 businesses and partner organisations that already have significant links to the cycling product in the Park, cycling in Scotland generally, or links to the Park. We then undertook a 1-1 interview with each of them, either face to face or by telephone, to get their views on the issues for cycling in the Park, currently and in the future.

A summary of the discussions are shown below, with the combined output, along with a list of the businesses, detailed in the full report:

Overview

- Businesses agreed that the Park is, on the whole, well placed to welcome cyclists
- Some reservations remain about safety issues and these issues prevent more visitors cycling whilst in the area
- More needs to be done to make cycling easy to do in the Park - if visitors don't know about it they won't do it.

Routes

- Most businesses consulted had a wish list of routes they would like to see developed. All recognise that route development is fraught with landowner issues and the cost involved in developing them can be prohibitive, but the Park should be ambitious
- Redundant forest roads could be developed to link up communities and existing routes and this could be a low cost option to improve the product
- Any new routes developed through community initiatives on FCS land will not appear in their leaflets as due to issues around liability they will not be endorsed, or signposted by FCS; tourists will be unaware of them
- Join up the existing routes thereby making the cycling offer much stronger and also involve cycle friendly businesses and transport options
- Ensure that the FCS leaflets for the forests in the area contain a specific symbol for cycling routes and detail the level of difficulty for each route
- Ensure that cycling opportunities are park wide and consider seasonality challenges for some settlements
- Signage should be improved to help the cyclist find their way about

Public transport, public services and parking

- All aspects of a cycling day out need to be considered, including free parking at the start of a cycling route, the need for shower facilities and toilets at key locations
- Review the locations of bike racks and introduce more in key towns, villages, at key cycling points/hubs and at the start/end of routes
- Consider how public transport and private transport initiatives can enhance the cycling experience by facilitating linear routes or by developing cycling itineraries
- All transport options that enhance the cycling opportunities available should be detailed as part of the promotional activity.

Business Engagement and support

Within the Park there are currently at least 9 cycle hire operators, with 2 more starting in 2014, 2 offering informal cycle loans to their own guests and 2 others who would like to develop a cycle hire operation. These businesses offer a range of hire services and cycling activities for all sizes of group from individuals up to around 500 bikes at a time for charity events. Further work that could be done includes:

- Better promotion of bike hire services to visitors before they arrive and once there
- Work with operators to standardise what route information is offered to customers
- Provide businesses with access to free images of cycling and appropriate copy in the Park for use in their own promotional materials
- Create a network of interested businesses to develop a joined up approach
- Promote businesses who welcome cyclists alongside the route options to help visiting cyclists plan their trips
- The Park should encourage more businesses to become cycling friendly
- Provide cycling friendly businesses with puncture repair kits to help passing cyclists

Conditions/safety of routes

- Route descriptions need to be clear as to the suitability for different visitors, eg families. This should also include the details of the route surface
- Maintain cycle paths as a bad path can spoil what should have been a great day out
- Route diversions need to be better signposted and signposted early on in a route to prevent lengthy doubling back. These diversions need to be communicated via relevant websites, through bike hire operators, businesses and at VICs.

Marketing and Promotion

- Cycling leaflets/website/route cards need to contain all the route options
- The route descriptions should be consistent and have more detail on the type of route, degree of difficulty, distance etc
- Consider how cycling events can be developed as part of the Park's strategy for events to help raise awareness of the cycling opportunities
- Consider a 'one stop shop' for all event organisers in the Park (not just cycling), eg quarterly event meetings with Local Authority, emergency services, key stakeholders and event organisers to come together to discuss the forthcoming event programme
- Ensure local businesses are given the opportunity to benefit from events by being involved in the delivery of them or through local discounts offered to participants
- Work with the likes of the Scottish Mountain Bike Consortium who are keen to deliver a mountain biking event experience for the whole family
- Utilise technology and route information developed by others, eg an App that is being developed by the Developing Mountain Biking in Scotland Project
- Consider re-naming of cycle routes to enhance their appeal and to raise awareness of them. Ensure Sustrans are involved for NCN routes.
- Ensure destination organisations, both local and national are engaged with to promote the cycling routes and businesses

Other

- Little demand reported for e-bikes but the opportunity exists to explore potential

BUSINESS SURVEY

In order to ensure that all businesses within the National Park had an opportunity to contribute to this project, and to ensure that we captured the experience, thoughts and views of all types and scale of businesses, we created an on-line survey that was e-mailed out to 539 business contacts from the Park's business database. The survey was distributed in January 2014, by the Loch Lomond and the Trossachs National Park Authority.

The closing date for the survey was mid February 2014 and when the full data set was downloaded a total of 121 responses had been received (22% response rate).

The purpose of the survey was to

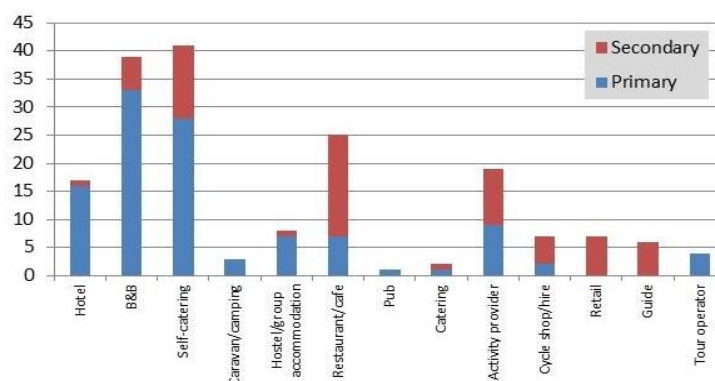
- assess how important cycling is to their business and also their perception of its importance to the National Park as a whole
- identify what specific services they currently provide for cycling visitors
- review the promotional activities that individual businesses are undertaking in relation to cycling promotion, both currently and in the future
- assess the level of awareness and take-up of VisitScotland's Cyclists Welcome Scheme
- get a feel for their customers usage of the routes and business it generates currently
- find out if businesses felt their own knowledge of cycling in the Park was adequate to respond positively to visitor's enquiries
- identify what support they require to better promote cycling to visitors
- identify businesses that would like to proactively help to develop cycling in the Park

The full survey analysis and copy of the survey are shown in the main document, but a summary of key results is shown below:

Business Type

Respondents were asked to identify the types of business that they operated in the National Park area. Conscious that for some people they run multi-functional businesses, this was split into their primary business type and then any other secondary businesses.

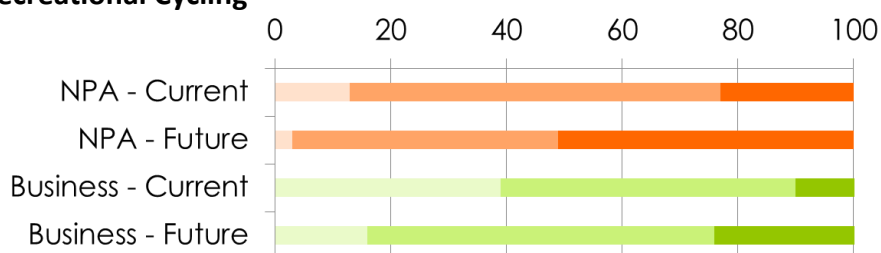
The results showed that 45% were operating at least 2 different business types within the Park area, with not surprisingly B&Bs and Self-catering being the 2 main business types.



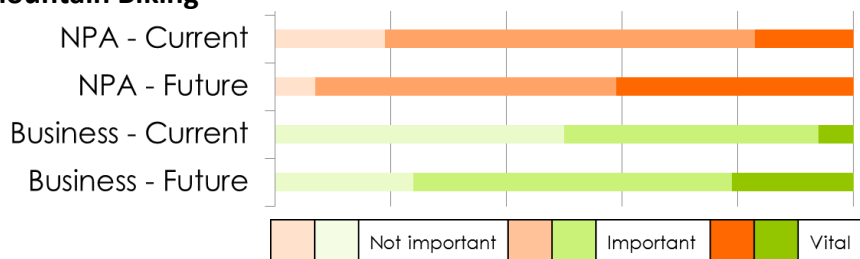
Importance of Cycling

Respondents were asked about how important they felt recreational cycling and mountain biking were to their own business and the National Park, both currently and in the future. The results for both sectors were very similar, with almost all respondents thinking that all types of cycling would become more important in the future. Overall, many respondents recognised that cycling would be more important to the National Park overall, than it would to their own business.

Recreational Cycling

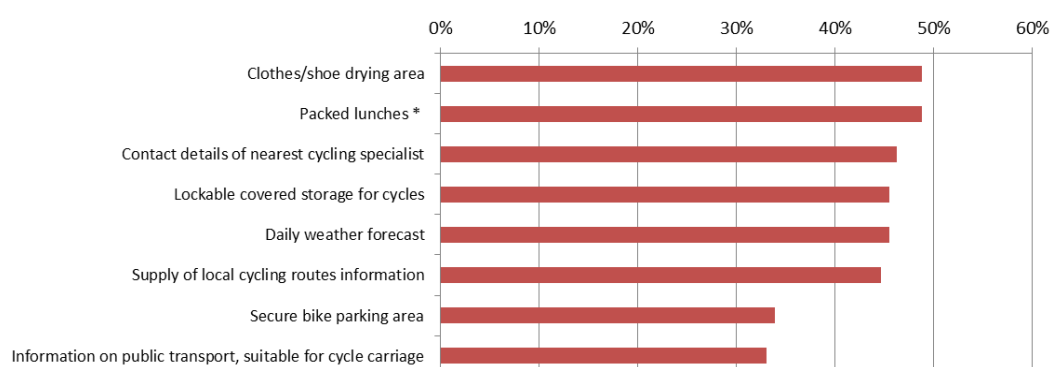


Mountain Biking



Facilities for Cyclists

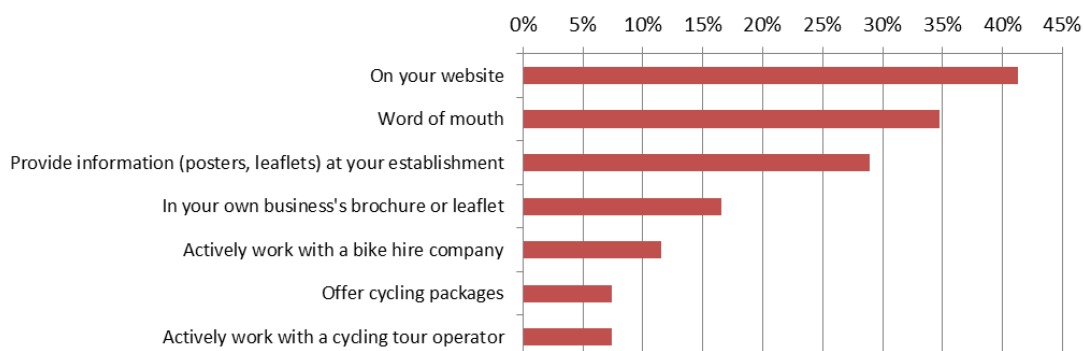
Encouragingly 32% - 49% of respondents stated that they were already providing specific facilities that would be suitable for cyclists, as shown below. Whilst many of these facilities are of equal importance to walkers, or general holiday makers, some are specifically aimed at cyclists:



* **Packed lunches** – responses from self-catering businesses were excluded from the % calculation above, to provide a more realistic analysis.

Current Promotion of Cycling by Individual Businesses

Again, businesses responded positively to the active promotion of cycling they are already carrying out, however these results should be viewed with caution. Although 50 businesses (42% of all respondents) said that they were promoting cycling on their website, a spot check of the websites of 10 of these 50 respondents, showed that only 7 of them actually mentioned cycling on their website at all (5 on the home page, 2 elsewhere). None of the business websites reviewed had any cycling photography on their sites.



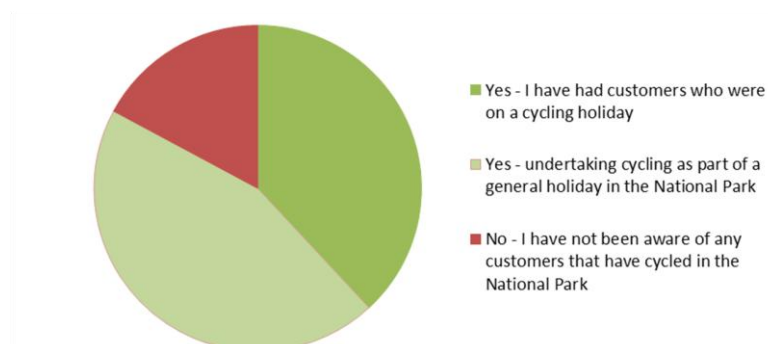
VisitScotland – Cyclists Welcome Scheme

The level of awareness and participation in VisitScotland’s Cyclists Welcome Scheme, was surprisingly low, both across all respondents and also accommodation providers specifically.

	Awareness	Take-Up
All respondents	50%	24%
Accommodation businesses	56%	30%

Past Visitors that have Cycled in the Park

Respondents were asked if they were aware of any visitors they had had over the last 12 months, who were either on a cycling holiday, or had included cycling activities as part of a more general holiday in the National Park. Over 80% responded positively to this question.



INDUSTRY WORKSHOP

As part of the consultation process, we worked with LLTNPA to host a ½ day workshop for key personnel, to both feedback initial findings and to investigate in more detail some practical ways forward that would be of benefit ‘on the ground’ both to businesses already working in the cycling area, but also considering how to get more tourism businesses to promote and offer cycling to their visitors, to further grow the market. In total 13 people attended in addition to Park personnel and the consultants.

From the research, consultations and survey, the 2 main areas that we agreed to focus on were, cycling routes around the Park and business support that might be needed. Outcomes from the two interactive sessions are shown below:

Routes

- Check what GIS data exists on the NPA’s system to ascertain what can be used to create route descriptions. Data for MTB routes may not be as readily available and it was suggested that Strava could be used to collate more data.
- Consider identifying core/flagship routes in the first instance and then grow the routes information from there.
- Where relevant use the knowledge of locals to help gather data for route descriptions.
- Route descriptions should be consistent – a template should be created. (DMBinS project and other sources such as Cycle Scottish Borders have good examples).
- It should be clear as to the suitability of the route for the types of bike, specifically with regard to the route surface.
- The route descriptions can provide useful guidance on the suitability of the route without specifying the grade of the route. Responsibility of grading and the maintenance of routes to a standard can be problematic.
- Route descriptions should include what there is to see and do along the route and also what facilities, including toilets, there are along the route.
- Consider splitting the routes into type eg family, classic climbs, MTB, days out etc. As part of this develop cycling itineraries – pedalling picnics, biking banquets etc.
- Ensure that all routes involving transport are promoted (eg the Cruise Loch Lomond routes).
- Explore scope for public transport/private operators to assist those undertaking linear routes.
- Can a network of cycle friendly businesses support the offering?
- More should be made of the Land’s End to John o’Groats route through the Park.
- There is still the need to identify ‘safe’/alternative routes.

Business Support

- Businesses would benefit from having maps and information on cycling for their own use and also to give to their customers.
- Those on an unplanned trip need information on all things to do, not just cycling.
- More information is required in public areas/facilities for cycling eg cafes.
- Advise businesses on the needs of cyclists – storage, weather etc. Produce a useful check list as guidance. This could include example costs for the likes of a jet wash or a simple bike rack. Consider what advice on security and insurance matters can be detailed as part of this. The value of cycling visitors should be contained within this information. (The National Cycle Tourism Forum is gathering more data on cycling visitors and this can be shared with the NPA to communicate to businesses.) As part of this cyclists should be ‘normalised’; just like other tourists.
- Cycle racks are lacking around the Park. Review what exists and what is required. Consider specific racks for businesses or more communal racks in a village or town. Can the cycle racks be turned into a ‘feature’ – perhaps a work of art as well as being a functional item?
- Is there a need for a park-wide cycling brand?
- Is the cycling in the Park ‘good enough’ to be a major draw – develop it first and then market it?
- Can VS be approached to ask if there is scope for businesses to be members of the Cyclists Welcome Scheme without paying to join the Quality Assurance Scheme? Is there scope for a deal to encourage more businesses to join from the Park area?
- Should a different CWS be created by the Park or by another body, such as Sustrans?
- Is there scope to engage with farmers who have routes across their land and who may want a secondary business such as a café or farm shop promoted?
- Give businesses a big map with the key routes and core paths detailed for them to pin up in their premises.

New Routes and Naming Routes

As part of the workshop, attendees were also provided with large format maps of the Park and asked to add:

- potential new routes
- routes that require ‘joining up’
- alternative routes to existing ones
- ideas for names for any existing or new routes

The outcomes of this mapping work were left with the National Park, for consideration.

ACTIONS AND RECOMMENDATIONS: MAY 2014

Throughout this section NPA refers to NPA officers as well as Park Rangers, as appropriate.

It is assumed that a Cycle Industry Group (CIG) is formed at the earliest opportunity and they would co-ordinate many of these activities. Without this group it would fall to the NPA to undertake much of the work. If a CIG is formed, then it is assumed that the NPA would establish and support it for the first 1-2 years, with the hope that it then becomes self-sustaining as an active industry group thereafter.

The costs for some actions are not shown, as it will depend whether the work can be undertaken in-house or out-sourced, or it is a project that could be undertaken in a variety of ways, with widely varying costs.

Routes: New and improved route information needed on leaflets, websites etc

RECOMMENDATION	WHEN	COST	WHO
<p>Standards: Agree to adopt the International Mountain Biking Association UK colour coding standard for grading and documenting MTB trails, which is based on: Who suitable for, Trail type, Gradient, Surface/width, Acceptable hazards, Distance, Max climb</p>	2 – 4 months	Nil	CIG
<p>Standards: Agree a standard for grading and documenting recreational cycle routes (starting point as recorded on routes2ride.org.uk: Name, Description, Area, Distance, Time, Classification, Traffic, Surface, NCN Route, Start, Finish, Access (public transport), Maps & guides, Links with (other cycle routes), Natural attractions, Visitor attractions, Map. Also consider logging: Height gain, Grid ref for start & finish, Parking facilities & charges, OS maps, Facilities en-route (eateries, publicly accessible toilets, cycle friendly accommodation, Viewpoints, Route themes (see below)</p>	2 – 4 months	Nil	CIG
<p>GIS mapping: Confirm that existing major cycle routes are mapped onto NPA GIS system</p>	1 month	Nil	NPA
<p>GIS mapping: Digitise other known, recognised routes onto the GIS from existing sources (NCN routes, FCS leaflet, NPA leaflet etc).</p>	1 – 6 months	In-house or external?	NPA

RECOMMENDATION	WHEN	COST	WHO
GIS mapping: Use GIS digitised content to feed NPA website, or source alternative technological solution	3 – 9 months		NPA
Improve routes & signage: Create a prioritised list of route maintenance and new signage that is required to make routes safer and more informative for all, then review funding sources to action in a co-ordinated way	6 – 18 months	Nil	CIG
New routes: Cyclists Interest Group - CIG (see Product Development below) - to review new, linked and alternative routes suggested at 30 Apr 2014 workshop and those listed in the Park's Outdoor Recreation Plan. Issues to be considered: land ownership, permissions, funding, accessibility, monitoring, maintenance, parking, mapping, consistent grading, more family friendly routes and routes direct from main tourist hotspots needed.	2 – 12 months		CIG
New routes: On an ongoing basis CIG to identify and develop potential new/alternative cycle routes. Work with local tourism and cycling groups and Community Development Trusts (CDTs) to agree new routes, carry out feasibility studies to identify key issues and opportunities, help to source funding, collate route information and co-ordinate an ongoing monitoring and maintenance programme (local people that use routes regularly are better placed to undertake some of this work)	Ongoing		CIG with CDTs
Themed routes: CIG to agree a number of themes for routes and then tag routes accordingly. Routes can have more than 1 tag. Ideas: Family, Loch side, Forest, Scenic, Wildlife, History, Geology, Tea shop, Pub crawl, Big climbs, No climbs, Circular,	3 – 6 months	Nil	CIG
Leaflets & Route cards: Develop a series of cycling leaflets, based on the themes agreed and/or by areas of the Park. Brand the leaflets jointly by all key partners eg NPA/FCS/Sustrans etc and include everybody's routes in the single set of leaflets. Each leaflet to show multiple routes at top level. Detailed route cards to be developed, based on the route description standards above, each showing one route in detail. Consider whether route cards could include appropriate cycle friendly businesses on the route, in return for a small advertising fee. All leaflets and cards to be in hard copy and downloadable pdf formats	6 – 12 months	£7K - £12K Possible income from business advertising	NPA or CIG with all other industry partners
Route apps: Develop downloadable apps of routes identified, as above, to be used with Android, iOS, Windows and Blackberry devices.	6 – 12 months	£1K - £2.5K per app	NPA or CIG

RECOMMENDATION	WHEN	COST	WHO
Route names: Set up a ' <i>Name that Cycle Route</i> ' competition in the Park. Nominate 2 or 3 routes that are widely used and advertise a competition locally through press and businesses, to name routes to maximise tourism potential, with the winner receiving a prize. Make it appealing and accessible to visitors and locals. Gain sponsorship (prize) from local business eg free full day hire of 2 e-bikes) or 2 nights B&B. Entrants must leave their contact details to enter, so can use them in future consumer marketing activity and these details are shared with the prize donors. Leave the competition running for a few months.	Spring/Summer 2015	£200	NPA or CIG
Temporary route diversions: establish a co-ordinated process for advertising and notifying cyclists of temporary route changes, in an appropriate manner	12 – 18 months		NPA with key partners
Clarify FCS cycling leaflet: Tweak the FCS cycling leaflet so cycle routes are shown by bikes not boots	At next re-print	Negligible	FCS

Whilst the action below is not specifically an issue just for LLTNPA, it is a problem that recurs time and again across Scotland. Key stakeholders should collectively meet at a national level to find constructive solutions.

RECOMMENDATION	WHEN	COST	WHO

Product Development: develop the cycling offer in order to establish the Park area as a key cycling destination in Scotland

RECOMMENDATION	WHEN	COST	WHO
Cycling Interest Group: create an industry and stakeholders Cycling Interest Group (CIG) to further the development of cycling in the National Park.	1 – 2 months	Nil if Park facilities are used	NPA with partners
Establish New Routes: liaise with land owners and agencies as appropriate, to establish new cycling routes as proposed and prioritised by CIG	Ongoing		CIG
Accessibility: work with public transport operators to establish cyclist friendly timetables and facilities, to encourage cyclists to take their bikes on public transport, rather than use a car, for part of their journey. There and back services should allow sufficient time to cycle between journeys, and wherever practical information should encourage cyclists to use a timetabled public transport journey out, and a leisurely return to base by bike. Ensure all marketing materials and publicity promotes the use of public transport.	3 – 9 months	Nil	NPA
Incentivise cyclists: create a package of incentives for cyclists across the Park eg reduced entry price if you arrive by bike, priority entry (no queuing) for cyclists, discounts in cafes	6 – 9 months	Nil	CIG
Improve cycle-friendly public facilities: establish more publicly available cycle facilities across the Park eg toilets, showers, bike washing points etc	12 – 24 months		NPA, local councils
Review the need for cycle racks: review the requirement for more cycle racks across the Park. NPA to consider commissioning a bespoke ‘artistic’ design that could be sold to businesses and communities at cost, either free-standing, attached to a building or lamp post. Alternatively, cycle racks could incorporate an area of advertising to help fund them.	12 – 18 months		NPA, local councils
E-bikes: review the current and potential use of e-bikes in the Park. Raise awareness of their availability and potential uses through social media, existing marketing opportunities, PR activity etc.	3 – 9 months	£1,500	NPA
RECOMMENDATION	WHEN	COST	WHO

<p>E-bikes: if demand and take-up of e-bikes is high in some parts of the Park, encourage businesses or community groups in other areas to establish a small stock available for hire, to increase coverage across the Park</p>	<p>1 – 2 years</p>		<p>All</p>
<p>Visitor Surveys: when the Park undertakes research into visitor activities, expenditure etc, ensure that cycling is specifically covered, in order that source data is available on the sector</p>	<p>As appropriate</p>	<p>Nil</p>	<p>NPA</p>
<p>Cycling Event: work with a local event organiser to establish a cycling event/festival that will showcase the Park area to a wider group of people. Initially begin with 1 or 2 specific events (1 for serious cyclists, 1 for leisure/family cyclists). Grow the event into a weekend cycling festival.</p>	<p>1 – 2 years then progress</p>	<p>£10K - £20K</p>	<p>NPA & CIG</p>
<p>Cycle Treasure Hunt: Set up a family friendly ‘Cycle Treasure Hunt’. On a safe family route, set up a 10-20 question treasure trail along the route, with completed entries returned to a central point, or registered on-line. Develop an on-line app version and also a hard copy version distributed via local accommodation, cycle businesses, cafes, visitor centres etc. Offer a suitable prize, to be drawn at the end of the year. Again, collect and use consumer data from entries. A small charge for the form/app could be made, to cover costs or for charity/conservation.</p>	<p>6 – 9 months</p>	<p>£200 for printing £1,000 for app with data collection</p>	<p>NPA or CIG</p>

Marketing & Promotion: once routes are established, raise awareness of them to encourage more visits, longer visits and repeat visits

RECOMMENDATION	WHEN	COST	WHO
Review key markets: agree key market(s) for cycling visitors to the Park, by geography, sector etc and base marketing and communication plans on findings	3 – 6 months	Nil	NPA
Communication plan: develop a targeted communication plan to cover the marketing and PR for the launch of new cycling content on a website, new leaflets/route cards and apps	6 – 12 months	Nil	CIG / NPA
Marketing plan: plan and undertake marketing activity as new routes, events or cycling product becomes available in the Park	Ongoing	£2,500 pa	CIG / NPA
Promote existing routes on existing channels: undertake a concerted effort to get existing route information added to VisitScotland’s searchable database of cycling routes and Sustran’s routes2ride website	1 – 3 months	Nil in-house £2,000 if outsourced	CIG / NPA or outsourced
Promote routes on National Park and other websites:	2 – 6 months if links 12 – 18 months if new functionality	Nil if links ? if new functionality	NPA / Love Loch Lomond
Establish VisitScotland links: establish better links with VisitScotland, through the Regional Director and Partnerships Manager initially to extend the promotional reach of the Park’s cycling product and by providing cycling success stories to them	Ongoing	Nil	CIG / NPA
Adopt VisitScotland’s consumer segmentation: align the Park’s marketing and PR activities with VS’s new consumer segmentation for the UK, to maximise marketing spend and extend reach.	6 – 12 months	Nil	CIG / NPA
VisitScotland Visitor Information Centres: engage with the VIC network across the Park to ensure they are fully aware of local routes and facilities suitable for cyclists. Provide them with stocks of leaflets, maps etc and ensure they are regularly stocked up	Ongoing	Nil	CIG or local tourism groups/DMOs

RECOMMENDATION	WHEN	COST	WHO
Develop partner relationships: work with other key industry partners to extend the promotional reach – Sustrans, DMBinS, John Muir Trust etc	Ongoing	Nil	CIG / NPA
Work with Destination Management Organisations (DMOs): work closely with DMOs and local tourism groups to ensure specific cycling product, routes and events are developed and promoted to park visitors	Ongoing	Nil	CIG / NPA
Social media: continue to actively promote cycling news and information over social media channels	Ongoing	Nil	All
Video footage: use existing and create new, video footage of cycling in the Park and promote over social media, YouTube etc, to showcase the routes on offer	1 – 3 months existing footage 9 – 15 months new footage	£2K - £5K	CIG / NPA
Event PR: maximise opportunities to generate good PR from existing and new events held in the Park, by working closely with event organisers	Ongoing	Up to £5K	CIG / NPA
Themed marketing campaigns: Develop a range of themed marketing campaigns targeted at specific groups eg ‘Get fit Have fun’ to encourage visitors from the Glasgow area to travel to the Park and cycle for free, rather than pay to go to the local gym	6 – 12 months	£2K per campaign	CIG / NPA

Business Support - provide practical help and support to all businesses in the Park who wish to attract more cycling visitors to the area

RECOMMENDATION	WHEN	COST	WHO
Establish a cyclist friendly business database: using the survey response information and other NPA sources, tag the NPA business database with those businesses that are keen to attract cyclists to their establishments.	1 – 3 months	Nil	NPA
Encourage a greater take-up of the VisitScotland Cyclists Welcome Scheme: rather than establishing a new duplicate system, work with VisitScotland (VS) to increase take-up of their Cyclists Welcome Scheme (CWS): <ul style="list-style-type: none"> - for those businesses in the Park that are in the VS Quality Assurance Scheme (QAS) but do not have CWS, encourage them to take up this free award (if appropriate) - for businesses not in the VS quality assurance scheme, speak to VS to investigate the feasibility of awarding CWS without QAS in the future, for a fee reduction - advertise and promote the VS CWS criteria as an example of best practice to Park businesses 	1 – 6 months	Nil	NPA
Promote cycle friendly businesses: agree where cycle friendly businesses should be marketed and then action accordingly	1 – 3 months		NPA & Love Loch Lomond
Provide cycling content to businesses: create a selection of free-to-use cycling themed information – copy text in short and long versions, images, videos and pdfs already mentioned elsewhere – that businesses can incorporate into their own websites, leaflets, visitor information packs etc, to help raise awareness of cycling opportunities in the Park	6 – 12 months	£2K for photo shots	NPA
Distribute cycling leaflets/cycle treasure hunts to businesses: once a range of consistent cycling materials are available (leaflets, route cards, treasure hunts etc), undertake a targeted distribution to all local businesses in the Park. Allow individual cycle focused businesses (eg cycle hire) to include their own leaflets in the pack, in return for doing localised leaflet drops at specific business addresses across Park.	9 – 24 months	Nil	Local cycle businesses
Establish bike hire network: for villages and towns that do not have a bike hire operator within the immediate area, establish partnerships between cycle hire operators and existing businesses/community facilities (eg garages, village halls, cafes with outside space etc), that enable a daily drop off and later collection, of pre-booked cycles to a central point for visitors to collect and return.	6 – 9 months	Nil	CIG and individual businesses

RECOMMENDATION	WHEN	COST	WHO
<p>Cycling FAM and Information Days: encourage cycling focused businesses to organise FAM sessions across the Park, inviting other tourism business owners and VisitScotland VIC staff to hire a bike, or bring their own, and experience a short/medium cycle ride in the area, whilst networking with other local businesses.</p> <p>Use the session to inform businesses about a visiting cyclist's needs. Produce and distribute a bullet-point guide to illustrate a cyclist's requirements. Encourage businesses to install an outside tap, power washer, bike repair kit, suitable tools etc. Alert them to issues of security and insurance.</p> <p>Consider developing packages between cycle hire operators, guide leaders and accommodation providers to book a complete package as one</p>	1 – 3 months then annual	Nil	CIG / NPA with individual businesses
<p>E-bike FAM day: encourage businesses that hire e-bikes to the public, to give free 1 hour sessions to local business owners and VisitScotland VIC staff to come and try them out, so that they can then encourage visitors to hire an e-bike during their visit.</p>	1 – 3 months then annual	Nil	CIG / NPA
<p>'Make it easy': visitors to an area need to have information quickly and easily available to them to encourage them to take part in an activity that they might not normally do and tourism business owners need to be able to give/pass on this information.</p> <p>Create a range of downloadable pdf 'leisure cycling guides' that cover different areas of the Park, but are in a consistent style. PDF to contain a very focused message 'how to go cycling in the National Park', with general cycling information, cycle hire operators nearby, approximate costs, pre-book or turn up, self-guided and guided options, suggested routes, suitable clothing/footwear, children's options, e-bike options, cycle friendly businesses en-route, links to more detailed route card pdfs.</p> <p>Provide appropriate pdf(s) to all tourism/local businesses and encourage them to print and distribute them onto their guests, along with route cards.</p>	1 – 3 months for 2014 or 6 – 9 months for 2015	Nil	NPA
<p>Mapping: Subject to copyright issues, NPA to provide local cycle route maps from their GIS, to local businesses that can be displayed in their premises. Print to different sizes and different scales. Make a nominal charge to cover costs and make available through existing industry groups/events/newsletters. Consider whether maps should show cycle and walking paths on the same map.</p>	6 – 18 months	Costs covered	NPA

RECOMMENDATION	WHEN	COST	WHO
Ongoing industry communication: if there are existing National Park business focused newsletters being issued, try to ensure that each copy has at least 1 article about cycling, to keep awareness levels raised – new cycle routes, new cycle products, cycling events etc	Ongoing	Nil	NPA