Cycle Tourism Focus

• Rail and cycle integration
  - arriving by train, travel difficulties, bike hire

• Increased cycle trips by visitors to the AONB
  - arrive by car, cycle while here, places to visit

• Increasing awareness of cycle offer for existing cyclists
Of the people…for the people

- Chilterns Cycleway links
- Range of cycle routes/maps
- Family routes
- Cycle routes to attractions
- Pumptrack at Aston Hill
- Project newsletter (500 subscribers)
- Events and activities
- Website, social media, wider marketing
Pop pickers countdown

Top 8 web pages: (April to June)

1. Cycle events in the Chilterns
2. Cycle Routes
3. Chilterns Cycleway
4/5. The Brewery Rides – Take 1 and Take 2
6. Mountain biking with BucksMTB
7. Join a local cycle group
8. The Four C’s – Cycling, cafes, coffee & cake
9. Family cycling in the Chilterns (new entry)
Watch this space

• Tour of Britain – Friday 12th September 2014, Bath to Hemel Hempstead
• MTB article in the cycling media
• Link ups with cycling press
• Increased maps and routes
• National and international marketing campaign
If you build it…

- More cyclists on and off road
- Potential user conflict
- Intolerance towards cyclists
- Rights of Way poorly marked/surfaced
- RoW Confusion – out of date OS maps, definitive map access, permissive bridleways, no map of cycle paths
That’s all folks!

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