



# CycleChilterns



Sara Randle  
CTC the national cycling charity



## 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**



Your guide to cycling in a glorious part of the country. Where to ride, where to visit, how to get here, where to eat, drink and sleep. Everything you need to know and lots we just have to tell you about. The cycling's good.



# CycleChilterns

-   **Chiltern Cycleway** (and station/town centre links)
-  **Cycle Shops / Hire**  **Chilterns Area of Outstanding Natural Beauty**
-  **Off-road trails**  **Cafés** (a selection, see website for full details)

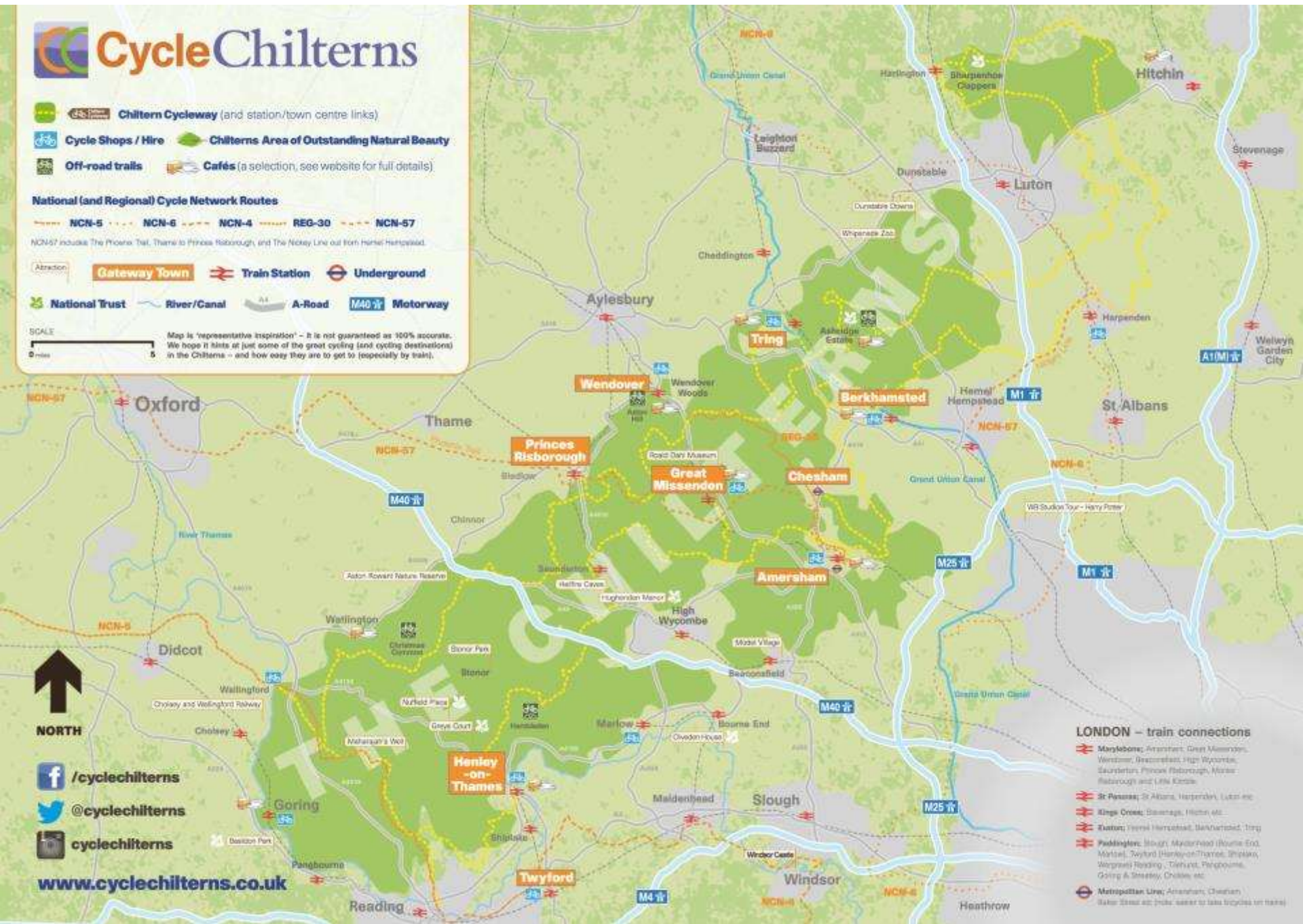
## National (and Regional) Cycle Network Routes

NCN-5    NCN-6    NCN-4    REG-30    NCN-57

NCN-57 includes The Friesia Trail, Thames to Friesia, Riborough, and The Nokay Line out from Hereford-Hertford.

-  **Gateway Town**  **Train Station**  **Underground**
-  **National Trust**  **River/Canal**  **A-Road**  **Motorway**

SCALE 0 5 Miles  
 Map is 'representative inspiration' - it is not guaranteed as 100% accurate. We hope it hints at just some of the great cycling (and cycling destinations) in the Chilterns - and how easy they are to get to (especially by train).



NORTH

-  /cyclechilterns
-  @cyclechilterns
-  cyclechilterns

[www.cyclechilterns.co.uk](http://www.cyclechilterns.co.uk)

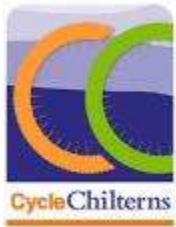
- ### LONDON - train connections
-  **Marylebone:** Aylesbury, Great Missenden, Wendover, Rickmansworth, High Wycombe, Saunderton, Princes Risborough, Marlow, Riborough and Little Kimble
  -  **St Pancras:** St Albans, Hemel Hempstead, Luton etc
  -  **King's Cross:** Stevenage, Hitchin etc
  -  **Luton:** Hemel Hempstead, Berkhamstead, Tring
  -  **Paddington:** Hemel Hempstead (Route End), Marlow, Twyford (Henley-on-Thames, Shipkote, Wargrave Reading, Tilehurst, Pangbourne, Goring & Stratley, Cholsey, etc
  -  **Metropolitan Line:** Amersham, Chesham, Baker Street etc (note: easier to take bicycles on trains)



# 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

A promotional poster for "Brewery Rides" by Cycle Chilterns. The poster has a warm, orange-brown background. At the top left is the Cycle Chilterns logo. A diagonal banner in the top right corner says "Free Pint." in white text. The main title "BREWERY RIDES" is in large, bold, black letters. Below the title, three dates and locations are listed: "7th December: Great Missenden to Chiltern Brewery", "25th January: Tring Brewery – start and finish loop ride", and "15th February: Lovibonds Brewery – also a 'loop ride'". Below this text are three logos: Tring Brewery Co., Lovibonds, and The Chiltern Brewery. The bottom half of the poster features a map of the Chilterns region with a white dashed line indicating a cycle route. Below the map, there is a QR code and the website "www.cyclechilterns.co.uk". At the very bottom, there is a small disclaimer: "RIDES - ONE DRINK AND A BOTTLE IS REASONABLE. DON'T DRINK AND RIDE. BE RESPONSIBLE. ENJOY YOUR LIMITS. DRINKWARE.CO.UK".



# 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 12<sup>th</sup> 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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Facebook: facebook.com/CycleChilterns

CTC/Newsletter: [www.ctc.org.uk/near-me/chilterns](http://www.ctc.org.uk/near-me/chilterns)



**WOKINGHAM**  
BOROUGH COUNCIL

