

# Pedal power boost for business

**B**IKE-friendly Peak District businesses could cash in on grants to help them reap greater rewards from the growing cycle tourism market.

Studies claim that the cycling market is growing by 10 to 15% annually and is worth around £2.9bn per year to the UK economy. Now the Peak Park's Pedal Peak for Business project is helping local SMEs to learn more about cyclists' needs – with the offer of grants to help improve facilities.



MARIAN FRENCH

Pedal Peak for Business officer Carol Parsons says: "Improving the quality of cyclists' experience will encourage repeat business. The single most important thing that cyclists will look for is secure bicycle storage, particularly for overnight stays.

"Offering a few simple maintenance facilities – such as puncture repair kits, pumps, cycle tools and chain oil – will also be a winner with cyclists. Another worthwhile service is to provide an information point, with online option, to include details of local cycle routes and cycle hire."

Marian French, who owns Peak District Holiday Cottage near Flagg, received a £1,100 grant to build two secure bike sheds: "We wanted our holiday accommodation to appeal to cyclists but we didn't have a solution for storing their bikes. We've already received bookings as a result of having the bike sheds," she says.



Hassop Station Café and cycle hire received a grant of £690 towards a public bike pump with tools and extra bike racks. Co-owner Duncan Stokes says: "We're always looking at ways to improve the customer experience and these additional facilities are much appreciated by the growing numbers of people of all ages who like to cycle."

Grants are available for a limited period only. For more details visit [www.peakdistrict.gov.uk/pedal-peak](http://www.peakdistrict.gov.uk/pedal-peak) or contact Carol at [carol.parsons@peakdistrict.gov.uk](mailto:carol.parsons@peakdistrict.gov.uk) ■