



Local Sustainable Transport Fund “Bicycle Island” Development Grants 2014 Cycle parking and cycle hire/business development for Tourism

This grant programme is supported by the Isle of Wight Council, Visit Isle of Wight and Community Action Isle of Wight. Through the award of “Bicycle Island” development grants we want to encourage more people to visit the island by bike and more people to participate in cycling during their stay.

The **two aims (in bold)** of the Bicycle Island Development Grant are to:

- **Improve cycle parking facilities for visitors**

This will be achieved by the installation of infrastructure such as bike racks, shelters, tool and pump stands and hoops.

- **Advance cycling opportunities for visitors**

This will be achieved by establishing new cycle hire services, expanding existing ones, or supporting cycle tourism through new services or marketing initiatives.

Who can apply

Businesses including accommodation providers, tourist attractions, cycle hire companies; Parish and Town Councils, local groups and organisations.

How much money can be awarded

We anticipate supporting many small applications for the supply and installation of cycle parking, there is no minimum grant.

We expect that there will be several large projects to improve the cycle tourism opportunities on the Island. The maximum award will be £25,000 of which £15,000 can be capital and £10,000 revenue. Although it is not essential, we would like to see a contribution towards the cost of the project from the applicant organisation particularly for larger projects.

What can be funded

We can fund revenue costs such as wages, publicity and marketing materials as well as capital costs for the purchase of bike storage and equipment.

When will projects take place

We want visitors to the Island this summer to be benefiting from the funded projects. Cycle parking should be in place before the end of June. Bicycling business should be operational throughout the summer with projects completed by the end of September 2014.

How to apply

All interested parties should speak with Philippa Daley Tel: 01983 524058 prior to making an application. Completed proposals should be sent to pdaley@actioniw.org.uk or Community Action IW, Riverside Centre, The Quay, Newport, Isle of Wight, PO30 2QR to arrive no later than **5pm on Monday 31st March 2014**.



What should be sent

All proposals should include the same basic information:

- an overview of your organisation
- an outline of your project – this should relate to one or more of the project aims
- an explanation of the demand for your project – this could be feedback from visitors or market research
- details of who will do the work and what equipment you will install
- how much your project will cost and how much grant funding you are requesting
- timescale of when your project will happen
- an explanation of how you will maintain the assets or services in the future

Applications for larger sums will be more detailed and we may ask for supporting documents depending upon the nature of your application.

What we would like to see

How your project will enhance cycle parking facilities and/or cycling opportunities for tourists either:

- in town centres or transport interchange locations
- on strategic cycle routes
- at any other location where demand for these facilities/services from tourists can be evidenced
- by attracting more visitors to the Island for cycling holidays
- by getting more visitors to participate in cycling during their stay

Contact Details

For a specific discussion about the “Bicycle Island” Development Grants , to request an application form or an accessible version of this document, please contact Philippa Daley Tel: 01983 524058 or email: pdaley@actioniw.org.uk

For more information about the Isle of Wight Council’s Local Sustainable Transport Fund, please contact William Ainslie Tel: 01983 821000 or email: will.ainslie@iow.gov.uk

For more information about “Bicycle Island” Visit Isle of Wight’s strategic vision of marketing the Isle of Wight to cycle tourists, please contact Tom Ransom Tel: 01983 201048 or email: tom@visitwight.org

Cycle Parking - further information

Proposals for the installation of cycle parking need to be assessed by the IW Council's planning and highways departments to see if there are any planning or highways issues that would prevent your project receiving approval.

Therefore, all applications which include cycle parking must include:

- a plan or plans that clearly identified the property where the development is proposed, surrounding properties and which has the location of the proposed cycle parking marked on it. Ideally this would be a couple of plans, one which is 1:1250 and the other which is 1:200, available from Land Registry or Ordnance Survey
- drawings or plans, available from the cycle parking manufacturer, showing the dimensions of the cycle parking equipment to be installed. A photo or link to a brochure with the equipment illustrated would also be helpful.

If you need advice on where or how to obtain a suitable map please contact Philippa Daley Tel: 01983 524058 email: pdaley@actioniw.org.uk

Cycle parking should be:

- conveniently located, as close as possible to where people want to go and close to building entrances;
- in a well-lit situation that is overlooked and naturally policed;
- is easily accessible from roads and or cycle routes
- in a location that does not obstruct or hinder pedestrian or cycle routes.
- the cycle stands being proposed must be of a design to allow for secure cycle parking where it is possible to lock both the frame and both wheels to the fixture. Sheffield hoops offer this type of security and designs such as "butterfly" or single wheel or slot design should not be used. These designs are unsatisfactory in that they can result in damage to the bicycle and or its wheels.

More detailed guidance on cycle parking can be found at:

http://www.ctc.org.uk/sites/default/files/file_available-to-everyone-no-log-in-required/cycleparkinfo.pdf

"Cyclists Welcome" is a Visit England's Quality in Tourism accreditation which Visit Isle of Wight is promoting and which tourism destinations may wish to obtain. For more information contact Tom Ransom Tel: 01983 201048 email: tom@visitwight.org or download the "Cyclists Welcome" leaflet.

http://www.qualityintourism.com/wp-content/uploads/2013/04/Additional-Schemes-Leaflet-AW_Cyclists-Welcome.pdf