

# Broads Local Access Forum

02 December 2020

Agenda item number 7

## EXPERIENCE Cycle Hubs project

Report by Waterways and Recreation Officer

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### Summary

The report gives information on the EXPERIENCE Cycle Hubs project and a progress update.

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## 1. Introduction

- 1.1. EXPERIENCE is a €23.3 million project co-financed by the European Regional Development Fund (ERDF) through the Interreg VA France (Channel) England Programme 2014-2020. Norfolk County Council is the lead partner, working with 13 other organisations across 6 pilot regions in France and England.
- 1.2. EXPERIENCE is a sustainable tourism project aimed at driving up the number of visitors or tourists between October and March, boosting local economies and year-round (rather than seasonal) jobs.
- 1.3. The project will promote the new experiences as individual activities and as part of themed itineraries in a high-profile marketing campaign. At least 33% of itineraries will be accessible for people with additional physical or sensory requirements.

## 2. EXPERIENCE Cycle Hubs

- 2.1. Cycling UK and Norfolk County Council are collaborating with local delivery partners to develop five new Cycle Hubs as part of the EXPERIENCE tourism project, co-funded by the European Regional Development Fund through the Interreg France (Channel) England Programme.
- 2.2. The new Cycle Hubs will combine quality, varied cycle routes with Cycle Friendly Places to sleep, eat and relax. These destinations will provide everything a cyclist needs during their trip, and so will boost visitor numbers, increase length of stay, and increase spend in local businesses.
- 2.3. Partners will collaborate to promote new and existing cycle routes, equip local businesses to better attract cyclists, and market the Cycle Hubs as year-round destinations for cyclists.

- 2.4. The cycling hub also aligns to Norfolk County Councils strategic priorities of increasing active travel and improving the Green Infrastructure Network across Norfolk.

### 3. Hoveton/Wroxham

- 3.1. Hoveton/Wroxham has been selected as a pilot cycle hub, due to it being seen as the capital of the Broads and a honeypot site when it comes to attracting visitors.
- 3.2. Tourists often begin their journey into the Broads from here, particularly enjoying the boating options nearby, among many other recreational activities which are well catered for. The area receives a high number of visitors during the summer months, but has not yet harnessed the year round offer of experiential tourism.
- 3.3. Located only 8 miles from Norwich and 20 miles from both Cromer and Great Yarmouth, the village is well situated for arrival by bike and/or train, which promotes a sustainable travel option.

### 4. Cycle Friendly Places

- 4.1. Cycling UK's new accreditation programme, Cycle Friendly Places, will train and support hospitality and accommodation businesses to offer an excellent customer experience, to attract and accommodate cyclists.
- 4.2. Businesses such as cafes, tearooms, hotels, B&Bs and campsites will be invited to apply. They will be assessed on their provision of quality facilities (such as bike racks, lockers and access to tools), welcome, and information for cycling customers (such as knowledge of local routes and bike hire).
- 4.3. Businesses [can register here for updates on Cycle Friendly Places](#).

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[Broads Plan](#) objectives: 6.1, 6.3, 7.3, 8.2, 9.1, 9.3