

# Visit Wales Cyclists & Walkers Welcome Scheme



Visit  
Wales



Llywodraeth Cymru  
Welsh Government

# Cyclists and Walkers Welcome Award

## What is it?

Cyclists and walkers are different but not that different. Like most tourists they need to know that they are welcome to stay with you, welcome to walk in through your front door and welcome to feel at home too. The Cyclists and Walkers Scheme does just that. It lets them know that they will be looked after well, that you have everything they need and that you won't tell them off for wearing muddy boots. Just place the logo on your website, leaflet, front door, back door or anywhere else where they'll spot it.

## What do I need to do?

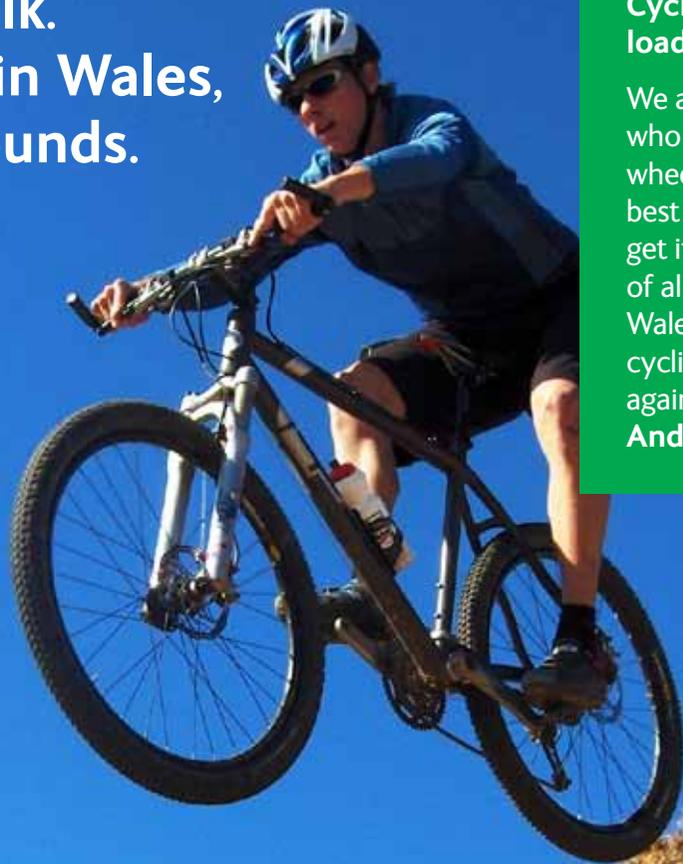
For a start, make sure you are part of the Visit Wales star grading scheme. You will then need to satisfy the criteria which is slightly different for self-catering, serviced businesses and for caravan parks. Your Visit Wales quality adviser can discuss this with you during your grading visit. The good news is that there is no additional charge to be checked out for this award, so there's nothing to lose.

To apply, please take a look at the detailed criteria documents available online, then complete and submit the relevant application form for your type of business.

[Please click here to apply online](#)

If you'd like to find out more about this scheme, or about the grading scheme in general, contact us on email: [quality.tourism@wales.gsi.gov.uk](mailto:quality.tourism@wales.gsi.gov.uk) or give us a call on 0845 010 8020.

**Cycle or walk.  
Either way in Wales,  
you gain pounds.**



**Cycling and walking is worth loads to Wales.**

We attract over 7 million people who like to use their two feet or two wheels each year. They stay in our best places and eat lots too. If you get it right, you could have a share of all this. So we've been around Wales to find those places where cyclists and walkers sleep (and sleep again) because they've got it right. **And here's how they do it.**



## **Facilities and services - The essentials**

**You will need to provide:**

1. A separate space for drying outdoor clothing and footwear, so clothes can dry overnight.
2. Lockable undercover area for safe overnight storage of bicycles and panniers, with an unobstructed entrance.
3. Access to water point for washing bicycles and outdoor clothing.
4. Emergency cycle and puncture repair kit. Suggested items to include: tyre levers, puncture repair kit, lubricant, pump for Presta and Schrader valves.
5. First aid kit to be provided as appropriate to size of business.
6. Boot scrapes and/or access to facilities with water supply for cleaning boots and outdoor clothing. The water supply should be clearly labelled and separate to any drinking water points.
7. Clothes washing facilities, laundry service or details of nearest laundrette.

**In a nutshell, that's a drying place, a lock up, bike wash, tool kit and first aid kit.** Lets have a closer look at some examples from businesses that are already part of the Visit Wales Cyclists and Walkers Welcome Scheme.

## The drying place

Yes, these guys could get wet and very dirty. They have a good meal, sleep it off and by the morning, they're ready to go again.

Drying spaces can be inside or outside your main building. Inside, some businesses make use of what they've got behind the scenes. They take the wet dirty clothes from the customers which then appear the next morning washed, dried and ready for another hard day. This is a great service (but make sure the guest wants them washed in the first place of course).



Cwmshon Cottages, Pontardawe



## As good as it gets

You may just prefer to provide a drying space, a kind of mini self-service laundrette. Here's an example of how this has been done outside the main building by making use of an old out building.

## On the outside



Gelli Goch, Coed y Brenin

## On the inside



Gelli Goch, Coed y Brenin



Although a washing machine and dryer are not essential, you still need a place to hang clothes to dry so that they are ready early the next day. The washer and dryer could be inside your own kitchen (behind the scenes) but there still needs to be a place for the wet gear to hang and dry overnight so a heater or dehumidifier would also be ideal.

Here's one cottage that built their own drying room outside, and what a place it is. It even has a grass roof. Notice there are two doors, the right is the drying room and the left is for locking up bikes. Let's not forget, cyclists and walkers tend to care about the environment and they like sustainable things and businesses. This one is great.

### Inside - with hangers



All photos: Cwmshon Cottages, Pontardawe

### On top



### Outside



Also, they've built in natural ventilation and a heater too. You may have a radiator, if not, often something simple does the trick.



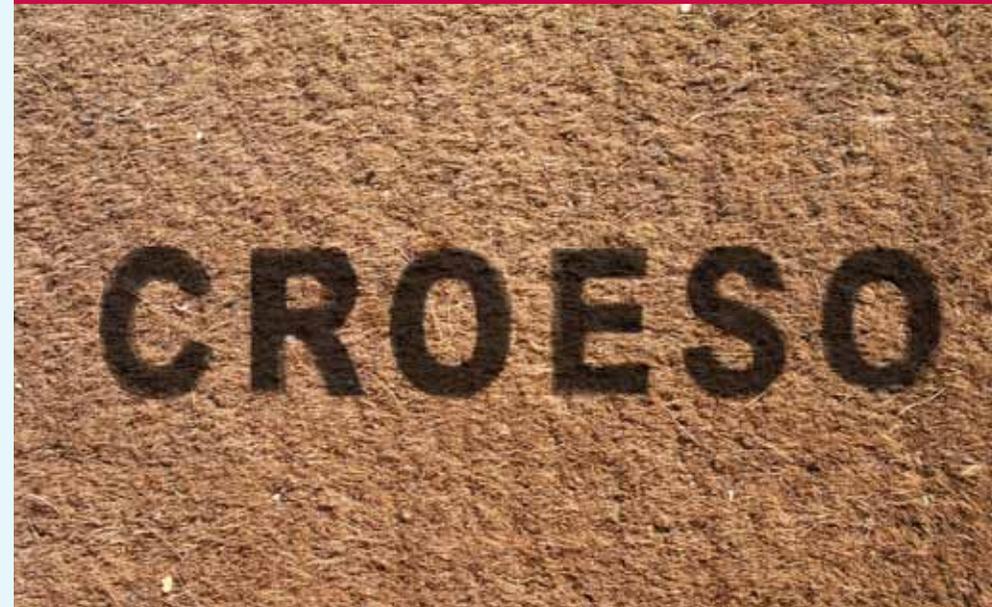
## Other options

If you don't have the space or time to build your own drying space (let's face it, not many of us do), you can improvise. Here's what one business does. They hang clothes to dry in a room warmed the old fashioned way.



## Handy hint Save your carpets!

You need to make people feel comfortable if they walk in to your place full of mud, but there's nothing wrong with trying to save your carpets. Some businesses place a boot scraper outside the front door, and a 'dirt-grabber' mat on the other side of the door. These places have clean carpets.



## The lock-up

In the old days, some cyclists used to sleep next to their bikes on holiday. These days bikes are generally expensive pieces of equipment and that is why we need lock-ups. Bedrooms are for people. Lock-ups are for bikes. There are all sorts of lock up options ranging from the lock up container to a purpose built lock up in the garden. The important thing is of course is that the bike is safe, so that the rider can have a good night's sleep.



Cwmshon Cottages, Pontardawe



## As good as it gets

These lockable units are probably as good as they get. They're made of steel, very neat, secure and don't take up much room. They are expensive, but worth it considering the price of a top of the range mountain bike of course. Some take coins too so you'll soon get your money back if you wanted to charge for storage. We prefer to see it free though, all part of the service.

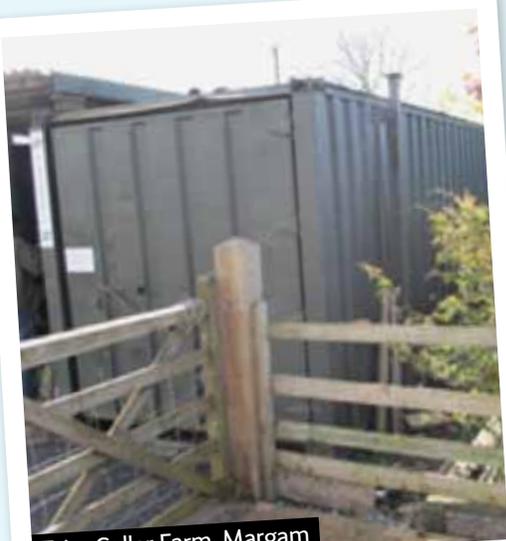
These units store one bike vertically but you can get bigger ones too. The steel is thick, weatherproof and inside there's usually a wheel clamp to hold the bike in place. Riders can also hang their helmets and bags on the hooks inside. Neat.



Cwmcarn Forest Campsite

## Other options

There are other options too. Sometimes, businesses such as farms already have secure steel containers on site that you can use as a lock-up. If you do, make sure it looks good on the outside and the inside. This container even has a bike rack inside secured to the wall. That's thoughtful.



Ty' n Cellar Farm, Margam



Ty' n Cellar Farm, Margam



Cwmshon Cottages, Pontardawe

You can also use your existing shed or even build one. This self catering cottage owner, had the room, and the skills, so built a great looking lock-up himself. It looks great, it's in keeping with the rest of the house and even has hooks for helmets and walking gear. Oh yes, and a handy picnic table outside too. Nice place for a cool drink after a long walk or ride.

## Handy hint - Bike stands

Remember, cyclists don't always want to lock their bikes away the moment they return from a hard day on the peddles. They may just want somewhere to park their bike for a moment or two, or even perform a little maintenance work if necessary. You can buy bike stands if you wish or to be sustainable, make use out of the wood that you may already have. This is a great bike stand making use of a large tree trunk.



Coed Cae, Dolgellau

## Handy hint - use secure locks!

If you are using your own lock-up facility then make sure the locks cannot be removed with a screw driver by using non-removable pins. You can see these in the pictures below.



Bryn Llewelyn, Betws y Coed



Cwmshon Cottages, Pontardawe

## The Water Point

Access to a water point is important. Boots need washing. Bikes need washing too. A water point can just be an area where there is a hose or power wash often hidden out of sight around the back. It doesn't have to be, but they look better tucked away.

Bike wash  
Tokens are  
AVAILABLE from  
the kitchen or  
main office.

Bryn Bettws Lodge, Afan Forest Park

BIKE WASH  
Tokens  
Available  
from Office

Bryn Bettws Lodge,  
Afan Forest Park

BIKE WASH  
& DRINKING  
WATER



Comisiwn Coedwigaeth  
Forestry Commission

Cwmcarn Forest Campsite

## As good as it gets

Here's a great example. This tourism business takes full advantage of gravity and our rain in Wales. They collect it, store it in a larger water butt and then allow guests to use our rain water to clean their equipment. There is plenty of rain in Wales and it is cleaner rain apparently.



Gelli Goch, Coed y Brenin

## Handy hint

As well as just a hose pipe, why not keep in storage an electric power washer. Handy for all sorts of things around the house but your cyclists will love it. Don't forget too that a bike stand in the wash area is a great idea and allows the user to wash all round the bike without having to hold it!

## Other options

If you have a larger establishment like a campsite, you could neatly screen away the wash area with fencing but don't forget to make sure it is easy to find with a clear sign. Other smaller businesses have tried to make wash areas look better by building a small wall to define the area neatly. You don't have to do either of course, just provide a hose pipe and soak away. But those places which have gone that little bit further look so much better.



## Handy hint - Be sustainable

Another idea is to charge for the wash through a coin slot similar to a hand car wash in a garage. The income could be used to plough back into a local environment initiative and thus promoting sustainability whilst rationalising the use of the water supply.

## Emergency repair kit

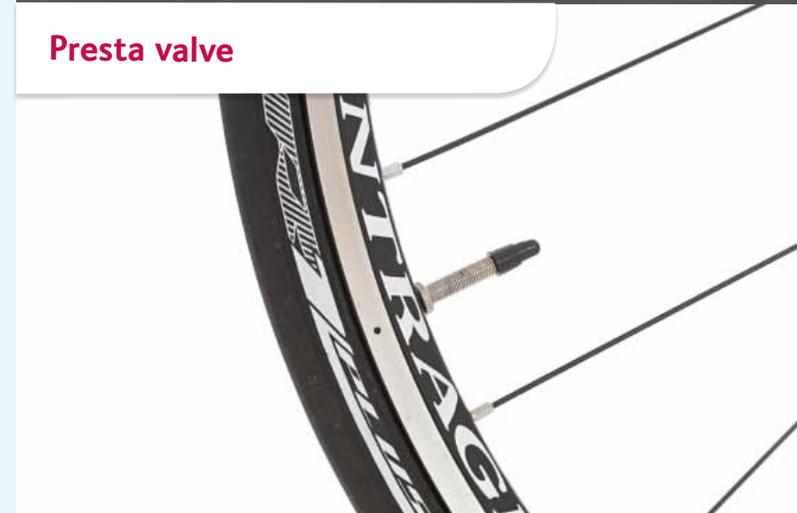
Accidents do happen. And when they do, it's best to be prepared. Most cyclists do bring their own kit these days but like everyone else, sometimes they forget. Emergency repair kits as a bare minimum should include tyre levers, puncture repair kit, lubricant and a pump. Make sure the pump fits both types of valves. These are Presta and Schrader valves which you may not have heard of before but you will know what they look like for sure...



### Schrader valve



### Presta valve



## As good as it gets

Some of the larger places are fortunate enough to have so many cyclists and walkers that they may have a shop full of equipment to sell.

Others are not so lucky but it is good practice to hang-up your tools in a lock-up for example so that your customers can easily find them (and you can easily spot something if it goes accidentally missing!)



## Other useful items

You should also consider adjustable pliers, a variety of spanners (e.g. 10,12,14 and 17mm), allen and cross head screw-driver, plus socket heads. Some places have also gone the extra mile and provided bike clamps secured to a wall. This is great. They hang up your bike, clamp it and do the repairs with ease if they know what they're doing. Cyclists usually do.



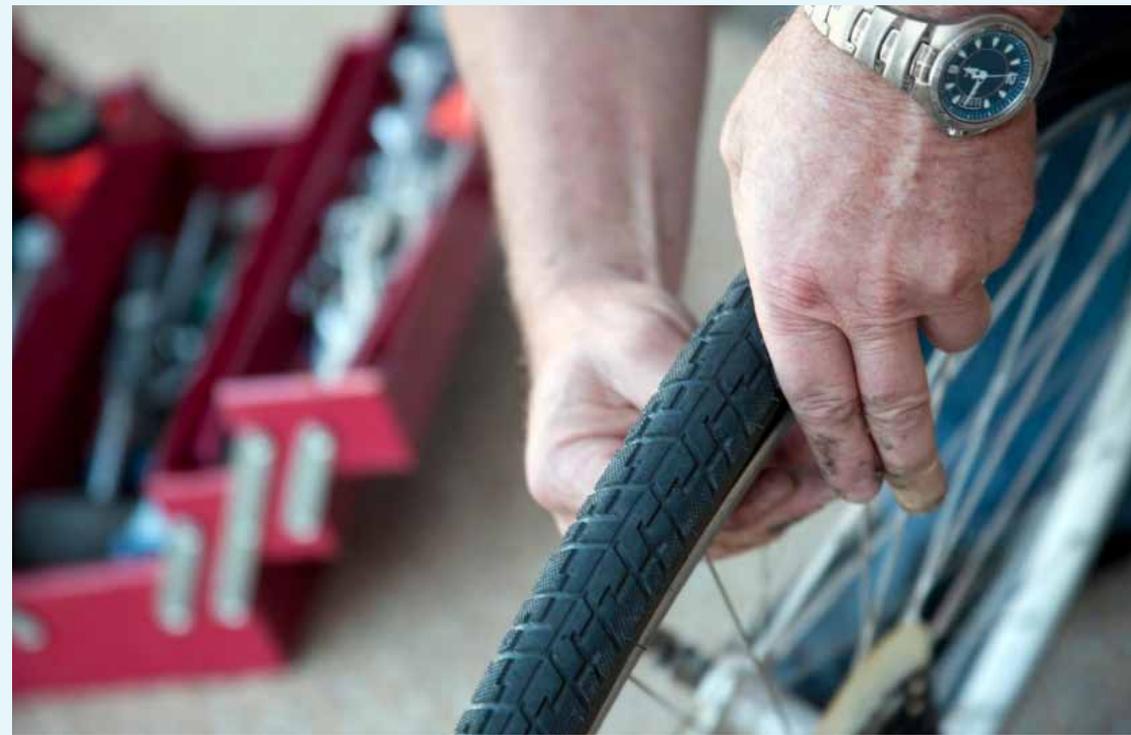
A man wearing a blue jacket, sunglasses, and a white helmet is working on a bicycle. He is looking down at the bike with a focused expression. The background is bright and slightly blurred.

## Other options

If you are unable to hang the tools on a wall neatly, then merely providing a selection of tools on a shelf or in a tool box is acceptable. Ready made tool boxes for cyclists are available online from numerous suppliers.

## Handy hint - The portable kit

You may also want to keep a stock of emergency tool kits that are portable for cyclists to take with them. Also, why not ask your customers from time to time what tools will be useful for you to keep on hand for other cyclists. That way you'll keep up to date with what's needed.



## First Aid

Sometimes, walkers get blisters, sprain ankles, cyclists fall off. When this happens, we need to be ready. The places where people stay are often the first to hear that one of their guests may have hurt themselves.

On top of that, we need a First aid kit specifically tailored to the needs of cyclists and walkers.



Cwmcarn Forest Campsite

## As good as it gets

Accidents happen more often in some places. This is no reflection on your property, it's mainly to do with the location you're in. For example, if you are located in an area near a downhill mountain bike route, then you are likely to see more than average number of accidents. Because of this, you need to be more than average prepared. The level of first aid training required and the first aid kit will reflect this.

Similarly, if you are attracting a lot of 'serious' walkers and hill walkers because of your location near a long distance trail, then you will need to consider this when selecting a first aid kit. The best examples of providing first aid tend to be near downhill mountain bike trails such as Cwmcarn in South Wales and Snowbikers.com who operate near Coed y Brenin in Mid Wales.



Coed Cae, Dolgellau

## Other options

First aid kits vary in size and expense from the very basic to the complex and again are available widely on the internet. Maybe, because of your location, you only require a basic kit. A basic kit should at the very least include:

- Plasters, in a variety of different sizes and shapes.
- Small, medium and large sterile gauze dressings.
- At least two sterile eye dressings.
- Triangular bandages.
- Crêpe rolled bandages.
- Safety pins.
- Disposable sterile gloves.
- Tweezers.
- Scissors.
- Alcohol-free cleansing wipes.
- Sticky tape.
- Thermometer, preferably digital.
- Skin rash cream such as hydrocortisone or calendula.
- Cream or spray to relieve insect bites and stings.
- Antiseptic cream.
- Decongestant tablets or nasal spray.
- Distilled water, for cleaning wounds and as an eye bath.

Don't worry though, you can purchase complete kits from most pharmacies or online. The important thing to remember is to check your first aid kit regularly as things can go out of date pretty quickly. Also keep it in a cool, dry and safe place and remember to tell your staff where it's kept.

## Handy hint - Check out how others are doing it

Most first aid kits and of course your training will cater for a variety of injuries and sprains but seek advice from your local St Johns Ambulance or equivalent who will be happy to help. Also, check out how other businesses in your area are providing for walkers and cyclists and what types of first aid they have had to deliver.



## Food - The essentials

\*Serviced accommodation only

### You will need to provide:

1. Hot and cold drink making equipment (offer of beverages on arrival encouraged)\*.
2. Evening meal available if no eating facilities within one mile\*.
3. Early packed breakfast available from 7.00am\*.
4. In serviced accommodation packed lunch available.
5. In self catering and caravan accommodation provision made for the pre-ordering of basic grocery items prior to arrival for guests arriving without a car.
6. Campers should be offered a hot drink on arrival (i.e. before or whilst pitching their tents) - for caravan parks.
7. Details and directions of the nearest food shop if not available on site. This can be at a central, easily accessible information point & should also be placed in any cycle hire fleet - for caravan parks.
8. Provision on request for the pre-ordering of basic grocery items prior to arrival for guests arriving without a car - for caravan parks.

## Handy hint

If cyclists want sandwiches (some don't as they tend to get wet), pack each sandwich individually and label them with ingredients. Some cyclists just eat one sandwich at a time as a snack so packing them individually goes down well.

## As good as it gets

**Food is fuel. Local food is better fuel.** If you are providing evening meals or packed lunches then consider using local produce. Some businesses are now moving away from international brands and providing local alternatives in packed lunches for example. However, if the guest wants a Mars Bar, give the guest a Mars Bar. The point is, you should always ask in advance what walkers and cyclists would like in their packed lunches. Not everyone likes Welsh cakes, but those who do, usually come back for more.



Cwmcarn Forest Campsite

## Information - The essentials

### You will need to provide:

1. Details of nearest cycle hire outlets and cycle repair shops and spares shops available for cyclists.
2. Details of nearest doctor, dentist, hospital and all night chemists and vets (if pets accepted).
3. Maps and books available for reference on walking and cycling in the area / details of local and regional cycling routes and organisations.
4. Information on local public transport and what cycle carriage facilities are available.
5. Details of any baggage transfer and taxi companies operating locally.
6. Weather information for the area displayed prominently together with telephone numbers to be called for the latest information by guests if required.
7. Information on local attractions and events and / or tourist information centre number and directions supplied.
8. In self catering and caravan accommodation, information provided on location and opening times of the nearest shops, including directions.
9. Details of nearest bank / cash machine, public telephone, post office, post box and outdoor equipment shops.
10. Details displayed for local rescue service, including stating 999 telephone number (112 from a mobile phone). There should be an explanation for overseas visitors that they should always ask for the police in the first instance. Also include numbers for mountain rescue and coastguard if applicable.
11. Details displayed of the Countryside Code.
12. Details of local restaurants and pubs offering food.
13. Information on other businesses participating in the Cyclists and Walkers scheme.
14. If group bookings are taken, information should be available for groups on storage facilities, dining facilities / options, group registration, and pre-arrival information required and provided.



### As good as it gets

All this information in one place? You could do. It can be placed in a file for guests in each of their rooms and it can also be placed on a notice board too. One great piece of best practice is to encourage cyclists and walkers to fill in a form telling you where they are heading that day, what time they will be returning and what their mobile phone number is. In case of an emergency, this info would be invaluable.

### Handy hint

A lot of businesses prepare their own literature on walks etc. This can be published online and emailed as a file before arrival so guests can access details on smart phones whilst walking or pedalling the hills. Others even laminate them and give them out for free. This goes down well with guests, and avoids soggy leaflets.

## Thanks to

All the businesses who allowed us to quiz them, photograph them and talk about them. They have all joined the Visit Wales Cyclists and Walkers accreditation scheme and are all doing a great job for our thousands of cyclists and walkers who visit Wales each year. Thanks again.

**You're good. Very good.**



To apply, please take a look at the detailed criteria documents available online, then complete and submit the relevant application form for your type of business.

[Please click here to apply online](#)

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