



Taste



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## Cyclists Welcome Scheme

With the Isle of Man's strong cycling tradition and the successes of 2011 World Champion Mark Cavendish and Olympic gold medallist Peter Kennuagh, cycling has become an important growth area for the Island. The beauty and diversity of the Manx countryside makes it attractive to cyclists of all ages and abilities and the Cyclists Welcome Scheme has been developed in line with visitors increasing interest in active holidays. The scheme gives visitors the confidence that they are welcome to visit your establishment during their cycling travels.

*The following criteria apply to any business wishing to take part in the Cyclists Welcome Scheme:*

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- Reassuring customers that they are more than welcome, even with muddy boots and gear
  - Be flexible – meals/snacks available all day
  - Provide local information on where to cycle
  - Drying facilities – somewhere to dry wet equipment
  - Refill facilities for water bottles
  - Offer storage facilities for cycling equipment for example cycle racks
  - Information on public transport or contact details to be provided
  - Map of the local area
  - Information on attractions and details of the local Tourist Information Centre
  - Information on other businesses taking part in the Taste IOM Cyclists Welcome Scheme (this information can be provided by DED)
  - Local cycling literature available (can be ordered from DED)
  - Weather information
  - Up to date information on the website and social media pages about opening hours and last service times
  - Clear information about times/ types of services e.g. breakfast times, lunch times, Sunday carvery
  - Staff training in what to expect when cyclists visit premises
  - Wi-Fi
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