

Kirkpatrick C2C: An opportunity for the South of Scotland

Presentation to SSDA







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1. Cycling contributes to local economies: case study – Caledonia Way

% of respondents using each business type

	 Cafes	 Restaurants	 Pubs/Bars	 Supermarkets / Convenience Shops	 Attractions	 Gift Shops
Day Trip	55%	4%	33%	34%	4%	3%
Cycle holiday	79%	45%	90%	82%	24%	32%

Average expenditure per person per day (including £0 responses)

	 Accommodation	 Cafes/Pubs/ Bars/Restaurants	 Shopping for gifts/souvenirs	 General shopping	 Entertainment	 Travel & transport	TOTAL
Day Trip	N/A	£14.08 (67% spent > £0)	£2.22 (8% spent > £0)	£7.07 (40% spent > £0)	£3.18 (7% spent > £0)	£5.48 (13% spent > £0)	£32.03
Cycle Holiday	£33.11 (80% spent > £0)	£31.56 (100% spent > £0)	£4.29 (47% spent > £0)	£9.48 (88% spent > £0)	£4.35 (36% spent > £0)	£24.01 (86% spent > £0)	£106.80

Q: Please tell us the total amount you have spent already and expect to spend on the following aspects during your trip along National Route 79. Please tell us your expenditure per person.

Base: Day trip (c. 250), Cycle Holiday (c. 173)

Note: Analysis includes £0 responses and excludes a small number of outliers which skew averages.

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THE CALEDONIA WAY

DALAVICH SHOP & WILD ROWAN CAFE

2. Leisure cycling can lead to an increase in more regular cycling

3. We want to see a UK-wide network of traffic-free paths for everyone, connecting cities, towns and countryside, loved by the communities they serve.

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

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