

Come Cycling - Ledbury

Written by Bella Johnson

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Come Cycling - Ledbury is a [web-based](#) cycle tourism initiative that is being piloted in Ledbury by the Ledbury Area Cycle Forum. It will promote:

- local cycle route maps
- bike hire and cycle shops
- accommodation providers
- tourist attractions
- village and farm shops
- rural pubs and cafés
- public transport links

Herefordshire is an ideal county for this initiative, as it already promotes itself as a holiday destination, as well as boasting an excellent network of quiet lanes with very low traffic levels.

Ledbury has a well established nonprofit making group, the Ledbury Area Cycle Forum, which works to improve and promote cycle facilities in the east of the county. As a result of the work of group members, a number of local road and bridleway cycle routes have been published in map form, and are available for purchase through the Come Cycling-Ledbury website and through local outlets.

The Cycle Forum has worked with the Malvern Hills AONB to launch Ledbury Cycle Hire to cater for families and occasional cyclists. To encourage green tourism, this is located near the railway station.

The Come Cycling initiative is inspired by a web site 'Walkers are Welcome' that already exists for ramblers, giving information about walking routes, accommodation, places of interest and so on. However, till now there has not been a similar 'complete package' resource for those looking for a cycle-friendly destination in the UK.

It is proposed that the scheme is offered to other communities in the UK in the autumn. Interested towns or communities will be invited to design and manage their own Come Cycling scheme formulated along similar lines to the Ledbury scheme and linked to the central website address.

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It should be stressed that the scheme will embrace all who wish to cycle – from those who rarely sit on a saddle, to the cycle enthusiast.

Cycling is a healthy, non-polluting and sustainable activity that greatly assists a feeling of well-being. Destinations that promote cycling opportunities as part of the product mix for visitors seeking an area for a holiday or short break can benefit from increased visitor numbers. In the context of the present economic uncertainty and government spending cuts, the Come Cycling scheme will help to compensate for reduced tourist information services. Ledbury Mayor, Paul Winter said 'I welcome this new cycling initiative in the town and the opportunities it offers for local businesses'.

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