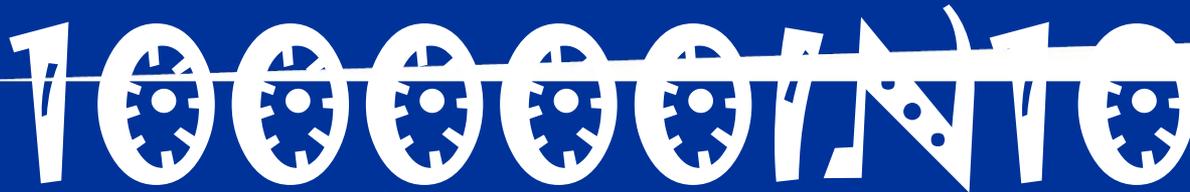


Western Cape Government

Economic Development
and Tourism



Draft Cycling Tourism Framework

For finalisation of a Strategy to increase the Cycling Economy in the
Western Cape, Alan Winde, Minister of Economic Opportunities

June 2014

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- Cycle Manufacture
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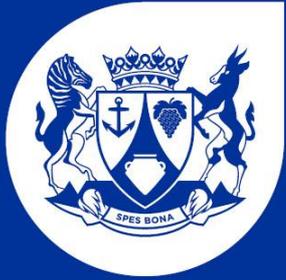
f) Potential Market and Marketing plan

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g) Roles and responsibilities:

Who does what

- Local government?
- Provincial government and different departments
- Other role-players: Associations, private sector, etc.



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Strategic Framework and Vision



Strategic Framework

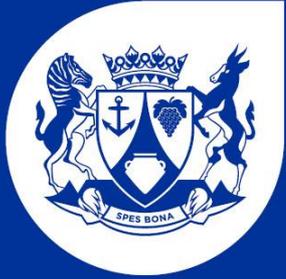
The overall objective of this strategy is to increase the growth and jobs within this sector. This strategy will also help the province with the creation of an environment of ever increasing health awareness and a well society. “The Western Cape is the healthiest region in Africa, a place to live, work and play.”

Many areas must be focused on to achieve an environment that attracts 100 000 international cycling visitors to our region.



Western Cape Cycling Strategy – 2014





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STATUS AT PRESENT

(International, National & Regional)

DEFINITION OF CYCLE TOURISM

- **Cycle tourism** refers specifically to travel between places by bicycle for leisure purposes. Cycling is an integral part of the tourist experience. (European)
- **Cycling tourism** can also be defined as trips to destinations where cycling is the main activity undertaken.
- **Cycle touring** generally means self-contained cycling trips over long distances, which prioritize pleasure, adventure and autonomy rather than sport, commuting or exercise
- The South Australian Tourism Commission states that **cycle tourism** visits are *considered to be for the purpose of **holidays, recreation, pleasure** or **sport**; and to include either overnight stays, or day trips to other tourism regions during which the visitor either engages in active cycling, or is a **spectator at a cycling event.***

CYCLE TOURISM IN EUROPE

European Cycle Route Network

It incorporates existing and planned regional cycle routes into a single network. The idea is to have all routes offering high standard of design, signage and promotion throughout Europe.



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CYCLE TOURISM IN EUROPE (continues...)

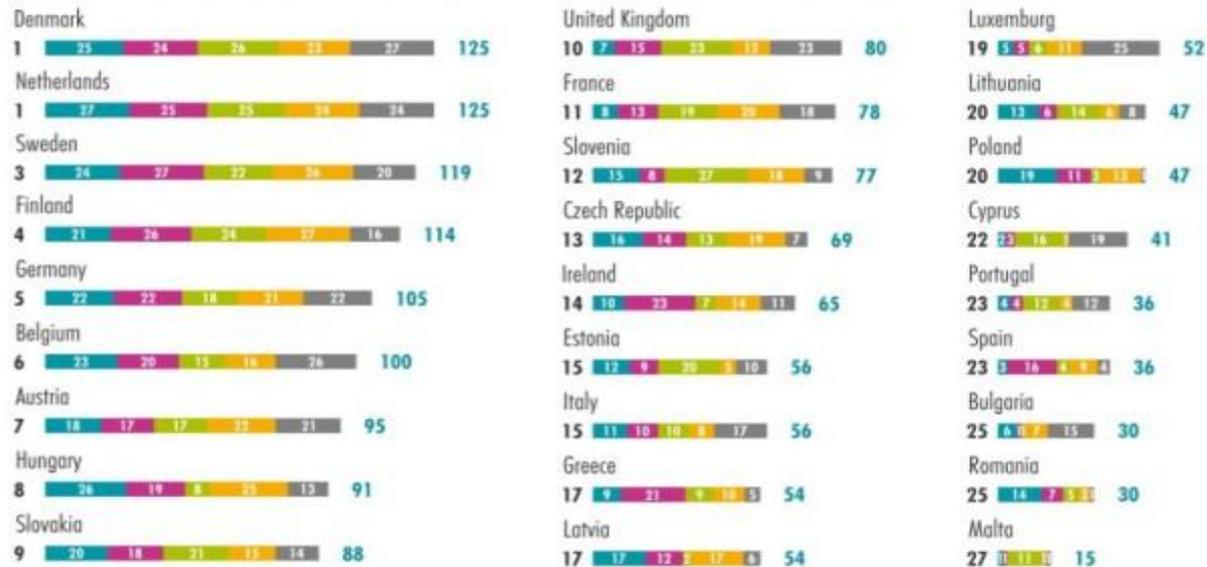
- Cycle Tourism is rapidly developing in much of Europe. A study conducted by the European Parliament in 2012, estimated that 2.2 billion cycle trips and 20 million overnight cycle trips were made every year in Europe with an estimated economic impact of 44 billion euros.
- EuroVelo, initiated by the European Cyclist Federation (ECF), is aimed at developing long-distance international cycle routes spanning of all Europe. European Cycle Route Network has opened in many countries in Europe. The Network incorporates existing and planned regional cycle routes into a single European network. The idea is to have all routes offering a high standard of design, signage and promotion throughout Europe.
- In the 2013 ECF Cycling Barometer, Denmark and the Netherlands top the survey, each scoring 125 points, while Malta is rated 27 of out 27 counties, scoring 15. The survey focuses on assessing daily cycling levels, cycle tourism, advocacy activity, bicycle sales and cyclists' safety.
- Cycling is an important part of Dutch culture. In countries such as Denmark and Holland, entire road systems are already being designed around cyclists and pedestrians, with cars relegated to the fringes. Public bike-share programs like the one in Bordeaux, meanwhile, operate in dozens of cities across the continent.

European Cyclist Federation Cycling Barometer

European Cyclist Federation Cycling Barometer



States ranked by their respective place amongst the EU-27, all categories combined



Estimate of Global Market Size:

Direct economic impact of the cycling economy :

- In 2010, 12,266,000 bicycles were produced in the EU27 and the European bicycle parts and accessories production industry is worth €1.2 billion. Approximately 20,200 people are employed directly in the production of European bicycles and bicycle parts and accessories.
- In the UK alone it is estimated that 23,000 people are employed in the wider cycling economy (i.e. production, retailers, repair shops etc.) generating over €600 million in wages and over €100 million in taxes. If this was applied to the EU27 then it is likely that over 100,000 people are employed in the wider cycling economy, generating billions in wages and half a billion in taxes.
- If the scope is widened further to include the catering, accommodation and other services connected to cycling tourism sector, it is calculated that 2,795 billion cycle tourism trips take place in Europe every year with a value in excess of €54 billion per annum.
- Such figures are supported by the Draft German National Cycling Master Plan 2012 – 2020, which estimates that the current economic impact of 'cycling' is €16 billion annually (this includes bike sales, cycling tourism, etc.), which translated into full-time jobs equates to: 278,000.

<http://www.eurovelo.org/wp-content/uploads/2011/08/Economic-Benefits-of-Cycling-Paper.pdf>

CYCLE TOURISM INTERNATIONALLY

CYCLE TOURISM INTERNATIONALLY

Country	Numbers	Value
France	15% of domestic population	Unknown
Fyn, Bornholm, Denmark	9% of all foreign tourist 53 000 cycle tourists 477 000 bed nights	-3.5% of total tourism turnover
UK	2% of all leisure day trips & of all holiday trips	-Leisure day trips (£293 million) -Domestic holidays (£180 million) -Overseas holidays (£60 million)
Ireland	9% of all overseas tourists	-£538 per person
New Zealand	1,6% of domestic holiday makers 3% of overseas tourists	-\$64 a day per person -\$3021 per person per trip -\$75 million to economy -1472 full time jobs



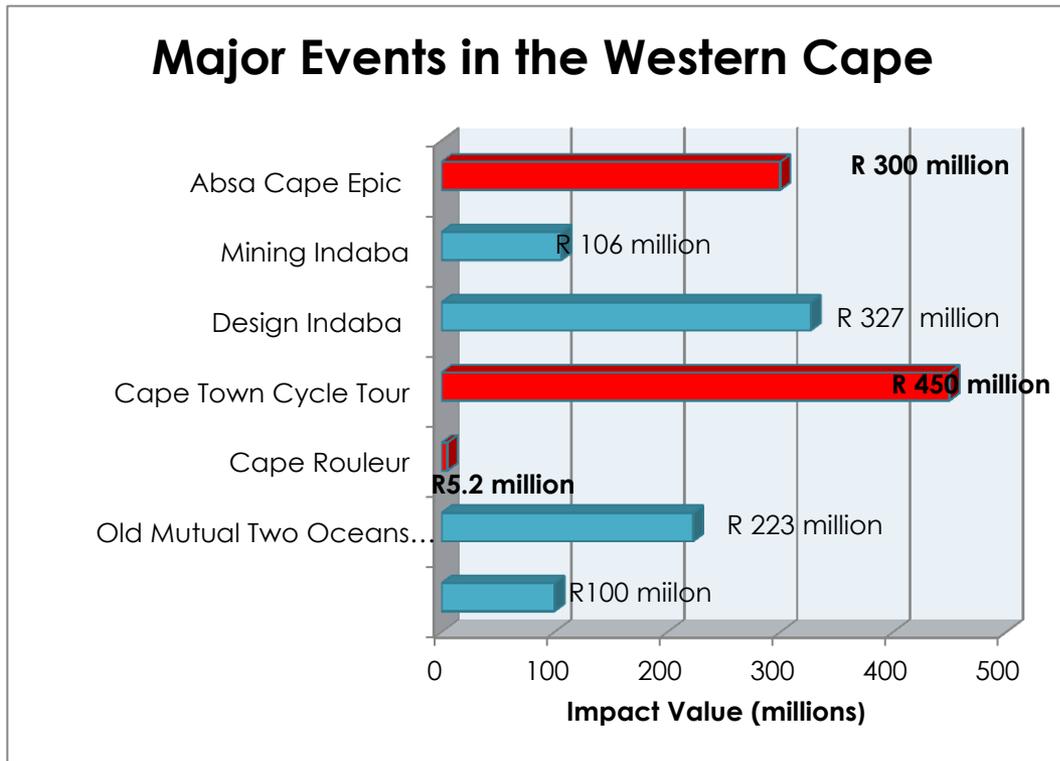
CYCLE TOURISM IN SOUTH AFRICA

CYCLING as a sport is said to be the fastest growing in the country and is very popular as a recreational activity.



CYCLING IN THE WESTERN CAPE

Major Events in the Western Cape:



CYCLING IN THE WESTERN CAPE

- **WCG DTPW: NON-MOTORISED STRATEGY IN THE WESTERN CAPE** to guide the planning process so that local authorities are best able to make use of available mechanisms for implementation.



- **CoCT NON- MOTORISED TRANSPORT POLICY**
“Increase cycling and encourage walking by creating a safe and pleasant bicycle and pedestrian network of paths to serve all the citizens in the Cape Town Area.”
- **City Wide Bicycle Route Network** which includes cycling paths that join suburbs to different central business districts.

CYCLING IN THE WESTERN CAPE

BICYCLE CAPE TOWN

Bicycle CPT is a community generated campaign to promote bicycle culture in Cape Town and support the transformation of CPT into a truly bicycle-friendly city for all. Bicycle Cape Town is about sharing ideas and inspiring more people to take to the streets and connect. The goal is to get more people riding bikes, more often, for more reasons...

- ✓ **Platform for change**
- ✓ **Advocacy**
- ✓ **Events, Networking + Engaging**
- ✓ **The City Guide**
- ✓ **Bicycle Resources and Learning Centre**



CYCLING IN CAPE TOWN

- Cape Town is one of the world's top cities when it comes to urban cycling paths.
- In the city centre, as well as the suburbs, there are specially demarcated cycling lanes to ensure that more residents and visitors can use this carbon-free means of travel.
- In addition to all the cycle paths in the city centre, visitors can now cycle out to Milnerton along the My Citi Cycle Route.
- A number of bicycle rental outlets offer short-term and long-term rentals. Various cycling tours are also offered for those wanting some local guidance.
- The Bike Friendly Campaign encourages and assists Cape Town business owners & organizations to make their businesses bicycle friendly and join the growing network of urban change makers.

CYCLING IN CAPE TOWN (continues...)

- **The City of Cape Town has a NON- MOTORISED TRANSPORT POLICY :**
 - Which is aimed at increasing cycling and encouraging walking by creating a safe and pleasant bicycle and pedestrian network of paths to serve all the citizens in the Cape Town Area.
 - As a result of this policy, the City developed **City Wide Bicycle Route Network** which includes cycling paths that join suburbs to different central business districts.
 - In June 2014, the City announced the introduction of the non-motorised transport (NMT) project which will expand the city's existing cycle network, linking the southern suburbs of Athlone, Rondebosch, Mowbray, Observatory, Salt River and Woodstock with the Cape Town central business district.
- **The project entails two phases:**
 - During the first phase, the new green coloured cycle lanes will be demarcated with Vuka Bumps (road studs) to indicate their exclusive use by cyclists and pedestrians.
 - The second phase of the project will see the extension of the cycle lanes from Woodstock along Newmarket and Strand streets to Adderley Street in the Cape Town CBD, adding another few kilometres to the city's existing cycle network of approximately 435 km.

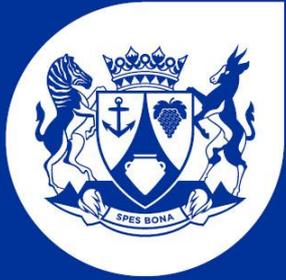
TOUR OPERATORS



EXAMPLES OF BICYCLE TOURS

- **AWOL's Community-based Bicycle Tours:** in Cape Town – a responsible take on township tours – providing the tourist with many more opportunities to interact with the community than they would have from an air-conditioned bus.
- **Bikes 'n Wines :** is a unique concept in Winelands' tourism and a South African first, combining both mountain biking and exclusive wine tastings. The tours are targeted at young-hearted and outdoor-loving people who would like to experience a wine tour from a different and authentic viewpoint.





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CYCLE TRANSPORT AND ROAD SAFETY

MODAL SHIFT

**HOW TO GET PEOPLE TO LEAVE
THEIR CURRENT
MODE OF TRANSPORT
AND
CYCLE MORE**



HOW COUNTRIES ARE GETTING IT RIGHT

Lyon “ France”

Between 2004 and 2009, bicycle lanes increased by 33%.

Over 4000 bike racks with plans to increase the number.

Dedicated funiculars have cycle carriages.



Stockholm “Sweden”

12.5% increase in cycle lanes over the last 10 years.

Lanes have enhanced maintenance, increased safety measures, tyre pump stations, journey planners and paper maps available.

Bicycles are permitted on commuter trains (although some restriction in peak hour).

WHICH COUNTRIES ARE GETTING IT RIGHT cont...

■ Copenhagen “Denmark”

- Bicycle Strategy 2011 to 2015.
- In 2009 more than 35 000 bike racks and 360km of bike lanes.
- Bicycles allowed on trains and the metro with peak hour restrictions.
- Intersections give priority to cyclists.
- Promotion programme includes cycle maps and internet information available.
- Cyclist visibility : distribution of headlights, reflectors and t-shirts.



<http://www.transportgooru.com/wp-content/uploads/2010/12/copenhagen-bike-rush-hour.jpg>



<http://cyclingwellington.co.nz/2011/07/copenhagens-2010-bicycle-account/>

Modal shift between towns and cities : WESTERN CAPE

- **The Western Cape can take its lead from “cycling cities” as mentioned.**
- **Various cycle paths constructed across the city:**
 - Class 1 being a separate cycle path through parks.
 - Class 2 follows an existing road network (Table View path).
 - Class 3 is a demarcated area on an existing road.
- Cycling lane from Cape Town to Table View is 16km and three meters wide. Safe and fast to commute into town.
- Big Bay to Three Anchor Bay has a dedicated cycle path.
- The MyCiti busses and Metrorail are cycle friendly.
- All future IRT bus lanes constructed will have dedicated cycle path .
- One of the objectives of the Non Motorised Transport and Sustainable Transport Energy for the Western Cape is to double the dedicated cycle lanes in Western Cape .
- Cape Town is listed number 6 of 7 Bicycle Friendly Cities by GoTravel24.com.



<http://www.capetown.gov.za/>

CURRENT CAMPAIGNS

- **Western Cape Safely Home campaign** : To reduce road fatalities.
- **Arrive Alive**: various initiatives (safety, awareness, Cycle4Life).
- **Pedal Power Association Safe Cycling Campaign** :
 - Bumper stickers
 - Safe cycling course
 - Advertising
- **Pedal Power Association** : Bike to work programme



<http://www.gotravel24.com/theme/world/seven-bike-friendly-cities>



[http://www.westof.net/userfiles/bike_to_work\(1\).jpg](http://www.westof.net/userfiles/bike_to_work(1).jpg)

Road safety linked to cycling

- **What is safe cycling ?**

a combination of common sense, road rules and cycling knowledge.

- **The European Transport Safety Council (1999) identifies three main kinds of risk in the safety of cycling:**

- Risk from traffic

- Risk from falling

- Risk from crime

- **Road safety educational awareness programs and road signage to educate motorists and cyclist alike.**

- **The MEC Robin Carlisle issued the regulations on road safety and described the regulations as a” critical weapon in the on going battle against the carnage on the roads.”**

- These new regulations provide direction :**

- Between motor vehicle drivers and the cyclist.
 - Distance between motor vehicle and the cyclist.
 - Use of cycle lanes where they available.
 - Traffic rules for cyclists – such as keep to the left edge of the roadway.
 - Visibility.

WAY FORWARD

- **Promote a cycle friendly environment with high potential i.e. Coffee culture**
- **Stellenbosch Local Municipality :**
 - Distributes information about successful non-motorised projects.
 - Marketing NMT as a cheap way of travel.
 - Include safety education for cyclists in school education and driver training schools.
- **Safe and secure park and ride facilities must be provided and advertised to facilitate the modal shift.**
- **Look at cycle share programmes which have been successful in many countries.**
- **FNB (near Waterfront) bicycle park and shower facilities for cardholders must be encouraged.**

LEGISLATION

▪ **NATIONAL**

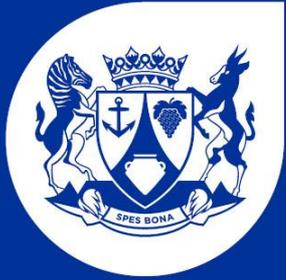
- National Road Traffic Act 93 of 1996.
- National Road Traffic Regulations, 2000 (covers safety, Lights and reflectors and duties of the driver of a motor vehicle passing a cyclist on a public road).

▪ **PROVINCIAL**

- Western Cape Provincial Road Traffic Administration Act 6 of 2012.
- Western Cape Road Traffic Act, 1998.
- Safety of Cyclists and Blue Lights Regulations – Nov 2013 published Provincial Gazette Extraordinary 7194 following periods of public comment and lengthy consideration.

▪ **MUNICIPAL**

- Non-motorised Transport (NMT) and Public Transport Policy.



**Western Cape
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EVENTS

Events Rules and Regulations

- **Rules and Regulations:**

- There are rules and regulations that needs to be adhered to for all Cycling Events.

The Pedal Power Association, South Africa's largest recreational cycling organization has set out rules and regulations.

- Not all events are supported and funded by PPA but the event organisers needs to inform PPA of the event and adhere to the rules and regulations, this is also to ensure that certain standards and safety measures are at the same level for each event.

Events Calendar Overview

- **In the Western Cape there are various sources to be used mainly to identify all the Cycling Events:**

- 1) The Pedal Power Association
- 2) Dirtopia
- 3) Bycling Magazine
- 4) Cycle events.co.za (SA's busiest online entry portal) @Cycle Events
- 5) Bicycle Cape Town



- **Cycling can be categorised as follow:**

- Road cycling – e.g. Cape Town Cycle Tour & Burger Sanlam - <http://www.pedalpower.org.za/>
- Mountain biking (MTB) – One day events – Cape Town Cycle Tour and Burger MTB Events - <http://www.pedalpower.org.za/> www.dirtopia.co.za www.advendurance.com
- Mountain biking (MTB)- Multi stage events – e.g. FNB Wines2Whales & ABSA Cape Epic - www.wines2whales.co.za www.cape-epic.com www.mtb-adventures.co.za
- Multi-sport events – road and mtb is one discipline - e.g. X Terra and Totalsports events – see www.stillwatersports.com

- **Cycling is an all-year round sport and there are Cycling Events every single month of the year and in all the regions of the Western Cape. The Road Race calendar starts from September – March and the MTB and Multi-stage is mostly in Winter but it is also all-year round. There are +- 70 Cycling Events from**

January 2014 – March 2015 in all 6 regions of the Western Cape.

Events Calendar

JANUARY 2014

DATE	EVENT	VENUE	DISTANCES
12 Jan	Olympic Cycles / PresLes / Foord "Journey4Sight n Service" Cycle Tour 2014	Paul Greyling Primary, Fishhoek	70 km; 20 km
19 Jan	Tour de PPA League and Funride 2014	Durbanville Race Course	110 km; 72 km
26 Jan	Bouckaert-Soenen League, Funride and MTB 2014	Paarl Boys High Sports Ground	Road 126 km 72 km; 42 km ; MTB 47 km; 36 km; 13 km

FEBRUARY 2014

2 Feb	GP Koning Waterproofing & Roofing Roller Coaster League & Funride	False Bay Rugby Club, Constantia	88 km; 49 km
8 Feb	99er Cycle Tour & MTB Challenge (Road and MTB)	Durbanville Race Course	Road Routes: 99 km ; 55 km MTB ROUTES / STARTS 35 km; 12 km
9 Feb	Porcupine MTB Challenge 2014	Bridge House School, Franschoek	53 km; 26 km; 8.5 km
16 Feb	Medallion Tour de Stellenbosch League & Funride 2014	Boschendal Wine Estate, Stellenbosch	108 km; 52 km
23 Feb	Bay City Cycle Tour 2014	Herzlia School, Old Kendal Road, Constata	84 km; 49 km
	Cape Rouleur	Franschoek	Stage 1: 127km Stage 2: 147km Stage 3: 208km Festival ride: 112km

Events Calendar

MARCH 2014			
DATE	EVENT	VENUE	DISTANCES
1-2 Mar	Cape Town Cycle Tour MTB Challenge	Le Bonheur Estate, Stellenbosch	55km
6-8	Cape Town Cycle Tour Lifecycle Expo and Cycle Tour Registration	Good Hope Centre	
8 Mar	Cape Town Cycle Tour Tricycle and Junior Tour	Youngsfield Military Base, Wynberg	
9 Mar	Cape Town Cycle Tour	Constantia to Bakoven	95km
23-30 Mar	ABSA Cape Epic	Meerendal Wine Estate in Durbanville to Lourensford Wine Estate in Somerset West.Durbanville,	729km with 14 850m of climbing
29-30 Mar	PPA Wacky Wheels 2014 (overnight tour)		60 km per day
APRIL 2014			
12 Apr	Breede MTB Challenge	Laerskool Bree rivier, Worcester	46 km; 30 km; 17 km; 5 km, kiddies
26 Apr	Philadelphia MTB Funride	Church Square Philadelphia	63 km, 40 km, 14 km
25-27 April	MMM Karoo-Mountain-Coast	Laingsburg-Sedgefield	330km

Events Calendar

MAY 2014

DATE:	EVENT	VENUE	DISTANCES
2-4 May	Red Stone Mountain Bike & Trail Running Week-end:	Buffelskloof, Kruisrivier, Calitzdorp	28km Trail Run » 46km Cycle Race » 60km Cycle Race »
3 May	Willow Creek/ Computer Mania MTB Challenge	Willow Creek Estate, Nuy Valley Robertson	60 km; 30 km; 10 km
3-4 May	Houw Hoek Tour MTB	Houw Hoek	Multi-stage
10 May	Tru-Cape MTB Fun-ride	Elgin/Grabouw Country Club	50 km; 25 km; 10 km
10 May	Hessequa MTB Challenge	Riversdale	88km,48km,17km
17 May	PPA "Tread Lightly" Womens MTB Funride	Backsberg Wine Estate Paarl	35 km; 15 km; 5 km
24 May	Hex Valley Autumn Splendour MTB	De Doorn Wine Cellar	55 km; 35 km; 15 km

JUNE 2014

6 - 8 Jun	RECM Knysna 200	Knysna	200km over 3 Days
7 Jun	Robertson Winery MTB Challenge	Paru Farm	57,42,29, 12km
7 Jun	Spur School MTB League	Willowbridge	2km laps
13 Jun	Full moon Nightride	Muratie Wine Estate Stellenbosch	15km

Events Calendar

JUNE 2014

DATE:	EVENT:	VENUE:	DISTANCES:
14 Jun	Napier Patat Festival MTB Race	Agulhas Skills School, Napier	60,30,15km and Kiddies
15 Jun	Greyton MTB Classic	The Oaks Farm manor House	TBC
16 Jun	Cape Town Freedom Ride Road Race	Kenilworth racecourse	27km
16 Jun	Nine to Five Team Relay	Delvera	7km Lap
28 Jun	Tour de Plett	Plettenberg Bay	20km, 55km, 85km
29 Jun - 04 Jul	Cape Country Tour	Grabouw	Multi-stage

JULY 2014

5 Jul	Pick n Pay Weekend Argus Rotary MTB	Knysna	50,80km
6 - 7 Jul	Pick n Pay Weekend Argus Rotary Road Race	Knysna	50km, 100km
19 Jul	Spur School MTB League	Paarl	TBC
26 Jul	Wolseley MTB Challenge	Mountain Ridge Wine Cellar	75,50,30,15,5km
26 Jul	Wild Pig MTB Marathon	NMMU Saasveld Campus, George	64,40,18km

Events Calendar

AUGUST 2014

DATE:	EVENT:	VENUE:	DISTANCES:
2 Aug	Die Burger MTB Challenge	Stellenbosch	15, 30, 42, 60 & 75km
8-10 Aug	Storms River Traverse	Storms River	3 Stage race
8 - 10 Aug	Potberg & De Hoop MTB	Garden Route	TBC
9 Aug	Spur School MTB League	Somerset West	TBC
16 Aug	Mall-2-Mast MTB Challenge	Garden Route Mall	60 km challenge, 30 km fun event
30 Aug	Spur School MTB League	Stellenbosch - Final	TBC
30 - 31 Aug	Greyton Tour	Greyton	48, 50km

SEPTEMBER 2014

6 Sep	Al-2-Hez Mtb race	Riversdale	92km,45km and 21km
7 Sep	Staalwater MTB Challenge	Caledon	15, 30 & 60km
12 - 14 Sep	Ride 2 Nowhere	McGregor	3 Days (60km)
13 Sep	Funky Fynbos MTB Race	De Uiljenes, Gansbaai	45km,30km,10km

Events Calendar

SEPTEMBER 2014

DATE:	EVENT:	VENUE:	DISTANCES:
13 Sep	Piket-Bo-Berg Cycle Challenge	Piket -Bo-Berg	57km, 25km, 10km
18 - 20 Sep	Dr Evil Classic	Garden Route	Less than 80km a day
21 Sep	Lions Karoo to Coast	UNIONDALE to KNYSNA via the Prince Alfred's Pass and is not for the faint-hearted.	96km
26-28 Sep	Resolution Health Ride the Rhino	Langebaan Country Estate	Black Rhino 250km, White and Junior Rhino +/-180km
28 Sep	Spur MTB Classic	TBC	15, 27, 38 & 57km

OCTOBER 2014

DATE:	EVENT:	VENUE:	DISTANCES:
4 Oct	Seweweekspoot MTB Challenge	Ladismith	25 & 80km
4 Oct	Cipla Cancer Buddies MTB	D'Aria Wine Estate	35 & 15km

Events Calendar

OCTOBER 2014

DATE:	EVENT:	VENUE:	DISTANCES:
12 - 18 Oct	Bridge Cape Pioneer Trek (International)	Oudtshoorn - George	Multi-stage Various
19 Oct	PPA OneTonner (Road)	Stellenbosch	163km
26 Oct	Spur Adventure Sprint Race #4	Grabouw Country Club	MTB/run/obstacles/water obstacles - teams of 2 or 3 plus mini kiddies course for Spur Warriors Event Approx 10km MTB , 2km trail run & water obstacles MTB/run/ Solo Event 20-25km MTB , 5 - 6km trail run

NOVEMBER 2014

1 Nov	Jakkalsvlei MTB	Jakkalsvlei Wine Farm, Herbertsdale	75km, 35km (08h30), 10km (09h00)
31 Oct – 9 Nov	Wine2Whales FNB W2W ADVENTURE on 31 October - 2 November 2014 FNB W2W RIDE on 3 - 5 November 2014 FNB W2W RACE on 7 - 9 November 2014 The route stages for the 3 x events are the same	Somerset West – Hermanus	Multi-stage 70-80km per day

Events Calendar

NOVEMBER 2014

DATE:	EVENT:	VENUE:	DISTANCES:
23 Nov	Delheim MTB Day	Delheim Wine Estate	7, 12 & 24km
28-29 Nov	Pennypinchers Origin Of Trails	Hofmeyer Hall, Church Street, Stellenbosch	Stage 1: : 70km or 40km Stage 2: : 70km or 40km
29 Nov	Fair Cape MTB Challenge	Durbanville	60, 30 & 15km
29 Nov	Eight Bells Enduro Mountain Bike Race	Mossel Bay	75km, 35km, 10km

DECEMBER 2014

16 Dec	TriSport Duo Challenge & Wolwedans Trail Run	Klynefontein Bush Lapa, Jonkersberg, George	Main Duo: 5km Run & 24km MTB Lite Duo: 2km & 12km MTB Trail Run: 12km Fun Trail Run: 5km (08h00)
31 Dec	Great Brak Grabadoo	Peperboom Restaurant, Great Brak River	15km, 31km, 42km, 66km

JANUARY 2015

17 Jan	Fairview Attakwas Extreme Challenge	Chandelier Game Farm in Oudtshoorn to Great Brak Finish: Pine Creek Resort, Great Brak River	121 km
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Events Calendar

FEBRUARY 2015

DATE:	MTB EVENT:	VENUE:	DISTANCES:
07 February 2014 to 09 February 2014	Isuzu Ride the Rock MTB Challenge	Cederberge	Stage 1 : 85km Stage 2 : 65km, Stage 3:55km
13-15 Feb	Du Toit Tankwa Trek	Ceres	Stage 1: 88km Stage 2: 91 km Stage 3: 63 km + (26 km neutral zone, Multi-stage
14 Feb	99er Cycle Tour and MTB Challenge	Durbanville Race Course	99km, 55km (Road) 35km, 12km MTB, 5km Fun Walk
To be confirmed	inaugural 2015 TransCape MTB	Knysna to end in Stellenbosch	announce on 30 Sep 2014

MARCH 2015

1-5 Mar	The Cape Rouleur	Franschoek	Stage 1: 127km Stage 2: 147km , Stage 3: 208km , Festival ride: 112km
8 Mar	Cape Town Cycle Tour Tricycle Tour (0-6 years)	Youngsfield Military Base, Wynberg	1,7km
08 Mar	Cape Town Cycle Tour Junior Tour (6-12 years)	Youngsfield Military Base, Wynberg	2,5km, 5km, 7,5km & 10km
08 Mar	Cape Town Cycle Tour		110km
15 - 22 Mar	ABSA Cape Epic	To be announced 22 October 2014	Multi-stage 729km

Organisational Information (Pedal Power Association)

- **The Pedal Power Association** is the largest recreational cycling organization in South Africa. It currently has some 18 000 paid-up members, spread all over the country, although the largest component is in the Western Cape where the Association has its headquarters.
- Founded in 1976 as Western Province Pedal Power Association, the Association (a Public Benefit Organization) came into being as a result of the running of the first Cycle Tour that was to develop into the now-world famous Cape Town Cycle Tour.
- An elected committee of 12 persons, who meet once per month, provides strategic direction to the Association. The PPA Office is staffed by twelve employees, who administer the day-to-day running of the Association and its members and co-ordinate the fun-rides that are staged for the benefit of the members and other cyclists within the greater Western Cape.
- The largest component of the service Pedal Power provides for its members is facilitating more than 50 well-organised cycle events per annum. These are split roughly half-half between mass participation road and Mountain Bike fun rides, with a recreational tour or two and some events for the more competitive cyclist thrown in as well.



Organisational information cont.: (Dirtopia)

- Dirtopia is an outdoor, off-road event & trail Construction Company.
- Their HQ is based at Dirtopia Trail Centre on Delvera farm 10km from Stellenbosch where we sell permits for the marked trails.
- There is another Trail Centre at Welgevonden just outside Stellenbosch that offers bike sales & bike servicing.
- Dirtopia's main focus is mountain bike events, though we also organise fun trail run & hike events.



Events Economy (Seeding Events)

▪ **What is seeding and why is it done?**

Seeding is the process we use to set the start time for each entrant into the event. The purpose of seeding is to group cyclists together in bunches of equal ability thereby reducing the need for overtaking and reducing the likelihood of accidents or bottlenecks at any point on the route.

▪ **How seeding is done:**

- Using available results for events timed by RaceTec, a seeding index is calculated for each person.
- This gives an indication of a person's ability relative to all other entrants.
- An index of "0" means you are of the same ability as the winner, while a "100" index means we expect you to do roughly double the time of the winner.
- Everyone with an index between 0 and approximately 100 is seeded into one of the seeded groups with riders of equal ability.
- To determine your seeding, we use your best result in Cycle Tour seeding events or the average of your best 3 other results if that is better.
- These events may carry a penalty if it does not meet certain criteria, like distance or total ascent.
- We also make concessions for certain special groups giving them a start in the last few seeded batches. These are people who have completed more than a certain number of Cycle Tours or seeding events, people over 70 and internationals.
- Next come the groups for the various charity and corporate entries that did not make it into the seeded groups, and then PPA members.
- Remember that if you entered as a Corporate or Charity rider, but qualify for a better start group, you will be seeded according to your ability. You are allowed to drop back and start with your Corporate or Charity group, but never earlier than what your official start time is.
- Finally there are the open groups for anyone not falling into one of the above categories.

Seeding Events for Cape Town Cycle Tour

Event Name	Distance	Date	Province
Value Logistics Fast One	96km	26-Jan-14	Gauteng
The Herald VW Cycle Tour	105km	02-Feb-14	Eastern Cape/PE
Action Ford Berge en Dale Classic	99km	08-Feb-14	Gauteng
99er Cycle Tour	99km	08-Feb-14	Western Cape
Dis-chem Ride for Sight	116km	16-Feb-14	Gauteng
Nedbank Namibia Cycle Challenge	100km	23-Feb-14	Namibia
Daily Dispatch Spar Cycle Tour	100km	16-Feb-14	Eastern Cape/East London
Cape Argus Pick n Pay MTB Challenge	55km	02-Mar-14	Western Cape
Cape Argus Pick n Pay Cycle Tour	110km	09-Mar-14	Western Cape
Wilro Lions Cycle Challenge	114km	06-Apr-14	Gauteng
aQuelle Tour Durban	105km	28-Apr-14	KZN
Pick n Pay Weekend Argus Rotary Knysna MTB	50km & 80km	05-Jul-14	Southern Cape
Lost City Cycle Event	115km	16-Aug-14	Northwest Province
Lost City Mountain Bike Event	60km	17-Aug-14	Northwest Province

Seeding Events for Cape Town Cycle Tour

D2D Cycling Race	93km	07-Sep-14	Gauteng
Rand Water Race For Victory	110km	21-Sep-14	Gauteng
Kumba Iron Ore Classic	105km	20-Sep-14	Northern Cape
The Pennypinchers Lions Karoo to Coast Mountain Bike Challenge	100km	21-Sep-14	Southern Cape
GOK Penny Pinchers Cycle Tour	104km	06-Oct-13	Southern Cape
PPA One Tonner	163km	19-Oct-14	Western Cape
Amashova Durban Classic	106km	12-Oct-14	KZN
Bestmed Jacaranda Satellite Classic	114km	18-Oct-14	PTA
Mangaung OFM Classic	106km	02-Nov-14	Bloemfontein
Momentum 94.7 Cycle Challenge	97.4km	15-Nov-14	Gauteng
Die Burger PPA Cycle Tour	97km	30-Nov-14	Western Cape



Events Growth Strategy

- After consulting with some event organisers and tourism offices it was discovered that the Multi-stage events needs to be grown, marketed and supported to ensure that Cycle Tourism in the Western Cape grows even more.
- These events have about 50% of international riders take part and the towns economy grows because the riders use the accommodation in the town, restaurant, and retailers during this time.

For example the Wine2Whales multi-stage cycle events created contract jobs for a 150 people leading up to the event to build the route etc. 5 Permanent jobs were created in 2013.

- The Multi-stage events lead into each other and is a build up to the ABSA Cape Epic.

The view of the co-owner of FNB Wines2Whales and sole owner of the 2 day HouwHoek & Greyton MTB Events and the 6 day Cape Country (from Elgin to Knysna to coincide with Knysna Oyster Festival)

Johan Kriegler

Director: MTB Adventures CC & Wines2Whales (Pty) Ltd.



Events Growth Strategy

- In terms of growing this tourism offering we need to involve all stakeholders within the tourism sector. For examples the hospitality sectors, we read and hear about cycling and hiking trails on some wine estates, resorts and farms.
- So how do we tap into those establishments to promote and grow these activities. Cycling activities can, will attract lots of overnight tourists at various establishments this activity is offered. And perhaps planning a seed event at several of these establishments will not only enhance the visibility and participations of cycle tourism it will also contribute to the growth of the strategy.
- Information received from the event's organisers and Tourism offices: Festivals during the same time as the Cycling events works and is the drawing card for people to take part in the festival and the Cycling Event.
- Domestic tourists decide to go to an event and then realise that there is an cycling challenge and then take part in the event and stay longer at the festival and some families have started to make this a family time.

For example: Uniondale Tourism is looking at having the Oervlakte Fees four days before the Karoo to Coast MTB challenge so that tourists can stay longer.

Events Expo's

- **EXPOS:** This can be part of the pre- planning for launches of perhaps each seed event within the WC. It could also happen weeks, days or on the day of the actual event. This all depends on the objective and goal of this strategy. But we agree Expo's is needed to create a platform for partnership, potential sponsorship and to create excitement and more participation for this activity.
- **Currently there are Expos before the Multi-Stage events that include:**
 - Wine2Whales
 - Absa Cape Epic
 - RECM Knysna 200
 - Bridge Cape Pioneer Trek (International)
 - Storms River Traverse
 - Penny pinchers Origin Of Trails



Example of an Expo Statistics

- **Cape Town Cycle Tour:**

- 2013 Expo Statistics

- 21% Female

- 79% Male

- **Average age:** 40.58 (Men 41.3 and woman 38.16)

- 34 522 Cape Town Cycle Tour race packs were collected

- **Visitors:**

- Approximately 80 000 visitors in total

- Just under 4 000 international participants (compared to just over 2 000 in 2008), who accessed the Expo. This excludes their accompanying friends and family.

See more at: <http://expo.cycletour.co.za/expo-info/expo-stats/#sthash.j5hQD1Kt.dpuf>

Estimate Value of events



Cycle Event 2013/2014	Estimated Value of Event	Jobs created	Other assistance
Cape Town Cycle Tour Pick n Pay Momentum Cycle Tour	R400m	These events also create contract and permanent jobs. The leading up to the event needs tracks to be build, catering, accommodation etc.	Lions Karoo to Coast MTB event: All the money raised from this event goes towards the Lions restoration of sight (eyes) projects in the Southern Cape area.
ABSA Cape Epic	R300m (R50m events on its own)		
Karoo to Coast	R10m for Knysna, Union Dale to be confirmed	Accommodation is not only booked in the town where the event is held but also in the surrounding towns.	
Wine2Whales	R13m the value the event brings excluding accommodation etc.		
		Statistics: Wine2Whales 150 contract jobs and 5 permanent jobs have been created. This event also made it possible for a start-up of a small business. (track building)	

Estimate Value of events continued

Cycle Event 2013/2014	Estimated Value of Event	Jobs created	Other assistance
<p>Ladismith 7 weekspoot MTB challenge 2013</p> <p>(1 200 participants less than 100 came from the outside of Kannaland)</p>	R1,6million	We only employ 50 unemployed Police reservist for the weekend. Although no permanent jobs are created these people also learn valuable event management skills that they can put to use thought the year in their communities.	A 26 minute TV show is Broadcasted Internationall y to all Supper Sport Countries
<p>Napier Patat fees MTB Challenge</p> <p>(More than 1000 participants)</p>	+ -R3 million	Not indicated	<p>About 80% of the participants are from the Western Cape and 20% from the rest of South Africa.</p> <p>The Patatfees is a draw card for the participants.</p>



Charity Cycle Events

Charity Linked to which Event	Charity Name	Charity Impact
99er Cycle Tour and MTB Challenge to start to support education based organizations.	Inside Out is involved in the lives of pre-primary school children in the Klipheuwel community. The organisation has been supported by The 99er Cycle Tour and MTB Challenge since 2013.	R10 000 to Inside Out R10 000 to The Salvation Army's Hesketh King Treatment Centre R10 000 to CANSA Mobile Testing Units
Cape Town Cycle Tour	Francois Pienaar's MAD CHARITY (Make A Difference)	500 riders have pledged their support in investing in the future of South Africa by raising funds to educate bright young learners who does not have the financial means to reach their full potential in 2014.
Bouckaert-Soenen Road and MTB Cycle Race	Paarl Rotary Club part of PPA Fun ride	one of three main fundraising events arranged by the Rotary Club of Paarl (the other two being a Road and MTB race in February and a Wine Auction in May). All proceeds from this cycling event are used for the benefit of projects supported by Paarl Rotary



Charity Cycle Events

Charity Linked to which Event	Charity Name	Charity Impact
Karoo to Coast	Lions club	<p>All the money raised from this event goes into Lions restoration of sight projects in the Southern Cape area</p> <p>We supply on average 10 guide dogs each year</p> <p>We have about 260 to 300 cataract operations done each year. This year we will have saved the sight of some 2600 to 2700 patients in total</p> <p>This year we have budgeted for 40 squint operations to be performed in Knysna and George hospitals, with the assistance of an ophthalmologist who specialized in these procedures</p> <p>The above are all done with the generous assistance of various Ophthalmologists and the use of either state or private hospital facilities</p> <p>We also supply spectacles to 280 to 310 patients each year, some from Knysna and some from Uniondale area</p>

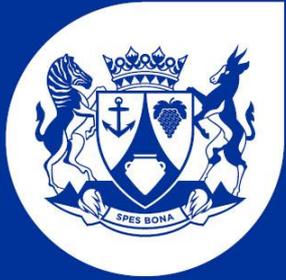


Benefits of Cycling

- Reduce Stress
- Reduce risk of diabetes and high blood pressure
- Increase muscle tones
- Strong heart and big lungs
- Bones of steel
- Chiseled legs
- Faster than walking
- See the world through different eyes
- No noise pollution
- Runs on fat not fuel
- Reduce road kills and save animals
- Bye bye spare tires
- Money in your pocket not in fuel tank

www.HealthcareMagic.com





**Western Cape
Government**

Economic Development
and Tourism

CYCLE TOURISM

CYCLE TOURISM

- **Definition:** Recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit.
- **CYCLE HIRE AND TOUR COMPANIES**
 - Tour companies either have their own equipment to rent.
 - Hire equipment/bicycles at different points of the route/itinerary, Tourists travel with own equipment.
 - Overland Touring with a registered driver / Tourist Guide.
 - Sedans, 4x4's, Micro Bus, Mercedes Sprinter 16 seater, Iveco 22 seater.
 - All vehicles have to be NATIONAL ROAD ACT 1966, compliant.
 - All transfers carried out by registered Tourist Guides holding valid Professional Driving Permits.
 - Cycletouring.co.za – online bicycle touring equipment, self drive tours.
 - Day-trippers – Cape Town Based –vehicles escorted tours.



CYCLE TOURISM

- **CYCLE TOURS:**

- **Cycling Holidays** – Cross Regional Tours/Cross Provinces/Cross Cities/Overland/Multi day trips/Epic Tours:

- **Nationally:**

- **Escape Cycle Tours** (17 routes -Johannesburg to Maputo, Namaqua Daisy Tours, Gourment Cycle tour, Mapungubwe World Heritage Site, a six-day pre-Argus Tour, cycling in the Magaliesberg, Lesotho MTB rides, the KZN Midlands Meander route, the Cape Winelands, the Kruger National Park, the Mashatu Cycle Tour, a 12-day tour from Stellenbosch to Port Elizabeth, a tour from Knysna to Gordon's Bay, a three-day Johannesburg to Durban trip, the Lindani tour, the Namaqualand Daisy tour, and Maluti Spring tour, as well as cycling in Soweto), Tailor made packages.
- **Leisure cycle tours and Adventures** (Across South Africa, Provinces(WC+EC+KZN), Baakens Valley Ride, South Coast Serenade)

CYCLE TOURISM

- **African Bikers** – specialist company, cross regional (SA, Swaziland, Namibia, Uganda).
- **Active Escapes** - KwaZulu-Natal Midlands, on the Wild Coast, and in the Drakensberg.
- **Beach and Bush** - Oribi Gorge on the KwaZulu- Natal south coast.
- **Drifters** - overland tours in South Africa, Namibia, Botswana, Mozambique, Kenya, Malawi, Zanzibar, Kenya, and Uganda.
- **Cycle Travel Company** (tours around SA).
- **Span African Adventures** – Drakensberg tours.

CYCLE TOURISM

- **CYCLE TOURS: (Continues...**
- **Cycling Holidays:** Cross Regional Tours/Cross Provinces/Cross Cities/Overland/Multi day trips/Epic Tours:
- **Provincial: WESTERN CAPE**
- **Cape Town:**
 - **iRide Africa** – Cape Peninsula Tours
 - **Downhill Adventures** (Cape Town and Winelands Tours)
 - **Bike and Saddle** (Cape Town and Winelands)
 - **Soul Touring** –(Cape Town, Winelands, Garden Route)

CYCLE TOURISM

- **Holiday Cycling and Cycling Day Visits:** Cycling while on holiday, Day Tours

Nationally:

Gauteng, KZN, Eastern Cape:

- **Soweto backpackers** – Soweto by Bike
- **Soweto bicycle tours** – Soweto by Bike
- **Alexandra tours** – Soweto by bike
- **Bike and saddle** -Soweto by Bike, Durban Tours
- **Urban adventures** –Cycle Soweto
- **Wild Mountain Adventures** – Eastern Cape

CYCLE TOURISM

▪ **Holiday Cycling and Cycling Day Visits:**

▪ **PROVINCIALY: WESTERN CAPE**

• **Winelands, Garden Route, Overberg, Karoo, West Coast**

- **Leisure cycle tours and Adventures** (Tour De Knysna, Baakens Valley Ride, Garden Route, Seaferers Serenade, The Whale Route, Route 62 on 2)
- **Escape Cycle Tours** – Unique Cape Cycle Tours
- **Outeniqua Biking Trials** – Garden Route
- **Darling Extreme**
- **Walking Holidays-** (Cape Winelands and Hermanus)

<http://www.walkingholidays.co.za/cycling-tours-south-africa/hermanus-cycling-holiday/>

Cape Town:

- **Ubuntu** – Khayelitsha Bike Tours
- **Awol** – City and Winelands Bike Tours, Masiphumelele Township tour
- **Drifters** – City Bike Tours
- **iRide Africa** – Cape Town Bike tours
- **Downhill Adventures**
- **Bike and Saddle**

CYCLE TOURISM

- **Mountain Biking** – Incorporates Cycling Holidays and Holiday Cycling:
- **Nationally:**
- **Escape Cycle Tours** –Across SA
- **Bendito Ranch** –Limpopo
- **Clear Water Trails** –KZN
- **Eastern Cape Mountain Biking** – website for all things MTB tracks/facilities
- **Encounter South Africa** – SA
- **Mankele Mountain Biking** - WC+SA
- **Mountain Biking Africa** -WC+SA
- **Olifants Camp** – Kruger National Park

(Mountain Biking is permitted in a number of parks where animals do not pose a safety threat to riders)

CYCLE TOURISM

Mountain Biking

Cycling Holidays and Holiday Cycling:

▪ **Provincial: Western Cape**

- Lebanon MTB Trails
- Cape Mountain Biking Tours WC
- Makadas Adventures

▪ **Cape Nature:**

- Hottentots Holland
- Jonkershoek,
- Swartberg
- Anysberg
- Grootvadersbos
- De Hoop
- Salmonsdam
- Kogelberg
- Marloth
- Vrolijkheid

SANParks:

- Table Mountain
- Bontebok,
- Garden Route- Tsitsikamma, Wilderness, Knysna)- Harkerville, Petrus se Brand Cycle Route, Farleigh , Homtini Routes)
- West Coast National Park

CYCLE TOURISM

■ ACCOMODATION:

- Adventure tourists prefer Self Catering, B&B , Camping Style Accommodation
- Single Day Stay for people on multi- cycling routes
- Tour operators include a variety of accommodation types on multi day tours (camping, self catering, and serv' accommodation like guesthouses, lodges)



■ Cycle Friendly Accommodation & Certification:

- Cycle friendly establishments (including Bicycle parking, lockable storages /boxes)
- Certification for certain establishments like hotels, B&B, Camp sites and bungalows, restaurants, pubs , attraction sites, bike stores etc..)

CYCLE TOURISM

- **Cycle Friendly Establishments & Certification:**
- **Following Cycle friendly certifications Schemes:**
- **The German certification Bed and Bike** (www.bettundbike.de/) was launched by German cycling club ADFC already 16 years ago in the largest European cycle tourist destination - Germany.
- Other long established certification scheme includes the **UK Cyclists Welcome** (www.ctc.org.uk/) run by one of the oldest cyclist's organization in Europe, the CTC.
- **The Dutch system Fietsers Welkom!** (www.allefietserswelkom.nl/) developed by Stichting Landelijk Fietsplatform deals with accommodation facilities mainly.
- In **Italy the 6 Albergabici system** (www.albergabici.it/) is a certification scheme for accommodation run by FIAB.
- In France until recently there have been several regional certifications that were united only in 2011 under one umbrella as national scheme **Accueil Vélo** (www.francevelotourisme.com/) by organization France Vélo Tourisme.
- In Switzerland the cycle friendly certification is not promoted separately but as part of overall project supporting active mobility and travel called **SwissMobil** (www.schweizmobil.ch/).
- In other European countries and regions like Luxembourg or Flanders the German model of Bed and Bike was utilized to start a cycle friendly certification scheme.

CYCLE TOURISM

- **LOGISTICAL ARRANGEMENTS: Cape Town Cycle Tour 2014**

- **AIR TRAVEL:**

- **SAA**

"The efficient and safe carriage of your bicycle to and from Cape Town is of prime importance to South African Airways and every endeavour will be made to ensure that your bicycle receives the appropriate care and handling in carriage." SAA

- Bicycle will be transported at a handling fee

- **PACKING OF BICYCLES:**

- Bicycles must be securely packed. Special boxes and bags are obtainable from bicycle outlets and associations.
- Handlebars should be turned parallel with the frame, pedals removed or turned inward, tyres deflated and the seat must be put down
- All electronic equipment must be removed and transported separately.

www.flysaa.com/za/en/flyingSAA/baggage/cape_cycle_tour.htm

- **Other Airlines:**

- **Mango Airlines, Kulula, British Airways**

CYCLE TOURISM

▪ LOGISTICS:

Cycle transportation during Cape Town Cycle Tour: South Africa: Cycle Transport Companies

- Night Trans
- Elliott Mobility with Cycle Lab
- Transport
- The Bike migration
- Cycle transportation
- JSF Transport
- **TEAM Sports, (Travel agent)** work with cyclist with regards to transportation and bookings of cycles on flights.
- **Rental Cars:**
 - This depends on the size of your travelling party and how many bicycles have to be transported
 - Should you be travelling with a group, you are also able to make use of transport services from local coach companies who can offer coaches with designated drivers

<http://www.cycletour.co.za/index.php/travel/bike-transport/>

CYCLE TOURISM

JOBS and SKILLS:

▪ **Tour coordinator:**

- This position provides concierge style service to our travellers in given regions while also assisting with the operations for each tour departure.

▪ **Cycle Tour Guide:**

- A cycle tour guide is responsible for leading a group of cycling enthusiasts on an organised journey, either domestically or overseas.
- Good group leadership skills
- Excellent communication skills
- Knowledge of first aid

▪ **Bicycle Mechanic:**

- The bicycle mechanic's primary responsibilities include tuning and maintaining bikes
- Repair, check, and fix bikes

CYCLE TOURISM

▪ **The Soigneur Training Course:**

As modern cycling becomes ever more complex, with an increasing amount of sophisticated scientific knowledge being applied to training and racing, so the demands placed on the Soigneur continue to grow. As such, this exciting new course is designed to provide students with the knowledge and practical skills to enable them to work in this dynamic and exciting area of the sport. (World Cycling Centre)

The extensive programme will include:

Sport massage therapy

Recovery techniques

First aid

Nutrition & Hydration for performance

Food preparation & hygiene

Anti-Doping

Race specific skills

Communication skills <http://www.cyclingsa.com/Article.aspx?uid=1237/>

Cycle Tourism

▪ Training for Bike Mechanics

• Benchmark Training Programme by Union Cycliste Internationale (UCI)

To train professionals out in the field, the World Cycling Commission proposes three courses for mechanics wishing to pursue a career as a mechanic with a professional team or a National Federation.

As part of their practical experience, course participants will travel to races with the World Cycling Centre team, an ideal way to gain experience working with high-level athletes in racing conditions.

8 weeks –theory and practical training, delivered by World Cycling Centre Master Mechanic, Alex Roussel

What you will learn:

-Building and maintaining bikes across the cycling disciplines

-Experience at races, travelling with the World Cycling Centre team as an active mechanic

Course includes:

Building Road, Track, MTB & BMX bikes

Maintenance and service of road, track MTB and BMX bikes

Wheel Building

Position on the Bike

Rule & Regulations

Union Cycliste Internationale <http://www.uci.ch/>

CYCLE TOURISM

JOBS AND SKILLS:

- **Travel agents:** Specific focus on customised packages for Cycle Tours
- **Cycling Magazine Editor:**
Modern Cyclist - Johannesburg
and creative thinker with a strong sport and cycling background, a good understanding of multi-platform... and out of town work at cycling events.
- **Safe Cycling Campaign Manager**
Cape Town
Setting and implementing of the Safe Cycling strategy, including: (i) Brand management and all related to the Safe Cycling campaign.
- **Junior Content Manager: Graphic Design**
Managing of the website on cycling, have a passion for cycling.
- **Marketing Manager:**
Manage and leverage high profile Cycling events. • Develop and maintain Corporate Identity

CYCLE TOURISM

JOBS exist within the cycle tourism industry:

- Event or Touring Company Sales and Marketing
- Route Designers and Guides
- Office Manager and Customer Service
- Event Management (profit and non-profit)
- City or County Bicycle Transportation Coordinators

CYCLE TOURISM

▪ **Jobs and Skills: (UK Qualification)**

• **Cycle Workshop Technician Apprentice - Bliss Outdoor Ltd**

Cycle maintenance from new bicycle assembly to all repairs across all bicycle types.

Day to day duties will involve building bikes, undertaking repairs and servicing bikes to a high standard within a set timeframe.

Training to be Provided

- Level 2 NVQ Diploma in Engineering Maintenance & Installation - Cycles pathway;
- Cytec 2;
- Level 2 Certificate in Cycle Maintenance;
- Functional Skills at Level 1 in Maths, English & IT;
- Employee Responsibilities and Rights;
- Personal Learning & Thinking Skills.

• **Cycle Maintenance Apprentice - Off camber**

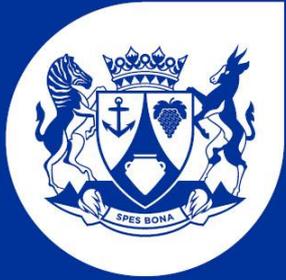
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- Level 2 Certificate in Cycle Maintenance;
- Functional Skills at Level 1 in Maths, English & IT;
- Employee Responsibilities and Rights;
- Personal Learning & Thinking Skills.

www.thecyclingexperts.co.uk/the-cycling-industry/jobs/?job=9312

Cycle Tourism

- **Existing Jobs in Serviced Accommodation:**
 - Accommodation Services
 - Banquet Server
 - Bartender
 - Front of House-Receptionist:
 - Executive Chef: Culinary Arts Diploma is required
 - Food and Beverage Manager:
 - General Manager
 - Reservations Sales Agent
 - Housekeeping Room Attendant



**Western Cape
Government**

Economic Development
and Tourism

CYCLE ECONOMY

CYCLE ECONOMY

- **Cycling's Economic Impact: Wisconsin Bike Federation:**

From the Wisconsin Bike Federation: Bicycling Contributes nearly \$1.5 billion to Wisconsin's Economy every year.

http://www.bfw.org/education/index.php?category_id=4746

Granted, the headquarters of Trek and other cycling-related companies are located in Wisconsin, but some of these other statistics are too impressive to ignore:

"Combined with previous estimates of the state's bicycle manufacturing, sales, and services industry, this means bicycling generates more than \$1.5 billion a year in total economic impact."

One of our "unofficial manifestos," Pedalling Revolution by Jeff Mapes, also discusses the impact of cycling on the economy of Portland.

This is exactly the kind of information that we need to keep in our back pockets when we get push-back from people about being a bunch of "Lance Armstrong wanna-be's," or when we engage businesses in the conversation about becoming bike friendly merchants'.

<http://bikeomaha.blogspot.com/2010/02/cyclings-economic-impact.html>

Cycling and the economy

By Cherry Allan on 7 March 2014

- **Cycling makes Good economic sense for both society and the individual.**



Headline Messages:

- Our excessive dependence on motorised road transport imposes significant economic costs on society. These include congestion, road casualties, physical inactivity and air pollution (and the associated damage to buildings, ecosystems, agriculture and health), as well as the geopolitical costs of maintaining fossil fuel supplies in an increasingly unstable global environment.
- Cycling could substantially reduce these risks, while strengthening local economies in both urban and rural areas, supporting local businesses and property values, boosting the economic productivity of a healthy and satisfied workforce, and enabling disadvantaged groups to gain skills and access employment opportunities.

...cont. Cycling and the economy

- Local and national government, businesses and economic regeneration partnerships should therefore invest more heavily in promoting cycling; and the tax system should offer greater support.

- **CTC View (formal statement of CTC's policy):**

The economic benefits of investing in small scale projects that typically benefit cycling are often underestimated. On the other hand, car-dependence is a significant cost for society and large scale transport projects (e.g. roads) are not the value-for-money they are often thought to be.

- **Cycling makes a positive contribution to the national economy and it is a cost-effective investment. It can help:**
 - Reduce congestion;
 - Improve public health and save NHS money;
 - Create jobs;
 - Save employers money and improve productivity;
 - Inject money directly into the economy via the cycle trade;
 - Boost the vitality of town centres;
 - Deliver goods efficiently; and
 - Lift house prices.

...cont. Cycling and the economy

- **The Treasury should incentivise cycling through:**
 - Adhering to the principle that 'the polluter pays' as the basis of taxation of transport users;
 - Maintaining a tax-free mileage rate that makes cycling on business financially worthwhile;
 - Supporting cycle commuting schemes that save businesses and employees tax (e.g. the 'salary sacrifice' Cycle to Work scheme);
 - Reducing VAT on cycle repairs;
 - Working with the European Union on changes to the VAT Directive that would encourage cycling (e.g. zero-rating cycles);
 - Maintaining its policy of not taxing cycles for the use of the roads.
- Both national and local authorities should dedicate sufficient resources to smarter choices, recognising that they rely on revenue rather than capital funding.
- Economics-focused bodies such as Local Enterprise Partnerships (LEPs), regeneration agencies, developers and retailers should recognise the value of cycling and take action to promote and encourage it.

<http://www.ctc.org.uk/campaigning/views-and-briefings/cycling-and-economy>

Impact of Cycling on the South African Economy

- **Cycling** is one of the worlds fastest growing sports, and South Africa has not been left behind, but there is still untapped opportunities, we can explore as a country and as a province.

Further studies will have to be conducted in order to verify and make available actual economic growth and contribution figures of cycling in South Africa and specifically the Western Cape.

An example of an opportunity that exists; is local sales growth, which tips the scales in favour of mountain biking, due to the terrain in the Western Cape, which highlights the **Winelands**.

Although adopting economic trends from other countries, that are relevant in South Africa, should be considered for further research and implementation.

There is a major contribution to the economy linked to cycling specific events, with regard to retail and manufacturing during the period of January to March. Events such as the Cape Town Cycle Tour, etc.

- **(Telephonic Interview: Local Manufacturer:)**
Having talked with a local manufacture and cycling enthusiast, he shared the following;
...a **500%** increase in turnover from January to March is experienced throughout the industry, which includes bicycle sales, apparel, accessories etc.

Manufacturers

- **There are different parts which make up manufacturing in the Cycling industry;**

These include:

- Bicycle manufacturing
- Bicycle parts/ accessories
- Clothing etc.,

- **Bicycle Manufacturing/ Bicycle parts/ accessories:**

We have found there are a limited number of South African Branded Bicycle manufacturers, ---- -
We tend to have a few manufacturers of bicycle parts, though.

There are a large number of local (national) bicycle retailers, which includes online stores; but this results in importing of bicycles, rather than manufacturing.

Examples of stores;

- [Bike Hut Webshop](http://www.bikehut.co.za): SA's Premier online Bicycle Shop. www.bikehut.co.za
- [Bi-cycleworx](http://www.bi-cycleworx.co.za): The bicycle shop with an online bicycle trading facility for new and used bicycles. www.bi-cycleworx.co.za
- [BikeBay](http://www.bikebay.co.za): Used bicycles: quality pre-owned, second hand bikes at BikeBay.co.za - the used bicycle buyer and seller of choice. www.bikebay.co.za

... cont. Manufacturers

We note there is a gap in the market for South Africa to locally produce bicycles and with the growing interest of events, tours etc. the latter offers an opportunity for future investment into the country (provinces).

International bicycle manufacturers should be encouraged to outsource their manufacturing to South Africa, which would lead to job creation.

- **Clothing Manufacturing**

As compared to bicycles, **cycle apparel** is already being designed and manufactured in South Africa.

Example - **Rapid Sport** has two main lines of production, namely Cycle Wear and Snow Ski Wear.

All clothing products are manufactured in Cape Town, South Africa.

Rapid Sport also has new retail outlets in *Johannesburg* and *Durban*.

Howzit Sportswear:

Specialize in manufacturing quality, sublimated, custom cycling jerseys and other cycling wear and sports wear, based in Vredehoek Cape Town

SA Retail Outlets: clothing, accessories, bikes

A list of some of the stores selling cycling merchandise

▪ **Online Stores**

- Wear direct
- Cycle wrench works
- Buycycle
- Rush Sport Cycling
- Slick cycle wear
- Bicicletta online shop
- **General Chain Outlets**
- Total sports
- Cape Union Mart
- Sport scene
- Sportmans Warehouse
- Mr Price Sport s

▪ **Gauteng**

- Cajees Cycle Corner
- BikeBay
- Cycle Lab
- Complete Cyclist
- Kayalami Pro Cyclys
- Moningside Cycles
- Summit Cycles
- Epic Sport Cycles
- Mikes Bikes
- Complete Cyclist
- Williams Bike Shop

▪ **Eastern Cape**

- Coimbra Cycle House
- Cyclo Pro

▪ **Kwa-Zulu Natal**

- Jowett's Cycles
- Maverick Cycles

WC Retail Outlets clothing, accessories, bikes

A list of some of the stores selling cycling merchandise in the WC

▪ **Sale**

- Thula Lula Electric Bicycles
- Rush Cycling Apparel
- Camissa Bicycles
- Brooks England
- Dohan Folding Bicycles SA
- eZee Sa Electric Bycles
- Flywheel Custom Chariots
- The Gear Change

▪ **Sale , Service, Repairs and rentals**

- Woodstock Cycleworks
- Rondies Bikes
- Olympic Cycles
- Jon O Connor Cycles

▪ **Sale , Service and Repairs**

- Ubuntu Bikes
- Bike Plus
- Cycle Teknix
- The Handle Bar
- Bellville Cycles
- The Complete Cyclist
- Cycle Lab Winelands/ Tokai/ Cape Town
- Revolution Cycles
- Bicycle Maintenance Company
- Soloped Cycles
- Crosstown Cycles
- Action Cycling
- Freewheel Cycology
- Bridge Cycles
- City Cycles
- Cycloport
- The Epic Bike Shop
- Knysna Cycle Works

Skills

- The **Bicycle Industry** is comprised of companies who distribute and/or manufacture bicycle apparel, gear, equipment and components for any type of bicycling.
- These may include road biking, mountain biking, BMX biking and other specialty bicycles.
- Products are designed for specific uses such as racing, recreational riding, touring, kids bicycles and commuting.
- The required skills set within the Cycling industry varies and span across many other sectors as well.
- **Cycling Specific Training**
 - **Bike Mechanic Course** offered by **Cycling South Africa** (*which is supported by; Dept. of Sports and Recreation, SACOC to name a few*)
 - Building Road, Track, MTB & BMX bikes
 - Maintenance and servicing of Road, Track, MTB & BMX bikes
 - Wheel building
 - Position on the bike
 - Rule & regulations

...cont. Skills – Employment Opportunities

- There are **direct** and **indirect** employment opportunities in the cycling industry.
- **Current jobs that require interest in cycling:** sales representative, designer and pattern maker , route designers and guides , bike mechanic, etc.
- In order to illustrate how varied the job market is for the cycling industry, below is a list of actual job advertisements, which would fall in the cycling industry, as well as indicate the varied skill set required.
- **Direct jobs** currently being advertised in the market (**EXAMPLE OF:**)
Sales representative – CYCLING / TRIATHLON / RUNNING / JOCKEY / PROMOTIONAL GOODS
Cape Town
sales personnel with the following criteria: active participation in a cycling, triathlon or running events; strong negotiating skills; competitive nature...

...cont. job advertisements

- **Cycling Magazine Editor**

Modern Cyclist - Johannesburg

and creative thinker with a strong sport and cycling background, a good understanding of multi-platform... and out of town work at cycling events. Creating...

- **Safe Cycling Campaign Manager**

Cape Town

travel. (d) Setting and implementing of the Safe Cycling strategy, including: (i) Brand management and... related to the Safe Cycling campaign Please submit a..

- **Junior Travel Consultant**

Professional Career Services - Gauteng

administration skills with attention to detail. A passion for running / cycling will be an advantage. Job Specification A growing business, in the Northern...

Job Advertisements – Indirect job opportunities

- **Documentary Crew needed**

Witbank

record attempt from Cairo to Cape Town. Purpose is to record an adventurer cycling on his bicycle from Cairo to Cape Town. Fully paid: 3 crew members maximum

- **Designer & Pattern Maker**

Cape Town

both the corporate and retail sector. Currently we are heavily focused on our cycling range but we are looking to expand further in to other sports and select...

- **Fashion Designer & Pattern Maker**

Cape Town

both the corporate and retail sector. Currently we are heavily focused on our cycling range but we are looking to expand further in to other sports and select...

- **Junior Content Manager**

The Hub SA - Cape Town

we've grown to become a top South African sports website and the leading cycling website in South Africa. We're seeking a talented, passionate online content...

- **Sales Administrator** | Find Retail jobs in Western Cape ...

www.gumtree.co.za › Western Cape › Find Jobs

Results 1 - 20 of 27 - ... on Gumtree | Get Retail, sales, or telemarketing jobs right now Western Cape - buy or sell almost anything on Gumtree South Africa. ... Specialist Cycling Sales Assistant to be based in the Tokai Stores Cycle Warehouse

Coffee Culture + Cycling



A cyclist enjoys a coffee and snack at an outdoor cafe.
Illustration: Seb Rogers/Alamy

- A cyclists' cafe is more than just a coffee shop, it's a workshop and a riders' hub, with a shared love for coffee and cake .
- Cyclist go to these multipurpose coffee shops, and while having a coffee and interacting with other cyclist and friends, they are having their bicycles repaired.
- These venues serve as viewing areas as well, for sports, and specifically cycling events

...cont. Coffee Culture + Cycling

'How is the **cyclists' cafe** different from a cafe where cyclists go? For one thing, it's more likely to be urban.

In **London**, for instance, there was always Bar Italia, popular with the cognoscenti who went to watch the Giro d'Italia. But at other times, it would be taken over by expat fans of the Azzurri on big match days.

But most of these cafes, while frequented by cyclists, are not run for cyclists alone. And even if cyclists form an important tranche of their clientele, they're not owned by cyclists catering specifically for cyclists. But that's changing, for the latest micro-trend in cycling is precisely that: the cyclists' cafe.'

'**Lee King serves coffee at Lock 7, a "cycle cafe" in Hackney**, where you can eat and drink while getting your brakes tuned up. The cafe at Snow+Rock, an outdoor sports shop in Covent Garden, serves outstanding espresso, and those sold at Prufrock – a menswear shop in Shoreditch – equal any espresso served in London's best Italian restaurants.'

<http://www.theguardian.com/cafedirect/future-food-drink-coffee-culture>

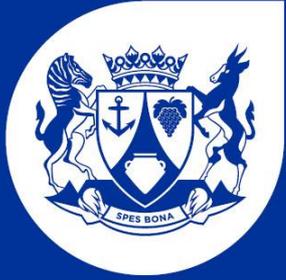
Coffee, Cycling and Community

- **An example of a town in New Zealand using the coffee/ cycling culture to give back to the community**
- 'Giving back. Just because. We've always supported local community events and welcome the chance to provide prizes and giveaways to help fundraise for schools, sports teams and other community projects. Over 150 groups around Christchurch and further afield have lapped up the latte love.'
- **Cycling:**
- Riders are welcome in our stores and the clack, clack of cleats is a familiar sound. Every year we run our exclusive event Le Tour de Coffee Culture which involves cycling between our stores and collecting prizes and rewards along the way.
- Coffee Culture Le Race is an iconic cycling event that is the closest local riders can get to the Tour de France.
- Riding from Christchurch to the picturesque village of Akaroa, cyclists compete as individuals or as teams to conquer the epic hill climb. Coffee Culture Le Race attracts top professional riders as well as mums and dads taking part in their first road race.'

<http://www.coffeeculture.co.nz/about-us/community>

...cont. Coffee Culture: Bike friendly spots

- **Even though we have found some venues catering to the cycling lifestyle, there are still opportunities and areas in need of attention.**
- These areas include infrastructure support in the form of bike racks in front of these coffee shops
- In South Africa the culture is not that big yet, but there is potential.
- **Examples of bike friendly coffee shops we have found in South Africa;**
- **Western Cape**
 - Bike Plus
 - Dario's Café
 - Truth Coffee Cult
 - The Handle Bar
 - Clarkes Bar and Dining Room
 - La Cuccina
 - Starling and Hero Bicycle Café
 - Casareccio Cucina Italiana
 - Delux Coffee Works
 - Henrietta's Café
 - Precision Cycles and Espresso Bar
- **Kwa-Zulu Natal**
 - Bike and Bean



**Western Cape
Government**

Economic Development
and Tourism

POTENTIAL MARKET AND MARKETING PLAN

Marketing

- **Provincial Strategic Objectives:**

- Drive economic growth.
- Drive employment.

- **Marketing Objectives:**

- Drive “feet through the door” i.e. increase the number of cyclists that come to our province to do road our mountain biking.
- Goal: 100 000 cyclists in 10 years.

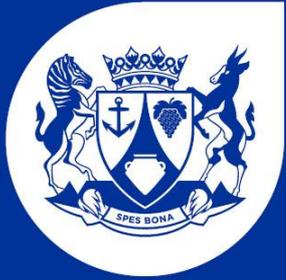
- **Marketing Strategy 2014 – 2024:**

- Leveraging of existing globally appealing cycling assets (international)
- Development and marketing of mountain biking routes (domestic).

Marketing

- **Measurements:**

- There is a need to develop a baseline to measure the effectiveness of the campaign over the next 10 years.
- Recommendation is to select 20 events (Cape Epic, Cycle Tour and Double Century plus smaller regional events), 5 nature reserves (where mountain biking is allowed) and select 5 tour companies that specialise in cycling tourism where we can track participation and usage and measures these over the 10 year period.



Western Cape Government

Economic Development
and Tourism

Development and Marketing of mountain biking routes

Domestic Market

Mountain biking

▪ Why mountain biking?

- Mountain bikes are outselling road bike sales 3 to 1 in most stores across the province.
- Each of our regions have natural assets that we can build off to develop mountain biking routes.
- Mountain biking is an activity the whole family can enjoy together at a basic level.
- Development and maintenance of the mountain bike trails offers economic development and employment to the local communities.
- Training and employment of guides offers employment to the local communities.

Development

Development:

- Form partnership with local tourism office and relevant local stakeholders.
- Identify natural assets where mountain bike trails can be built.
- There is a potential that this will fall both on public (nature reserve) and private (farm) land.
- Hire local contractors to build and maintain the mountain bike trails.
- Hire local people to act as guides.
- SMME development opportunity: Develop a small business that not only takes tourists for guided tours but works with locals (for e.g. bike clubs and schools).
- Nature conservation angle: Tour guides will be trained in terms of nature conservation.
- The guides can become accomplished mountain bikers in their own right and become brand ambassadors for the Western Cape as they get the opportunity to join development teams and travel internationally.
- Bike mechanics.

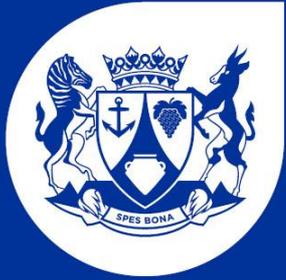
Marketing

- **Marketing:**
- **Mountain Bike Series**
 - Over a period of six months (Winter focus).
 - Link 6 tracks across 6 regions (single day or multi stage).
 - Drive people to visit small towns they may not know of or have visited before.
 - Develop accommodation packages with the local establishments to get people to spend the weekend.
 - Encourage restaurants to have specials.
 - Encourage local tourism office to develop some type of festival / event on the day of the race.
 - Case Study: Darling Extreme held 31st May 2014.
 - This series can be done in partnership with a large event organiser such as WorldSports .
- **Mobile Platform:**
 - Corkage Collective.
 - Database of all routes across the region, design your own route, accommodation nearby, transport, track data.

Marketing

- **Marketing ideas**

- Targeted marketing to mountain biking clubs and websites such as Strava, The Hub, Table Mountain Bikers, Tygerburg Mountain Biking Club. Pedal Power Association.
- Consumer trade shows in Gauteng, KwaZulu Natal and Namibia.
- Leverage our partnership with ABSA Cape Epic and The Cape Town Cycle Tour to market to their domestic database.
- Pop up stores in cycling store in Australia (development – costing).



**Western Cape
Government**

Economic Development
and Tourism

Leveraging of existing cycling assets

International Marketing

Leveraging of existing cycling assets

- There are three great cycling events that have already put us on the global platform in terms of cycling and bringing international cyclists to the Province.
- We need to further leverage these opportunities, but not in the way we have been doing it to date (i.e. give funding towards the actual event).

ABSA Cape Epic

Over and above our sponsorship of the event, funding to be provided to:

- Help drive the international marketing of the event.
 - The ABSA Cape Epic receives international TV coverage in 107 countries, this equates to an audience reach of 132 million.
- Stakeholder engagement through the event at various touch points
- Wesgro gets access to top international business people and riders, allowing us to engage in a high level conversations with regard to our Province.
- These types of conversations help us shape the narrative around the Western Cape and drive peer-to-peer recommendations (which is the strongest form of communication).

The Cape Town Cycle Tour

The Cape Town Cycle Tour is the most popular road race in South Africa. Over and above sponsoring the event, Wesgro will provide funding for the promoters of the race to attend three international shows. The objective of these shows is to help drive awareness not only of the race to increase international entrants, but also awareness of the Province as a cycling destination.

The shows are:

- | | |
|---|-------------------------------|
| 7 th – 10 th August 2014: | Ride London Cycle Event |
| 25 th – 28 th September 2014: | The Cycle Show NEC Birmingham |
| 10 th – 12 th September 2014: | Interbike Las Vegas |

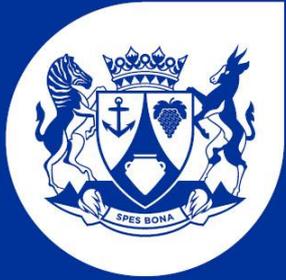
The Cape Rouleur

The Cape Rouleur is seeing huge growth in cyclists willing to travel to South Africa from the United Kingdom, Sweden, UAE, Norway and Brazil. These 5 markets form part of Wesgro's international marketing approach.

The international cyclists that are participating in the Cape Rouleur include some of the world's most influential business leaders and have the opportunity to become great brand ambassadors of the Western Cape and assist us in driving the narrative around the Province as a cycling destination.

Our funding will be used to:

- Develop a television insert that showcases the Province as a cycling destination and flight on both local and international channels.
- Develop a social media campaign to a targeted and highly relevant cycling audience, showcasing the Province as a cycling destination.
- Stakeholder engagement at the 2015 event.
- Develop an E-marketing campaign to drive the Province as a cycling destination.
- Influencer campaign with Ride Captains to drive peer-to-peer recommendations with regard to the Province being a cycling destination



Western Cape Government

Economic Development
and Tourism

Incentives

Some Examples of Proposed Incentives

- **FNB Showers for Card Holders**

- Encouraging large corporates to encourage staff to cycle.

- **Tax Incentives**

- London: Get a tax incentive when purchasing from a cycling shop in the city.

- **Grading Council**

- As per German example.

OTHER STAKEHOLDERS AND GOVERNMENT DEPARTMENTS

Roles and Responsibilities:

- DCAS
- Department of Community Safety
- Department of Health
- Department of Education
- Department of Public Works and Transport
- Local municipality
- City of Cape Town (Transport and Events Department)
- Manufactures
- Events Organisations
- Local Tourism Offices
- Bicycle Empowerment Network (BEN) Bikes