



National Cycle-Rail Awards



Case Study: Best Provision of Cycle-Rail Information

Off the Rails - 2006 Winner

i) Project description

Our Big Idea is to offer a combination of an uphill train journey and a downhill bike ride. Visitors can let the train take the strain and enjoy a trip on the famous Settle-Carlisle Railway to the top of the line at Ribbleshead or Garsdale. Here we are waiting to meet them with one of our fleet of bikes, carried on a purpose built trailer, with everything they need for their choice of ride back down the hill. We have researched and prepared a series of easy to follow routes, using quiet lanes, that introduce riders to little known areas and hidden spots they might not otherwise have found – with the added advantage of being mainly downhill!

ii) Project partners and responsibilities

Northern Rail – Support

Settle Carlisle Railway Development Company – Support

iii) Project financing

Personal finance.

iv) Summary

We believe that our innovative idea is unique in the UK and the dual attractions of a scenic rail journey combined with a downhill bike ride are proving to be popular. By encouraging visitors to arrive by rail and explore the Dales by bike we are providing sustainable tourism that is beneficial to the environment, to tourist spend in the area and is also a healthy option for the visitor. Our ability to deliver up to 24 bikes to the destination station overcomes the problem of limited bicycle space on Northern trains and offers an alternative to bringing a bike by car.

v) Contact details

www.offtherails.org.uk

