

## **LEADER Turns the Wheel for Wolds Cycle Tourism!**

### Developing Wolds Cycle Tourism

The Coast, Wolds, Wetlands & Waterways LEADER programme has now been running for a year and this article is the third in a series of four, advising the wider rural community of the CWWW LEADER's impact on the area.

The first in the series illustrated how CWWW LEADER has helped fund a Pop-In café within a Church and the second was about forming a partnership to make the best use of our inland waterways.

This article illustrates how investment from the CWWW LEADER programme can have a positive impact on local business combined with a wider community benefit.

The Local Action Group (LAG) are responsible for developing and delivering a Local Development Strategy and within that document they identified 5 priority themes.

One of these themes - 'building on the potential of the area's natural heritage opportunities, develop local ownership of, and participation in, environmental management, planning and interpretation'. Within this priority theme a specific action was to look at developing cycle routes and cycle tourism within the LEADER area.

Developing Yorkshire Wolds Cycle Tourism is being led by Visit Hull and East Yorkshire and delivered in partnership with Sustrans (a pioneer of the safe routes concept), East Riding of Yorkshire Council and members of both the CWWW and Yorkshire Dales LEADER programmes.

Andy Gray from VHEY said that: 'The project has developed eight circular day rides on quiet roads and country lanes in the beautiful Yorkshire Wolds' 'In addition there is a circular day ride around the Wolds.'

An information leaflet has just been launched so that residents and visitors alike can appreciate explore and really enjoy this hidden corner of England.

John Brown, CWWW LEADER LAG Member stated that: 'Most of rides start from the Wolds-edge towns and villages and five of them can be reached by trains on the Yorkshire Coast Line.'

Part of the LEADER approach to this project has been to ensure that local business benefit and Humber and Wolds Rural Community Council and Sustrans hosted a series of workshops that were attended by over 50 businesses. As a result of this the Cycle Tourism Network is going to be developed.

Sally Baird of HWRCC said that: 'local businesses on each route have been given an opportunity to join the network and feedback has illustrated that they are keen to support the project and recognise the economic benefit.'

Finally, a vital part of the LEADER programme is to ensure partnerships are created with other areas both in the UK and Europe. In Summer 2010 a new 'Way of the Roses' cycle route will be launched, Rupert Douglas explained that: 'This route runs coast-to-coast between Morecambe and Bridlington, linking two beautiful areas, and crosses the Wolds between Pocklington and Bridlington.' 'Red and White roses feature on its signs together with its National Route number'

LEADER are planning further local 'Awareness Raising' events and an event working in collaboration with our co-operation partners in Lancashire, later in the year.

If you are interested in being kept informed about the project, would like to obtain a leaflet or would like any further information please contact [Rupert.douglas@care4free.net](mailto:Rupert.douglas@care4free.net). More information on any of the above cycle routes can be found at [www.realyorkshire.co.uk](http://www.realyorkshire.co.uk)

Information about the CWWW LEADER programme and how to apply can be found at [www.ruralprogrammeseastyorkshire.co.uk/rdpe](http://www.ruralprogrammeseastyorkshire.co.uk/rdpe) .

*The LEADER programme is being financed by the European Agriculture Fund for Rural Development as well as Defra and is managed by Yorkshire Forward as part of the Rural Development Plan for England.*