

BIKE FLEET PROJECT

APPLICANT

Service Course Ltd

www.servicecourse.com

TOTAL PROJECT COST

£17,439

£10,463
(60%)

Tyne Esk LEADER

£6,976

Match Funding

PROJECT AIMS

- Buy a fleet of eight lightweight professional bikes
- Offer quality bike hire and local cycling experiences
- Increase rural cyclo-tourism activities in the Tyne Esk area and improve the perception of the area as a cycling destination
- Increase tourist spend in rural businesses in the Tyne Esk area, through cafés, hotels, pubs and taxis

PROJECT DETAIL

Service Course, is a Midlothian based cycling company, specialising in luxury bike holidays and corporate cycling experiences. The Scottish countryside is a big pool for customers and rural Midlothian and East Lothian are often used as hosting grounds. Until the project, the applicant had to rely on hire bikes, constituting an ongoing cost, plus the bikes were often substandard in terms of performance, affecting the Service Course brand. Bikes were typically hired from the north of England or Perthshire, and transportation to Tyne Esk meant further cost to the business, and the environment.

RESULTS

The project allowed Service Course to purchase eight professional, high specification, carbon bicycles. They are sited close to the Tyne Esk area, with a set route around the area, significantly reducing the need for transportation. Having their own bike fleet, has allowed Service Course, to open two new revenue streams for bike hire and day trips. Both services are in high demand in the area, and align with the Midlothian and East Lothian Tourism Action Plans for cyclo-tourism. Attracting more visitors to the area, has also resulted in increased spend in local amenities

