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# Economic Indicators

## A. Anecdotal Economic Evidence

### **Tomlinsons Café & Bunkhouse / Keys 2 Northumberland, Rothbury**

Copied from e-mail correspondence August 2015

Hi Graham (Cycle PaD)

Good to speak with you this week- and looking forward to Training

Session on Thursday

We are having a very busy time with an increase in both turnover and profitability

Some stats we would like to share with you, we attribute to a positive effect that cycling the Sandstone Way has had on the Northumberland Community and our central location in Rothbury

1. New business Keys 2 Northumberland a residential sales letting and holiday Company
2. Employee increase 2 new members of staff 1 managerial and 1.5 admin support
3. Increase in turnover by 25% in comparison to the previous year
4. Increase in midweek bed occupancy by 30%

There has been an extremely positive response to The Sandstone Way and this will assist in our business development planning for 2016 and beyond

Please do not hesitate to call

Jackie Sewell

Tomlinsons Café & Bunkhouse

Keys 2 Northumberland

### **Saddle Skedaddle, Cycle Tour Operator, Newcastle upon Tyne**

Interview information between Graham Vickers (Cycle PaD) and Paul Snedker (Saddle Skedaddle)

Largest cycle tour operator in the UK

Sell guided 3 night cycling holidays on route (1<sup>st</sup> company to do so)

Initially offered one date in 2015, this filled up and have now listed 3 separate dates

As of July 2015 had sold 25 places @ £385pp = £9,625

They employ local guides and use mainly locally owned accommodation

They provide day time meals at an average of £6 ph which is sourced locally

Customers spend an average of £60 on evening meals adding an additional £1,500 into the local economy

They offer customers the opportunity to donate to the Sandstone Way project at time of booking and have raised £60 to date

Paid £250 to insert 2 flyers into each map

Included Sandstone Way in their Ride Guide publication in 2015 and will feature on 4 pages of the 2016 edition. International circulation is 15,000 copies



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## B. Performance Indicators

- **Sandstone Way Map** RRP £7.99  
Sold 1753 between January & June 2015  
Turnover £8884.77 (average selling price £5.07)  
Project income £4939.57  
Copies sold via SW website 460  
Of those sales 38% were from NE England, 62% were outside this area  
£250 raised for Saddle Skedaddle to insert a flyer into each map, which also had a flyer for the Northumberland Cycle Survey
- **Cycle Survey**  
of the 300 who filled in the survey 45% indicated they had a desire to ride the Sandstone Way.  
4.3% visited Northumberland as a result of the Sandstone Way map and flyer. Participants in the survey averaged the following spend on a cycling visit to Northumberland:  
Accommodation £197.71  
Food & Drink £127.16  
Travel £76.06  
Days Out £49.10  
Total £455.07 per visit
- **Events / Groups**  
Just Giving charitable website shows £22,000 of charitable donations for charity rides on the route for 2015  
20 plus cycling events have been accounted for from the Sandstone Way Facebook page, and website  
Community Interest Company Bike 4 Health have used the full route for:  
West Denton Primary – 20 children, 8 staff (10-11 year olds)  
Park View Primary – 20 children, 5 staff (10-11 year olds)  
Newcastle West End Youth Group – 20 young people, 6 adults all these groups used accommodation on the route.
- **Articles in Local and National Media**  
Mountain Bike Rider  
Mountain Bike UK  
The Journal  
The Chronicle Live  
The Hexham Courant  
Northumberland Gazette  
The Telegraph  
Mail on Sunday  
Woman's Weekly  
Northumberland County Council magazine
- **Website**  
Sold 460 maps through the site  
Page views from launch in February 2015  
Feb 4,400; March 10,100; April 10,700; May 8,400; June 7,400; July 7,000
- **Business Training and Networking**  
August 2015 pilot business training course completed with Tomlinson's Café & Bunkhouse staff (10 staff). November 2015 plans in place to run a business training and network session to circa 40 businesses and agencies associated with the route.