

cycle rides & tours in the yorkshire dales



SUSTAINABLE TRANSPORT

CATEGORY: CASE STUDY YEAR: 2008

Business Details:



Off the Rails
Station Yard
Settle
BD24 9RP



www.cyclethedales.co.uk



Description:

Off the Rails operates unique bike & rail trips from Settle, North Yorkshire. Working in partnership with the Settle-Carlisle Railway they have created a full day out, which cuts down traffic and pollution in the Dales by encouraging people to arrive by train and then enjoy the wonderful scenery by cycle. The Settle-Carlisle is known as the UK's most scenic railway route. Visitors can join the train at any station along the line and the complete packages includes rail fare, bike hire, helmet, handlebar pannier bag, bike lock, detailed route description and emergency back-up - everything you need for a great day out. If you like you can take a train to Settle, pick up a bike from the base at the station and set off to explore the Forest of Bowland for the day. Or you could stay for a while longer and join one of the 2 or 3 day tours with accommodation included. Off the rails were awarded a GOLD GTBS award in 2007.



Economic

The direct economic benefits of Off the Rails are that they have created a unique and sustainable business opportunity which is both profitable and good for the environment. Providing local packed lunches also keeps money in the local economy. The affordable service they offer also gives the opportunity to explore for people and families that may not have access to a car.



Environmental

By providing an entire product that is car-free from start to finish carbon emissions from car journeys are removed completely. Air pollution from car exhausts is also eliminated. Providing locally sourced sandwiches means food emissions from food miles are also much reduced. Customers also enjoy the benefit of seeing the environment first hand rather than speeding by in a car so can appreciate the natural environment fully.



Social

Arriving by train and using a cycle means that traffic congestion is reduced. Off the Rails also offers packed lunches made in Settle by a local business using local ingredients. This feeds into the local economy. Cycling is also very good for health and well-being. Colin Clifford, who runs Off the Rails is also involved in a Green Settle project which aims to involve the whole community in an exercise to be more environmentally friendly.

WEB

Forest of Bowland www.forestofbowland.com
Cycle Touring Club www.ctc.org.uk
Sustrans www.sustrans.org.uk