

CYCLING AROUND WHITCHURCH



A PROPOSAL FOR CYCLING PROMOTION MATERIAL BASED ON
WHITCHURCH HAMPSHIRE

PACKAGE COMPRISES:

1. Series of Graded Routes based on the Town
2. Series of Leaflets
3. Complementary Website presence



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CYCLING AROUND WHITCHURCH

SERIES OF ROUTES AND LEAFLETS AND ASSOCIATED WEB PRESENCE

AIMS

- To provide a leisure activity for visitors to Whitchurch
- To encourage visitors to the Whitchurch area
- To provide an insight into the local area
- To link in with local attractions and businesses
- Opportunity for involvement of local businesses – eg guided rides, accommodation, services, etc
- To be in both leaflet and complementary web-based formats to enable visitors from afar to have access

FIRST PACKAGE – 4 GRADED ROUTES

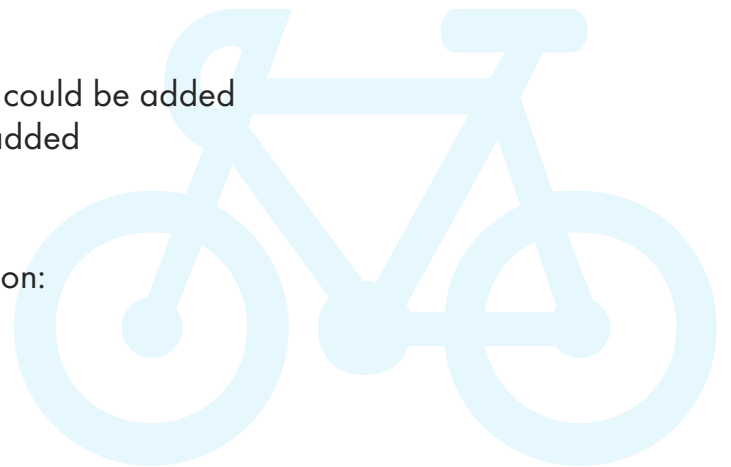
- Preferred to consist of 4 graded on-road routes suitable for day or weekend visitors
- Routes of between 8 and 25 miles to aim at the leisure cyclist and families
- Easy routes suitable for all

FURTHER PACKAGES

- Further on road and off-road routes could be added
- More challenging routes could be added

SUPPORT INFORMATION

- Each package includes information on:
 - Cycle Safety
 - Riding as a Group
 - Highway Code
 - Countryside Code
 - Simple Mechanics
 - Emergency Contacts/Support



ROUTE INFORMATION

- Inclusion of colour route map with directions, gradients, route advice
- Points of Interest
- Historical information
- Details of local Refreshment facilities
- Details of local Accommodation facilities
- Local Cycle Hire, repairers
- Travel information – cycles on trains, car parking

OTHER

- Potential for incorporation of Local Treasure Trail based on routes and linked to businesses / attractions

LEAFLET FORMAT /SPECIFICATION/PRICING

SIZE

6-page 1/3 A4 – ie final size is 99mm x 210mm (upright), folded twice (standard tourist and pocket size leaflet)
Suitable for all Tourist Office leaflet dispensers, etc
Suitable size for map holders, pockets

SPECIFICATION AND ESTIMATES

Requirement for use in all weathers and to be resistant to heavy use
Ink should be as waterproof as possible

OPTIONS

Notes:

Digital printing is best for small quantities.

For higher quantities litho print and different material becomes more cost effective

OPTION ONE – Digital

The suggested material is 120 Micron *Nevertear* (extremely strong)

This is stronger than the litho material and cheaper for small runs of up to 1000

OPTION TWO – Litho

The suggested material is 130 gsm matt

To obtain best protection on litho printing a matt lamination is advised to both sides

FURTHER NOTES

PHOTOGRAPHY/ARTWORK / MAPPING BASES /

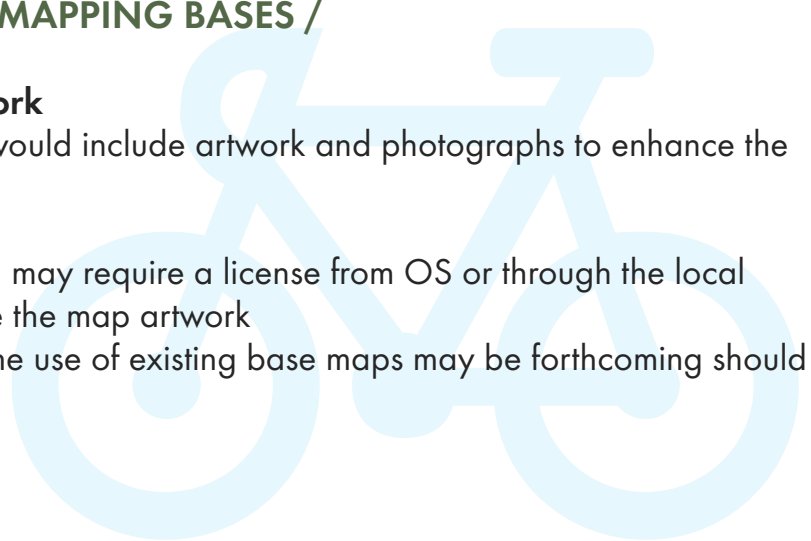
Photography and Artwork

Leaflet / Website design would include artwork and photographs to enhance the design and useability.

Mapping base

To produce local mapping may require a license from OS or through the local authority on which to base the map artwork

It hoped that support for the use of existing base maps may be forthcoming should the project proceed.



WEBSITE FORMAT / SPECIFICATION

AIMS

To promote Whitchurch and its surroundings as an excellent area for visitors and cycling activity

To provide pre-visit access to information for potential visitors

To provide electronic access to cycling information and leaflets in a downloadable format

All leaflets can be hosted on a Whitchurch area Cycling Specific site to provide a Visitor Activity Attraction to the Town and its surrounding area.

The site will provide the same information as the Leaflets with links to associated attractions and businesses as well as to Cycle Information sites such as Hampshire County Council and Basingstoke & Deane Borough Council

The site can provide updates at regular intervals on any changes in facilities on the routes as well as any other information considered appropriate



FURTHER INFORMATION

For further information or any queries on this proposal contact:

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