

Northumberland Walking and Cycling Capability Fund 2022

Background

The Northumberland Walking and Cycling Capability Fund is part of a £30million revenue funding allocation commitment made in “Gear Change”, the Prime Minister’s Cycling and Walking Plan, in July 2020, to increase the capabilities of local authorities to plan good active travel infrastructure.

As a part of this, we are seeking to strengthen the quality of our visitor experience and improve performance for businesses operating in the field of cycle tourism. This will contribute to the development priorities within the Northumberland Destination Management Plan which are:

ONE: Data, Evidence, and Intelligence

TWO: Destination Infrastructure and Connectivity

THREE: Position and Profile

FOUR: Business, Product and People Development

The primary vision of this plan is to create an environment in Northumberland for tourism and for the visitor economy to develop and flourish sustainably, maximising benefits and combating negative impacts, for the benefit of local communities, businesses, visitors, and the natural environment.

In particular reference to cycling, this includes developing infrastructure and provision of facilities such as lockable cycle racks, baggage transfer, storage, cleaning, changing rooms, route development, access to landscapes etc. to help businesses make their product more accessible for the active market.

Consideration will be given to projects that contribute to the Destination Management Plan priority of:

1. Destination Infrastructure and Connectivity
 - a. Identify measures to address visitor facilities and encourage transition toward meeting climate change objectives
 - b. Focus business development on walking/ cycling friendly options for accommodation/ attractions/ hospitality providers
2. Position and Profile:
 - a. Contribute to the aim of Northumberland being a responsible tourism destination
 - b. Development of product that can be placed in tactical and targeted campaigns to new audiences, including responsible tourism, accessible tourism, alternative transport
 - c. Encourage car free days
3. Business, Product and People Development:
 - a. Support product development to in the outdoor and activity sectors and that which will encourage visitors to consider the impact and implications of their behaviours to engage more with the sustainable ethos we wish to deliver.
 - b. Supports the diversification of Northumberland's visitor offer and visitor itineraries in support of thematic product development

Guidance for completion of the application form

Please note the following when considering your application

1. “Visitors” is a cover all term for those using your business.

2. This grant will not fund any marketing, or internal staff costs.
3. If you are successful, you will be required to complete monitoring and evaluation surveys 6 and 12 months following your grant allocation.
4. We will retain 10% of the grant until after delivery
5. If successful, monitoring documents provided by Northumberland County Council must be completed. A Progress Report must also be completed detailing the project and the benefits.
6. You will need to confirm that you are eligible to receive the grant in accordance with the UKs Subsidy Control regime. This information will be supplied to you if your application is successful
7. You will need to provide evidence of spend in accordance with the Grant agreement (i.e. what you said that you would do in your application form). If this is not provided, funds may need to be paid back. Evidence of spend consists of Invoices (in the name of the applicant), BACS Reports and Bank Statements showing the payments leaving your bank account.
8. Personal data relating to you and any business employees (where applicable) that have been provided on this form or uploaded, may be held and processed by authorised officers and employees of Northumberland County Council and other organisations involved in the Northumberland Covid Recovery Grant scheme. Further privacy information is available on our website - www.northumberland.gov.uk.
9. By completing the application form you confirm to your data being stored and used for the purposes of processing this grant application and for the prevention and detection of fraud as set out above.
10. You may be asked by either Northumberland County Council or Visit Northumberland to act as a case study to demonstrate the impact of the Capability Fund.
11. You may be invited to participate in any press, PR and any associated publicity material Visit Northumberland or Northumberland County Council undertake.
12. All grants must be spent, and projects complete by **16 September 2022**.

FAQs

What is the Northumberland Walking and Cycling Capability Fund 2021/22?

Our aim is to encourage and welcome walking and cycling visitors to Northumberland by enabling businesses to become more walking and cycling friendly. This means having the necessary facilities on site to make such visitors feel welcome, and that their kit safe and secure.

It is funded by “Gear Change”, the Prime Minister’s Cycling and Walking Plan.

Who can apply?

Any business based in Northumberland wishing to attract walkers and cyclists.

What is eligible to be funded?

Facilities that will support walking and cycling visitors, for example:

- Cycle storage, funding could be used as a contribution to a larger scheme
- Cycle maintenance and repair equipment
- Jet wash and other bike washing equipment
- CCTV
- Lockers
- Conversion of space to drying rooms

Preference will be given to those projects which meet the priorities of the Northumberland Destination Management Plan. **More details can be found in the first section of this document.**

What is not eligible to be funded?

We will not fund any marketing or promotional activities or internal staff costs.

How much funding is available?

We have a total of £20,000 available, with a maximum of £1000 per business.

90% of the grant will be paid on approval, the remaining 10% when confirmation is received that all works or purchases are completed.

When can I apply?

You can apply any time up to 31.05.2022 using this [form](#)

Any questions can be put to [Ruth Tweedie](#)