



**KIRKPATRICK**

**COAST 2 COAST**

SOUTH OF SCOTLAND'S COAST TO COAST

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# **Background & Story**

# Background and Story

**The Kirkpatrick C2C, South of Scotland's Coast to Coast, cements the South of Scotland's reputation as one of the outstanding road cycling destinations in the UK.**

The route is the jewel in the South of Scotland's cycling crown; it offers 250 miles of uninterrupted two-wheel joy from Stranraer in the west to Eyemouth in the east.

The South of Scotland already has a number of long-distance cycling routes and walking paths but this one is new and unique for so many reasons:

For the first time, cyclists will have the opportunity to ride 250 miles from Stranraer in the west to Eyemouth in the east through the rich history and landscapes of the South of Scotland.



# Background and Story

This route lets you discover the places that have shaped Scotland: where fierce battles once raged, where legendary kings and queens struck deals that forged a nation, and where great poets drew inspiration for the ballads we still sing.

Our southern lands have always been central to Scotland's narrative, and you can follow the thread that connects us to a tapestry woven over centuries.



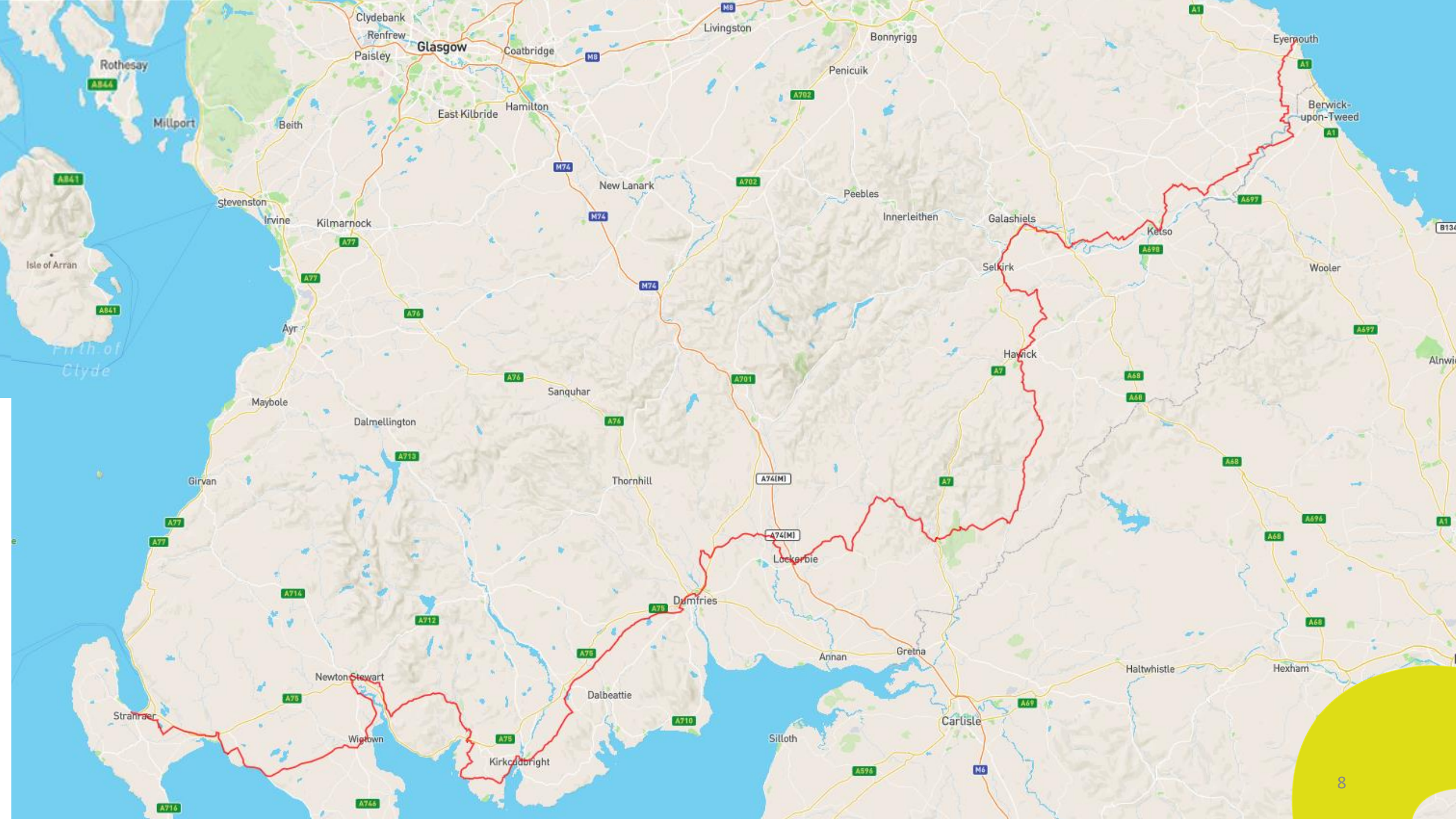
# The Home of the Bike

The Kirkpatrick C2C, South of Scotland's Coast to Coast cycling route, celebrates Scotland's rich history of innovation and the South's key role in the creation of the bicycle.

Almost 200 years ago Kirkpatrick Macmillan, a blacksmith from Dumfriesshire, created the first pedal-driven bicycle, the velocipede. This innovation changed the world forever and marked the South of Scotland's pivotal place in the story of the modern-day bicycle.



# **Route Overview**



Glasgow

Clydebank

Paisley

Coatbridge

Livingston

Bonnyrigg

Eyemouth

Berwick-upon-Tweed

Rothesay

Millport

Beith

East Kilbride

Hamilton

Penicuik

Stevenston

Irvine

Kilmarnock

New Lanark

Peebles

Innerleithen

Galashiels

Kelso

Wooler

Isle of Arran

Ayr

Sanquhar

Haywick

Maybole

Dalmellington

Thornhill

Girvan

Lockerbie

Dumfries

Annan

Gretna

Haltwhistle

Hexham

Stranraer

Newton Stewart

Wigtown

Dalbeattie

Silloth

Carlisle





A77

Cairnryan

Ryan

A751

A77

Stranraer

A716

Ringdoo Sands

A716

A75

A75

A757

A747

A747

Penningham Forest

A714

Newton Stewart

A712

A75

A75

A75

B733

Wigtown

B9005

B9005

B704

9



Stewart

A712

A712

A75

A75

A75

Wigtown

Wigtown Sands

Baldon Sands

Wigtown Bay

A75

A75

B796

B796

B796

Gatehouse of Fleet

A75

Twynholm

B727

Kirkcudbright

A711

A762

A713

Bridge of Dee

A75

A75

Castle Douglas

A75

A75

A713

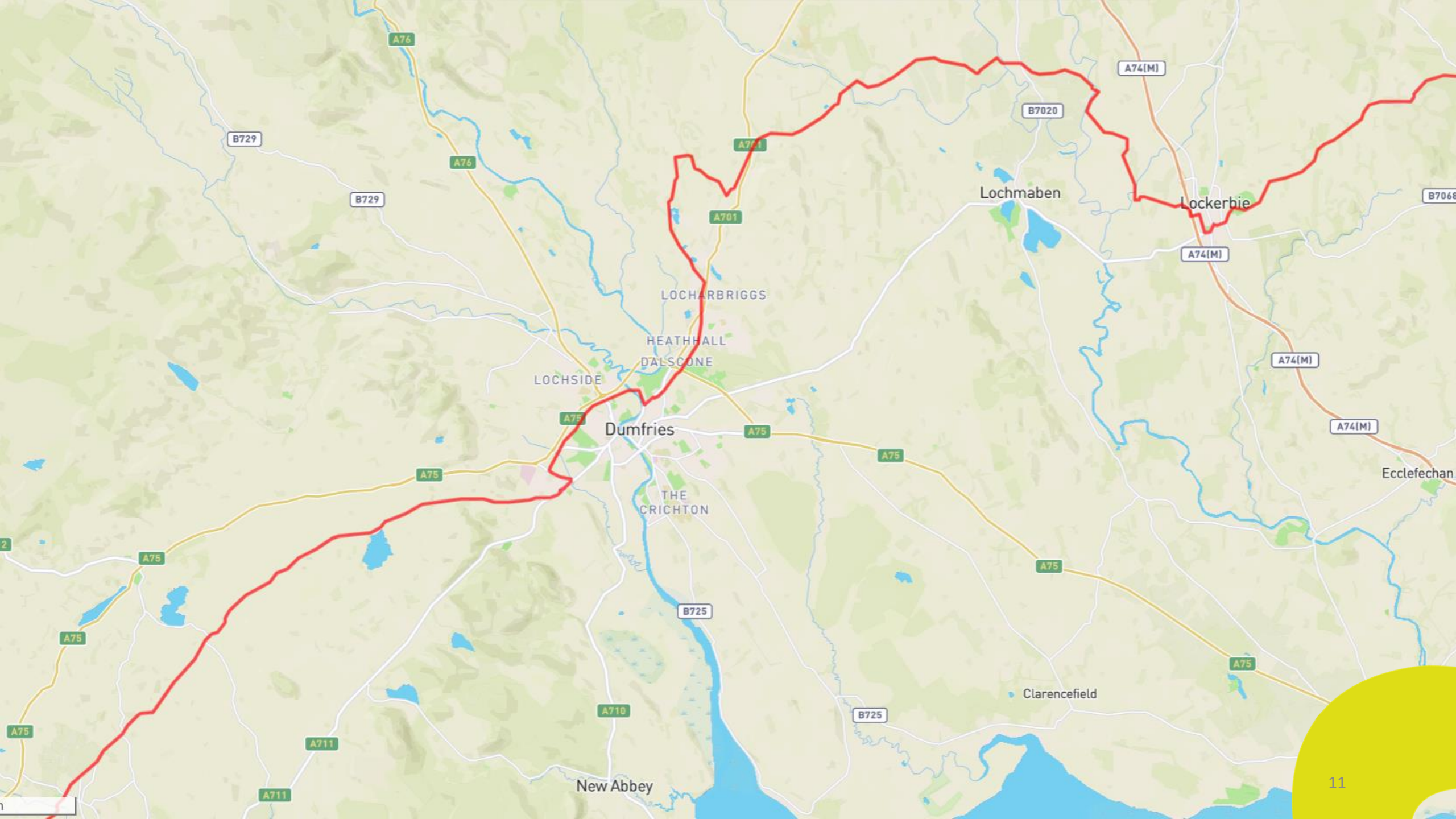
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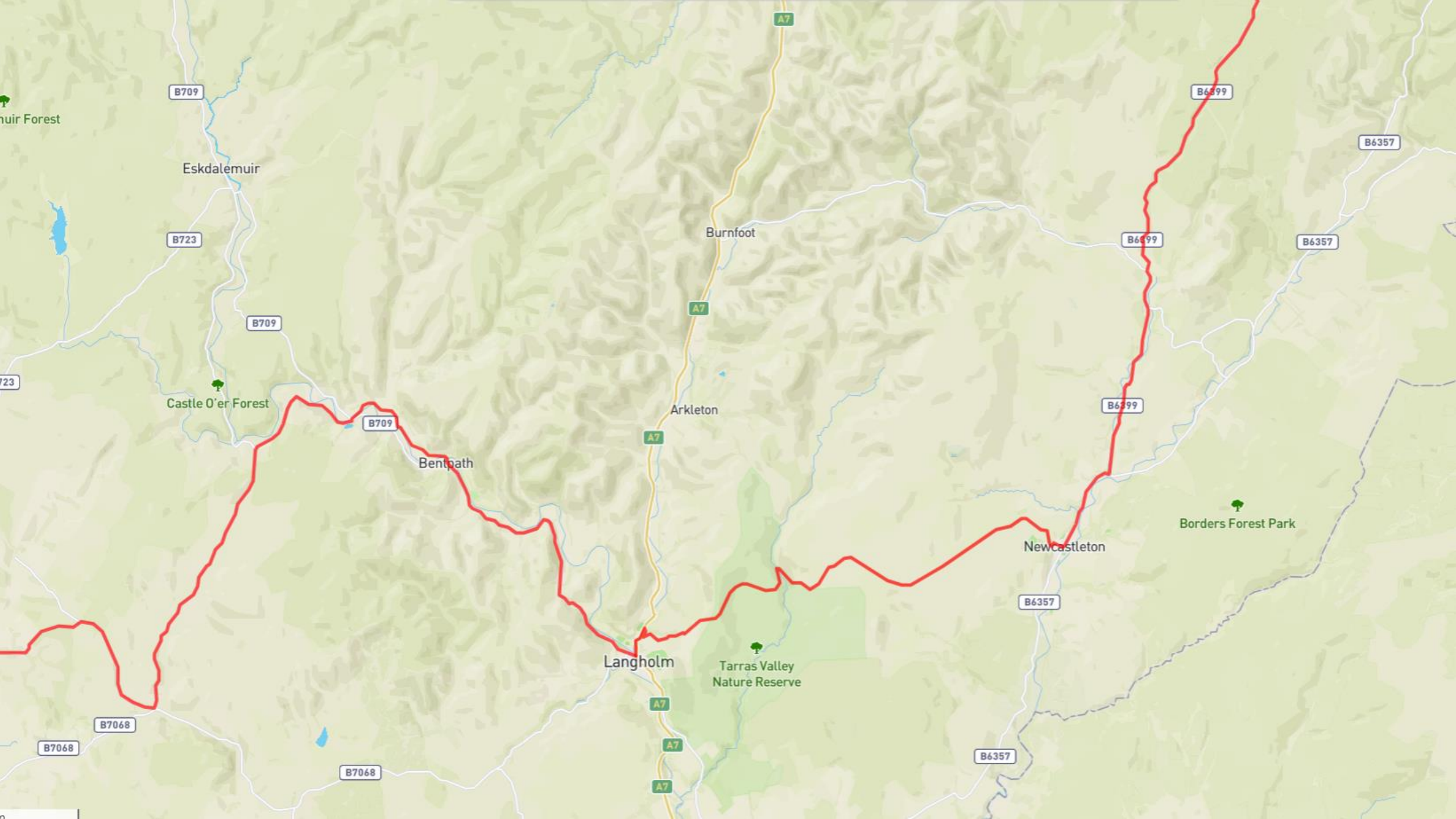
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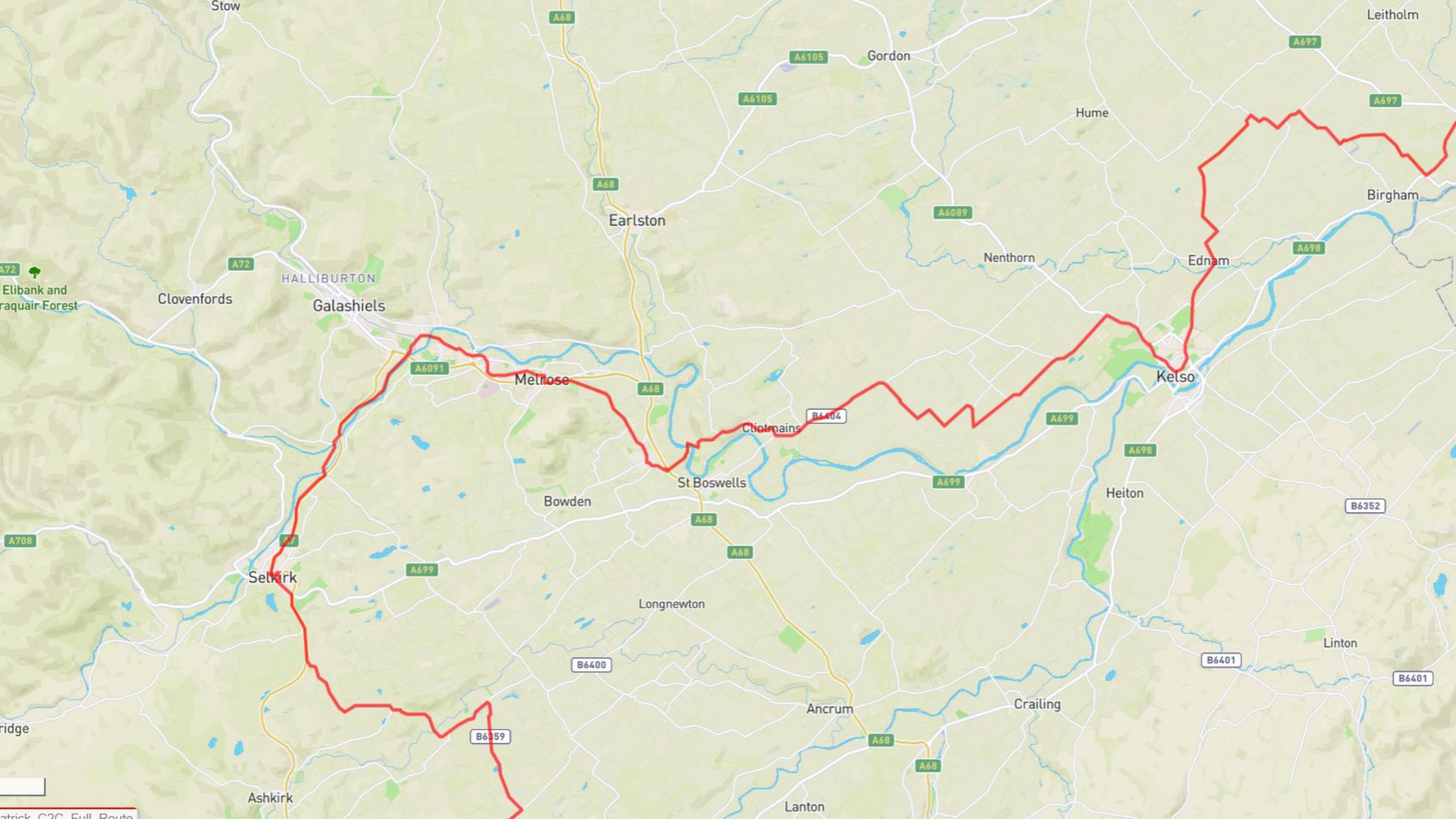
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Chirnside

Foulden

Duns

Berwick-upon-Tweed

Gavinton

Spittal

Whitsome

Horndean

Swinton

Greenlaw

Leitholm

Duddo

Hume

Coldstream

Etal

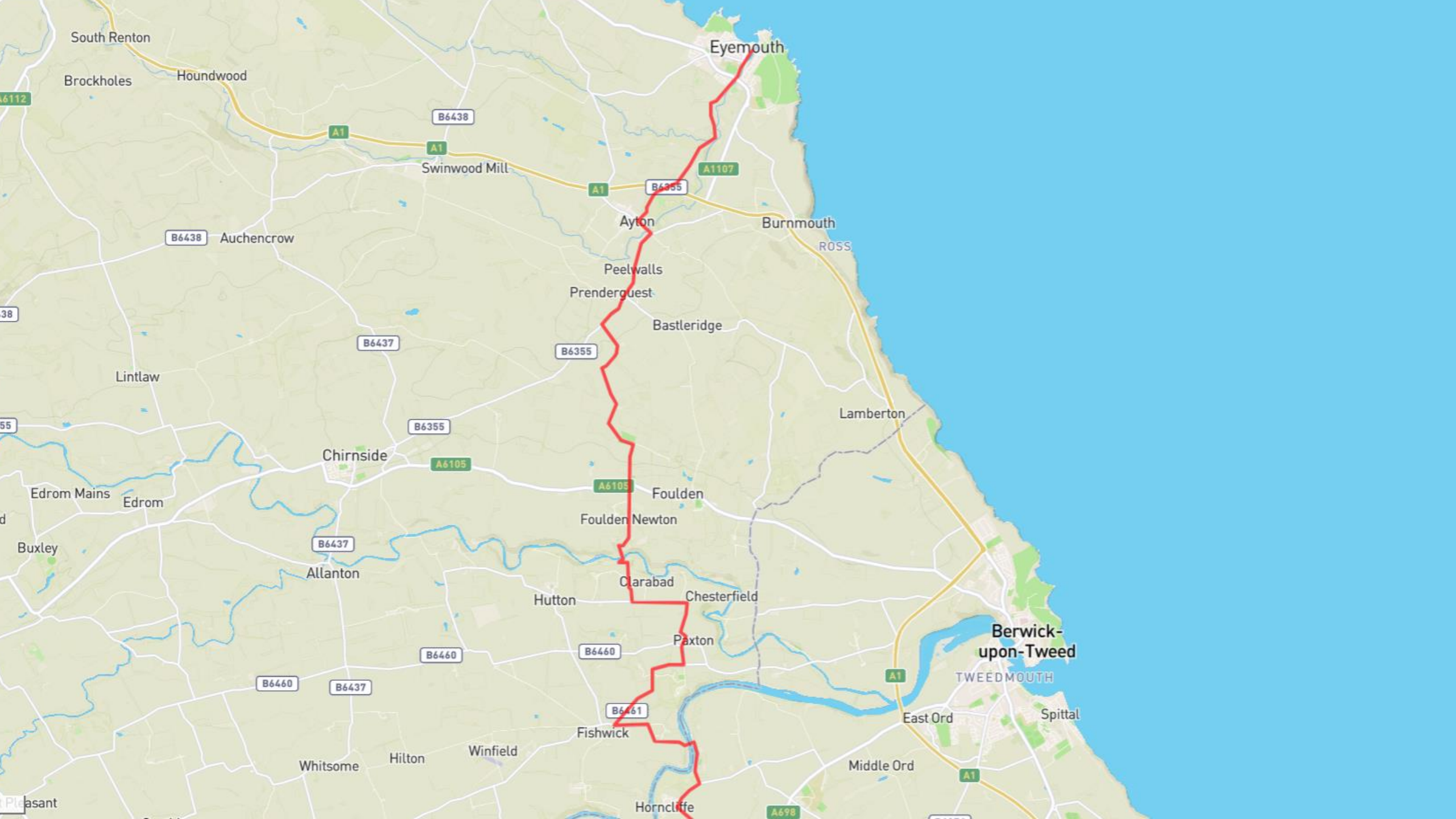
Birgham

Crookham

Nenthorn

Ednam

Lowick





# Route Overview

The Kirkpatrick C2C, South of Scotland's Coast to Coast, predominantly sticks to existing **National Cycle routes 1, 7 and 73**.

This route is designed for **experienced cyclists** due to the nature of the roads, and is most suitable for those comfortable navigating shared roads. It joins the ranks of other routes such as the Coast & Castles Cycle Route and the Yorkshire Wolds Cycle Route.

**There are two approaches to tackling the route: In 8 stages – the Explorer approach – or in 4 stages – the Challenge approach.** No matter which a cyclist chooses, they will pass through the same towns on their journey.

## Explorer Approach

Stage 1: Stranraer – Newton Stewart	39 miles
Stage 2: Newton Stewart – Kirkcudbright	35 miles
Stage 3: Kirkcudbright – Dumfries	28 miles
Stage 4: Dumfries – Newcastleton	51 miles
Stage 5: Newcastleton – Hawick	21 miles
Stage 6: Hawick – Melrose	25 miles
Stage 7: Melrose – Coldstream	28 miles
Stage 8: Coldstream – Eyemouth	23 miles

## Challenge Approach

Stage 1: Stranraer – Kirkcudbright	74 miles
Stage 2: Kirkcudbright – Langholm	69 miles
Stage 3: Langholm – Selkirk	48 miles
Stage 4: Selkirk – Eyemouth	59 miles

# Route Overview

Beyond the 250-mile main route, keen cyclists can extend their journey with 3 route spurs along the way:

## Route Spurs

Spur 1: Portpatrick

Spur 2: Galashiels

Spur 3: Duns

These are optional add-ons promoted alongside the main stages of the Kirkpatrick C2C.

## Is My Business on the Kirkpatrick C2C?

There is a chance the route passes right by your front door!

You can check out the full route map, stages and spurs on Scotland Starts Here. Our interactive map also allows you to zoom in and assess your business' exact position on the route.

[Check the Route Map](#)

# Route FAQs

## When will the route be launched?

The route will have a digital soft launch on the 4<sup>th</sup> of July 2023, at which point the gpx files, route maps and suggested itineraries will be available to the public.

## What happens on the ground? Will there be signage and physical maps?

The route will be physically signposted and a plan for implementation is in place. Due to the timescales associated with such works, final signs are expected to be in place in Spring 2024. Further promotional activity is planned at this time.

## What cyclists and equipment is the route suitable for?

Due to the nature of the route, it is most suitable for cyclists comfortable and experienced on busy shared roads as well as quiet country roads. Recommended bikes for the route are touring and even gravel bikes, and it is crucial that cyclists are fully equipped for each route stage.

## Can businesses along the route get involved?

Yes, there will be a number of ways for businesses to get involved:

- Share promotional assets for the route on your web and social channels
- Add links and logos of the route to your website
- Make sure to update your listing on Scotland Starts Here to reflect your cycle-friendly offering
- Use the Kirkpatrick C2C tag for your listing to appear on the route map.

## What promotional assets are available?

Upon the soft launch, several assets will be made available, including photos, short social media videos, logo packs and a few promotional graphics.

# **Promotional Plans & Opportunities**

# Promotional Plans & Opportunities

The South of Scotland is made to cycle. And we want to showcase the fantastic offering from west to east.

## The Kirkpatrick C2C, South of Scotland's Coast to Coast on Scotland Starts Here:

- [Website landing page](#) on the route and each route approach
- Kirkpatrick C2C category tag for businesses to appear on the route map
- Inspirational blog content and itineraries to support trip planning
- Route gpx and map available on the Scotland Starts Here app
- Strava Club for Scotland Starts Here to encourage local clubs and keen cyclists to try the route

## Where do I access promotional assets for the route?

You can download images, videos and logos for the Kirkpatrick C2C from the SSDA media library.

Simply register and login and you will have access to over 500 images of the South of Scotland, including towns, scenery and activities.

**Access the Media Library**

# Promotional Plans & Opportunities

## The Kirkpatrick C2C on other Scotland Starts Here channels:

- Calendar of press and PR activities, including press trips with opportunities to get involved for businesses
- Promotional campaign on social media for Spring 2024 with additional content items
- Business case studies and support through SSDA web and social channels

## Promotion by our partners:

- Feature on the Sustrans Microsite on the VisitScotland website from July 2023
- Mentions in relevant cycling blogs and media items created by VisitScotland

**SSDA Business Information on  
the Cycling Market**

**VisitScotland & Sustrans  
Cycling Microsite**

# Business Engagement

**The Kirkpatrick C2C, South of Scotland's Coast to Coast, will be soft-launched digitally on the 4<sup>th</sup> of July 2023.**

The soft launch will kickstart a period of business engagement activities to help you make the most of the route and the cycling market.

The SSDA will work with businesses and cyclists to:

- Gather feedback on the route and identify product development opportunities
- Create case studies on diversifying your offering for the cycle market
- Facilitate collaborations between businesses to grow capacity for tourism
- Highlight the cycling stories beyond the route, focusing on our towns and landscapes
- Continue to build the cycling product and raise its profile to a national audience

**I have feedback on what else SSDA could do for me as a business.**

**I'd like to offer my support to other businesses or act as a case study.**

Perfect! We're keen to hear from businesses across Dumfries & Galloway and the Scottish Borders on what else we should add to our plans. Please get in touch!

**Contact the SSDA Team**

# **Showcasing Your Cycle- friendly Offer**



# Showcasing your Cycle-friendly Offer

**As part of the South of Scotland Cycle Strategy, SSDA is taking steps to help businesses showcase their cycle-friendly offering.**

On Scotland Starts Here listings, businesses can now specify facilities they offer that are considered 'cycle-friendly'. You might find you already have these available and weren't aware of the potential to attract additional visitors.

If you have particular cycling products such as tours or collaborations, make sure to add them to your business description and mention them clearly on your own website.

The SSDA team uses the information you provide to create content and plan promotional activities.

## New Cycle-Friendly Facilities for Scotland Starts Here listings:

### Transport and Parking

- Bike Rack
- Bike Shelter
- Secure Bike Storage

### Bike Facilities

- Bike Washing Equipment
- Bike Tool Station
- E-Bike Charging
- Emergency Repair Kit

- Flexible Meal Times
- Laundry Service

### Why not also use these:

- Patio or Beer Garden
- Picnic Area
- Takeaway Meals
- Laundry Facilities
- Drying Facilities

### New Category

- Kirkpatrick C2C

# How to Get Involved

Do you want to attract cyclists riding the Kirkpatrick C2C? Do you have a cycle-friendly offering that you want to share? Get involved!

## Sharing the Kirkpatrick C2C, South of Scotland's Coast to Coast:

- Share the route on your channels by linking to Scotland Starts Here, using #ScotlandStartsHere and #KirkpatrickC2C
- Mention the route on your website and highlight why YOUR business is the perfect stopping point
- Tell us about your offering to be included in blogs and itineraries
- Include your offering in your SSH listing
- Tag yourself as being on the Kirkpatrick C2C on your SSH listing

## How do I update my listing on Scotland Starts Here?

When signing up as a SSDA member, you will have received a 'Magic Link' to login to your listing. Can't find it? Contact the SSDA team for help.

Your listing has lots of space to talk about your offering for a variety of target groups.

**Contact the SSDA Team**

# How to be Cycle-friendly

**Are you new to the cycling market? Don't fret, there are easy steps to assess if it is suitable for your business.**

**Is your business located on a cycle route or near trails?**

Beyond the Kirkpatrick C2C, the South of Scotland offers a wide variety of cycle paths, trail networks and the world-famous 7stanes. Whether you run a café or attraction, check what is nearby. Cyclists will be looking for stops to enrich their ride.

**Are you a keen cyclist?**

Visitors love to hear recommendations from locals with expertise. Use your knowledge and offer cycling advice in booking confirmations, on arrival, or have local maps and information handy.

**Is cycling just not your cup of tea?**

Even if you don't get on your bike in your free time, businesses around you may have an offering: Signpost local cycle shops, bike hire businesses, cycle-friendly cafes and information points. Knowing what's available nearby and collaborating with other businesses can enrich a visitor's experience.

# How to be Cycle-friendly

**Ready to take the next step? You can take simple, cost-effective steps to become more cycle-friendly:**

## **For accommodation providers:**

- Be flexible for late arrivers and early departures
- Have local route and trail guides available
- Point out that you offer washing and drying facilities
- Offer snacks to take away such as bananas, apples or energy bars
- Offer basic maintenance facilities such as access to a garden hose for cleaning bikes, repair kits or a track pump. Alternatively, signpost the nearest repair station

## **For food and drink providers:**

- Provide takeaway options, snack selections, special packed lunches and free water bottle refills
- Are you a distillery? Consider offering mini bottles to take home so there's no risk of drunk riding
- Cyclists love a good slice of cake – shout about your delicious treats
- Highlight outdoor seating, so cyclists can sit close to their bikes

## **For attractions:**

- Point out your bike storage on your website and specify if it is secure or supervised
- Consider having basic repair kits available
- Offer toilet access for those stopping by

# How to be Cycle-friendly

## And finally:

Include cycling information prior to booking, as well as in booking confirmations. Don't forget to offer support to your visitors on arrival, too.

Highlight what you are doing on your own website, on your Scotland Starts Here listing, on social media and tell other local businesses.

**We're all in this together!**

## Keep in mind:

**You might already offer great things for cyclists but if you don't tell them, how will they know?**

