



**RIVER
TWEED
TRAIL**



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Making a World Class Trail – Learning from Others

River Tweed Trail

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River Tweed Trail - Background

The River Tweed is one of the UK's most important and highly designated river corridors boasting a rich natural and cultural heritage. Nestled in the heart of the Scottish Borders and crossing over to Northumberland, the River Tweed weaves its way through lush green valleys, impressive landscapes, and picturesque towns, crossing borders and centuries of history.

At approximately 113 miles, the River Tweed Trail will be one of the UK's newest source-to-sea walking and cycling routes, showcasing the exceptional natural, built and cultural heritage from **Moffat**, past the source of the river, to **Berwick-upon-Tweed** where the river meets the sea.



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River Tweed Trail - Background

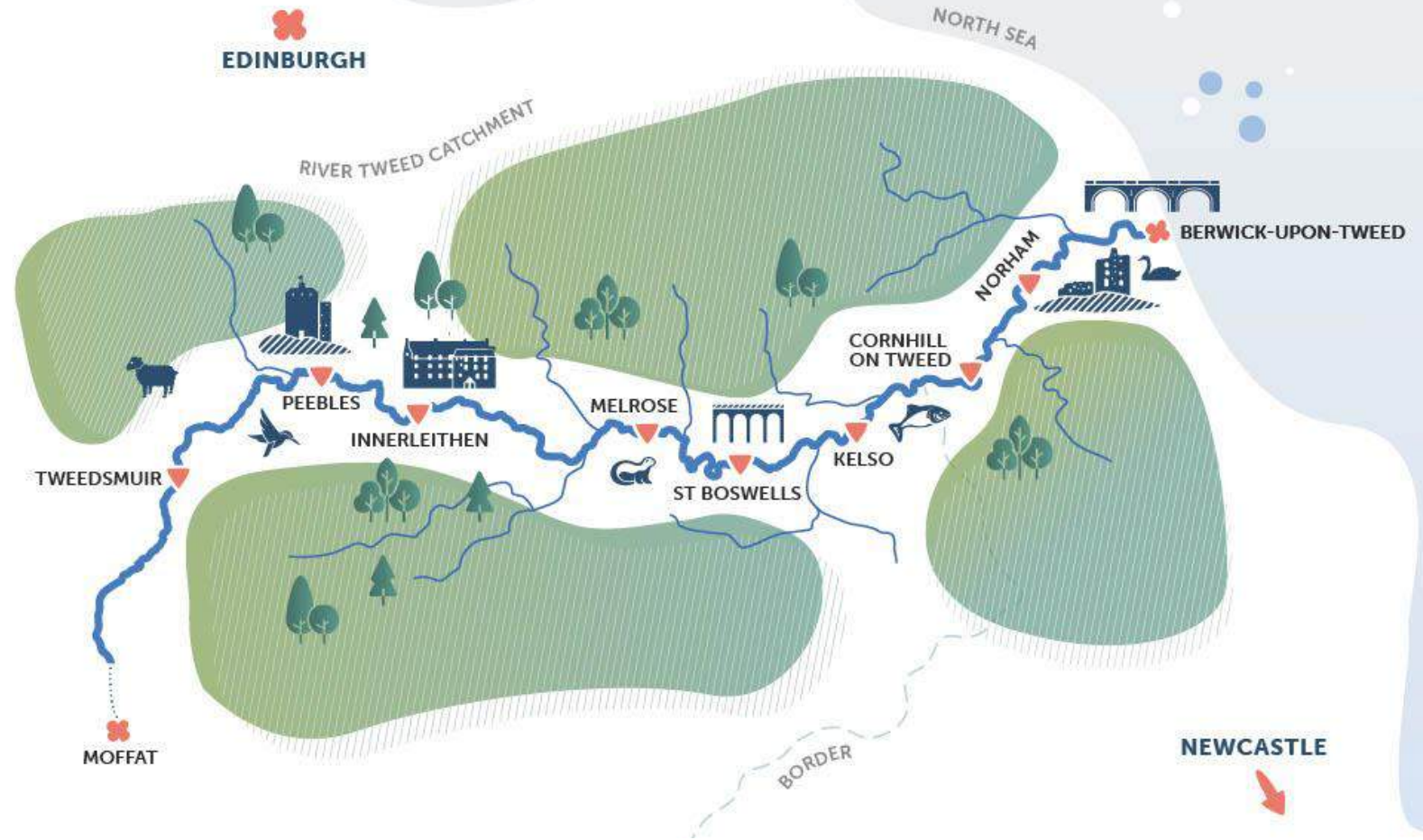
The River Tweed Trail will offer an adventure for locals and visitors alike with opportunities to spend time at stopping points connecting to the river environment, local communities and their stories. Supporting sustainable and active travel, the route will cater to walkers and cyclists who want to tackle in whole, or in part, the new trail experience. It will be fully launched in 2027/28.

The River Tweed Trail is led by Scottish Borders Council, Tweed Forum, Dumfries and Galloway Council and Northumberland County Council.

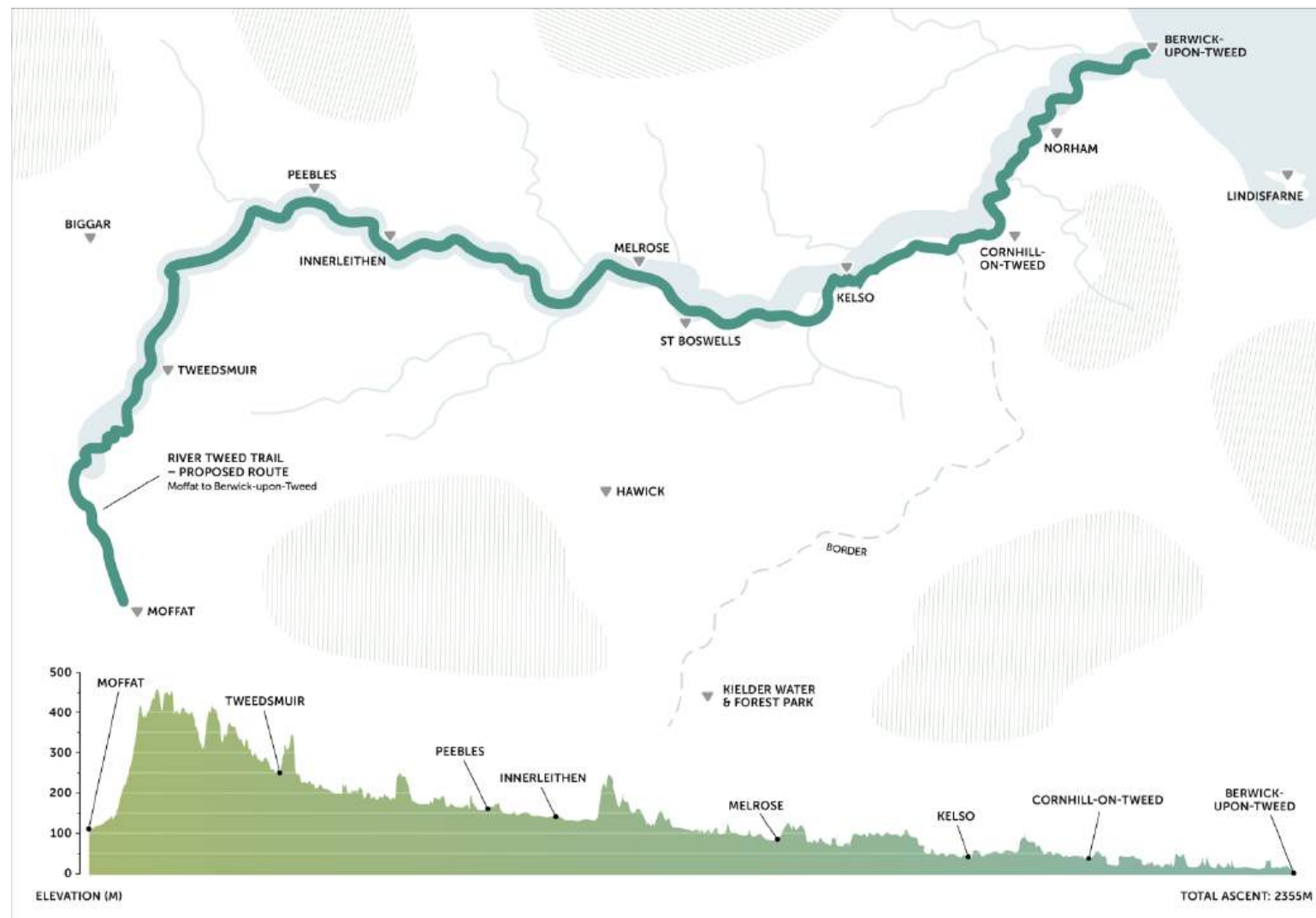




RIVER TWEED TRAIL



River Tweed Trail - proposed route and elevation



The Opportunity

The Destination Tweed project will deliver **significant economic benefits** for the Borderlands area and the wider region.

- By the end of the project investment in year 10, there will be an **additional 267,700 visitors** per annum which will be maintained thereafter (compared to business as usual)
- These additional visitors will **spend approximately £27.9m (gross)** pa in year 10
- The additional spend will support approximately **390 jobs (gross)** pa in year 10, or 190 net additional jobs
- The project will **stimulate private investment and growth** in the local and regional visitor infrastructure (e.g. accommodation, food and drink outlets, retail, and tour group activities)



How we can make a world-class long-distance trail



- It should be a great experience with local businesses benefitting
- Transport logistics need to work to get people to/from the start/finish
- Flexible baggage transfer
- The right accommodation in the right place along the route
- Welcoming facilities and services for walkers and cyclists
- Great local food options – packed lunches, picnics, cafes, evening meals, food welcome packs
- Attractions and activities to enhance the River Tweed Trail experience



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Case Studies

Learning from Others

Support Services and Logistics

- With long-distance trails it is important to have good support services to get to/from and along the Trail and for baggage transfer to be available
- The logistics of it all ensure visitors will have a great experience and it is easier to organise
- Without this the Trail will be less attractive and appeal to fewer visitors – meaning less economic benefit to the region
- We need to get the core essentials right
- Examples follow demonstrating how it works elsewhere

Support Services and Logistics

Coast to Coast Packhorse provide a comprehensive range of services creating a supportive backdrop to Alfred Wainwright's iconic Coast to Coast Way. Where walkers, cyclists or runners may wish to organise their own accommodation, C2CPackhorse can provide as much, or as little, support as required. They're based on the Coast to Coast route in Kirkby Stephen, so the team can cover all the logistical assistance visitors may need.

They offer:

- Secure car parking for those using a car to access the start of the route
- Daily baggage transfer service with tags and labels sent out in advance
- Passenger transfer services to the start and from the finish of the route



Support Services and Logistics

Haven Cycles C2C Services also offers similar long distance route services with their premises being just 500m from the route start. They offer car parking facilities, baggage transfer, minibus service/return journey or visitors can have their car delivered to an agreed location. They also do emergency bike repairs or recovery along the route.

Liberty Coaches is another operator supporting cyclists and walkers on long distance routes. They can carry from 4 to 20 bikes and passengers using their minibus/trailer combination, with fully trained drivers, delivering passengers, bikes and all their luggage safely to any UK or European destination



Support Services and Logistics

For those visitors undertaking a linear route e.g. part of a long-distance trail they will inevitably have to face turning back and heading in the same direction from which they came. They may not have the time, inclination, or level of fitness required to return to the start point of that journey, on their own steam. As well as this, public transport provision may not exist

The **Inner Forth Bike Bus** is a pilot seasonal service to make it easier for visitors and locals to explore the landscape of the Inner Forth area. The service offers a transport link between various pick-up and drop-off points between Alloa and the Forth Bridges. Passengers can use the service to help them cycle (or walk) part of the 'Round the Inner Forth' route, hop off at fascinating heritage sites, and return them to their accommodation a bus stop or train station for their onward travels.



Tips and Thoughts.....

- Do you have an existing vehicle business that could be extended to support transport logistics for the Trail between Moffat and Berwick?
- Or could you provide a baggage transfer service along the route?
- Or perhaps you are currently working in another industry and see an opportunity to create a new business to provide support services along the Trail?



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Active Experiences

- The River Tweed Trail should be more than just a walk or a cycle
- It should offer an adventure with opportunities to connect to the river environment, local communities and their stories
- Visitors may wish to combine different activities and experiences whilst following the River Tweed Trail to expand the visitor experience as they follow the route
- The following examples provide inspiration as to how it works elsewhere

Active Experiences

The Queen Charlotte Track in New Zealand is located at the top of the South Island in the Marlborough Sounds. The Track is known for its stunning coastal views, historical landmarks and wonderful variety of native bush and wildlife. Stretching from Ship Cove to Anakiwa, this 73.5 km track will wrap visitors in the mystical beauty that is the Marlborough Sounds, and totally absorb visitors for four or five magical days.

Operator, Natural Encounters offers a walk and kayak combo - a three day unguided walk and on the fourth day a guided sea kayak adventure. The package includes upmarket accommodation daily luggage transfers, daily packed lunches and a full information kit



Active Experiences

Alouette Nature Tours takes visitors on a unique outdoor experience in and around Dumfries & Galloway.

They offer a range of tried and tested walks including *Woodlands and Humans Through Time*. This half day walk takes visitors right into the woods and back into time, discovering the link between woodland and humans, how the landscape has been shaped by humans and the benefits of these interactions for biodiversity.

They also offer bespoke walks to suit the interests of visitors.



Active Experiences

Liquid Footprints offer a Luxury Picnic and Canoe Experience for those who love to experience quality local food whilst exploring the beautiful landscape of the Scottish Highlands.

They collaborate with their friends at the award-winning restaurant and farm shop, The Storehouse to create the ultimate foodie package sourcing only the best local delicacies. Guests will spend a full day canoeing either on a scenic, tranquil river or a stunning Scottish loch. At lunchtime the ideal location will be found for guests to enjoy their luxury picnic of locally sourced food such as cheeses, meats and breads as well as freshly brewed tea and coffee.

This concept could be transferred so that walkers or cyclists could be met with a picnic along the route or could canoe/picnic as part of their River Tweed Trail experience.

Liquid
Footprints



Active Experiences

Wilderness Scotland offer a range of luxury and deluxe walking tours.

Their *Highlights of the Highlands* trip includes boat trips, a whisky tasting, a visit to a rewilding centre and visits to key attractions such as Culloden, Balmoral and Scone Palace.

This is more than just a walking holiday going from A to B and allows visitors the opportunity to experience more than just a footpath.


Wilderness Scotland



Tips and Thoughts.....

- The River Tweed is a silver thread running through the region
- It is an asset and provides the opportunity for water-based and riverbank activities to be developed
- Wellness, storytelling, food and drink are just some of the areas that could be explored
- For those businesses with existing experiences, this new trail will provide an additional source of visitors for you to target



Welcoming Walkers and Cyclists

- After a long day walking or cycling visitors want to be reassured that they will have the facilities and services they need
- They may be damp, muddy, tired and hungry
- They may want to dry their clothes and boots
- If arriving by bike, they will need secure storage
- They may want a supper, an early breakfast, flasks filled or a packed lunch
- They may need to be picked up from the Trail/returned in the morning
- Some inspiration from other destinations follows



Welcoming Walkers and Cyclists

The Island Walk on Prince Edward Island in Canada has 32 sections over 700km. The organisation involved in undertaking such a route, or even part it, is considerable. Businesses and services along the route need to be clear as to what they can offer travellers – thus helping them plan each day in advance. **Listings for businesses along the route** include the following services on offer:

- Take away lunch option
- Supper on site
- Transportation on offer from owner (appropriate Hire & Reward insurance might be required)
- Pet friendly – for those undertaking the trail with dogs
- Island Walk packages and discounts
- What local bus route they are on
- How far they are located from the route

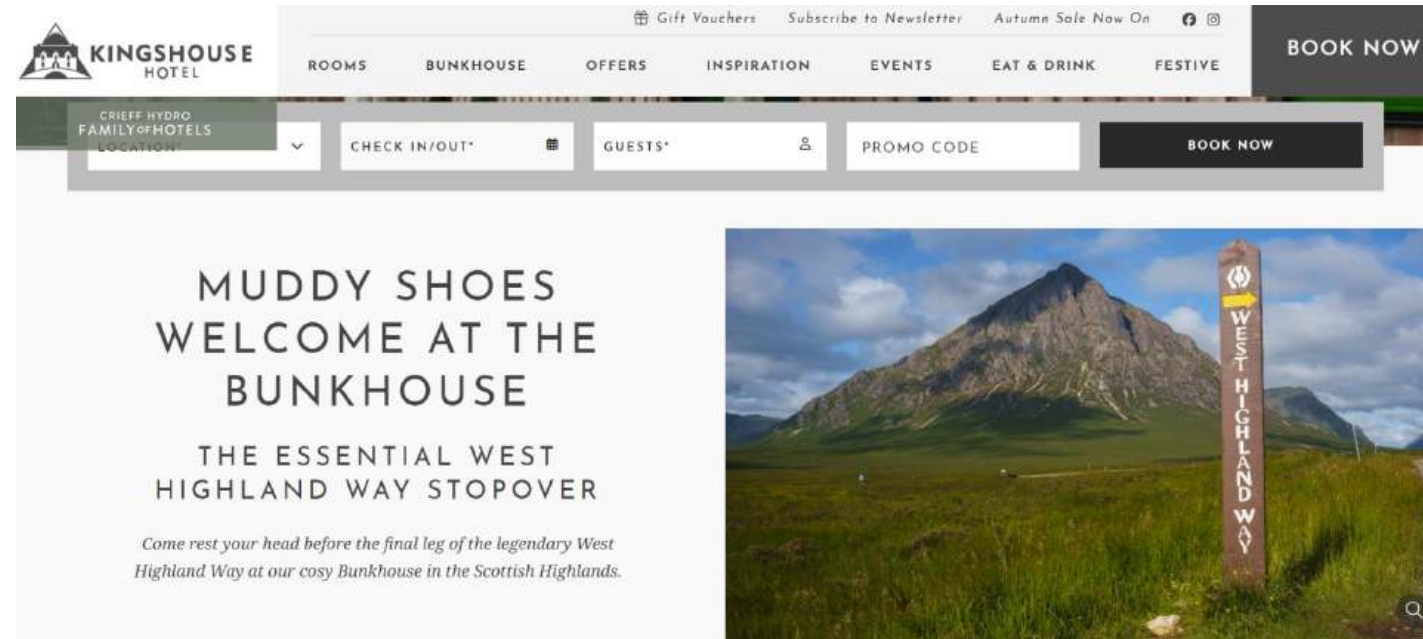


Welcoming Walkers and Cyclists

Located on the popular West Highland Way in Glencoe, [The Kingshouse Hotel](#) has been welcoming visitors for a long time.

Their website clearly states that muddy shoes are welcome. In addition to the main hotel there is also a bunkhouse which offers a drying room for boots, bags and kit.

It also offers laundry facilities available for a fee so those in need of a fresh set of clothes can be comfortable for their onward journey.



The screenshot displays the website for The Kingshouse Hotel. At the top, there is a navigation menu with links for ROOMS, BUNKHOUSE, OFFERS, INSPIRATION, EVENTS, EAT & DRINK, and FESTIVE. A 'BOOK NOW' button is visible in the top right corner. Below the navigation, there is a search and booking section with fields for 'CHECK IN/OUT', 'GUESTS', and 'PROMO CODE', along with another 'BOOK NOW' button. The main content area features a large banner with the text: 'MUDDY SHOES WELCOME AT THE BUNKHOUSE' and 'THE ESSENTIAL WEST HIGHLAND WAY STOPOVER'. Below this, a smaller text reads: 'Come rest your head before the final leg of the legendary West Highland Way at our cosy Bunkhouse in the Scottish Highlands.' To the right of the text is a photograph of a mountain landscape with a wooden signpost that says 'WEST HIGHLAND WAY'.

Welcoming Walkers and Cyclists

The **Eden Project** in Cornwall loves visitors to arrive at Eden by foot or bike and this qualifies them for their green travel incentive. If visitors travel to Eden in a planet-friendly way, whether that's by train and/or bus, on foot or by bike, their party can claim an Eden Guide Book worth £6 on arrival.

Once visitors arrive they have bike racks and luggage lockers to use.



Welcoming Walkers and Cyclists

Forth Boat Tours offer a discount if customers arrive by bike with adults receiving a 15% discount on their Three Bridges Cruise.

This offer is promoted as part of the **Inner Forth Bike Bus** to encourage more active travel in the area. It is a good example of collaboration.



Tips and Thoughts.....

- Put yourself in your guests' shoes and think what you/they might need after a long day
- Don't make guests guess. Tell them about the services you offer as it helps them plan their journey and makes your business more attractive to them
- If you are an accommodation provider, be flexible with meal times
- Cafes should have nutritious food and drinks to go and offer free water bottle top ups
- Consider having some bike cleaning equipment, cycling tools and spares (e.g. a puncture repair kit) to hand and details of the nearest bike shops
- Have available details for local restaurants and shops – with last orders/opening and closing times
- Provide drying facilities or laundry services
- Free WiFi access allows visitors to plan for the next day

All Things Food

For those undertaking a multi-day long distance trip, one of the most important aspects of planning the itinerary is where they can find food and water along the route. If there are many shops along the way, it might mean that they don't have to carry food and can simply buy food on their arrival for dinner/breakfast the next morning.

If there is not a shop at the end of the day, it could mean them having to carry food for that day or finding somewhere along the route to pick up some supplies. They don't want to be carrying any more weight than they need to so there's no point carrying food for 20 miles if they know that there is a shop at the end of the day or along the route.

The following provides ideas and inspirations from elsewhere.



All Things Food

- **The Walkers' Hut** is situated on a National Trust farm in one of the most breathtaking parts of South Devon. It can be found on the headland, just above the picturesque town of Salcombe, perfectly situated right next to the South West Coast path
- It is an honesty cafe based entirely on the goodwill of their customers. It is a cash only facility with customers being advised to bring plenty of small change! They provide teas, locally produced juices and drinks, locally produced ice cream, fresh coffee, cream teas and freshly baked cakes.



All Things Food

Italian Connection offers one day guided walking tours exploring the Sicilian countryside looking for edible plants. Customers will also enjoy a home cooked lunch to experience how Sicilians eat.

This tour provides visitors with an opportunity to enjoy an authentic food experience using local produce.

They also offer a *Walk among Wildflowers* tour.



All Things Food

At The Twice Brewed Inn on Hadrian's Wall guests can order their packed lunches the night before so they are all prepared to head off after their breakfast the next day.

The packed lunch option is clearly promoted on the Inn's website to help people plan their logistics of undertaking the Hadrian's Wall Path and be safe in the knowledge they will have a fresh lunch to take with them.



The screenshot shows the website for The Twice Brewed Inn. At the top, there is a navigation bar with the text 'TWICE BREWED INN' and links for 'Home', 'Eat', 'Sleep', 'Stargaze', and 'Booking'. The main content area features a 'PACKED LUNCH' menu. The menu is titled 'Lunch On The Go' and includes a 'Sandwich' section with a list of filling options: Cheddar cheese, Cheese savory, Ham, Tuna Mayo, and Egg & cress. Below this are sections for 'Crisps', 'Fruit', and 'Traybake', each with a brief description. A note at the bottom of the menu states 'Buy a bottle of mineral water for £1 extra'. The price is listed as '£8.95 Each' and there is a note to 'Please Order by 8.30pm at our reception'. The background of the menu is a photograph of a packed lunch in a white tray.

TWICE BREWED INN

Home Eat Sleep Stargaze Booking

PACKED LUNCH

Lunch On The Go

Sandwich
Choose a sandwich filling on either brown, white or gluten free bread;

- Cheddar cheese
- Cheese savory
- Ham
- Tuna Mayo
- Egg & cress

Crisps
Choose a packet of crisps from our selection.

Fruit
Choose a piece of fruit from our selection.

Traybake
Choose a traybake from our selection.

Buy a bottle of mineral water for £1 extra

£8.95
Each

Please Order by 8.30pm at our reception

All Things Food

Crabtree & Crabtree offer a range of 'Epicurean Experiences' for their guests whilst staying in one of their properties.

These experiences include wild dining with a curated menu of the finest, ultra seasonal produce.

Stargazing Suppers are also on offer where guests are invited to dine beneath the stars with an intimate moonlit supper and stargazing experience. Held in the garden of the holiday home guests will be treated to an illuminating session by a local astronomer who will reveal the sights of constellations, planets, shooting stars and the Milky Way to guests enjoy a three-course 'dinner in the dark' menu.



All Things Food

Inverlonan bothies are architecturally designed cabins that offer rough luxury, seclusion and the chance to disconnect from the day-to-day. Inverlonan has teamed up with the very best local makers to create food provisions that can be delivered straight to the bothy door, so guests can enjoy the peace and quiet without having to leave.

This includes a locally sourced 'Farm to Bothy' breakfast and a dining experience offering a unique, fairytale, off-grid experience cooked over live fire, in a secret location, surrounded by scenic Highland beauty. With an emphasis on the wild and preserving the seasons, guests enjoy the freshest, most seasonal, most local, most ethically sourced ingredients.

Furthermore, they can provide 'Bothy Provisions' offering a selection of the best produce from their farm and Argyll's larder to give an authentic taste of West Coast living delivered to the guests' bothy.



All Things Food

Many visitors along the Trail will stay in serviced accommodation such as hotels or B&Bs, but in some locations self-catering might be the only option and evening meals or breakfasts need to be considered.

Stein's at Home & on Staycation food boxes can be delivered nationwide to self-catering accommodation. The box contains a starter, main and dessert for two people and means guests can enjoy a restaurant quality three course menu.

This concept would work well along the River Tweed Trail using local suppliers with one business co-ordinating orders/deliveries and working with self-catering accommodation providers to promote this as an option for guests.



Tips and Thoughts.....

- Think how food and drink might turn a walking or cycling 'trip' into a great experience
- Don't overlook the importance of collaboration with other businesses to develop new and attractive food experiences and services for visitors
- Save food miles. Where possible work with local food and drink suppliers and make sure you tell your guests where the produce comes from making it authentic to the region
- Be supportive to your guests and offer flexible food options



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Further Support

Needing some support with an idea?

- Whether you are in Dumfries & Galloway, Scottish Borders or Northumberland further details on business support services can be found [here](#)
- VisitScotland has developed a [Cycling Tourism Industry Guide](#) providing business advice on how to make the most of working with this lucrative market
- Contact [Neen Kelly – Destination Tweed Tourism Business Engagement Officer](#)



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