

# FENS ADVENTURERS CASE STUDY

## Wicken Fen Cycle Hire

*Measure:313 Tourism*

Wicken Fen is Britain's oldest nature reserve with international significance. The reserve is a key environmental asset for the Fens Adventurers area and one of the area's main land based tourism attractions. The National Trust wanted to enhance the tourism offer of this attraction by developing cycling, which has low environmental impact, in the area.



They received a grant of just under £20,000 which was used to provide the oak frame for the cycle hire building, plant hire and ground works. In addition the grant helped to pay for twenty cycle parking hoops, placed at suitable points within the area and an information board to help promote the scheme.

The project was completed by August 2011 and has helped to create three part time seasonal jobs and has attracted over 300 cycle hires in just over two months. A number of cycle routes have been developed including a Family Discovery Ride, Wildlife Watching and Village Discovery which cater for different abilities. In addition, sixteen businesses in the area have benefited from the placing of the cycle parking hoops outside their premises encouraging cyclists to visit.



[www.wicken.org.uk/visit\\_cyclehire.htm](http://www.wicken.org.uk/visit_cyclehire.htm)



Fens Adventurers Rural Development Programme is an RDPE initiative delivered through the Leader approach, managed by Cambridgeshire County Council & Cambridgeshire ACRE and supported by Defra, Local Authorities & the EU's European Agricultural Fund for Rural Development: *Europe investing in rural areas.*