

East and West Looe Valleys Trail

1. East and West Looe Valleys Trail - business survey

You may have heard that we're doing a feasibility study into a new cycling trail linking Liskeard, Looe and Lanhydrock. The idea is that a family-friendly trail would run along the valley from Liskeard to Looe, offering the option of a great day out cycling one way then getting the train back. A more challenging route for experienced cyclists would link this to Lanhydrock where it would connect with the Camel Trail and create a new Coast to Coast challenge from Looe to Padstow. The Trail would make the most of the fabulous natural environment and local heritage, and sections would be accessible to horse riders and people with disabilities.

South East Cornwall Tourism Association supports the study and is helping us to get in touch with local businesses to find out your views about the Trail proposal and how you think it might benefit your business. This is really important evidence to help us secure the funding we will need to build the trail. Please help us by responding, and pass a copy of this on to anyone else you know who could contribute.

Copies of the survey can also be downloaded at <https://www.facebook.com/cyclelooevalley>



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2. About your business

1. Address

Your Name

Company

Address

Address 2

City/Town

Post Code

Email Address

Phone Number

2. Which of the following categories best describes your business?

- ☐ Cafe / restaurant / pub
- ☐ Bed and breakfast / Hotel
- ☐ Self catering accommodation provider
- ☐ Camping / caravan site
- ☐ Bike sales or hire
- ☐ Retailer
- ☐ Leisure / tourist activity / visitor attraction
- ☐ Other (please specify)

3. About your business

3. Roughly what proportion of your business income do you make during:

Peak summer season
(July / August)?

Shoulder months
(May/June/September/October)?

Christmas and New Year?

Other low season?

4. How many people do you employ?

Full time, all year round

Part time, all year round

Additional seasonal

4. Your customers

Please tell us a bit about your typical customer base - where they come from, and why they come here

5. How would you describe your typical customer (tick all that apply)?

- ☐ Local residents
- ☐ Day visitors
- ☐ Non-local visitors (weekend / short break)
- ☐ Non-local visitors (week or longer)
- ☐ Walkers
- ☐ Cyclists
- ☐ Families
- ☐ Other (please specify)

6. Do you have any information from customer surveys etc about why people choose to visit this area?
Please give a very brief summary here:

5. Impact of a new cycle trail on your business

7. How do you think a new cycle trail in the Looe Valleys could affect your business

- ☐ Negative impact
- ☐ Little or no change
- ☐ Positive impact on my existing business
- ☐ New growth opportunities

Please comment briefly on your answer:

8. Do you have any other comments or suggestions about how we could design and market this Trail that would help benefit your business?

6. Thank you

Thank you for completing this survey. We will not share your details with third party organisations and will only use them for the purposes of this project. Any information used in reports will be anonymised. You can contact us via Wendy Norman, Manager, Millpool Centre, West Looe if you have any questions or if you want a paper copy of this survey.

9. Would you like us to contact you with future updates on the Trail project

☐ Yes

☐ No

