Yorkshire Dales Dark Skies Festival: Stage 1 Cycles Case Study

YORKSHIRE DALES
National Park Authority



Stage 1 Cycles were involved in four dark skies events. Two of the events were jointly delivered with the Dales Countryside Museum which involved a talk with expert astronomers on the partial eclipse and bat biscuit decorating. Other events included lantern making and a parade and two cycle events for different abilities celebrating the dark skies.

Approximately 80 people accessed the events in partnership with the Museum and there were 30 attendees in total to the cycling events.

Stage 1 Cycles received positive feedback from all the participants that took part in the dark skies activities. There were a number of factors for the success. The events were promoted in a number of ways to families, it was good value for money and provided a mornings activity for children during half term, and the events were simple and easy to access and appealed to the whole family.

Helen Pollard gave us this feedback on the events at Stage 1 Cycles:

It maximises the engagement with the National Park from visiting families. It boasts trade during the winter months and is a positive start to the season in February. It increases the "thing to do" feeling for the area. Families need easy to access events as not all families have the confidence or experience to go walking or cycling by themselves. The more activities available that are well advertised in advance the more likely they are to pick the Yorkshire Dales for a longer visit rather than just a weekend or a day trip. It is also encouraging to families that want a more active experience.

"The Dark Skies Festivals are a unique way to engage with visitors and positively showcase your business. Ensure you put on an event that will be attractive, accessible and cost effective to families. Pick something that customers may not be able to do independently or could access where they normally live. Use it to show case your services or activities encouraging families to return for longer visits in the future. Makes sure you use the activity to drive business through your premises as well as the activity you provide."

Helen Pollard, owner of Stage 1 Cycles

What have Stage 1 Cycles gained?

- Free online and offline promotion for the business to attract new customers.
- Additional revenue stream from the profit made on ticket sales, benefiting directly from the local tourism.
- A key benefit is being placed on the 'Dark Skies Festival Map'.
- Support from the Tourism team in the build-up and during the Festival.

Find out more…

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https://www.stage1cycles.co.uk/

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The Dark Skies Festival is all about celebrating the special, star-filled skies of Dales, free from light pollution.

To take part in any future Dark Skies Festivals get in touch at tourism@yorkshiredales.org.uk. For more information on the Festival, including some useful resources, go to www.yorkshiredales.org.uk/host-your-own-dark-skies-festival-event.