



## Cycle England Training Courses

### About Cycle England

Welcome to Yorkshire has secured £1 million of funding for a project which will create new bookable cycling packages in Yorkshire and Lincolnshire, targeting Dutch and German leisure cyclists. The initiative forms part of the Discover England Fund, led by Visit England. We will work with German and Dutch tour operators to offer new bookable cycling holidays.

### Why are we offering training?

A key objective of the DEF fund is to develop world class bookable products. Cycle England is therefore offering courses aimed at supporting businesses in Yorkshire that cater for the cycling market and/or are close to our chosen cycling routes of The Way of the Roses, The Dales Cycleway, The Yorkshire Wolds Cycle Route and/or the North York Moors National Cycling Network.

### What courses are available, where and when?

Course Name	Dates & Location	
	York	Harrogate
<a href="#"><u>Getting More Sales from Your Website</u></a>	Thursday 4 <sup>th</sup> October	Tuesday 23 <sup>rd</sup> October
<a href="#"><u>Boosting Your Sales on Social Media</u></a>	Thursday 18 <sup>th</sup> October	Wednesday 10 <sup>th</sup> October
<a href="#"><u>Managing Your Reputation Online</u></a>	Tuesday 6 <sup>th</sup> November	Thursday 15 <sup>th</sup> November
All 10.15am - 4.30pm		

### How to book

To register your interest please [click here](#).

- Businesses will be chosen via their response to 6 questions outlining how closely they match project objectives of developing a world class cycling offer.
- We will confirm your place by **Friday 21<sup>st</sup> September**.
- There will be a small admin charge of **£20 + VAT** for each course. This will be charged upon your place being confirmed.
- The courses will be run by [Tourism Growth](#).
- Each course requires attendees who are experienced at managing their website, social media and/or their digital customer feedback. These are not courses for complete beginners.
- Spaces are limited to 15 people per course and therefore allocation of one space per business will be available.