

# DERBY – GREAT PLACE, GREAT BASE

## **Derby highlights its cycling friendly credentials with new ‘Cyclists Welcome’ offer** **(As UK’s fifth Velodrome opens in Derby, on March 20<sup>th</sup>)**

Derby is making a strong claim to be recognized as one of the most cycle-friendly cities in the UK.

The campaign - now being promoted via Twitter @CyclingDerby - coincides with the opening on March 20<sup>th</sup> of the UK’s newest Velodrome, at the £28-million Derby Arena on Pride Park; and includes a new collection of [Cyclists Welcome hotel offers](#), with cycle friendly stays now available from just £40 per night.

The spectacular new Velodrome within Derby Arena is Britain’s fifth 250-metres indoor track and is now expected to welcome some of the biggest names in the world of cycling, as well as a sizeable peloton of mere novices from all parts of the country.

Everything is also well on-track for this new venue to start operating as a major new attraction in its own right for anyone who wants to get up-close-and-personal with a world-class indoor cycle track capable of hosting 1,500 spectators.

Laid by specialists who arrived from Hong Kong, and were due to move-on to Peru and Toronto once they had hammered 270,000 nails into place in Derby, the track will also offer visitors the chance to hire one of the venue’s bikes and - following a brief induction course - to “have a go” themselves.

Derby itself, meanwhile, is being promoted as a ‘cycling hub’ - as well as a great base for exploring the surrounding Peak District and Derbyshire countryside on two wheels.

As former professional cyclist, and Olympic athlete, Bryan Steel says: “The history of having the perfect roads for riding in Derbyshire has been good, but with the opening of the Velodrome at Derby Arena, the city will soon become a cycling hub for the whole country.”

Another relative newcomer to the city [Park Bikeworks](#) which is open seven days a week, and now provides locals and visitors alike with everything they could possibly need - including route-planning, servicing, massage by a professional osteopath, refreshments in a comfortable café deli, safe cycle parking, a shop and even shower and changing facilities.

VisitDerby, meanwhile, is also claiming an excellent “après-bike” for cyclists as well, with everything from more real ales per head of population than any other city in the UK, two major beer festivals, and a host of gastro delights - from British tapas to pig boards, and Derby pyclets to artisan bakeries.

For further details, visit [www.visitderby.co.uk/cyclinginderby](http://www.visitderby.co.uk/cyclinginderby).

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