



## **Responsible Travel & Sustainability Policy**

E-Bike Safaris Ltd was established with the vision of promoting and enabling an increased use of e-bikes as a means of transport around the Lake District and beyond, by visitors and locals.

With the increase and improved designs of e-bikes on the market, it is a great opportunity for people who are not already cycle enthusiasts to use pedal power instead of vehicles as their preferred form of transport. In doing so, this will help reduce our carbon footprint and give a fresh boost to biodiversity in the area.

Our mission is to promote and encourage as many people as possible to replace the use of their cars with bicycles when exploring and travelling around the Lake District. As well as reducing our carbon footprint and boosting biodiversity, by reducing the amount of traffic on the roads visitors will experience much healthier and more idyllic holidays in safer, traffic free environments.

### **Reducing carbon emissions**

Cycling does not produce harmful emissions, such as carbon dioxide that pollute the atmosphere, making it an eco-friendly mode of transportation. By choosing to cycle rather than driving vehicles, individuals can significantly reduce their carbon emissions and contribute to fighting climate change.

Therefore, by encouraging more people to travel by bicycle it does help reduce our carbon footprint, and the development of e-bikes has potential for a far greater impact. E-bikes, with the assistance of their battery powered motors, enable the average person to enjoy cycling far greater distances than they would on a conventional bicycle. This will also enable more people to use the bike as a preferred means of transport for short trips.

By promoting such behavioural change in the Lake District, we can significantly reduce our carbon footprint. Research carried out by the University of Leeds suggests that the use of an e-bike has potential to shave more than 750 kg's of carbon dioxide off a person's annual carbon footprint.

### **Protecting and restoring nature and biodiversity**

Biodiversity refers to the variety of plants and animals that exist in a particular geographic area. E-Bike Safaris is helping to protect and regenerate the biodiversity in the Lake District through promoting the use of bicycles in place of vehicles.

An increased use of bicycles as the preferred form of transport will reduce pollution which has been increasing year by year, resulting in the decline of biodiversity. The need for more cycle routes as opposed to more road infrastructure will have a positive impact on the biodiversity. Not only do cycle routes need less space, but gravel cycle tracks do not hinder the through flow of water. Road improvement schemes, with the heavy machinery compacting land and polluting watercourses, are detrimental to plants and animals. Therefore, cycling instead of driving vehicles will help protect and regenerate the biodiversity in the Lake District.

As more people become aware of the alternative option of cycling, thanks to eBike technology, there will be greater demand for cycle routes instead of car infrastructure. This will subsequently have a significant positive impact on biodiversity.

### **Providing local benefits from tourism, especially to the marginalized**

E-Bike Safaris is always exploring ways of enabling more people to participate in cycling. For people who are not comfortable cycling 2-wheel bikes, our electric tricycle is popular as are our range of child bike trailers, tag-a-longs and child seats. Also, when choosing bikes for our fleet we look for the most comfortable designs that will enable and encourage people of all cycling levels to enjoy and appreciate the riding experience.

The owner and founder of E-Bike Safaris volunteers for the cycle charity Wheels for All, at their Kendal centre. Wheels for All promotes inclusive cycling through a range of successful community engagement programmes that give people the opportunity to cycle on a regular basis. It is through schemes such as this that make it possible for the pleasure of cycling to become available for a range of less privileged and the more marginalised people in our communities.

In addition, cycling enables visitors and locals to explore more remote locations away from the main tourist centres. This will enable the lesser-known rural businesses, including cafes, pubs and craft centres in the smaller villages to thrive.