

# CYCLING EXPERIENCES: SMART CYCLE CORRIDOR



## OVERVIEW:

Ride your bike. Feel good. Do good.

We're turning the Isle of Wight Cowes to Newport cycle route into the UK's first SMART cycling corridor with a ground-breaking app. The Bicycle Island App will light up your rides along the Medina and put your cycling achievements to good use. This new app will combine everyone's GPS-logged miles to challenge monthly distance targets and unlock money for charity campaigns.

Riders will also be able to find offers placed along the route, and discover seasonal information about the rich wildlife and fascinating history of this stretch of the Medina River. This once being the old steam railway line you can still see evidence of the railway at certain points and imagine what an amazing train journey it would have been. As well as finding out about what

birds to look out for, and the industrial heritage of the Medina the app will update you on regular and always provide something interesting to look for.

With brand new cycle hubs opening in Cowes at the Red Jet Terminal and Newport Riverside linking the two towns offering undercover safe storage, maintenance services and support there are more reasons to try this popular 4.4 mile route. The Cowes Cycle Hub will have a two-tier storage rack system for 72 bikes at its Cowes Red Jet terminal, as well as a repair stand and tools for users.

Find out more at [www.bicycleislandapp.co.uk](http://www.bicycleislandapp.co.uk) and [www.redfunnel.co.uk](http://www.redfunnel.co.uk)

To find more cycling ideas go to  
[visitisleofwight.co.uk/inspiration/bicycle-island](http://visitisleofwight.co.uk/inspiration/bicycle-island)

