



# CYCLE LUSS

## LOCH LOMOND

Empowering  
Young  
Mountain  
Entrepreneurs



### Company Name

Cycle Luss

### Date of Interview

Monday 6<sup>th</sup> September

### Contact Person

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### Email

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Cycle Luss is an electric bike hire company based in Luss. You can hire an electric bike, and equipment, for 3-6 hours to explore the beautiful national park of Loch Lomond & the Trossachs.

Additionally, you can add-on a Scottish cheese picnic, served on a fine china overlooking the Loch and Ben Lomond.

#### IT MAKES PEDALLING A WHOLE LOT EASIER

The battery power assist kicks in when the pedals are pushed and a small motor engages giving a slight boost. Its makes climbing hills a dream. Or provides extra assistance for those who still want to cycle but find it difficult on a conventional bike.

#### FASTER

Hard pedalling increases the speed that is the same as a standard conventional bike, agreed? It's the easiness of achieving a higher speed faster with an e-bike. The motor provides electric assistance up to 15mph.

#### GO FURTHER AND SAVOUR THE SCENERY

By going faster; you can cover more ground and see more of the natural beauty of the surrounding countryside. E-bikes are a different ball game. The range covered is between 30 and 110 assisted miles depending if you choose the turbo or economical setting.





*I think it's probably the freedom to not have a boss basically, and to be in charge, which is something that I quite like. But then there's other aspects of it that you could do something on the side as well as being in a career, having the best of both worlds*

Erin Charters  
Cycle Luss

## WHAT WAS **THE TRIGGER** FOR YOUR BUSINESS OR ENTREPRENEURIAL IDEA?



I had seen the amount of visitors coming to Luss, which is second in Scotland for the largest amount of tourists after Edinburgh Castle. So there's a huge influx of people which I thought I should take advantage of, and I knew I wanted to do something that revolved around Luss.

## WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**

(Eg. Grants And Other Support)?



Initially I used savings to buy the first two bikes, and then followed that with savings again for the second two. Then through the accelerator programme for the Business Gateway I managed to get funding for a van so that I was able to increase our capacity by being able to transport more bikes than just in the back of my Ford Fiesta on a bike trailer.

I also got a mentor, and she is still helping me to be fair. For the programme I had to resubmit my business plan and my books and my forecast, which she helped me with. Then also with other support for example if I wanted to take out loans and other aspects of the business, like marketing and HR, or if ever I wanted to take on any staff. There's always extra help that she can give me or she can recommend me to go and speak to advisors or people experienced in that area. It is just brushing up on skills that I don't have, or maybe they are slightly there, but everyone can always improve. And to have help literally just given to you. I try and grab every opportunity that comes up and listen. You know Jen has a lot of experience, and she's seen a lot of small businesses like me, and she wants to help and see them grow.



*I try and grab every opportunity that comes up and listen*

## HOW DOES THE BUSINESS HELP TO ADDRESS REGIONAL CLIMATE CHANGE OR SUSTAINABILITY ISSUES?



I just felt that this was something that I could do just now to help. Something that I was able to take from my degree (Environmental Science) and make a start. The sustainability side is quite prominent right now and there is a big drive for eco tourism as well. I'm quite passionate about it, I enjoy talking about various things like climate change, and using what I've learned in my degree to talk to customers about it.

## HOW SUCCESSFUL HAS IT BEEN?



It was never the plan that this was meant to be full time. It was meant to be, you know, getting me through university life and to see me out the other end until I get a job. But now, looking at the books and at the demand that's there it's almost better than a grad job. And I didn't ever plan it to be like that, but it seems to just sort of happened itself.

## WHAT WERE THE MAIN OBSTACLES OR BARRIERS YOU ENCOUNTERED?



My main obstacle is definitely the seasons. That's a huge difference. To be super busy in the summer to you know when December time comes and there's literally no one that wants to go outside!