



DEVELOPING  
MOUNTAIN  
BIKING  
IN SCOTLAND



ANNUAL  
REPORT  
2012

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## Foreword by Chair – Brian Porteous

The Developing Mountain Biking in Scotland Project (DMBinS) has now been in existence for 3 years and has achieved considerable progress in delivering the aims of the National Strategic Framework. Much of this progress is a testament to the quality and depth of the joint working of the partners involved in the Scottish Mountain Biking Development Consortium (SMBDC).

Because of the progress made, the funding partners of the project– CTC, Forestry Commission Scotland, Scottish Enterprise, Scottish Natural Heritage and **sportscotland** have all decided to commit to another 3 years of funding to work towards the further implementation of the Framework. The additional partners in the SMBDC – Cycling Scotland, EventScotland, Highlands & Islands Enterprise, NHS Health Scotland, Scottish Cycling and Visit Scotland have all agreed to continue their input into the project and to work in partnership for the benefit of mountain biking in Scotland.

It is vital for us to monitor carefully the impact of the work we are doing through the DMBinS Project and to that end, we commissioned the University of Highlands & Islands to provide us with a detailed evaluation of progress over the first three years. They concluded that *“the project has been managed well, provides value for money, and has delivered, or is in the process of delivering, on a high percentage of its outputs”* Further details from the UHI evaluation are included later in this report and I commend their study because of the extent to which it assesses both the progress made and the further potential of mountain biking to provide real dividends for Scotland.

In 2012, significant progress was made in all 7 of Developing Mountain Biking in Scotland’s workstreams. The project has worked with partners at a national level and, through the formation of Clusters, has supported development at a regional and local level. We are especially grateful to local partners for their involvement in the Clusters and we look forward to rolling out the cluster structure to further areas of the country in the next three years.

Our second biennial conference held in September 2012 at Perth Concert Hall was a particular highlight. With an audience from across the public, voluntary and private sectors, the topics for discussion were lively, informative and inspiring. I believe it is this healthy interaction and networking between the sectors at national and local levels which will encourage continued growth in the activity for the long term benefit of Scotland.

Looking into the future, I believe the next three years of the project and mountain biking in Scotland are going to be very exciting with the continued growth of trails closer to population bases; world class events including the Commonwealth Games and Downhill World Cup at Fort William; the pathway into the activity, through to success on the world stage, becoming increasingly effective and finally, continued growth in businesses for mountain biking tourism and development of products.

The goals of the National Strategic Framework are simple – to increase participation in the activity with the associated health benefits that will bring, to grow the numbers of tourists coming to Scotland to enjoy our wonderful resources and to improve standards of performance in the competitive disciplines. Scotland is one of the best locations for mountain biking in the world and our challenge is to make our superb assets work for Scotland in an effective and sustainable way.

I want to thank most sincerely, the officers of the organisations and agencies involved in the SMBDC for their commitment and support and for showing what can be achieved by agencies working together in partnership. I want also to congratulate our DMBinS Project Manager Graeme McLean and his support staff in Scottish Cycling, for the great progress made in the first three years of the Project.



## Project Manager Introduction - Graeme McLean

I am proud of our achievements in 2012 and delighted that our hard work and effective partnership working is resulting in mountain biking in Scotland continuing to grow, develop and make a difference to people's lives across our fantastic country.

The approach of the project at all times has been never to work in isolation but rather to work with community groups, local authorities, national agencies and businesses to find common ground and shared goals – enabling us to work together to make real progress and a real difference to mountain biking in Scotland.

At the heart of this drive for partnership working is the belief that it is through the effective formation of partnerships at a national, regional and local level we will see a more co-ordinated approach, with the benefits of mountain biking spread as widely as possible and ultimately a more sustainable future for mountain biking in Scotland.

Spreading good practice is a key role of the project and by providing a central accessible resource, people are now aware that there is someone they can speak to for advice and support, with the ability to link them to further contacts who can help them reach their goals. This is now leading to businesses developing and growing, local authorities getting more people on their bikes and communities working with young people to develop our next generation of mountain biking stars.

Looking over the year I am pleased with progress in many areas. The regional Clusters are beginning to see real on the ground benefits and increasing engagement from businesses, local authorities, agencies and community groups.

The project operates with a small staff team but by being steered by the Framework, and working with and through many partners, we can make a bigger difference than working on projects in isolation.

I am both delighted and encouraged by the partners of the SMBDC continued engagement in the project and the help they have offered me and the staff team has been invaluable. We have achieved many of our aims in the first 3 years however we can't rest on our laurels and I am excited at the prospect of another 3 years of the project helping mountain biking to make a considerable difference to Scotland.



## Increasing Participation & Sport Development

To increase participation and develop sporting pathways, DMBinS worked with University of Highlands & Islands to analyse the pathway in mountain biking, from starting to ride a bike through to elite performance. What we have established is sets of experiences which all mountain bikers move through to reach their own riding goals.

Using these experiences as a backbone DMBinS and partners are able to analyse whether there are the correct coaching and leadership qualifications in place which can help participants move through to their desired level.

The conclusions and recommendations of the research provide a solid evidence base for future development of coaching and leadership courses.

DMBinS supported Scottish Cycling to deliver a Mini-DH series, for children and young people aged 10 to 16, across Scotland. The series was a great success with over 200 riders participating and 75 qualifying for the final at the UCI DH World Cup at Fort William where young Scottish riders got their first opportunity to stand on a World Cup podium.

### 2013

DMBinS is delighted that partly due to the success of the 2012 Mini-DH series, Scottish Cycling have agreed a 3 year sponsorship deal with Scottish Power to develop race series' for young people including the Mini-DH series. This will ensure that the series will continue to grow, develop and help introduce many more young people to mountain bike racing.

In 2013 we will be working more closely with the national race series associations – the Scottish Cross Country Association (SXC) and the Scottish Downhill Association (SDA). Both associations saw a reduction of numbers in 2012 and we hope to work with them to ensure the series increase their numbers of participants, gain greater exposure in the relevant media streams and set up systems and development plans which can help them grow sustainably into the future.

We will continue to encourage participation through promotion of routes, attending key events to introduce mountain biking to new participants and providing information through our website, such as basic guides to equipment and Do The Ride Thing, which will help new participants gain a level of knowledge and confidence to start mountain biking.

We will also work with clubs and organisations to provide them with information, toolkits and case studies to help them introduce mountain biking to new people, especially children and young people. We will work with key programmes that have volunteers who could deliver mountain biking to young people, such as the Duke of Edinburgh Award Scheme. By providing inspiration, information, advice on good practice, and the national training schemes and proficiency awards (MBLA and Go MTB) to these volunteers, we believe mountain biking will become further instilled into our young people's lives.

We hope to work with existing partnerships to create a Centre of Excellence where Scottish athletes can train, test and be coached to deliver success on the world stage.

## Business Development

We continued our work in helping businesses develop the mountain biking tourism offering in Scotland by promoting the excellent Tourism Intelligence Scotland guide. DMBinS appeared in a tourism webinar to over 75 businesses helping to ensure visitors, and Scottish mountain bikers who choose to holiday at home, are catered for and are provided with a value for money experience.

DMBinS is a key partner, alongside Scottish Enterprise, Sporting Chance, Borders College and Napier University, in the Mountain Biking Knowledge Transfer Project (MBKT) which aims to inspire businesses to create new mountain biking products or services in Scotland. Working together, an event was organised at Glentress which highlighted existing good practice and gave businesses the opportunity to engage with universities in Scotland to help them get their ideas off the ground. The event was a great success with over 120 attendees from businesses and academia.

Innovation clinics, which are an opportunity for businesses to have 1-to-1 advice from DMBinS, Sporting Chance and Scottish Enterprise on a new product or service, have been successfully delivered in Dundee, Edinburgh and Glasgow to 11 businesses.

In 2012, the MBKT project has successfully expanded and is currently engaging with 26 businesses, with 4 currently developing new products with Scottish universities.

### 2013

The project will continue to help tourism businesses provide better services for mountain bikers by delivering tourism workshops across Scotland. These will be aimed at areas with high levels of existing mountain biking tourism, such as 7stanes, and areas where we expect to see an increase in mountain bike visitors due to new trails or facilities being developed, such as Glasgow & Central Belt - Cathkin Braes; Speyside – Glenlivet Trails and Fife – new route cards.

We will continue to work with partners on the MBKT project and we will deliver 10 Innovation Clinics in 2013. We aim to increase the number of businesses developing new products from 26 to over 40 in 2013.

Working with partners and Scottish Development International (SDI), we will work with key tourism and product development businesses to create an international strategy for mountain biking in Scotland.

We hope to create a Centre of Excellence which will provide a facility for businesses to learn about existing good practice and develop their ideas.



## Clusters

To create more integration, spread good practice and encourage a more strategic approach to regional mountain biking development DMBinS are creating Clusters across Scotland.

### Tayside & Fife

Tayside & Fife is the most developed Cluster and its partners are delivering a plan across 5 areas: Facilities, Events, Participation, Sport Development and Attracting Visitors.

Key successes of the plan in 2012 were: a regional events guide; a new bike park at Comrie Croft; a feasibility study and plan to create new trails in the parks of Dundee; attendance as a Cluster at the Dundee Flower & Food Show, and the launch of route cards in Angus – adding to route cards already developed in Highland Perthshire and Dundee.

Key volunteers within the Cluster were successful in obtaining funding from Forestry Commission Seedcorn fund to take part in CTC's pilot of a Trail Repair Course and a Trail Inspection Course. This will help volunteers in the Cluster maintain the trails and help improve the sustainability of future developments.

#### 2013

2013 promises to be a very exciting year for Tayside & Fife with confirmation of funding for key developments including:

- new trail at Templeton Woods in Dundee,
- new blue graded trail at Comrie Croft (with a red trail to follow in 2014),
- Fife route cards,
- refresh of jump park at Lochore Meadows country park
- and, subject to successful funding applications, a pump track & blue graded trail in Alyth.

Together we will attend the Dundee Flower & Food Show and run a series of mountain bike races in Autumn 2013.



## Highland Cluster

DMBinS Highland Cluster commissioned University of Highlands & Islands - 'The Centre for Recreation and Tourism Research' - to undertake research which mapped the current provision of mountain biking in the Highlands, identified the principal gaps in that provision, quantified the economic benefits of mountain biking in the Highlands, and made recommendations for its future development.

Some of the key findings of the report are that mountain biking supported:

- An annual expenditure of £8.14m;
- Employment of 238 FTEs;
- Gross Value Added of £4.65m.

It was projected that growth of 30% over the next five years could be achieved, which would see the value of the Highlands mountain biking sector rise in value to:

- An annual expenditure of £10.58m;
- Employ another 71 FTEs;
- Gross Value Added of £6.06m.

A number of key suggestions were made to enable appropriate levels of sectoral growth to be achieved, split into practical and more strategic recommendations. Strategic recommendations included:

- Greater use of volunteer groups for trail maintenance (modelled on good practice elsewhere),
- The creation and promotion of easier routes, perhaps linking attractions and facilities, to encourage family use;
- The more formal designation of mountain biking centres or hubs.

In order to achieve the full growth potential, some key issues were identified:

- The need for an identifiable brand for mountain biking in the Highlands, one that can be as evocative to existing mountain bikers as the 7Stanes, whilst also actively promoting mountain biking to the family market.
- The need to develop more comprehensive signage to and around trails and trail centres, while better trail guides, and improved trail provision for family markets, would help to both broaden the market and encourage more tourists to undertake rides.
- The Highlands has a wealth of iconic landscapes and names – from Loch Ness to the Isle of Skye – and wild landscapes unparalleled in the UK.

This project was part financed by the Scottish Government and the European Community Highland Leader 2007-2013 programme. The other funding partners are Highland Council, DMBinS, Cairngorms National Park Authority and No Fuss Events.

### 2013

This research forms the backbone to an action plan for the Cluster which will be delivered in 2013 onwards. Key developments in 2013 include:

- Creating an e-guide to jointly promote the existing trail centres and sustainable natural trails across the Highlands
- Regional race series' feeding into national series
- Attending the Royal Highland Show, as a Cluster, to promote mountain biking in the Highlands.





## Central Cluster

To begin the process of creating a Central Cluster DMBinS held an open evening in April attended by 30 key individuals in the area. The Cluster has begun the process of auditing current provision and has identified a need for better promotion of sustainable mountain biking across central Scotland and will investigate the need for more coaches and leaders to engage more participants into the activity.

### 2013

This will be a very exciting year for mountain biking across Central Scotland with the launch of several key mountain biking facilities close to populations including:

- Cathkin Braes, Glasgow
- Whitelee, South Lanarkshire
- Aberfoyle Bike Park
- Mains Farm Wigwam, Thornhill, Stirling
- Foxlake, Dunbar
- Beecraigs Country Park, West Lothian

The Cluster will enable the provision of help and support to ensure the facilities are promoted effectively and partners can learn about best practice from each other.

We hope the Cluster will create a mass participation programme across Central Scotland, to be launched in 2014.



## Trail Building, Management & Maintenance

We supported CTC to develop a new Trail Repair course which was piloted in the Tayside & Fife Cluster in autumn 2012 along with CTC's existing Trail Inspection Course.

The CTC Trail Repair Course is an important addition to the suite of training and qualifications available within mountain biking in Scotland. The qualification has the following aims:

- Mountain bikers are keen to ensure they are responsible users of the network of rights of way, paths and trails, they would like to contribute to their sustainability.
- Volunteers need to understand the wider needs of land management as well as those of the users in order to have a full concept of changes they may potentially make to routes.
- Land managers managing trails and trail networks would benefit from competent and skilful volunteers helping to maintain them.
- Land managers need trails to be robust, fit for purpose, planned, as sustainable as the local use rates and geology permits, built and managed in accordance with current CDM regulations.
- Land managers need volunteers to be aware of their responsibilities under CDM regulation and other relevant legislation/acts.
- A mutually agreed framework needs to be established to allow trail maintenance groups to grow, encompassing new members, improve their credibility and standards of training, workmanship and safety
- Land managers need to be part of delivering the solution through agreeing the framework, encouraging involvement, seeking out and sharing best practice while supporting the development of the program.

DMBinS is working in partnership with the Forestry Commission to create a Guide to Building, Managing and Maintaining mountain biking facilities. This was not delivered in 2012, as planned, but will be delivered as a priority in 2013.

### 2013

We will create guidance on developing local route cards - sharing the lessons learnt in the Tayside & Fife Cluster.

We will continue to work with CTC to develop the Trail Repair Course and we hope to be able to add to the training of volunteers, dependent on their needs.

## Communication & Marketing

In 2012, DMBinS sent 6 e-newsletters, and was active in social media platforms – Facebook, Twitter, Vimeo and LinkedIn. The project also attended key shows to promote mountain biking – Fort William World Cup, the Scottish Bike Show and Scottish Ski, Snowboard and Outdoor Show.

The approach used to promote new guidance on responsible mountain biking – ‘Do The Ride Thing’ - has been well received by peers. The guidance comprises a full guide, featuring advice on route planning and situation-specific advice on how to be a responsible mountain biker, and an innovative computer game which places a mountain biker into real life situations and asks how they should respond. The guide has had over 3000 downloads in 2012 since its launch in August.

DMBinS.com website was launched in December 2011 and has been well received. The site provides a wealth of information and a real one-stop-shop for mountain biking in Scotland.

### 2013

We will continue to promote the website as a ‘one-stop-shop’ for mountain biking in Scotland. The project will also:

- Attend key trade shows to promote mountain biking, including the Scottish Bike Show, Tweedlove, Royal Highland Show and the Fort William World Cup.
- Co-ordinate a ‘Best of Mountain Biking in Scotland’ social media campaign with photo, video and story competitions. The campaign will be jointly promoted by partners at Tweedlove, Fort William World Cup and Royal Highland Show.
- Promote mountain biking in Scotland as world class, with presentations at Edinburgh International Science Festival, Countryside Recreation Network conference and at the Central Baltic Cycle Conference in Sweden.
- Publish and disseminate a summary of Do The Ride Thing guidance.
- Continue to regularly communicate with all audiences by sending 6 e-newsletters, daily updates on facebook, twitter and LinkedIn.
- Continue to communicate on a regular basis with Scottish Government to ensure mountain biking retains its high status within the political arena.



## Conference 2012

The second DMBinS National Mountain Biking Conference was held at Perth Concert Hall on Wednesday 26th September 2012

The aims of the conference were:

- to bring the mountain biking community - businesses, local authorities, national agencies, community groups and mountain bikers – together to receive an update on the progress of Developing Mountain Biking in Scotland in delivering the National Strategic Framework for mountain biking in Scotland.
- to discuss our current status in worldwide mountain biking and
- to have an initial discussion on the possibility of a rider contribution scheme to help mountain biking sustainably develop across Scotland.

The conference, for a first time, had both a day session and an evening session.

The day session opened with an introduction to the live voting system which was used to deliver interactive feedback to key questions throughout the conference. We learnt that 79% of attendees would consider themselves mountain bikers, and businesses were the largest group of delegates comprising 34% of attendees.

A video, 'Are We World Class?', created by MTBCut, for the conference was viewed over 20,000 times in 111 countries in its first week of release.

Post-conference feedback from delegates indicated that the conference was a very enjoyable day with 78% of delegates rating it 4 or 5 on a scale of 1 (not enjoyable) to 5 (very enjoyable).

There were suggestions for improvement with comments such as "Investigate the possibility of a 2 day event - day 1 being general discussion and feedback as experienced at Perth, and day 2 possibly with a focus on practice and theory on topics such as trail building, skills area development, trail maintenance. Site visits and discussion on pilot projects were also suggested."

It was also felt if Scotland does have ambitions to be seen as a global leader in mountain biking, the conference could have more of an international focus.

These comments will be taken on board and we hope to run another successful event in 2014.

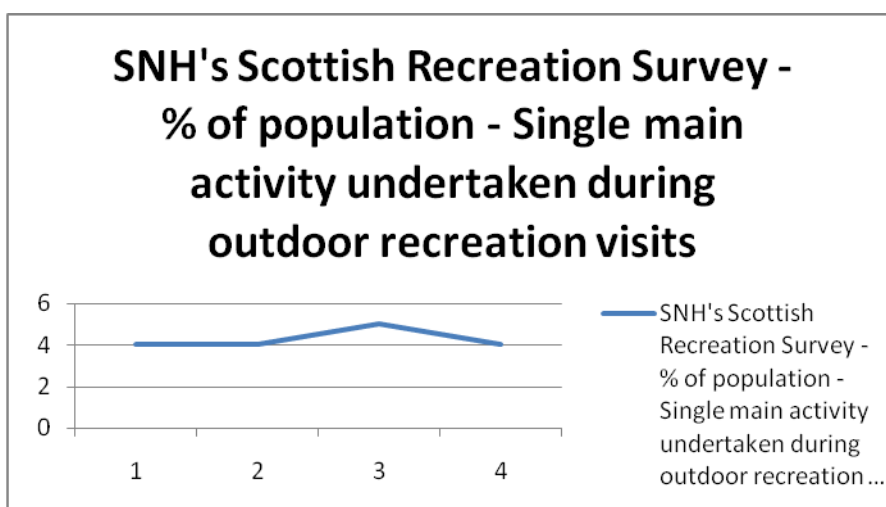
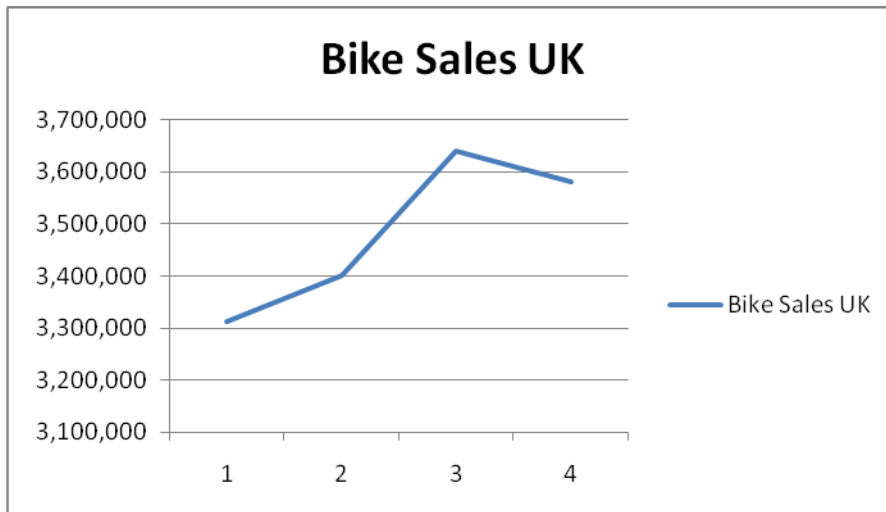
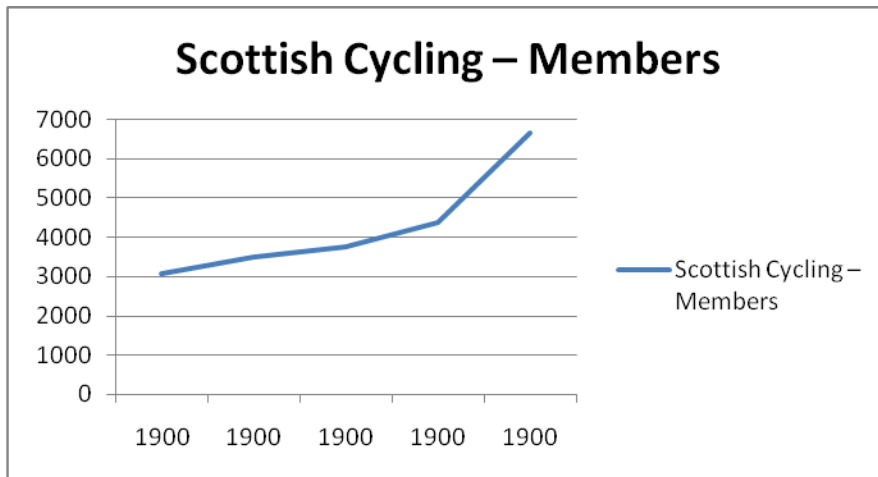
## Monitoring & Evaluation

The project has compiled the most relevant data sources together to give an indication of the direction of progress of mountain biking in Scotland.

Source	2008	2009	2010	2011	2012
SNH's Scottish Recreation Survey - % of population - Single main activity undertaken during outdoor recreation visits	4	<a href="#">4</a>	<a href="#">5</a>	<a href="#">4</a>	
SNH's Scottish Recreation Survey - % of population - All activities undertaken during outdoor recreation visits	6	<a href="#">7</a>	6	8	
SNH's Scottish Recreation Survey - % of population - All activities undertaken during outdoor recreation visits - Mountain Biking	1	<a href="#">1</a>	1	1	
Household Survey - % of population - Participation in sport in the last four weeks – Cycling	<a href="#">9</a>	<a href="#">9</a>	<a href="#">9</a>	10	
Household Survey - % of population Male - Participation in sport in the last four weeks Age & Gender - Cycling	<a href="#">13</a>	<a href="#">12</a>	12	14	
Household Survey - % of population Female - Participation in sport in the last four weeks Age & Gender - Cycling	<a href="#">6</a>	<a href="#">7</a>	6	7	
UKTS - Mountain Biking - Activities taken part in on trips to Scotland - Total Trips (000's)	98	173			
UKTS - Mountain Biking - Activities taken part in on trips to Scotland - Total Nights (000's)	317	911			
UKTS - Mountain Biking - Activities taken part in on trips to Scotland - Spend (£m)	14	45			
UKTS - Mountain Biking - Activity planned as main reason for trip to Scotland - Total Trips (000's)	39	69			
UKTS - Mountain Biking - Activity planned as main reason for trip to Scotland - Total Nights (000's)	120	269			
UKTS - Mountain Biking - Activity planned as main reason for trip to Scotland - Spend (£m)	5	14			
Scottish Cycling – Clubs	122	127	135	148	147
Scottish Cycling – GoRide Clubs		8	10		14
Scottish Cycling – Members	3065	3502	3766	4364	6663
Scottish Cycling - Female Membership	386	470	513	648	984
Scottish Cycling – Junior/Youth/U12 Members	393	448	530	580	862
Scottish Medal Success - Number of Medals Won at International Level by Junior or Senior Riders			2		
MBLA Registrations	1182	1262	1232	985	917
Bike Sales UK	3,311,000	3,400,000	3,640,000	<a href="#">3,580,000</a>	



## Graphs



## Independent Evaluation

We commissioned The *Centre for Recreation and Tourism Research* at the *University of the Highlands and Islands (CRTR)* to undertake a study of Scottish mountain biking. Through a desktop exercise and a wide-ranging and extensive consultation process, involving face-to-face and online surveys with key stakeholders and organisations, mountain bike businesses and riders themselves, the team sought to address three principal issues:

- Progress in delivery of the objectives and key targets of the mountain biking national strategic framework, and the activities of *DMBinS*;
- Progress in terms of economic growth, participation and sports development; and
- Recommended future actions for the sustainable growth potential of mountain biking in Scotland.

The team's evaluation of *DMBinS* and the National Strategic Framework for the sustainable development of mountain biking concluded that the project has been managed well, provides value for money, and has delivered, or is in the process of delivering, on a high percentage of its outputs.

The study revisited the 2009 *EKOS* report and estimated the progress that has been made against the targets and scenarios set out in that report. As many of the conditions for 'full growth' of the sector, set out by *EKOS*, have not been realised, it is postulated that a) the increase in mountain bikers' trips over the past three years has been in the range of 7% - 10%, and b) £5.5 m - £8 m is considered to have been a more realistic estimation of the growth in the economic value of mountain biking in Scotland from 2009 - 2012. This equates to a value for the mountain biking market, where MTB is primary purpose for the trip, of £48.5m - £49.5m per annum.

It was also estimated that, if the conditions set out for *EKOS*'s original 'full growth' scenario are met over the next five years, economic growth will be in the region of £22 m - £26 m. If suggested developments are implemented to a lesser degree, growth over the next five years is suggested to be in the range of £14 m - £18 m.

This analysis fed into the development of a range of recommendations for the sustainable development of Scottish mountain biking.

Including:

- Continued support for *Developing Mountain Biking in Scotland*.
- All Scottish cities, and other major centres, should have their own jump park/pump track/BMX park, one that is easily accessible, without requiring a vehicle, to the majority of their population. This is a core priority.
- The development of new trail centres should be prioritised to those areas currently lacking such facilities, for example close to Aberdeen and Glasgow, and in the Highland Perthshire area.
- Better co-ordinated marketing is required, with a comprehensive Internet guide to all key natural trails and trail centres in Scotland, with supplementary trip information.
- Marketing should not only focus on the existing purpose-built centres but also promote the lesser-known centres and Scotland's natural trails.
- Scotland should seek to host more national and international events, requiring a co-ordinated promotion campaign involving all key agencies.
- Each cluster area should seek to organise and host its own mountain biking festival.
- A gap has been identified for a mass-participation programme to complement all of the existing schemes.

## Budget 2010-2012

The accounts from 2010-2012 for the DMBinS project.

<b>Income</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
CTC	5000	5000	5000
Forestry Commission Scotland	15000	15000	15000
Scottish Enterprise	15000	15000	15000
Scottish Natural Heritage	15000	15000	15000
<b>Sportscotland</b>	15000	15000	15000
Partners Stands at Exhibitions	2000	5400	5400
Conference & Workshops	9096	1276	8065
Cluster Projects	0	5051	20114
<b>Total</b>	<b>76096</b>	<b>76727</b>	<b>98579</b>
<b>Expenditure</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Salaries (PM & Part-Time Admin)	40262	42214	42282
Expenses	5618	6554	7390
Project Budget	1162	13003	27670
Communication & Marketing	5492	15698	15370
Conference	9545	1200	8501
Overheads	5000	5000	5000
<b>Total</b>	<b>67079</b>	<b>83669</b>	<b>106213</b>
<b>Profit/Loss</b>	<b>+9017</b>	<b>-7452</b>	<b>-7634</b>



## Partners

### CTC

#### **CTC Mountain Bike Trail Repair Volunteer Co-ordinators Course**

CTC has delivered two courses at Lochore Meadows Country Park and Glenmore Lodge to train Volunteer Trail Repair Co-ordinators. This new addition to the programme of training offered through CTC enables those completing the course to co-ordinate groups of volunteers to maintain their own trails with land owner permission. The course covers everything from the legal aspects to trail build techniques and easy fixes along with how to manage groups of volunteers repairing mountain bike trails. We've been working hard to roll out the course programme and develop the network of trained course delivery partners to ensure the continued roll out of the programme to volunteer trail building clubs and groups across Scotland.

#### **Bike Club Leadership**

Within the current Bike Club phase in Scotland, a leadership package has recently been developed. This package is designed to be a basic introduction to leadership for young people age 14+. It can be delivered over the course of one full day, several half days or evening sessions depending on the nature of the group.

It has a flexible approach and is very adaptable. Content of this course includes; Leadership values, skills and competencies, Parts of the bike - M check, safety, group safety and responsibility, organisation of a group, planning - skills and events (such as led ride) and basic bike maintenance

Successful candidates can then develop their skills further through a variety of experiences or courses such as assisting their group with cycling activities, linking them directly to coaches in local clubs to assist, attending cycling Scotland assistant ride leader courses, and working towards Youth Achievement Awards with Youth Scotland. The most important element of this is that the young person is engaged in a leadership journey and is supported as far as they wish to go.

#### **Encouraging more Female cyclists**

Bike Club and CTC are committed to encouraging females to cycle. There are plans in motion to deliver a residential experience for females from groups Bike Club is working with in the Fife area. The residential will introduce young women to basic MTB and recreational cycling activities as well as providing leadership training and a qualification at the end of it.

During the course of the residential it is expected that the participants will visit trail centres, off road cycling and experience cycle coaching. Participants will be selected from their various Bike Clubs in Fife through the Bike club leadership programme. The selection will be based on an agreed criteria set out by the officer. This is to ensure maximum engagement and best value.

## Partners

### Cycling Scotland

#### Key Achievements in 2012

- 45 GoMTB centres accredited (now 174 in total).
- 403 instructors have now been inducted into GoMTB.
- 16 GoMTB Instructor Orientations delivered.
- New GoMTB themed 'Have-A-Go' kit designed.
- New GoMTB website in development.

#### Looking Forward to 2013

- Launch of a new GoMTB website.
- Pilot GoMTB programmes to be delivered in partnership with Active Schools.
- GoMTB development workshop to be staged with keystakeholders.

## Partners

### EventScotland

#### Key Achievements in 2012

EventScotland is working to make Scotland the perfect stage for events. By developing an exciting portfolio of sporting and cultural events EventScotland is helping to raise Scotland's international profile and boost the economy by attracting more visitors. Cycling forms an important part of Scotland's annual events portfolio with events across multiple disciplines wowing spectators across the country. From the stunning scenery in Fort William at the UCI Mountain Bike World Cup, to the excitement of the Sir Chris Hoy Velodrome and the breathtaking backdrop to the Tour of Britain, Scotland is the perfect stage for cycling.

In 2012 EventScotland supported a number of key cycling events across the country including:

- UCI Mountain Bike World Cup
- UCI Track World Cup
- Tour of Britain
- The Tour Series
- Tweedlove Bike Festival
- The Highland Perthshire Cycling Festival



## Partners

### Forestry Commission Scotland

#### Key Achievements in 2012

- Through our own staff, volunteers and other stakeholders, FCS continues to maintain, and where possible, refresh the 800kms of mountain biking trails on the national forest estate.
- Work has started on the Galloway Forest Park redevelopment, which will greatly improve the experience for all visitors (including mountain bikers) at Glentool, Clatteringshaws and Kirroughtree.
- As part of our partnership with Laggan Forest Trust, FCS has sourced a temporary catering and bike hire solution at LagganWolftrax, to meet riders' needs..
- Nevis Range now has a working lease with FCS, to manage and maintain the Witch's Trails.

#### Looking Forward to 2013

- FCS, in partnership with FC in England and Wales, and with the support of various DMBinS partners, will launch a guide to managing mountain bike trails.
- FCS will continue to support existing and new MTB cluster development, in areas where Scotland's national forest estate is a key land resource.
- When work in Galloway Forest Park is completed, there will be a completely new visitor centre (including bike shop) and improved access to the MTB trails at Kirroughtree.
- At LagganWolftrax, FCS will continue to work in partnership with Cairngorms National Park and Laggan Forest Trust, to develop a better onsite trailhead service.
- Funding has been secured by Nevis Range (working under a lease with FCS) for 2 new trails with construction planned for later in the year.

# Partners

## Scottish Cycling

### Key Achievements in 2012

- 2012 saw the number of Scottish members increase by 42% to over 6203 in the 12 months to September 2012.
- Continued support for DMBinS in hosting, managing and leading the future priorities for the project.
- With support from DMBinS established the new Mini-DH series in 2012 which attracted 200 riders over 5 rounds and culminated in a final at the UCI Fort William World Cup.
- Our Mountain Bike Leadership Award (MBLA) now has 9594 candidates registered with the scheme and over 5,038 Trail Cycle Leaders have graduated through the scheme all of which have been British Cycling Members. The MBLA are committed to influencing future developments in mountain bike leadership and are playing an active role in developing the unified UK award.
- Continued support for local clubs, coaches and community groups delivering mountain biking through our Regional Development Officers.
- Several mountain bike coaches qualified as UKCC Level 2 Cycling Coaches and 8 qualified as Level 2 MTB Specific Coaches in 2012.
- We supported 80 mountain bike events on our annual calendar an increase of 16% on 2011.
- Continued support for the national race series associations, Scottish Downhill Association (SDA) & Scottish Cross Country Association (SXC)

### Looking Forward to 2013

- Working with DMBinS to increase support for the national race series associations, Scottish Downhill Association (SDA) & Scottish Cross Country Association (SXC) to ensure an increase in entries and sustainability of both series.
- With a new sponsorship agreement with Scottish Power we will deliver the successful Mini-DH series in 2013.
- Support our elite athletes to continue to improve their results and graduate onto British Olympic Development Programme or international teams.
- Work with British Cycling to align the MBLA awards into one scheme which will have an integrated Level 1, 2 & 3 Leadership awards.
- Deliver 5 UKCC Level 2 Coaching courses which can be accessed by mountain bike coaches and 2 UKCC Level 2 MTB specific courses.
- Continue to support our clubs, volunteers and event organisers through our network of Regional Development Officers (RDO's)



## Partners

### Scottish Enterprise

#### Key Achievements in 2012

- Commissioning research into the evaluation of the work of the SMBDC.
- Establishing the Mountain Biking Knowledge Transfer (MBKT) Project which seeks to commercialise new product development opportunities for innovative MTB businesses within the sector.

#### Looking Forward to 2013

- Delivery of an International Strategy Workshop for DMBinS & industry stakeholders.
- Working alongside the MBKT project with the aim of assisting innovation/product development within the industry.
- Ongoing support for an industry-led approach in addressing the known growth prospects of the sector at large.
- Continue support for the 7 Stanes CIC to establish a viable way forward.
- Continued support for the delivery of the DMBinS Action Plan 2013-2015.

## Partners

### Scottish Natural Heritage

#### Key Achievements in 2012

- Representation on the Scottish Mountain Biking Development Consortium, the framing of DMBinS's Phase 2 priorities and securing continued SNH funding support.
- Contribution of advice and funding towards research into Mountain Biking Developments and Potential Opportunities in the Scottish Enterprise Area (published Jan 2013).
- Input into the development of detailed guidance on responsible mountain biking – 'Do the Ride Thing' was launched August 2012, with SNH funding a promotional flier.

#### Looking Forward to 2013

- Year of Natural Scotland 2013 – a major promotion of Scotland's nature and landscapes, and the opportunities to explore and enjoy the outdoors – including by mountain bike.
- Continued support for DMBinS and the Phase 2 work programme. This will include making links between the project and key SNH priorities: the Central Scotland Green Network, the John Muir Trail – due to be launched spring 2014, and the promotion of health benefits achievable from green exercise.



## Partners

sportscotland

### Key Achievements in 2012

- Continued Sports Facilities Fund support to mountain bike projects.
- Launched the Active Places fund with a number of smaller scale mountain bike projects supported
- Funding to national DMBinS project looking at future potential of mountain biking in Scotland
- Continued staff and funding support for the DMBinS project
- Funding for and staff resource for development of Scottish Cycling's Facilities strategy.
- Member of NAF sub group on access rights and charging for mountain bike trails, developing guidance for the sector.
- Lodge working with SC/BC on UK wide leadership awards
- Joint lead on Cairngorms National Park cycling project
- Financial support to train mechanics for Velocity Bike Café

### Looking Forward to 2013

- Support for mountain bike facilities through Sports Facilities and Active Places funds
- Continued financial and staff support for DMBinS
- August bike festival at the Lodge
- Expand role of Lodge in provision for mountain biking



## Partners

### Visit Scotland

#### Key Achievements in 2012

VisitScotland uses an integrated approach to the marketing of cycling and mountain biking in Scotland. Some of the highlights include:

- High profile England wide radio AV campaign featured footage of Neil Oliver cycling in the Trossachs and competition winners in Dumfries & Galloway enjoying cycling.
- Messaging also incorporated into Natural Retreats partner activity targeting listeners in the central belt of Scotland.
- Cycling / Mountain Biking events and experiences promoted through the relevant VisitScotland monthly e-zines throughout the year.
- Regional cycling / mountain biking also promoted through sales promotion activity - example partners included: Tredz for Perthshire, Cycle Store for Fife, Wheelies for Scottish Border.
- Cycling / Mountain Biking heavily promoted through the 'Active in Scotland' guide including front cover image.
- Featured in relevant regional 'What to See and Do' guides - print and online versions.
- Radio and press campaign to raise awareness of the UCI Mountain Bike World Cup
- Dedicated cycling section of the National Tourism Website, including cycling routes and activity providers
- Attendance at relevant trade shows - including the annual Adventure Travel World Summit where this is key area of interest for buyers.
- Stories incorporated in the main VisitScotland consumer blog and social media channels.

#### Looking Forward to 2013

Ongoing integration of cycling and mountain biking messages to relevant target markets using a multi touch point strategy, maximising the Year of Natural Scotland and Scotland's natural playground. Potential activity includes:

- Incorporating a downhill mountain biking scene in the latest TV ad for UK & Ireland.
- Inspirational content delivered on our website, in social media channels and also in monthly ezines.
- Cycling and mountain-biking messages included where relevant in Spring / Summer offline mailings sent out to VisitScotland consumer database.
- Delivering cycling / mountain biking content to consumers through print in the form of the Active in Scotland Guide and Regional Guides where applicable.
- Continued marketing support for UCI Mountain Bike World Cup and promotion of other cycling / mountain biking events throughout the VisitScotland channels.
- Ongoing presence of VisitScotland representatives at key industry forums and workshops.

