



DEVELOPING
MOUNTAIN
BIKING
IN SCOTLAND

ANNUAL REPORTS 2013 & 2014



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Foreword by SMBDC Chair Brian Porteous

What a fantastic couple of years it has been for mountain biking in Scotland! Amongst other major progress we have seen:

- the Fort William World Cup break new crowd attendance records and continue to win international awards
- the introduction of the Enduro World Series to Tweedlove – indeed, the emergence of Enduro as the fastest growing discipline in mountain biking
- the development of trails closer to cities, towns and villages across Scotland driving increased participation
- the growth of the business sector in terms of tourism and product development
- the staging of the successful mountain bike events at the Glasgow Commonwealth Games
- our biennial national mountain biking conference held in Peebles taking on an international dimension
- the opening of the Mountain Biking Centre of Scotland at Glentress

It has given me the greatest pleasure to chair the Scottish Mountain Bike Development Consortium (SMBDC) over the past five years. The aim of the SMBDC has been to maximise the impact of the activity of mountain biking for the benefit of Scotland. I want to thank all the members of the Consortium for their commitment to this task and for their willingness to work so collaboratively. Indeed, I believe that the development of mountain biking in Scotland provides an object lesson on how national agencies and sports bodies can work together to create real success. It is heartening to see that our success has been increasingly recognised nationally and internationally.



Our project, Developing Mountain Biking in Scotland (DMBinS) has played a key role in driving forward developments at national, regional and local levels and I want, on behalf of all the partners, to pay a tribute to our Project Manager, Graeme McLean for his professionalism, vision, drive and downright hard work. I also want to thank Scottish Cycling and the rest of the staff team for their support. DMBinS is only possible because of the funding support from our partners – CTC, Forestry Commission Scotland, Scottish Cycling, Scottish Enterprise, Scottish Natural Heritage and sportscotland. We are grateful too for the on-going encouragement of the project from the other members of the SMBDC.

Agencies working together in effective partnerships, talented staff and the engagement of so many partners and stakeholders, locally and nationally, have all enabled this fantastic activity set against the wonderful background of Scotland, to deliver real success in our three target areas of health, sport and economic development. I thank and congratulate you all!

And so, I come to the end of my five-year term as the voluntary chair of SMBDC. It has been a period of outstanding progress and I feel really privileged to have been given the opportunity to play a small part in in this great Scottish success story. My best wishes go to all those involved in the next chapter. While there will undoubtedly be challenges ahead, I believe that, with the continued commitment of all partners to working together, mountain biking in Scotland will have even more to contribute to the well-being of Scotland and we will be able rightly to continue to see ourselves as a world leader in the development of the activity.

Introduction by DMBinS Project Manager Graeme McLean

The Scottish Mountain Biking Conference – International Edition was opened by our host and chair of the SMBDC, Brian Porteous, who announced the different countries attending the conference. In total there were 13 different countries represented whose delegates stood up and were welcomed to Scotland. It was a proud moment which made me realise how well regarded Scottish mountain biking is, particularly across Europe, that so many people had travelled to hear how we have progressed and share their experiences of developing mountain biking in their countries.

The conference was also a tremendous opportunity to share the progress being made in Scottish mountain biking in delivering the national strategic framework. This progress is supported and helped by the DMBinS project, but the achievements wouldn't be possible without the partnerships being formed from national agencies, local authorities, communities and businesses across Scotland.

It is this approach, outlined in the national strategic framework, which is proving to be the most effective way to increase participation, create a world class sporting pathway and grow the Scottish economy through tourism and developing new and innovative mountain biking products.

All eight of the workstreams of the DMBinS project are to support the activity and related sectors to grow and develop. The vast majority of the project's effort is spent working in partnership with a range of organisations, from national agencies to community grassroots clubs, to help mountain biking grow in a sustainable manner with the right organisations delivering the right projects.



We are very proud of our achievements over the last 5 years and we are especially happy with the achievements of the project outlined in this biennial report. We believe the report highlights the time and dedication spent both from the small staff team running the project, and most importantly, the partnerships we have formed which have led to mountain biking continuing to grow, in difficult times, across Scotland.

We are excited by the opportunities and the increased profile which the project is now receiving and are looking forward to helping Scottish mountain biking reach its full potential.

“We are proud of our achievements and the partnerships we have formed have led to mountain biking continuing to grow across Scotland.”

Key Highlights

PARTNERS & DMBinS UNVEIL NEW MOUNTAIN BIKE CENTRE OF SCOTLAND



We were delighted to be a partner in June 2014 opening a new, world class centre of excellence and innovation for Scottish mountain biking in Glentress in the Borders.

The Mountain Bike Centre of Scotland is a multi-use facility which will support businesses undertaking commercial product development projects, testing and launch events for the sport.

In its first two years, the centre aims to help businesses launch five new products or services, drive three development projects, support 25 business start-ups and within five years generate an additional £1.5m in turnover.

The centre, the result of a project led by Scottish Enterprise in partnership with main funders the Scottish Funding Council and Edinburgh Napier University, recognises the importance of mountain biking in Scotland. The most recent economic impact study states that the activity generates around £130m annually for the Scottish economy.

SCOTLAND STAND AT EUROBIKE 2014



Scotland isn't just a world-class MTB destination, it's also a seedbed for cycling sector brands, seven of which were featured at the stand, and all of which were new to EuroBike.

The stand – topped with a saltire, the blue-and-white Scottish flag – was brought together by a partnership between Developing Mountain Biking in Scotland, Mountain Bike Centre of Scotland, Scottish Enterprise and Scottish Development International.

The stand provided a platform for the businesses attending - Free Flow Technologies, Findra, Collective Trax, Scottoiler, Launch Components, Keela and Shand Cycles.

DMBinS also ran a Scottish MTB tourism stand at the show on the public day and presented at the EuroBike Travel Talk conference.

Key Highlights

SCOTTISH MOUNTAIN BIKING CONFERENCE INTERNATIONAL EDITION



On 11th-13th November 2014, Developing Mountain Biking in Scotland (DMBinS) hosted the Scottish Mountain Biking Conference - International Edition. A 3-day event with the aim of aiding the continued progress of mountain biking in Scotland, sharing our successes with an international audience and learning from examples of good practice from around the globe.

Working with event partners Scottish Borders Council, Visit Scotland and Edinburgh Napier University, the conference attracted over 230 delegates from 13 different countries to hear from some of the world's leading figures in mountain biking including the General Manager of Whistler Blackcomb/Crankworx, Darren Kinnaird; adventure rider, Hans "No Way" Rey; Commonwealth Games star, Grant Ferguson; and a key driver behind New Zealand's growth in mountain biking participation, Chris Foggin.

[Read full report](#)

HIGHLAND E-GUIDE



In October 2014 Commonwealth Games star, Lee Craigie, launched a new interactive E-Guide to mountain biking in the Highlands with young mountain bikers from Caol Primary School, near Fort William.

The E-Guide features purpose-built trail centres, introductions to all the areas in the Highlands and 21 'natural' routes, with videos, full descriptions, maps and downloadable GPS files. The guide aims to raise awareness of the Highland's amazing mountain biking assets – and promotes their responsible use.

Lee was recruited as a volunteer to map, take inspiring images, videos and write route descriptions for the natural routes featured in the guide.

[Download the Highland E-Guide](#)

Key Highlights

TRAILS TO THE TOWNS



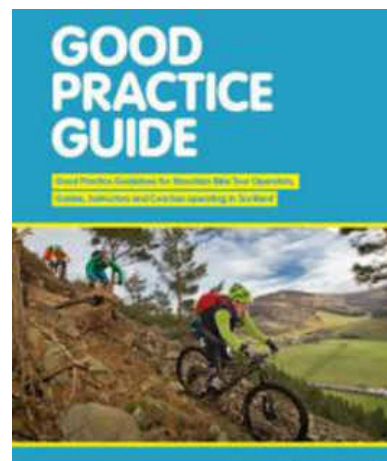
Throughout 2013 and 2014 we have been delighted to support community groups, clubs, schools, local authorities and businesses across Scotland to secure funding to create mountain bike trails close to communities across Scotland.

Through our Development Clusters, and working with partners, we have been able to spread good practice, support organisations and provide advice and guidance. We have also been able to provide insight into the viability and quality of projects to funders, giving them reassurance that their investment is being well-spent.

Some are already on the ground, and we look forward to many more of these facilities being constructed over the next few years, stimulating a healthy increase in mountain biking participation.

Image credit: Andy McCandlish

GOOD PRACTICE GUIDELINES FOR MOUNTAIN BIKE TOUR OPERATORS, GUIDES, INSTRUCTORS AND COACHES



Working in partnership with Wild Scotland and mountain bike businesses which operate in Scotland, we developed guidelines for the industry which will help customers understand the quality of service and experience which they can expect when they engage with a Scottish mountain biking business.

Launched at the 2014 conference, this document is part of the Wild Scotland Best Practice Guideline series and follows on from the guidance on responsible mountain biking developed by DMBinS, [Do The Ride Thing](#), which supports the Scottish Outdoor Access Code.

Download the [guidelines](#).

Key Highlights

BIG TREE CAMPERVANS TAYSIDE & FIFE YOUTH MTB SERIES 2013 & 2014



The 'Big Tree Campervans Tayside & Fife Regional Youth MTB Series' is a multi-discipline race series which ran in the autumn of 2013 and 2014.

All races in the series were suitable for a basic hard-tail mountain bike and served as a local introduction to the sport of mountain biking. They allowed young riders to develop a range of mountain bike skills and try all disciplines of the sport.

Young cyclists experienced the thrill of downhill on a mini course, the exhilaration of cross country racing, and the burn of endurance mountain biking. The series provided an opportunity for aspiring mountain bikers aged between six and 16 to get their first taste of bike racing.

The series attracted over 150 unique riders in 2013 and 215 unique riders in 2014 and is regarded as one of the most successful regional series in the UK.

The series was supported by Big Tree Campervans and succeeded in securing **sportscotland** SPORTSMATCH funding to kick start the series. The series winners of the U10 to U16 age categories (both boys and girls) won an amazing two-day family hire of a Big Tree Campervan to create their own adventure.

For more information about the race series visit the [Big Tree Campervans](#) website.

Image credit: Callum Mackintosh



Workstreams

PARTICIPATION & SPORT DEVELOPMENT

Key objective: Increase the numbers of domestic participants and raise the standards of performance of mountain bikers in Scotland.

2013 Highlights

- Alongside Scottish Cycling we were able to provide increased support for both of the national race series', run by the Scottish Downhill Association (SDA) and Scottish Cross Country Association (SXC).
- We supported a successful Awards For All bid by the SDA which helped them upgrade their race timing equipment and bring their marker poles up to international standard. This will ensure that the SDA can continue to be a self-sustaining organisation.
- After 3 years of falling participation, with support from DMBinS and Scottish Cycling to develop a new forward plan, there was a subsequent 7% growth in SXC entrants.
- We presented at the GO MTB workshop in Aviemore and fed the project's thoughts on how the proficiency scheme can be further developed and supported by DMBinS.
- We supported Scottish Cycling to work with Forestry Commission Scotland and update the Events Agreement which, according to feedback from event organisers, has produced a more helpful tool for the running of safe high quality events on the forest estate. The joint working also resulted in the removal of several event-related fees and a price freeze for the second year in a row.



2014 Highlights

- The first ever 'Scottish School or Community Mountain Bike Club of the Year Award' was won by Larbert High School and a certificate was presented to them at the 2014 conference. Please read their [case study](#).
- Supported Scottish Cross Country Association (SXC) to apply for Awards For All funding to upgrade their event equipment, develop a programme to increase participation by women in the series and ensure the series is sustainable beyond 2015.
- Supported Scottish Cycling to organise the mountain bike race event calendar for 2015.
- We created and presented to partners a potential off-road participation programme to operate across Central Scotland. The programme would link with key initiatives in the Central Scotland Green Network area including the John Muir Way. Further development and funding is required to take this initiative forward.
- We developed a sustainable pilot participation programme, 'Intro to MTB' programme to run across Central Scotland in partnership with members of the Central Cluster.
- Supported SXC and Scottish Downhill Association (SDA) to complete a '[rider booklet](#)' to promote the series'. The booklet can be used by both series' as marketing collateral to potential future sponsors – helping the series' to be more sustainable and grow in the future.
- Developed case studies to spread good practice on [Petal Power – an inspirational women only club based in Aviemore](#) and [Duke of Edinburgh Award – Combining MTB with Expeditions](#)

Workstreams

TOURISM BUSINESS DEVELOPMENT

Key objective: Provide information and support to tourism businesses to develop their mountain biking offer.

2013 Highlights

- Organised 2 tourism business workshops in Glasgow and the Lecht to introduce businesses to new developments in their local area, advise on how to accommodate mountain bikers and provide an opportunity to network together. Feedback from the 25 delegates in Glasgow and over 50 at the Lecht indicated that businesses gained a lot from attending.
- Through two facilitated workshops with 25 businesses we worked with partners Scottish Development International (SDI) and Scottish Enterprise to create an International Strategy and plan for Scottish mountain biking businesses.
- To implement Phase 1 of the international strategy we secured funding from SDI for a learning journey for 12 Scottish businesses to EuroBike in Germany. We estimated that the learning journey alone was worth £1.2m to the Scottish economy.
- Working with partners Edinburgh Napier University, Borders College and Scottish Enterprise we supported Edinburgh Napier to submit a bid to Scottish Funding Council for a 'Centre of Excellence' at Glentress and a Business Development Manager with administrative support.
- DMBinS Project Manager was a guest speaker for a [tourism webinar masterclass](#) on mountain biking organised by Highlands & Islands Enterprise and viewed by over 75 businesses. The webinar looked at what the potential of the growing market would mean for tourism businesses and explored how to best understand mountain biking visitors and how and where a variety of businesses can add value.

2014 Highlights

- Working in partnership with Wild Scotland and mountain biking businesses operating in Scotland we developed [Good Practice Guidelines for Tour Operators, Guides, Skills Instructors and Coaches](#). The guidelines have been very well received by the industry and provide a framework for businesses to develop and grow.
- We were a partner on the Wild Scotland stand at Visit Scotland Expo 2014. The stand was a success with links made between multiple tourism business partners across Scotland.
- Organised and delivered a Holiday on Bike Stand at the public day at EuroBike 2014.
- Presented at Travel Talk conference at EuroBike 2014 to over 60 delegates. Feedback from the delegates was very positive.
- Organised a 'Round the Country' exhibition for the mountain biking media and industry to engage with between the Enduro World Series at Tweedlove in Peebles and the UCI DH World Cup in Fort William.
- Met with tourism companies at Innovation Clinics – several projects are being advanced through links with academia due to these meetings.
- Provided advice and developed action plans for 7 tourism start-up businesses across Scotland.
- Organised and delivered a tourism workshop for 15 businesses in Fife to engage businesses in the new route cards being developed for the area.
- Presented at Sporting Chance Initiative service design workshop to 25 tourism businesses.

Workstreams

PRODUCT DEVELOPMENT

Key objective: Support businesses involved in creating new products or services for the mountain biking market.

2013 Highlights

- With partners Scottish Enterprise, Sporting Chance and Edinburgh Napier University we ran 5 Innovation Clinics across Scotland engaging with 16 businesses.
- Supported the launch of Scottoiler – Ultimate Bike Solution - the first product to travel the pathway from innovation clinic, links with academia, product development to launch.
- Working with Scottish Development International and Scottish Enterprise, we ran two workshops with product development and tourism businesses to create an International Strategy for Scottish mountain biking.
- DMBinS secured funding from Scottish Development International (SDI) to implement Phase 1 of the International Strategy which was a learning journey to EuroBike, the world's largest bike show, in Germany in August 2013.
- To prepare businesses for the learning journey to EuroBike we supported the running of two collaborative workshops which were delivered to over 30 businesses.

2014 Highlights

- In partnership with Mountain Bike Centre of Scotland, Scottish Enterprise and Scottish Development International (SDI) we organised a 'Scotland' stand at EuroBike. The stand was an overwhelming success which was worth £0.34m to the Scottish economy.
- To prepare businesses for exhibiting at EuroBike we ran a sales and exhibition workshop for 9 businesses. The workshop was funded through SDI.
- Following the launch of the Mountain Bike Centre of Scotland in June 2014, a review of its activity stated that the work of the centre and its business development support had increased business turnover by £3.3m in its first 6 months.
- In partnership with the Mountain Bike Centre of Scotland, we ran a 'Made in Scotland' showcase as part of the Tweedlove Festival. Although there were many successes from the event, businesses are being encouraged to exhibit at the main Tweedlove event village in 2015 and beyond.
- We supported the launch of a new women's clothing brand, Findra, which has been through the process of innovation clinic, collaborating with academia, exhibiting at EuroBike and then launching the product range in December.
- Together with the Mountain Bike Centre of Scotland, Edinburgh Napier University and Scottish Enterprise, we ran Innovation Clinics with 16 businesses across Scotland.



Workstreams

CLUSTERS - TAYSIDE & FIFE

Key objective: To facilitate active and self-sustaining partnerships in all relevant areas of Scotland.

2013 Highlights

- Three projects which we have been working closely with in the Cluster have been successful in securing Active Places Legacy funding to create new facilities in Dundee, Comrie Croft and Alyth Hill.
- We supported mountain bike clubs in the cluster area to set up their own regional youth series, Big Tree Campervans Tayside & Fife Regional Youth MTB Series. The series is sponsored by Big Tree Campervans and their sponsorship was matched by sportscotland SPORTSMATCH. This enabled the cluster to buy its own events equipment. The series has had 2 rounds to date and has been a great success with a total of 157 unique riders across the series.
- The Cluster area has shown a dramatic increase in the number of mountain biking events. Highlights included Highland Perthshire Enduro, Fair City Enduro, SXC at Forfar, SDA Scottish championships at Dunkeld, Muckmedden Eliminator, Hairy Coo and a round of Scottish Power Youth Mini-DH series.
- The business development group which was set up to support and work with the wider Cluster, called the Scottish Mountain Bike Consortium, won the Co-operative Development Scotland prize for best business collaboration group and were awarded £10,000 towards developing their joint working.

2014 Highlights

- Partners across the Cluster came together to produce a marketing video about the area. The video was developed by Morrocco Media and has been very well received by all partners. View the video
- Supported the Scottish Mountain Bike Consortium to deliver the Angus Cycling Festival and Fair City Enduro. Across the 2 events they introduced over 500 participants to mountain biking in Tayside & Fife.
- Supported the creation of new route cards featuring 9 routes on multi-use trails across Fife. All Local Authority areas in the Cluster now have mountain bike route cards.
- We supported clubs in the Cluster area to deliver 6 rounds of the Big Tree Campervans Tayside & Fife Youth mountain bike series. Across the series there were 217 unique participants aged between 4 to 16. This was an increase of 38% from 2013.
- New trails in Alyth, Comrie Croft and Templeton Woods were all launched in 2014.
- We brokered a relationship between Scottish Cycling and Perth College to train students on organising mountain biking events. The students worked as marshals at events across the Cluster including the Big Tree Campervans series.



Workstreams

CLUSTERS - HIGHLAND & CENTRAL

Key objective: To facilitate active and self-sustaining partnerships in all relevant areas of Scotland.

Highland

2013 Highlights

- Attended the Royal Highland Show as a Cluster, promoting family mountain biking to over 1,000 children and young people.
- We worked with partners to create an outline development plan for the Cluster area, based on the key strategic actions identified within the [Highland Cluster report](#).
- In partnership with Glenmore Lodge and Velocity, we funded a portable track to promote mountain biking in the Highlands which will be used at key events and taken around schools.

2014 Highlights

- Launched the innovative 85 page interactive e-guide to mountain biking in the Highlands. The guide features 9 trail centres, 22 natural routes and introductions to all the destination areas across the Highlands. [View the Highland e-guide](#).
- Supported Forestry Commission Scotland in a successful funding application to create a new skills area and pump track at the Moray Monster trails.
- Organised a meeting with key stakeholders to discuss the current path conditions in the Torridon area, an area which is a popular destination for mountain biking and is featured in the Highland E-Guide

Central

2013 Highlights

- We supported Edinburgh City Council and Stirling Council, to start their own local area Cluster partnerships. The local clubs and facility developers will receive additional support from the Sport Development teams within their authority to develop mountain biking.
- Supported successful funding applications from Bike Trossachs, Liberton High School and Larbert High School to create mountain bike trails close to their communities.
- Supported Renfrewshire Council to develop a short loop and skills area at Whitelee Visitor Centre.

2014 Highlights

- Ran a pilot participation programme with partners of the Central cluster. The 'Intro to MTB' programme was designed to use the Commonwealth Games as a platform to inspire participation. It was an unfunded and sustainable programme which relied on new participants who didn't have their own bike to pay for a 4 week block. The programme was not successful but many valuable lessons were learnt and can be utilised to develop an improved participation programme in 2015.
- We supported four successful applicants through the Active Places Legacy Fund to develop new facilities in Callendar, Falkirk, Bo'ness and Edinburgh.
- Provided advice on the Loch Lomond & The Trossachs National Park authority's cycling strategy which, as an initial phase, will develop route cards for the area.

Workstreams

CLUSTERS - SOUTH & ABERDEENSHIRE/CITY

Key objective: To facilitate active and self-sustaining partnerships in all relevant areas of Scotland.

South (work commenced in 2014)

2014 Highlights

- We worked to support the 7stanes Community Interest Company (CIC) to develop their new business plan which predicts that the 7stanes CIC will have a sustainable future.
- Organised a meeting chaired, by Brian Porteous, which brought together key stakeholders in the South of Scotland to begin the process of preparing the South of Scotland Cluster Development Plan.
- Supported Tweedlove Festival and ran a skills area at the Enduro World Series (EWS) event village. Provided feedback to our partner EventScotland on Tweedlove's successful funding application to host the EWS in 2015.



Aberdeenshire/City

(work commenced in 2014)

2014 Highlights

- The process of initiating the Cluster began, with initial work looking at partnerships with Forestry Commission Scotland.
- We hosted architecture students from Robert Gordon University at the Mountain Bike Centre of Scotland to discuss the ideal attributes of a trail centre facility. The students presented an exhibition of their work in Aberdeen.



Workstreams

GUIDANCE & SUPPORT

Key objective: Develop guidance and support materials to aid the growth of sustainable mountain biking in Scotland.

2013 Highlights

- CTC Volunteer Trail Repair Co-ordinator courses and Trail Inspection courses were delivered at Glenmore Lodge, Aberfeldy and Beecraigs Country Park to key volunteers.

- Key partners Scottish Natural Heritage and sportscotland provided feedback on draft guidance on the process of creating route maps.

- We ran a workshop for the National Trust for Scotland on how to develop and maintain their multi-use paths with bikes in mind. The workshop was a great success with NTS agreeing to make both short and long term actions to improve their path networks for bikes.

2014 Highlights

- The Scottish Mountain Biking Conference 2014 provided an opportunity to seek feedback on the development of Good Practice Guidance on building, managing and maintaining mountain bike trails

- We ran an open workshop for landowners, path builders and key volunteers to understand how to develop and maintain multi-use paths with bikes in mind. Over 25 delegates attended and feedback indicated that it was a very valuable event.

- We developed plans for a coordinated nationwide weekend of volunteer-based trail maintenance events across Scotland to be held [11 - 12 April 2015](#) - [Take Care of Your Trails](#).



Workstreams

PROFILE

Key objective: Promote and position mountain biking in Scotland to all audiences.

2013 Highlights

- We ran stands at Tweedlove, Fort William UCI World Cup, Dundee Flower & Food Show, Sporting Chance Initiative consultation event, Wild Scotland conference and the Scottish Bike Show to promote DMBinS, its partners and Scottish mountain biking.
- The project was featured in a piece about Scottish mountain biking in Scotland Outdoors and we contributed an article to the Countryside Recreation Network journal.
- We ran a successful innovative social media campaign inviting ideas about the '[Best of Mountain Biking in Scotland](#)' - capturing images, videos and stories of mountain biking across Scotland.
- The volume of traffic to DMBinS.com significantly increased and we continued to see a growth in the project's social media presence.
- We supported Cut Media to develop a stunning video for inclusion in the Highland E-Guide. The video features Scottish female athlete, Hannah Barnes, as she creates an adventure across the Highlands. [View the video.](#)
- DMBinS Project Manager, Graeme McLean, presented at the Central Baltic Cycling Group networking meeting, Edinburgh's International Science Festival, Lochaber Ideas Week and the Countryside Recreation Network's annual conference.

2014 Highlights

- The Scottish Mountain Biking Conference 2014 – International Edition was featured on ITV news, BBC website, Peebleshire News, BikeBiz, Scotland Outdoors and singletrackworld.
- DMBinS Project Manager, Graeme McLean, presented on the growth of Scottish mountain biking and our aspirations to be a world leader in its developments at EuroBike.
- We ran partnership stands at Angus Cycling Festival, SXC & SDA events, Rock'n'Road Festival, Glentress 7, Enduro World Series, Fort William UCI World Cup and EuroBike to promote mountain biking in Scotland and the activity of DMBinS.
- The volume of traffic to DMBinS.com significantly increased and we continued to see a growth in the project's social media presence.
- To help raise Scottish mountain biking international profile we have ran presentations at the Mountain Bike Centre of Scotland to professionals from Sweden, Russia, Greece, USA, Norway, Wales and Canada.



Workstreams

PARTNERSHIPS & MONITORING & EVALUATION

Partnerships

Key objective: To engage a range of relevant and productive partnerships which help develop mountain biking.

2013 & 2014 Highlights

- We were delighted to welcome the National Trust for Scotland to the SMBDC as a supporting partner.
- We were successful in securing a STAR grant from Sporting Chance Initiative and an innovation voucher from Interface to create a prototype app and web development with Glasgow Caledonian University.
- To develop the app and web presence we were successful in securing funding from Commonwealth Initiative to recruit a graduate on a short-term basis.
- To deliver the Scottish Mountain Bike Conference 2014 – International Edition we were delighted to work in partnership with VisitScotland, Scottish Borders Council, Edinburgh Napier University, Peebles Hydro, Morocco Media, Ian Linton Photography and ZTZ Trailbuilder.

Monitoring & Evaluation

Key objective: Establish effective measures for evaluating the development of mountain biking in Scotland.

2013 & 2014 Highlights

- 2013 saw the launch of the independent research, conducted in 2012 by University of Highlands and Islands.

The research concluded that mountain biking had grown 7-10% between 2009 & 2012 and generated £49.5m per annum from those whose main reason to visit Scotland was to mountain bike.

The report predicted that mountain biking would continue to grow by 10% and by the end of 2015 would be worth £54m per annum to the Scottish economy.

To build on this success, the key recommendations from the report included: all Scottish cities to have accessible mountain bike trails; development of purpose built trail centres which link into other activities in key tourism destinations; improvements in the marketing and promotion of mountain biking, particularly on sustainable 'natural' trails, and continued support for the DMBinS project. [Read the full report.](#)

- DMBinS, the Cycle Tourism Forum and Visit Scotland conducted an industry survey in 2014. Results confirmed that 61% of the industry is optimistic of growth from cycling as a sector and there are a number of measures required to see growth in the industry including the development of digital mapping of routes.



State of MTB/Cycling Sector

Source	2008	2009	2010	2011	2012	2013	2014
Scotland's People & Nature Study (SPANS) 2013/14 (previously SNH's Scottish Recreation Survey) - % Activities undertaken when visiting the outdoors - Cycling/MTB	6	7	6	8	8	7	
Household Survey - % of population - Participation in sport in the last four weeks - Cycling	9	9	9	10	10	11	
Household Survey - % of population Male - Participation in sport in the last four weeks Age & Gender - Cycling	13	12	12	14	14	14	
Household Survey - % of population Female - Participation in sport in the last four weeks Age & Gender - Cycling	6	7	6	7	6	8	
UKTS - Mountain Biking - Activities taken part in on trips to Scotland - Total Trips (000's)	98	173		190	178	109	
UKTS - Mountain Biking - Activities taken part in on trips to Scotland - Total Nights (000's)	317	911		1324	888	438	
UKTS - Mountain Biking - Activities taken part in on trips to Scotland - Spend (£m)	14	45		48	57	35	
Scottish Cycling - Clubs	122	127	135	148	147	151	158
Scottish Cycling - GoRide Clubs		8	10	12	14	18	19
Scottish Cycling - Members	3065	3502	3766	4364	6663	7802	8838
Scottish Cycling - Female Membership	386	470	513	648	984	1178	1371
Scottish Cycling - Junior/Youth/U12 Members	393	448	530	580	862	1046	1182
MBLA Registrations	1182	1262	1232	985	917	10281	10935
Bike Sales UK (millions)	3.31	3.40	3.64	3.58	3.60	3.35	
Cycling Scotland - Number of new accredited Go MTB Centres					148	46	28
Cycling Scotland - Go MTB Instructors (no. people trained)					1010	2079	3305
Attendances at Fort William UCI DH World Cup (Total numbers both spectators & others)	15349	18519	17272	17787	17883	19239	19312
FCS All Forest Survey (Main activity undertaken)	11 (2007)					8	
Active Schools Monitoring Data				3887	4799	6082	

DMBinS Project Budget

Income	2013	2014
sportscotland	15,000	15,000
Scottish Enterprise	30,547	31,749
Scottish Natural Heritage	18,771	15,000
Forestry Commision Scotland	45,000	
Project Budget Income	22,277	26,341
Conference	5,225	19,788
Total Income	136,820	107,878

Expenditure	2013	2014
Salaries	41,933	45,297
Expenses	6,578	6,055
Project Budgets	36,500	44,444
Profile	16,313	14,391
Conference		23,227
Overheads	5,000	5,000
Total Expenditure	106,324	138,414

Partners



CTC

2013 & 2014 Highlights

The Cyclists' Touring Club continued to support the work of the project through participation in the steering group and providing advice on trail building and cycling skills. In particular, it helps protect off road cyclists interests through participation the National Access Forum

It works to protect cyclists, inspire people to cycle and promote cycling to all. The CTC has some 4,000 members in Scotland, many of whom are members of it's network of 8 Scottish member groups. The groups, from the Highlands to Dumfries and Galloway, offer a range of cycling and social opportunities to members. It is in the forefront of prompting cycling through a network of Bike Club officers and a new initiative to encourage women to cycle "Belles on Bikes" to encourage the acceptance of cycling as a inclusive activity addressing a number of recreational, transport, health social needs.

Cycling Scotland

Cycling Scotland

2013 & 2014 Highlights

- Cycling Scotland is the national cycle training, promotion, events and engineering organisation for Scotland.
- Cycling Scotland was represented on the Scottish Mountain Biking Development Consortium and provided regular updates to the DMBinS project.
- During 2014 Cycling Scotland led a consultation review exercise into the Go MTB project, identifying several areas for development and growth.
- 2,142 candidates have participated in the Go MTB Scheme since April 2013.
- Cycling Scotland is a key delivery partner of the Cycling Action Plan for Scotland (2013), with Go MTB supporting delivery of Action 14 "Promote cycling for young people more broadly for leisure, or travel, for fun health and sport through the promotion of cycling activities, events and led cycle rides".
- During October 2014 Cycling Scotland ran three week-long cycle camps attended by teams for 13 Secondary schools. Mountain biking was a core activity during the camps, aimed at supporting pupils to develop as school cycle champions.
- Cycling Scotland manages and maintains the BikeEventsScotland.com website listing a broad range of cycle events supported by a range of partners with a dedicated Mountain biking section.

Partners



EventScotland

2013 & 2014 Highlights

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 2013 & 2014 EventScotland supported a number of key cycling events across the country including:

- UCI Mountain Bike World Cup

- UCI Junior Track Cycling World Championships

- British Cycling National Road Race Championships

- British Cycling Cross Country National Championships

- Tour of Britain

- The Tour Series

- Tweedlove Bike Festival

- Tour o' the Borders



Fort William DH World Cup 2014

Image credit Gary Williamson



Enduro World Series at Tweedlove Festival 2014

Partners



Forestry Commission Scotland

2013 & 2014 Highlights

- FCS remains part of the Scottish Mountain Biking Development Consortium and continues to provide advisory and funding support for the DMBinS project.
- We supported and participated fully in Year of Natural Scotland 2013, to promote Scotland's great outdoors and opportunities to take part in all sorts of recreational activities, including mountain biking.
- FCS continues to inspect, maintain, repair and, where possible, refresh the 800kms of mountain biking trails on the national forest estate.
- In Galloway Forest Park, a brand new visitor centre opened at Kirroughtree, along with major renovations at Clatteringshaws and Glentroot, welcoming all visitors, including those enjoying the 7stanes mountain bike trails.
- All Forests Survey 2 (monitoring use of Scotland's national forest estate) showed that 8% of visitors are cycling/mountain biking. This equates to an estimated 764,000 visits.
- £100k investment was made in Moray Monster Trails, split over 3 projects: a new finish section on the Soup Dragon; an upgrade and overhaul of the Fochabers Ring red trail; a new skills development park, enabling groups and individuals of all levels to develop and hone skills which they can then use on the wider trail network. The fun park will also be a standalone attraction, with new pump, jumps and boulder tracks to play on.
- We have been working with local mountain bikers and Trail Engineers in the Mid-Argyll area and have constructed 400m of new trail and upgraded over 3.5km of existing trail at the Fire Tower Trail near Lochgilphead.
- At Laggan Wolftrax, FCS worked closely with Laggan Forest Trust and Cairngorms National Park Authority to develop plans for a new building to meet the requirements of mountain bikers and replace the 'temporary' accommodation that's been in place since the site opened in 2004. 'The Billy Can' was employed to provide catering during peak times during 2013 under licence from FCS.
- The new FCS website was launched, offering a much-improved resource for all visitors.

Partners

Scottish Cycling

2013 & 2014 Highlights

- 2014 was a truly memorable year for Scottish sport and Scotland's cyclists certainly rose to the occasion to play their part not only at a home Commonwealth Games but in competitions across the world. The depth of our squad is growing and we are now seeing the dedication and hard work pay off with the continued success, across all disciplines throughout the year. As well as hosting a home Games we have had an excellent domestic and grassroots competition calendar with outstanding performances on show.
- After the Glasgow 2014 Commonwealth Games Scottish Cycling looked towards the future of our sport, ensuring we build a lasting legacy for generations to come. This year we have continued to support and develop the grass roots of the sport with the help of our clubs, coaches and volunteers as well as our sponsor ScottishPower, for the second year running. We have also refreshed our strategic plan, refocused our targets, and submitted our plan to sportscotland for funding over the next four years 2015 to 2019.
- We still aspire to become the 'best performing small cycling nation in the world' and our aim is for Scotland to succeed on the world stage, inspire more people to enjoy riding their bikes, more often, be it for sport recreation or transport.

Membership

- Cycling has never been more popular, with membership in Scotland now over 9234 members and together with British Cycling, we announced that throughout the UK we have now surpassed 100,000.. This cements our organisation's standings as the largest federation representing cyclists in Britain, with the total number of members doubling since London 2012. Scottish Cycling is very pleased to have contributed to this, seeing similar increases not only in membership but in general participation.



Coaching

- Scottish Cycling is making significant steps to improve coaching in Scotland and has put coaching at the heart of our development plan. The development of coaches has two central focuses: increasing capacity by identifying and training new coaches and developing existing coaches with additional opportunities, Continued Personal Development (CPD) and support. If we are to succeed in developing the sport then we need to develop coaches and we need expert coaches at every level of the pathway. The practical coach development will be intertwined in our club clusters, Regional Schools of Racing and performance pathways to provide a real world effective coaching CPD using expert coaches, peer group support and coach education support.

Mountain Bike Leadership

- Throughout 2014 Scottish Cycling alongside British and Welsh Cycling have been working towards strengthening mountain bike leadership in the UK, the delivery of the Mountain Bike Leadership Awards (MBLA) will gradually switch over to the new UK Mountain Bike Leadership Scheme between now and December 2015.
- We now have 11081 candidates who have registered with the MBLA scheme and 5948 Trail Cycle Leaders who have qualified and 723 qualified Mountain Bike Leaders.

Partner Updates

Scottish Enterprise

2013 & 2014 Highlights

• SE remains a key partner of the Scottish Mountain Biking Development Consortium and continued to provide advisory and funding support for the DMBinS project. This included financial assistance towards the post of DMBiS project manager plus support for cluster development, business development and other tourism-led project initiatives.

• Specific highlights throughout the years included:

1) a first time Scottish exhibition stand presence at Eurobike 2015. The SDI funded trade mission comprised a total of 13 companies; 7 of whom showcased new innovative products with a further 6 attending as Learning Journey businesses.

2) Following a successful bid to the Scottish Funding Council, the Mountain Bike Centre of Scotland (MTBCoS) at Peel Tower , Glentress was officially opened in June 2014 to impressive media coverage both in the UK and overseas. Since opening the MTBCoS has engaged with 59 businesses, held 26 innovation-focussed events, undertaken 14 academic support searches, instigated 31 collaborative ventures (Business to academia and business to business) and currently has 9 research and 12 student projects underway or completed.

3) In 2014, the Tweed Valley Mountain Biking Stakeholder Group was established to help deliver the South of Scotland Alliance Rural Regional Economic Development Programme – 2014-2016. The Programme consists of four key strategic projects, including 'Project 2' – Mountain Biking – Refreshing a World-Class Product.



4) Lack of connectivity has been cited as an issue impacting visitor experience for mountain biking in Scotland. The combination of challenging terrain and remoteness of most mountain biking centres, poses limitations on the use of existing technology to provide coverage. In 2014 Scottish Enterprise commissioned the Centre for White Space Communications, based at Strathclyde University, to do a technical feasibility for the TV Whitespace technology at the Mountain Bike Centre of Scotland in Glentress.

A consortium of project partners are now working on a pilot project to provide connectivity through a section of the trails at the World Enduro Series event end of May 2015. The network will allow the transmission of timing data which can be displayed on leader board as well as capturing footage from sections of the race.

Based on the results and success of the pilot, plans may be developed for a wider roll out of the network across the forest for a longer term trial. Additionally, if successful the technology has the potential to be deployed across other mountain biking centres in Scotland to provide connectivity.

Partner Updates

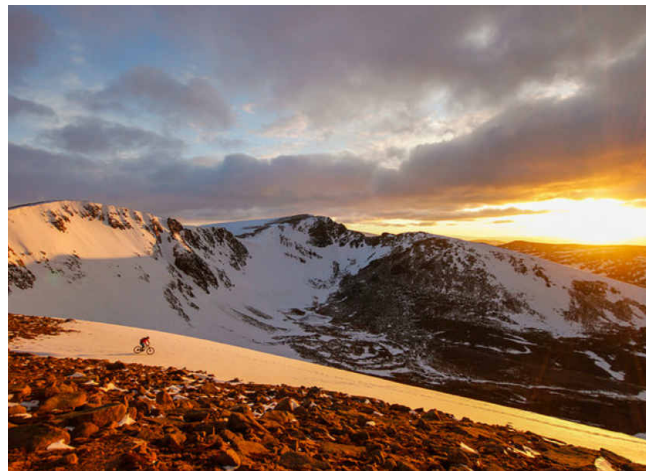


Scottish Natural Heritage
All of nature for all of Scotland

Scottish Natural Heritage

2013 & 2014 Highlights

- SNH was represented on the Scottish Mountain Biking Development Consortium and continued to provide advisory and funding support for the DMBinS project.
- Year of Natural Scotland 2013 provided a platform to promote Scotland's great outdoors and opportunities to take part in all sorts of recreational activities including mountain biking.
- SNH co-ordinated the development of new long distance route, the John Muir Way - 134 miles linking Dunbar and Helensburgh – with great opportunities for off-road biking <http://johnmuirway.org/doing-route>
- The inclusion, in Scottish Government's National Planning Framework 3 published in 2014, of the proposal for a National Walking & Cycling Network developed by SNH, Sustrans and Scottish Canals, will result in an expansion of opportunities for people using mountain bikes.
- Continued support for DMBinS and the 2013-15 work programme, in particular the project's role in encouraging sustainable route development and promoting responsible use.
- SNH funding support enabled the Venture Trust to pilot mountain biking expeditions as a way to engage young offenders in outdoor recreation, learning and personal development.



Spring in Cairngorm by Ronan Dugan



When you're in the mountains you're closer to heaven by Sean Dugan

Partners

sportscotland

2013 & 2014 Highlights

- sportscotland was represented on the Scottish Mountain Biking Development Consortium and continued to provide advisory and funding support for the DMBinS project.
- Continued support for DMBinS and the 2013-15 work programme, in particular the project's role in encouraging the building of and upgrading of trails and contributing to the development of the sport.
- The 2014 Commonwealth Games in Glasgow provided an opportunity to showcase the sport of Mountain Biking through the hosting of the mountain biking events at Cathkin Braes in Glasgow.
- **sportscotland's** Active Places Facility Fund has invested £647,517 in 16 projects in 12 Local Authority areas contributing to a total project costs of £1,440,937.
- **sportscotland** and Developing Mountain Biking in Scotland are producing guidance to support clubs, Local Authorities and landowners in the development of mountain bike facilities. This is currently out to consultation, a Guide to Project Development will be produced, as well as 3 data sheets covering the following:
 - o Skills
 - o Downhill
 - o Cross country



Worked with Scottish Cycling on the production of their Facilities Strategy, which outlines the vision and strategic priorities for the various disciplines in the sport, including mountain biking.

- Glenmore Lodge – A very productive winter has seen the building and now completion of our new Bike workshop and classroom facility within the grounds. This facility will give our students a completely new experience whilst on courses and needs to be seen in the flesh to be honest. Alongside our new facility we have an exciting partnership with Scott bikes again offering a fantastic resource for both staff here but also students, both with incredible bikes but also within our stores.

Our new Bike instructor is settling in really well and already is having a large impact with support for various courses - specifically the Bike Mechanics qualifications where we are supporting the development of course materials and content. The new MTB Leadership courses are booking up well and feedback is really positive about the content and process. And to round off, our pathway of skills courses is also seeing great take up with lots of happy people spending time on bikes, learning in a stunning environment and with great instructors.

Partner Updates



2013 & 2014 Highlights

- VisitScotland featured promotional messages and imagery for mountain biking generally and the UCI Mountain Bike World Cup specifically for Aberdeenshire, Dumfries & Galloway, the Scottish Borders and The Highlands seasonal regional marketing campaigns during 2014 and 2015.
- VisitScotland supported Cut Media in their filming of The Ridge featuring Danny Macaskill on the Isle of Skye.
- VisitScotland continues to promote mountain biking in Scotland via VisitScotland.com, through e-communications and through our social media activity.
- Mountain biking is also well-featured within our national Active Scotland printed guide and within our regional print suite.
- Promotion of Mountain Biking on all our International websites.
- Mountain biking content included in 2014 Year of Homecoming Digi-Guide. And in Homecoming 2014 video.
- E-comms sent to entire International database featuring Mountain Biking and "The ridge" video.
- Mountain Biking featured in International Facebook page.
- Expo Active fam. trip showcased what Scotland has to offer when it comes to cycling and Mountain Biking





*DEVELOPING
MOUNTAIN
BIKING
IN SCOTLAND*

