

SCOTTISH
CYCLING



Developing Mountain Biking in Scotland



GRAEME MCLEAN



**Developing
Mountain Biking
in Scotland**

THE STRATEGY FOR SCOTTISH MOUNTAIN BIKING, 2019-2025

LEADING EUROPEAN MOUNTAIN BIKING



SCOTTISH MTB STRATEGY 2019-2025

- VISION: LEADING EUROPEAN MOUNTAIN BIKING
- MISSION:
 - INCREASE RIDES TO £2M PER ANNUM (25%)
 - WORLD CHAMPION/SERIES WINNER ALL DISCIPLINES
 - GROW ECONOMIC CONTRIBUTION TO £158M PER ANNUM (51%)
- 5 THEMES
 - TRAILS, HEALTH, DESTINATIONS, INNOVATION, SPORT
- ACTION PLAN
 - FACILITIES, EVENTS, PARTICIPATION, SPORT, BUSINESS, ATTRACTING VISITORS





THE ROLE OF DEVELOPING MOUNTAIN BIKING IN SCOTLAND

- LEAD BY ENERGISING, COORDINATING, PROVIDING SUPPORT, ADVICE & EXPERTISE
- DEVELOP NATIONAL MOUNTAIN BIKE STRATEGIC APPROACH
 - NATIONAL CO-ORDINATION
 - TRAILS
 - HEALTH
 - DESTINATIONS
 - INNOVATION - LED BY EDINBURGH NAPIER UNIVERSITY
 - SPORT - LED BY SCOTTISH CYCLING



INVESTMENT MTB STRATEGY HELPED TO SECURE

- CREATING A 'FLY WHEEL' EFFECT
- REFERENCE THE INTERDEPENDENCIES TO ATTRACT INVESTMENT
- LARGEST EVER INVESTMENT INTO SCOTTISH MTB
- PROJECTS INCLUDE:
 - MTB INNOVATION CENTRE & BIKE PARK
 - UCI CYCLING WORLD CHAMPIONSHIPS 2023
 - CYCLING FACILITIES FUND
 - 7STANES REFRESH
 - GLENTRESS MASTERPLAN
 - HIGHLAND BIKE PLANS
 - NORTH EAST ADVENTURE TOURISM PROJECT
 - MAJOR MTB EVENTS
 - MARKETING CAMPAIGNS
 - DESTINATION DEVELOPMENT



TRAILS

• STRATEGIC PROJECTS

- 7STANES REFRESH - £5M TO BE DEVELOPED
- ABERDEENSHIRE ✓ £3M INVESTED & MORE DEVELOPMENT
- GLENTRESS MASTERPLAN ✓ £8M INVESTED & MORE DEVELOPMENT
- HIGHLAND MASTERPLANS ✓ £2.4M INVESTED & MORE DEVELOPMENT
- PERTHSHIRE INDEPENDENT BIKE PARKS - PROPOSAL FOR £10M+
- TWEED VALLEY BIKE PARK - PROPOSAL FOR £35M+
- WEST OF SCOTLAND - PROPOSAL FOR £5M+



TRAILS

- TRAILS ASSOCIATIONS
- PUMP TRACKS & URBAN TRAIL DEVELOPMENT
- DIRTT PROJECT – TRAIL BUILDING TRAINING
- UK TRAILS PROJECT
- PROMOTING RESPONSIBLE ACCESS
- CONNECTING COMMUNITIES -> ACTIVE TRAVEL
- GRAVEL & OFF-ROAD ADVENTURE TOURING



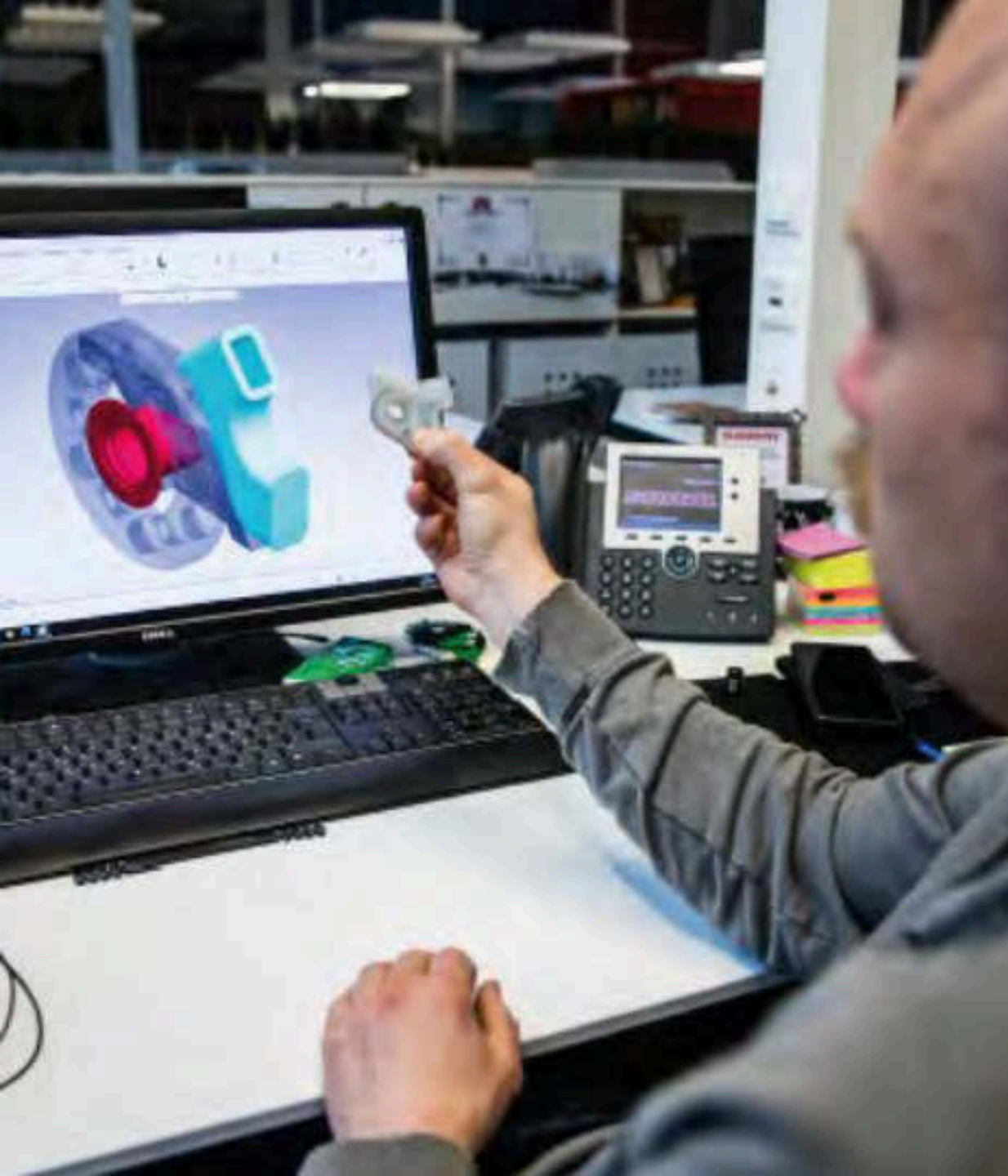
DESTINATIONS

- UCI CYCLING WORLD CHAMPIONSHIPS 2023 ✓
- DH WORLD CUP FORT WILLIAM 2024 ✓
- MAJOR EVENTS – GOING FORWARD ~
- FESTIVALS AND NATIONAL, REGIONAL & LOCAL ~
- MARKETING INCLUDING FRESH CUTS ✓
- ACCOMMODATION ✓
- TRANSPORT ~
- LINKS WITH ADVENTURE TOURISM ✓



HEALTH & INCLUSION

- GENDER ✓
- TRAIL THERAPY ✓
- CHILDREN & YOUNG PEOPLE ✓
- UNDER-REPRESENTED COMMUNITIES ✓
- SIMD/URBAN MTB PROGRAMMES ✓



INNOVATION

- **FIRST TRACKS – UK'S FIRST MTB & CYCLING BUSINESS INCUBATOR PROGRAMME ✓**
- **EUROPEAN WIDE NETWORK ✓**
- **TRAIL LAB ✓**
- **MTB INNOVATION CENTRE ✓**



SPORT

- NATIONAL RACE SERIES' – SDA, SXC & SES ✓
- CLUBS ✓
- CHILDREN & YOUNG PEOPLE ✓
- WOMEN & GIRLS ✓
- PERFORMANCE DEVELOPMENT PATHWAY ✓

PLACE BASED APPROACH – TWEED VALLEY

SENSE OF PLACE – BUILDING ON EXISTING INFRASTRUCTURE, COMMUNITY & BUSINESSES, AND NATURAL ASSETS

DMBINS REGIONAL CO-ORDINATOR - TWEED VALLEY MTB STAKEHOLDERS GROUP PLAN

MTB INNOVATION CENTRE & ADVENTURE BIKE PARK WITH TRAIL LAB – GLOBAL FIRST TO COMBINE TOURISM WITH INNOVATION

TVTA – SUPPORTING THE COMMUNITY TO MANAGE TRAILS

SCHOOLS – NEW SQA AWARD TO PROVIDE SKILLS FOR INDUSTRY TO FLOURISH INC BIKE MAINTENANCE & COACHING/GUIDING

BICYCLE ASSOCIATION – PILOT TO USE DATA TO EVALUATE & SUPPORT BUSINESS GROWTH, DEVELOPMENT & DIVERSIFICATION





NORTH EAST ADVENTURE TOURISM – ABERDEENSHIRE

FROM THE FORGOTTEN REGION TO SCOTTISH MTB DESTINATION OF THE YEAR 2022, 2023 & 2024

GROWING A COMMUNITY TO SUPPORT DEVELOPMENT

MOUNTAIN BIKE INITIAL FOCUS NOW WIDER ADVENTURE TOURISM

7 STRATEGIC PROJECTS – 4 WITH A FOCUS ON MTB

BUSINESS CASE DEVELOPED FOR FURTHER £25M INFRASTRUCTURE OF INVESTMENT

BICYCLE ASSOCIATION – PILOT TO USE DATA TO EVALUATE & SUPPORT BUSINESS GROWTH, DEVELOPMENT & DIVERSIFICATION



UK TRAILS PROJECT

STEERING GROUP MEMBERS: FORESTRY & GOVERNING BODIES ACROSS UK

DIRECTING RESOURCES OF STEERING GROUP MEMBERS TO DEVELOP LONG-TERM STRATEGIC SUPPORT FOR MTB ACROSS ALL HOME COUNTRIES

SHARED UNDERSTANDINGS LEADING TO A SUSTAINABLE, SECURE, & SUITABLE TRAIL NETWORK ACROSS UK

PROJECT LEAD  Developing Mountain Biking in Scotland

PROJECT FUNDER 

STEERING GROUP MEMBERS

BRITISH CYCLING | FORESTRY ENGLAND | FORESTRY AND LAND SCOTLAND | NATURAL RESOURCES WALES | OUTDOOR RECREATION NORTHERN IRELAND | SCOTTISH CYCLING | WELSH CYCLING



WORKING WITH UK BIKE INDUSTRY

- **LISTENING & UNDERSTANDING THE NEEDS, WANTS, & FUTURE PRIORITIES OF THE BIKE INDUSTRY**
- **LONG TERM STRATEGIC PLANNING TOGETHER WITH INDUSTRY**
- **OPPORTUNITIES TO PARTNER TO DEVELOP SOCIAL IMPACT & INTEGRATE WITH COMMUNITIES**

**THANK YOU
&
LOOKING FORWARD TO WORKING WITH YOU**



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