



DEVELOPING MOUNTAIN BIKING IN SCOTLAND ANNUAL REPORT 2011



CONTENTS

FOREWORD BY CHAIR	3
PROJECT MANAGER INTRODUCTION	4
DMBinS.COM	5
COMMUNICATIONS & MARKETING	6
BUSINESS DEVELOPMENT	7
TAYSIDE & FIFE CLUSTER	8
HIGHLAND CLUSTER	9
INCREASING PARTICIPATION	10
TRAIL BUILDING, MANAGEMENT & MAINTENANCE	11
MONITORING & EVALUATION	12
PARTNERS' UPDATES	14

FOREWORD BY CHAIR: BRIAN PORTEOUS

In my experience, the first year of innovative development projects is largely spent fact finding and laying robust foundations while the second year is about delivering initiatives that make a difference – and Developing Mountain Biking in Scotland has certainly followed that path.

The second year of the project has been an exciting one, with various projects which I believe will make a lasting difference to mountain biking in Scotland gathering real momentum. What has especially pleased me has been the partnership ethos that has run throughout all the work done. That work is now realising major benefits for the growth of the activity and for the communities involved throughout the country.

As chair of the project, I must thank and congratulate the member organisations involved in the Scottish Mountain Bike Development Consortium (SMBDC) for their commitment to an outstanding level of partnership working. In these difficult financial times it has been great to be involved in a project that looks to create best value and be effective through partnership working. We

will only emerge stronger from these times of austerity by improving our commitment to joint working. This is especially important in an area with such huge potential as mountain biking.

Of particular note this year has been the development of our new website www.dmbins.com. When we consulted on the National Strategic Framework for the sustainable development of mountain biking, the recurring theme was the lack of communication between the national agencies and mountain bikers, both existing and potential. We now have an extremely effective website which is easy and intuitive to use and provides a platform for the activity to continue to grow. I am amazed every time I flick through the website pages to see such a vast amount of information on display and the potential for the site to promote further development.

I am also pleased to see the clusters, our development focused regions, not only taking shape but actually producing quality outputs. I have personally used the local route maps within Dundee. I have personally used the local route cards within Dundee. In addition to an excellent local route, the cards also contain information



on other areas to cycle and details of local clubs and businesses. It is this level of joined up thinking which we were hoping to achieve with the formation of the clusters. I look forward to more of these route cards being produced by the Tayside & Fife Cluster in 2012. I have been pleased too to welcome the creation of the new Highland Cluster during 2011 and look forward to increased activity in that area during 2012.

Finally, as we look forward to building plans to extend the project for a further three years to the end of 2015, I must thank the Scottish Government and especially the Minister for Commonwealth Games and Sport, Shona Robison, for their enthusiastic support in backing mountain biking – a true Scottish success story.

“In these difficult financial times it has been great to be involved in a project which looks to create best value and be effective through partnership working.”

PROJECT MANAGER INTRODUCTION: GRAEME McLEAN

2011 was a really exciting year, with several strands of the project making a tangible difference to mountain biking in Scotland.

What has especially pleased me is the partnership nature of the projects we have been involved in. We have made the conscious decision to attempt to never work in isolation, but rather look for opportunities to effectively develop mountain biking in collaboration with other organisations, businesses, community groups and Local Authorities.

This ethos has delivered projects which, I believe, are joined up in their thinking and have benefited all who have been involved in them. We have also been collecting case studies from each of the projects we have been involved with so that these examples of good practice can be shared across Scotland.

I am particularly proud of our new website which is a great platform

to communicate our case studies, information and news. With over 250 pages it has been a labour of love for myself, the project team and the web developers. However, we are delighted with the results and look forward to the information on the website helping groups to develop mountain biking across Scotland and encouraging more people to get into the activity.

I have also enjoyed working with businesses to a greater extent in 2011 and firmly believe the success of mountain biking in the future will be based on effective collaboration between the private, public and voluntary sectors.

I am also pleased with the continuing involvement, support and advice which all of the organisations within the SMBDC have been able to offer. Partnership working is not without its difficulties, but I am pleased to be involved with a project which is successfully bringing together a range of different agencies and making a positive difference.



Looking forward to 2012, we have many projects in the pipeline including a computer game and guide to promote responsible mountain biking, information on events, further development of the existing clusters, continued promotion of mountain biking by visiting, trade shows and continued development of our website and social media. We will also be hosting our biennial conference in the autumn which will again look to bring the Scottish mountain biking community together with the aim of encouraging more collaborative work to ensure our passion goes from strength to strength.

“We have made the conscious decision to attempt to never work in isolation, but rather look for opportunities to effectively develop mountain biking in collaboration with others.”

DMBinS.COM

We began the process of creating a new website for the project by analysing what we felt was missing from existing mountain biking websites with a focus on Scotland. We recognised there were many sites, such as 7stanesmountainbiking.com, which were doing a fantastic job of promoting their individual trails, however there wasn't a 'one-stop shop' website. We were also keen to develop a site which highlighted both the fun side of mountain biking and the business side where information and best practice could be spread across Scotland.

The 2 sided approach is one we have created throughout the site, with a 'RIDERS' side for those interested on getting out and having fun on their bikes, and a 'DEVELOPING' side for those interested in helping more people enjoy mountain biking in Scotland.

RIDERS

Information on our world class trail centres and promoted natural routes, an events guide, cool videos which showcase the great riding in Scotland, guides and leaders to ensure you visit the best sustainable trails, and skills courses to improve your riding.

DEVELOPING

Information ranging from how to develop trails, toolkits for businesses, free images and posters to help market mountain biking to a wider audience, a search tool to find the appropriate coaching and leadership course for each individual, easy to follow event organising toolkits, the activities you can run in schools and a range of case studies which showcase some examples of good practice.

In 2012 we will look to continue to develop the site, including the addition of an exciting new computer game and responsible riding guide, and we will be looking to keep everyone informed of the great content within the site through our facebook and twitter pages.



“There wasn't a 'one-stop shop' website available which highlighted both the fun side of mountain biking and the business side where information and best practice could be spread across Scotland.”

COMMUNICATION & MARKETING

Alongside the development of the new website, DMBinS.com, we have been proactively communicating about the aims of the project and marketing mountain biking extensively in 2011.

It was identified in the National Strategic Framework, which the project is implementing, that there was a lack of communication between national agencies and mountain bikers. We have been working hard to address this issue and in 2011 we sent 6 e-newsletters to 8,000 people with an average open rate of 40% (the industry standard is 19%).

We were proud to be involved with Scottish Cycling as the official cycling partner to the inaugural Scottish Bike Show held in Glasgow in April. At the show, we partnered with sportscotland's national outdoor centre, Glenmore Lodge, and ran a trackstand competition. We were delighted by the interest in mountain biking from everyone at the event and look forward to being involved in a partnership stand again in 2012.

DMBinS brought together partners for another successful year at the Fort William UCI World Cup where spectators were offered the chance to participate in our Go Mountain Bike



taster session on an exciting purpose built forest track. The event was once again a great experience and we look forward to the 2012 world cup as one of the highlights of the year.

We were also fortunate to attend the Outdoors Show in Glasgow in October. It was interesting to attend an event where the audience were not already involved in mountain biking and cycling. The enthusiasm and desire from everyone visiting the stand was obvious and it demonstrated the huge potential we have to sustainably grow mountain biking to create a healthier nation which is great to live in and visit.

In July we announced the winner of our Photography Competition - Lawrence Juliussen. The competition was a great success and showed us

the wealth of riding in Scotland. We will run another competition in 2012 and we are already looking forward to the inspiring images which will surely arrive.

In 2012 we look forward to attending events and continuing to promote mountain biking including the products created by the Tayside & Fife and Highland Clusters.

We will continue to expand our e-newsletter circulation, keeping everyone up to date with mountain biking news and activities, and ensuring we address any gaps in communication.

“It was identified that there was a lack of communication between national agencies and mountain bikers. We have been working hard to address this issue.”

BUSINESS DEVELOPMENT

At the beginning of the year we identified the need for a guide for businesses to help them take advantage of the mountain biking tourism market. However, we were notified that Tourism Intelligence Scotland (TIS) were also looking to do the same type of guide. Rather than duplicate effort, we were able to support TIS to develop the ‘Mountain Biking for Tourism Businesses’ guide which we feel is a great example of effective partnership working.

We were keen to work further with TIS to bring this guide to life and organised a workshop in each of the cluster areas, Tayside & Fife and Highlands. The workshops were an overwhelming success, with 75 businesses attending, and we are confident they will result in a better quality experience for visitors to Scotland. In 2012 we hope to run these workshops in the new cluster areas.

DMBinS has been a key partner in the Mountain Biking Knowledge Transfer (MBKT) project. The project's key

aims are to aid Scottish businesses to continue to develop and grow by identifying any barriers to growth and linking any businesses with new product development initiatives with universities to help them realise their ambitions. We now have 9 businesses engaged in the scheme and we look forward to working together in 2012 to bring their ideas to life.

The project has also commissioned a new piece of research through Borders College which has 3 aims:

01. Collate information on existing provision of learning programmes and qualifications and undertake a mapping exercise against the Scottish Credit and Qualifications Framework (SCQF);
02. Identify any gaps in the provision of learning programmes required to meet current and future needs of the mountain biking industry from a national and overseas perspective;
03. Provide a brief analysis and commentary on potential new academic opportunities for course or learning material development through Further and Higher Education Institutes.

The research will be completed in March 2012 and will aid progress with several of the DMBinS workstreams.

We look forward to working with more businesses in 2012 and helping them to develop both their business and mountain biking in Scotland in a sustainable manner.



**Mountain Biking
Tourism in Scotland**



“We were able to support Tourism Intelligence Scotland (TIS) to develop the ‘Mountain Biking for Tourism Businesses’ guide and to bring it to life we organised workshops which were an overwhelming success. We feel is a great example of effective partnership working.”

TAYSIDE & FIFE CLUSTER

The cluster is under a year old and already it is producing joined up, well thought through projects. A survey during 2011 highlighted that DMBinS has been very helpful in working with partners within the cluster to achieve their aims. It should be noted, however, that the exciting developments which are happening in the area are the result of the hard work, dedication and professionalism of all who are involved in mountain biking in Tayside & Fife.

One of the particular highlights from the cluster is the production of route cards for Highland Perthshire and Dundee.

The process of developing these route cards has been led, in the most part, by local mountain bikers who wish to share some of their favourite local routes. However, these routes have been promoted in liaison with landowners and each route has identified 'Cycling Centres' where you can go for extra advice and local knowledge, and also a selection of local businesses which have agreed to a set of service standards to ensure a warm reception awaits when you come off the trail. These route cards point to a new future in mountain biking where partnership working is to the fore and we are spreading the benefits of our activity.

The cluster has also seen a business group form which will operate in tandem with the cluster and will look to develop a plan and outputs to compliment those of the wider cluster.

Other exciting projects in the cluster include:

ANGUS

Formally constituted a steering group to develop a trail centre in Glenisla.

Secured funding from Angus Council to develop a series of route cards, using the established template.

The continued good work of Covert Dirt to introduce many young people into mountain biking across Angus.

DUNDEE

Secured funding for a feasibility study to develop trails across the parks of Dundee.

Active Schools Dundee organised led rides for schools on the risk assessed trails which are in the Dundee route cards. These rides culminated into a race organised by the local cycling club, Discovery Junior Cycle Club.

Local partnership formed to ensure all projects are joined up and help everyone achieve their aims.

Organised a 'Volunteer Welcome Night' to encourage new volunteers to be part of the Discovery Junior Cycle Club.

FIFE

6 'Bike Clubs' set up across Fife to allow children and young people to access mountain biking more easily.

Lochore Meadows Mountain Bike Club continued to grow from strength to strength, with more volunteers being trained and helping on a weekly basis.

Middleden trails were completed in Kirkcaldy with the local club helping with maintenance.

Organised a large scale cross country event in Fife – Muckmedden.



PERTH & KINROSS

The continued success of the Highland Perthshire Cycling Group whose key successes included setting up a new club for young people, a visitor welcome scheme, the annual festival, women only rides and many more successful projects. Won the 'Cycle Friendly Community Award' from Cycling Scotland.

Alyth Hill Users Group (AHUG) completed a design for a local skills loop and pump track and ran a successful fundraising event – Making Tracks.

Comrie Croft, with local partners and letters of support, secured funding to develop more trails and a skills course. New skills loop trail created at Highland Safaris to compliment their innovative 'drop-at-the-top' service.

Deuchney Hill cycle park near Perth will be completed shortly. It is a short downhill course (750m) being built in partnership with a local club which will have responsibility for the maintenance and development of the facility.

It should be noted that this is not an exhaustive list of all the projects in Tayside & Fife however it demonstrates the huge commitment and effort which is being undertaken on a daily basis by community groups, local authorities and businesses to develop mountain biking in the area.

Looking forward to 2012, the cluster will continue to roll out route cards, and an events guide will be developed to promote the high quality events which are run across the region every year.

HIGHLAND CLUSTER

The Highland Cluster, has formed a steering group which decided the first step would be to develop a brief which contains the following outputs:

01. Collate information on the existing provision of mountain biking within the Highlands.
02. Identify any gaps in provision to meet current and future needs of the mountain biking industry from a national and overseas perspective.
03. Identify and quantify the potential for economic growth, growth in participation and sporting benefits relating to mountain biking.
04. Provide a recommended course of action to maximise these benefits including the detailed costs involved and potential funding sources.

All partners are contributing to the process and the research will ensure the cluster has a solid foundation from which to progress when the study reports in the first quarter of 2012.

This project is being part financed by the Scottish Government and the European Community Highland Leader 2007-2013 Programme, Highland Council, No Fuss Events, Cairngorms National Park Authority and DMBinS.

We look forward to helping to take the recommended course of action forward and develop mountain biking in the Highlands.



"I am delighted with the direction the cluster is taking as I firmly believe this joined up and evidence-based approach will ensure we deliver good value for money mountain biking projects across the Highlands."

Al Gilmour // Senior Mountain Bike Instructor – Glenmore Lodge

INCREASING PARTICIPATION

DMBinS supported partners in the planning and delivery of a range of successful and innovative programmes which aimed to increase participation in mountain biking by women and young people.

WOMEN ON WHEELS

A series of events which were designed to encourage more women in Dumfries and Galloway to take their first step into off road cycling within the extensive 7stanes trails networks.

The organisers said they could have filled the event nearly three times over as the demand significantly outstripped the number of places available.

The event gave female cyclists the chance to learn basic mountain bike riding techniques and bike repair.

WOMEN'S LEARN TO RIDE

The event in Glasgow's Pollock Park was a great success with around 40 women attending, the majority of which were from an ethnic background. Local bike clubs, shops and organisations which could support the women to keep riding after the event were all present

We captured several images from the event which can be downloaded for free for anyone who is looking to effectively promote mountain biking to BME groups in the future.

DUNDEE LED RIDE PROGRAMME

Working with Active Schools Dundee we trained volunteers and organised led rides for schools on the risk assessed trails which are in the Dundee route cards. These rides culminated into a race organised by the local cycling club, Discovery Junior Cycle Club. We also encouraged the volunteers to continue their development by further introducing them to Discovery JCC with a 'Volunteer Welcome Night'.

The Women's Learn to Ride case study and the details of how to run your own club 'Volunteer Welcome Night' - both are available to download on DMBinS.COM

We look forward to continuing to support the clusters to develop their own local participation schemes in 2012.



"The exciting developments which are happening in the area are to the result of the hard work, dedication and professionalism of all who are involved in mountain biking in Tayside & Fife."

TRAIL BUILDING, MANAGEMENT & MAINTENANCE

DMBinS conducted a survey and hosted a meeting of key stakeholders in the trail building industry to understand their perspectives on providing training courses to private businesses and community groups which want to build and maintain high quality sustainable mountain bike trails in their areas.

There were differing views on which organisation should take the lead, how we should proceed and what these training courses should consist of, but there was an overall agreement that we should be working in partnership to further develop the industry.

DMBinS has continued to work with the Forestry Commission and 'A Good Practice Guide for Trail Building, Management and Maintenance' is near completion. The voluntary standards set out in the document will be peer reviewed by various stakeholders, to ensure their suitability for adoption across Scotland as best practice.

These steps will ensure that Scotland continues to offer high quality trail user experiences, longer trail-build integrity and sustainable trail placement and management.



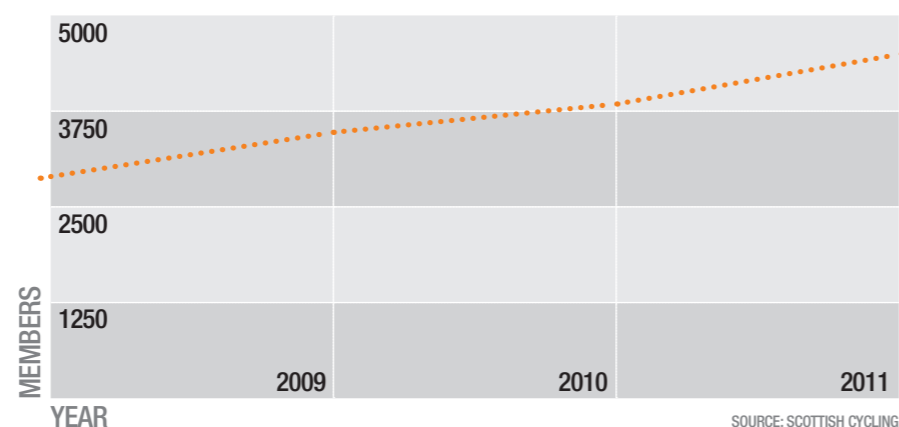
"DMBinS hosted a meeting of key stakeholders in the trail building industry to understand their perspectives on providing trail build, management and maintenance training courses."

MONITORING & EVALUATION

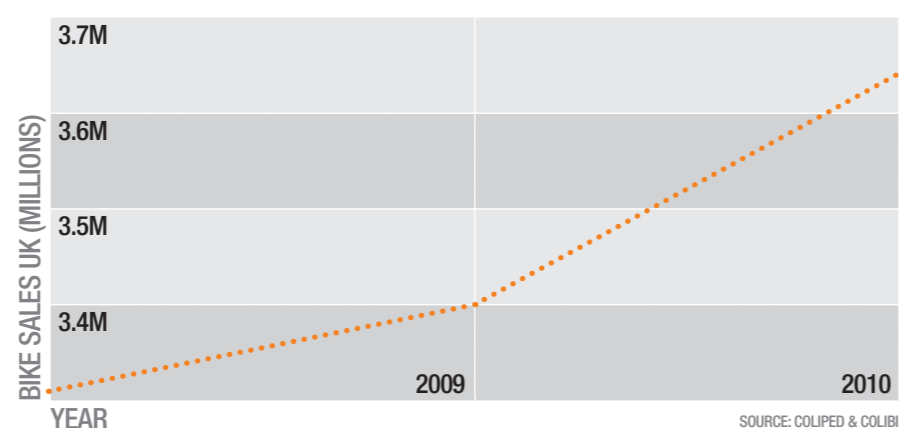
We began the task of collating information sources to help understand if the project is having an impact. Although these figures cannot be directly associated with the ongoing work of the project, they do give us an understanding of trends within mountain biking development and participation.

DMBinS will undergo an external evaluation process in 2012.

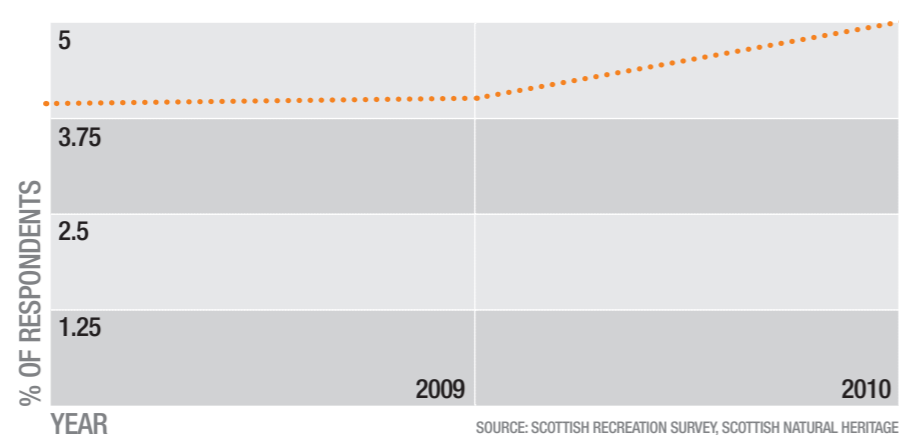
SCOTTISH CYCLING: MEMBERS



BIKE SALES UK



SCOTTISH RECREATION SURVEY MTN BIKING AS SINGLE MAIN ACTIVITY UNDERTAKEN DURING OUTDOOR RECREATION ACTIVITY



SOURCE	2008	2009	2010	2011
SNH'S SCOTTISH RECREATION SURVEY:				
Single main activity undertaken during outdoor recreation visits ALL Cycling & Mountain Biking (% of respondents)	4	4	5	-
All activities undertaken during outdoor recreation visits ALL Cycling & Mountain Biking (% of respondents)	6	7	6	-
All activities undertaken during outdoor recreation visits Mountain Biking (% of respondents)	1	1	1	-
HOUSEHOLD SURVEY:				
Participation in sport in the last four weeks Cycling (% of respondents)	9	9	9	-
Female - Participation in sport in the last four weeks Age & Gender - Cycling (% of respondents)	13	12	12	-
Male - Participation in sport in the last four weeks Age & Gender - Cycling (% of respondents)	6	7	6	-
UK TOURISM SURVEY				
Activities taken part in on trips to Scotland Total Trips (000's)	98	173	-	-
Activities taken part in on trips to Scotland Total Nights (000's)	317	911	-	-
Activities taken part in on trips to Scotland Spend (£m)	14	45	-	-
Activity planned as main reason for trip to Scotland Total Trips (000's)	39	69	-	-
Activity planned as main reason for trip to Scotland Total Nights (000's)	120	269	-	-
Activity planned as main reason for trip to Scotland Spend (£m)	5	14	-	-
SCOTTISH CYCLING:				
Clubs	122	127	135	148
GoRide Clubs	-	8	10	-
Members	3065	3502	3766	4364
Female Membership	386	470	513	648
Junior/Youth/U12 Members	393	448	530	580
MBLA Registrations	1182	1262	1232	-
OTHER:				
Medals Won at International Level by Junior or Senior Riders	-	-	2	-
Bike Sales UK	3,311,000	3,400,000	3,640,000	-

PARTNERS' UPDATES

CTC: The UK's National Cyclists' Organisation

ctc.org.uk

KEY ACHIEVEMENTS IN 2011

- CTC have signed up to Memorandum of understanding with mountain bike training organisations MBLA and MIAS and are working with the Sector Skills Council for the outdoors SkillsActive on the development of a single award to be mapped into the qualifications frameworks QCF and SQCF.
- Working with DMBinS to identify and develop opportunities around volunteer mountain bike trail maintenance. Working with a number of professional trail builders to identify gaps in the market and opportunities to develop a range of products and services
- Middleden Mountain Bike Club in Kirkcaldy has also received support from Bike Club. This has enabled them to deliver a number of initiatives to get more people mountain biking. Volunteers have given up their time to run a number of sessions. Focusing on skills development based around Go-MTB. Developing a skills area and a trail map with information on the club and the opportunities to get involved.

- Bike Club are supporting the Liberton High School project. Bike Club funding has enabled the project to buy a container which is used to store bikes and as a central meeting point. They have engaged children attending the school and living locally and recently set up a girls only mountain bike club.



LOOKING FORWARD TO 2012

- Development of volunteer mountain bike trail maintenance courses and working with clubs and groups to develop and deliver the program.
- Working closely with the Professional Trail Building sector to identify and acknowledge professional competency in the sector.
- Continuing to identify clubs and groups that could benefit from support through CTC's range of mountain bike products and services.



PARTNERS' UPDATES

Cycling Scotland

cyclingscotland.org | satinonline.org

KEY ACHIEVEMENTS IN 2011

- 136 Accredited Go Mountain Bike Centres, supported by MBLA, CTC and Scottish Cycling
- 347 Instructors have been introduced to the scheme through 68 orientation days
- Provided technical expertise to Skills Active UK in the development of a UK MTB leadership qualification
- Represented Cycling at the Scottish Mountain Safety Forum
- Launch of www.satinonline.org providing technical guidance for MTB construction and maintenance
- Support for Community Groups through funding and mapping initiatives
- Hosting of the Scottish Cycle Tourism Forum ensuring MTB is well represented as a product.



LOOKING FORWARD TO 2012

- Continue to grow Go MTB
- Ongoing support for SATIN (www.satinonline.org)
- Maintain representation at the Mountain Safety Forum
- Continue to support community groups
- Host the Scottish Cycle Tourism Forum



PARTNERS' UPDATES

EventScotland eventscotland.org

KEY ACHIEVEMENTS IN 2011

- EventScotland continue to support the development of mountain biking events across the country which help deliver on a range of objectives for Scotland (and for Scottish mountain biking) including economic impact, international profile and provide sports development and opportunities to participate
- In 2011 we continued our support of the UCI Mountain Bike World Cup at Fort William - a highlight on the Scottish events calendar. Our support of the events, also confirmed its position on the world UCI calendar for the next three years. The Fort William round of the World Cup continues to be put forward as a world-class example of event delivery.
- The Mountain Bike World Cup was included in the Year of Active Scotland event programme, and was one of the key events used to promote Scotland around the world as an active destination for visitors.
- We also supported Tweedlove - a new multi-discipline cycling festival with a strong mountain bike influence - in 2011. Our funding for

this event enabled them to develop a strong brand identity and enhance the event experience for participants and spectators alike.

PARTNERSHIPS

- Working in partnership is core to the success of our work. We continue to work closely with event organisers, local authorities, HIE, Scottish Cycling, Cycling Scotland, British Cycling, Forestry Commission Scotland and the world governing body, UCI, to enhance, develop and deliver world-class events in Scotland.

LOOKING FORWARD TO 2012

- We will continue to work with the organisers and partners to deliver the UCI Mountain Bike World Cup in Fort William, with the event in 2012 sure to provide another boost to mountain biking in Scotland
- National programme funding continues to be available to event organisers looking to grow and develop their events in line with the funding criteria of this programme. More information available on our website.



PARTNERS' UPDATES

Forestry Commission Scotland forestry.gov.uk/scotland

KEY ACHIEVEMENTS IN 2011

- 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.
- Glentress Peel opened in June 2011, with purposebuilt bike shop, café, changing facilities and bike washes, as gateway to Tweed Valley Forest Park and some of the UK's top mountain bike trails.
- FCS has worked with Scottish Enterprise, local businesses and stakeholders in the South of Scotland to set up the 7stanes community interest company (CiC), which now leads on the promotion of the 7stanes mountain bike trails.
- In partnership with Scottish Cycling and in consultation with a number of independent event organisers, FCS has launched a mountain biking events agreement, to ensure a consistent and high quality approach to events on the national forest estate.
- In Cairngorms National Park, FCS has re-run the economic evaluation study at Laggan Wolfrax, to assess its continued impact on the economy of the area.
- In Loch Lomond & the Trossachs National Park, FCS is improving onsite waymarking at Loch Ard Family trails and reinstating, as a multi-use trail, the old military road to Inversnaid.
- In Perth, FCS worked with the local community group to rebuild the Deuchny cycle park. The local group has now taken on management and maintenance responsibility for the trails.

LOOKING FORWARD TO 2012

- 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 produce a visitor experience plan for Carron Valley and, as part of the overall plan, proposes to develop a skills area in 2012.
- FCS will continue to support the development of a MTB cluster in the Highlands and any other future areas where the national forest estate is a key land resource.



PARTNERS' UPDATES

IMBA in Scotland

imba.org.uk

KEY ACHIEVEMENTS IN 2011

- On-going support to volunteer trail building groups
- Representation of volunteer trail builders on the SMBDC executive board
- Scotland updates for the IMBA-UK newsletter
- Assisted with urban trail strategic development
- Contributed to DMBinS stand at the Scottish Bike Show
- Support to MSc research student - subsequent research supports urban trail developments
- Response to the Scottish Charter for Physical Activity consultation
- Networking – good contacts made and promotion of DMBinS



PHOTOGRAPH: GRAEME WARREN

LOOKING FORWARD TO 2012

- Continue to support strategic development of urban mtb trails
- Support the establishment of a cluster in the central belt
- Produce newsletter updates and explore other means of promotion
- Continue to network and seek opportunities for partnership working
- Explore fundraising and funding opportunities

PARTNERS' UPDATES

Scottish Cycling

scottishcycling.org.uk

KEY ACHIEVEMENTS IN 2011

MBLA

- 8837 Leaders currently registered with MBLA, with 4637 qualified Trail Cycle Leaders and 522 qualified Mountain Bike Leaders.

SCOTTISH CYCLING

- 2011 saw a successful Mountain Bike events calendar with the help and support of the Scottish Downhill Association, Scottish Cross Country association and independent event organisers.
- 2011 was the first year of the Scottish Cycling/Forestry Commission agreement which aims to provide event organisers with a consistent and high quality approach to events on the national forest estate.
- Scottish Cycling continue to support the UCI Mountain Bike World Cup in Fort William, with 2011 marking a successful tenth consecutive year it has been held at Nevis Range, with a very successful Mini

Downhill youth event, with over 80 participants.

- Regional Development officers continue to support Mountain Bike clubs, coaches and riders throughout Scotland
- Sainsbury's UK School Games: Scotland fielded two very successful teams at this years games, with at least one scot on all ten of the available podiums. Scotland South had a very successful trip winning the overall inter regional championships with Scotland North in second place. Total medal haul between both teams were 12 Gold, 8 Silver, 4 Bronze and 1 big trophy
- Scottish Down Hill academy – Another successful season for the team with Joe Connell successfully winning the Scottish Downhill Series, Scottish Championships, National Series. Ruaridh Cunningham winning the National championships and achieving selection for the

senior world championships team. Lewis Buchanan having worked hard through a tough season secured a 4th place in the junior world championships.

- MTB Cross Country Performance Squad – With seven riders now placed on British Cycling performance programmes there is now a culture of success with Scottish MTB XC. Internationally there has been success with Grant Ferguson securing a number of top 5 world cup finishes and a silver medal at the European Championships. At the inaugural European youth Mountain Championship in Austria each member of the team gained a top 15 place in one of the four races. In the british Series 25-35 riders copeted at each round with 5 out of the 6 overall titles in Juvenile. Youth and Juinar categories being won by scots.

LOOKING FORWARD TO 2012

- Continue to support DMBinS in 2012
- Continue to support Mountain Bike clubs, riders and coaches through the network of regional development officers
- Expand on the success of the 2011 Mini Downhill event at the MTB World Cup in Fort William and deliver a 7 event Mini Downhill Series in 2012
- Support the development of the national facility at Cathkin Braes
- Continued support of the MTB events calendar



PARTNERS' UPDATES

Scottish Enterprise

scottish-enterprise.com

KEY ACHIEVEMENTS IN 2011

- Setting up the 7stanes Mountain Biking Community Interest Company
- Recruitment of the 7stanes CIC staff
- Launch of the CIC's new web site www.7stanesmountainbiking.com
- Launch of the 7stanes merchandise and online shop.
- Providing support to the three business groups in the south, Tweed Valley Tourism Consortium, D&G Mountain Biking Business Network, Newcastleton Business Forum



PHOTOGRAPH: SVENJA TIMMINS

LOOKING FORWARD TO 2012

- Continued support to the 7stanes CIC
- Working with the company to develop visitor payback initiatives to ensure sustainability of the project
- Further development of 7stanes merchandise and business opportunities
- Continued support to the marketing of the 7stanes project

PARTNERS' UPDATES

Scottish Natural Heritage

snh.gov.uk

KEY ACHIEVEMENTS IN 2011

- Being a part of the partnership of the SMBDC and providing grant support for the Developing Mountain Biking in Scotland project
- Promoting the Developing Mountain Biking in Scotland initiative in SNH's magazine, The Nature of Scotland, issue 10
- Contributing to a shared presence with Cycling Scotland, Forestry Commission Scotland, sportscotland and SNH at the Fort William UCI Mountain Bike World Cup and promoting the Scottish Outdoor Access Code alongside the Developing Mountain Biking in Scotland brand
- Publishing Guidance on Outdoor events in Scotland: Guidance for Organisers and Land Managers available at: <http://www.snh.gov.uk/publications-data-and-research/publications/search-the-catalogue/publication-detail/?id=1752>

LOOKING FORWARD TO 2012

- A key priority for SNH is to increase and widen participation in enjoying the outdoors. We plan to work with partner organisations to raise the profile of off-road biking as a fun and healthy activity
- SNH will continue to promote the use of paths and tracks close to where people live as a way to enjoy the outdoors, including by mountain bike
- Within the SMBDC, SNH will contribute to planning for the next phase of the Developing Mountain Biking in Scotland project



PARTNERS' UPDATES

sportscotland
sportscotland.org.uk

KEY ACHIEVEMENTS IN 2011

- Funding discussions have taken place with a number of stakeholders over the potential development of mtb trails, ranging from family routes to elite level down hill facilities.
- Close involvement with the development of the Highland Cluster through our National Training Centre Glenmore Lodge and their specific involvement in the Cairngorms area group. Detailed input to development of guidance and on line game on responsible mountain biking.



LOOKING FORWARD TO 2012

- Continued role on the steering group for the development of Cathkin Braes as the venue for mountain biking at the Commonwealth Games and as an important legacy facility.
- Continued input generally to the work of the National Mountain Bike Consortium including annual contribution to the project and project manager post.
- Main funding body for Scottish Cycling for sport development purposes

PARTNERS' UPDATES

VisitScotland
visitscotland.com

KEY ACHIEVEMENTS IN 2011

- Cycling / M Biking articles on the Surprise Yourself website from March 2011 to March 2012 with an OTS in excess of 1 million.
- Cycling / M Biking articles included in offline direct mail to a warm and qualified audience twice a year.
- Cycling / M Biking ideas and events promoted in monthly ezines to VisitScotland's targeted database.
- Inclusion of cycling messages within the Active in Scotland Guide (print run of 40k) distributed at exhibitions, events, VisitScotland Information Centres and on consumer requests.
- Cycling and M Biking incorporated in sales promotion activity working with brands such as Edinburgh Bicycle Cooperative, Castus Fruity Bars, Berghaus, Greaves Sport, Gear for Girls, Oleifera and Outdoor World.
- Dedicated activity promoting the Mountain Bike World Cup including sales promotion Outdoor World and media activity with The Scottish Sun.
- Incorporated cycling / M Biking messages within the Daily Record and Bauer Radio activity with a reach in excess of 2m each week it featured.
- Prominent exposure in the form of a cycling holiday prize in a solus email to 178k Bauer radio subscribers.
- Year of Active Scotland filler ads throughout the suite of regional guides - lead image focused on cycling in the Highlands.
- Cycling and mountain biking featured in our presence at the Adventure Travel World Summit in Mexico. A new active film was commissioned and incorporated cycling and mountain biking messages, as well as featuring through our partners attending and key messages / visuals throughout the event.
- Cycling / M Biking routes and content continue to be a key component of www.visitscotland.com/active This now also includes the new active film.
- Global campaign 'Grab a Glen' focused on Robin McKelvie travelling throughout Scotland and writing an online diary about his active adventures. A number of his entries promoted Scotland's amazing cycling and mountain biking product.

LOOKING FORWARD TO 2012

- Ongoing integration of cycling and M Biking messages to relevant target markets using a multi touch point strategy.
- Continued marketing support for UCI Mountain Bike World Cup in Fort William and promotion of other cycling / M Biking events throughout the VisitScotland channels.
- Delivering cycling / M Biking content to consumers through print in the form of the Active in Scotland Guide and Regional Guides where applicable.
- Inspirational content delivered online through the Active website, Surprise Yourself campaign website and Regional sites where applicable.
- Planning for the Year of Natural Scotland 2013, incorporating Scotland's natural playground for cycling and M Biking pursuits.
- Continued presence of VisitScotland representatives at key industry forums and workshops.





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Cycling Scotland

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the national agency for sport



DMBinS is funded by the following organisations:

Scottish Cycling, CTC, Forestry Commission Scotland, Scottish Natural Heritage, Scottish Enterprise and sportscotland