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Programme

25.11.20



**THE SCOTTISH
MTB GATHERING
2020**

Schedule

Industry National Sessions

0915 0940	Ministerial Update on MTB to open the Digital Summit Fergus Ewing MSP – Cabinet Secretary for Rural Economy and Tourism, Scottish Government.
0945 1015	Update on progress on delivering the 2019-2025 Scottish MTB Strategy Graeme McLean – Head of Developing Mountain Biking in Scotland (DMBinS).
1020 1050	UCI 2023 World Cycling Championships Your chance to hear from the newly appointed CEO and ask questions about this historic event. Trudie Lindblade - New CEO 2023 Cycling World Championships
1050 1100	Break Delegates pick sessions from this point onwards

Trails

1100 1145	Sustainable Trails Models Global examples of good practice to help our growing number of trails associations, and the eco-system of support, set up a more sustainable system of trails for riders in Scotland. Seb Kemp & Katie Zaffke, Santa Cruz – PayDirt, Trevor Ferrao, Executive Director, Whistler Off Road Cycling Association (WORCA) and Simon Christensen, Silkeborg Kommune, Denmark
1145 1200	Protecting Trails An example of a company taking responsibility and putting something back into the trail network. Chris Gibbs, H&I Adventures and Ruari Watt, DMBinS
1200 1245	DIRTT Update on the progress of the EU wide Trail Building Educational Programme – Developing Intereuropean Trailbuilding Training (DIRTT). Thomas Larssen-Schmidt, International Mountain Bike Association (Europe)
1330 1430	Case study: Activating pump tracks, Social Track An exploration of the background, the work, process and partnerships required to maximise a mountain bike facility in an SIMD area of Scotland. Dan Scott, Social Track

Destinations & Innovation

Premier Destination Spotlight: Highlands, Fort William & Lochaber	Panel session exploring the challenges and opportunities for mountain biking and cycling in the Highlands and the impact the expected growth could have on communities and businesses in the region.	Ruari Watt (DMBinS), Frazer Coupland (Lochaber), Carrie Starkie (Sustrans), Chris O'Brien (Nevis Range)
Accommodation Providers	Information session – including launch of bike storage scheme in Highlands & Aberdeenshire.	Ruari Watt (DMBinS) and Aviemore Guest House, Ravenscraig
Spotlight on Aberdeenshire	Building a sustainable mountain bike destination through a strategic approach, relationship building and partnership working in Aberdeenshire.	Will Clarke (DMBinS) chairs with Jennifer Craw (ONE), Chris Foy (Chief Executive VisitAberdeenshire) & Belinda Miller (Aberdeenshire Council)
Premier Destination Spotlight: Tweed Valley	Panel session exploring the progress, and challenges, in developing & creating a world class mountain bike destination.	Ed Shoote (DMBinS) chairs with Prof Geraint Florida-James (Edinburgh Napier University), Emma Guy (Tweed Valley BID), Katie Jarvis (Forestry and Land Scotland) & Chris Ball (Enduro World Series)

Health & Sport

Creating A World Class Participation & Sporting Pathway	Detailing the support Scottish Cycling is providing for mountain biking and how opportunities such as the cycling facilities fund will help grow the sport.	Craig Burn – CEO Scottish Cycling
Scottish Cycling's XC Pathway	A system producing excellence.	Scottish Cycling MTB Coach, Paul Newnham
Responsible access	The Covid-19 pandemic has brought many new riders into our sport. How do we keep them riding whilst educating them on responsible access and our cumulative impact on the environment.	Graeme McLean chairs with Bridget Finton (Nature Scot), Phil Whitfield (FLS), Lee Cousins (MTB Consortium) & Aoife Glass (MTB Journalist)
Source to Sea/Match the Miles	Inspiring adventure and engaging schools. How schools, colleges, workplaces and more can get involved in 2021 and use the inspiration to make a lasting difference.	Lee Craigie and Jenny Graham – The Adventure Syndicate with Scottish Cycling Club Development Team

KEY

Recorded
 Live
 Speaker(s)

Schedule

	Trails	Destinations & Innovation	Health & Sport
1445	 Mountain Bike Ethics Ebikes, Enduro capable bikes, adventure, instagram – is this all sustainable? Do we need create a set of outdoor ethics for Scottish mountain bikers?	 Innovation in mountain biking What interesting work has been going on at MTBCOS? Hear updates on topics ranging from testing products, cycling for Mental Health, athlete testing and increasing female participation.	 Case study: Arran High School How a school has grown its MTB club every year and now incorporates leadership from young people, trail building, night riding and more - leading to improvements in academia, health & well-being and jobs for students.
1600	 Graeme McLean (DMBinS) hosts Bridget Jones (Nature Scot), Andy McKenna (Go Where Scotland), Davie Black (Mountaineering Scotland) & Tommy Wilkinson (DW Agency)	 Danny Cowe (Mountain Bike Centre of Scotland) is joined by Associate Professor Tony Westbury, Dr Lesley Ingram-Sills and Dr Lewis Kirkwood (Edinburgh Napier University)	 Robert McNeice (Arran High School) and Christine Fox (DMBinS)
Rider Focussed Evening			
1900	 Building MTB Trails in Scotland An opportunity to understand how a new model of riders working with landowners can develop new trails - built by riders for riders.		
2000	 Featuring Ben Cathro, Forestry and Land Scotland (FLS) and the Aberdeenshire Trails Association (ATA)		
2000	 Elite Riders – 2020 A challenging but unbelievable year for elite Scottish mountain bikers. Live Q&A session. What would you ask?		
2100	 Reece Wilson, Isla Short, Mikayla Parton, Katy Winton		

KEY

 Recorded  Live  Speaker(s)

0915–1050

Industry National Sessions



0915 ————— 0940

Fergus Ewing MSP

Ministerial update to open the Digital Summit

The Scottish government view this event as a vital forum to discuss the key opportunities and issues affecting this sector in these challenging times and to continue to show their support for the mountain bike community and industry.

The Cabinet Secretary will acknowledge the positive impact and enthusiasm for cycling during the COVID-19 pandemic and will discuss the opportunities we now have to grow the sport whilst exploring how we mitigate against any negative impact such as conflict with other land and road users in addition to any environmental impact.

During this keynote address the Cabinet Secretary will also be answering questions from the mountain bike community, provided in advance of the recording.



0945 ————— 1015

Graeme McLean Head of Developing Mountain biking in Scotland

Progress of partners in delivering the world's first National Strategy for mountain biking

An update on the progress being made by DMBinS and its partners in delivering the national strategy for mountain biking 2019 – 2025. Launched in April 2019, this ambitious strategy followed 10 years of groundwork and has the vision for Scotland to be recognised at the European leader for mountain biking through innovative product development and tourism, participation and sport development and sustainable trail development and management.

But what does this mean? Want to find out more, this session will provide an interesting insight into the huge amount of work going on across the sector.



1020 ————— 1050

w – CEO 2023 UCI World Cycling Championships

History being made here in Scotland with the inaugural UCI Cycling World Championships

The historic and innovative event will take place over two weeks in August 2023. It will bring together 13 UCI World Championships for different cycling disciplines in one unprecedented event that will see thousands of the world's best cyclists vying to win the prestigious rainbow jersey.

This live session will be an exciting opportunity to hear from the newly appointed CEO. She will be able to explain the background and the collaborations that made this historic event happen. She will also give an insight into how 2023 can become a positive focus, channeling energies and harvesting opportunities. Want to know more about the expected social and economic impacts of the event or find out about the opportunities for the Scottish MTB tourism industry, product companies and the wider MTB community, then this session is one not to miss.

1100–1145

Delegates Pick Sessions From This Point Onwards



Sustainable Trails Models 🎥

Global examples of good practice

Trevor Ferrao from Whistler Off Road Cycling Association (WORCA) explains how they have led the stewardship of mountain biking trails in the Whistler valley for over 30 years.

Simon Christensen, Silkeborg Kommune, Denmark explains how a structured partnership approach of investment from Local Government and nature protection agencies has helped grow the trail network working with volunteers.

PayDirt is Santa Cruz's commitment to increasing access to trails by supporting the work of people who make it happen. They have pledged to donate \$1 million over the next three years towards trail projects, local organisations, events and programs that are geared towards creating and strengthening opportunities for people to get out on the trails. Find out more from Seb Kemp & Katie Zaffke.

What can Scotland learn from these models? What support do they receive and is it transferrable or can this successful model be replicated in Scotland? Join in, comment and consider for yourselves.



Premier Destination Spotlight 📍

Fort William & Lochaber

An virtual discussion exploring the challenges and opportunities for mountain biking and cycling in the Highlands. Our highland development coordinator will provide an update on the work they have been doing so far in the region, including the development of the highland bike plan. There will be a focus on the role of large events like the UCI World Cup and 2023 World Championships and the challenges hosting large scale events, welcoming visitors, and providing great experiences during and post covid.

Representatives of Lochaber Chamber of Commerce, Nevis Range and Sustrans will give an update or developments and insights on maintaining Lochaber's special place in the world of mountain biking and will take questions from the audience in this live session.



SC Sporting Pathway 📍

Creating a world class participation and sporting pathway

Like for so many aspects of our 'normal' lives the sport of cycling has been greatly affected by the Covid-19 pandemic. CEO of Scottish Cycling, Craig Burn, will detail the impact of the pandemic on our sport in 2020. He will also explain that despite the challenges facing our sport there are positives which the sector and community need to celebrate and embrace.

He will outline the 2019-2023 Scottish Cycling strategy and the work being progressed to develop mountain biking across its pillars. He will also explain how the sport of cycling will utilise the profile of Scotland hosting the UCI Cycling World Championships in 2023 and the need for more access to clubs, particularly for children and young people, greater numbers of accessible events, supporting the diversity of our sport and how new trails and pump tracks developed through the Cycling Facilities Fund will support these actions.

1145–1200

Delegates Choose From The Following 3 Short Films



Protecting Trails 🎬

An example of a company taking responsibility for their trails

Chris Gibbs from Highlands and Islands Adventures, an international mountain bike tour company based in the highlands, talks about the responsibility of those who make a living from the trails to put something back. Featuring a really cool wee film.



Accommodation Providers 🎬

Information session – including the launch of a bike storage scheme in Highlands & Aberdeenshire

Fantastic opportunity for accommodation providers who want to encourage and prepare for visiting mountain bikers. This feature showcases an Aviemore business who have increased their offer to cover basic and yet extremely important facilities to welcome muddy riders to their establishment. Find out how you can secure financial support to help your business do the same.



Scottish Cycling's XC Pathway 🎬

A system producing excellence

The recent successes on the global stage by our Scottish XC riders is no accident. This short film showcases the pathway and the years of work and determination by Scottish Cycling and our athletes to produce these awesome results.

Paul Newnham, Scottish Cycling XC Coach will explain the history, the pathway and provide a rarely reported insight into this world. Paul raced at elite level XC for 3 years in the UK, had some top 15's but never set the world alight (his words). He says he's a better coach than he was a rider, we think his athletes would agree. Look out for a cameo from a wee special rider.

1200–1245

Delegates Pick Sessions From This Point Onwards



DIRTT

Update on progress from EU wide Trail Building Educational Programme

We are continuing to work with our partners across Europe through the DIRTT project (Developing Inter-European Resources for Trail Building Training), to ensure the development of a robust training and education programme for trail maintenance volunteers and trail building professionals.

In this session, President of the International Mountain Bike Association (IMBA) Europe, Thomas Larsden Schmidt, will provide an update on the programme and explain just what this trailblazing project will mean for trails across Scotland.



Premier Destination Spotlight

Aberdeenshire

How do you build a sustainable mountain bike destination? Through a strategic approach, relationship building and partnership working. In this session we will investigate how the partnerships have developed in Aberdeenshire leading to the North East Adventure Tourism Project 2020-21, the planned ongoing support for MTB & Adventure Tourism development and how businesses can be supported in the sector through COVID and beyond.

Our Will Clarke chairs this live session with Jennifer Crow (ONE), Chris Foy (Chief Executive VisitAberdeenshire) & Belinda Miller (Aberdeenshire Council). Questions will be welcomed from the audience.



Responsible Access

Understanding the pressures on the outdoors

The Covid-19 pandemic has brought many new riders into our sport. In this session we look at how we can keep them riding whilst educating them on responsible access, and also look at our cumulative impact on the environment. Just what has been the Covid impact on our outdoors? How do we mitigate against any negative impacts to this growth in accessing the outdoors.

Representatives from NatureScot, Forestry and Land Scotland and mountain bike journalist, Aoife Glass, will investigate and take questions from the audience in this live session.

1330–1430

Delegates Pick Sessions From This Point Onwards



Socialtrack 🎥

Accessing pump tracks – A Case Study

Socialtrack are an awesome and unique social enterprise involved with the local community providing education and training as well as bikes. They use profits to maintain local facilities and to campaign for more. Their main facility and success story is the Wishawhill Wood Pumtrack.

In this recorded session, Graeme chats to Daniel, the founder and chief grafter of Socialtrack. This is some inspiring stuff also includes a pretty inspiring film. If you have your eye on the recently announced Cycling Facilities Fund and have an inkling for a community project – this is a great session for you.



Premier Destination Spotlight 📍

Tweed Valley

The Tweed Valley is certainly a premier mountain bike destination in Scotland, and things are still getting better. So many opportunities and developments are on the horizon for the area, which are a huge boost to not just the local community but the whole country.

With the return of the Enduro World Series to the Valley, the proposed MTB Innovation Centre and Bike Park in Innerleithen, new zoning of recreation areas alongside the TVTA's work and big plans to improve and refresh the trail centres on the cards - things are heating up in the Borders.

Our Ed will host this live session with special guests including, Chris Ball EWS, Katie Jarvis FLS, Emma Guy Tweed Valley BID and Edinburgh Napier and MTBCOS Prof Geraint Florida-James. Questions will be welcomed from the audience in this session.



Source to Sea/Match the Miles 📍

Inspiring adventure and engaging schools

The Adventure Syndicate are a not-for-profit organisation who use the inspiring stories of women adventuring by bike to encourage other women to push their perceived limitations. Not by showing themselves to be all-knowing, powerful and impressive but by being open and honest about their limitations, vulnerabilities, and failures too.

This session will be hosted by The Adventure Syndicate's, Lee Craigie and Jenny Graham. Launching a new inspirational adventure 'Source to Sea' these incredible women will explain how the hugely successful 'Match the Miles' initiative will be linked to the new adventure to inspire schools and people across the country.

1445–1600

Delegates Pick Sessions From This Point Onwards



Ethics ■

Open access, ebikes, enduro capable bikes, adventure, instagram – is this all sustainable?

Do we need create a set of outdoor ethics for Scottish mountain bikers? In this live session we will hear from industry experts and seasoned mountain bikers on this sometimes hot topic. How has the mountain bike scene changed over the years? How do we as a community address these issues? Who should be driving forward a forward thinking approach?

GoWhere Scotlands Andy McKenna, Bridget Jones from NatureScot, Davie Black Mountaineering Scotland and mountain bike filmmaker and writer Tommy Wilkinson, will be on board to discuss. Join in, comment and consider for yourselves.



Mountain Bike Centre of Scotland @

Innovation in mountain biking

Danny Cowe (Mountain Bike Centre of Scotland) is joined by Associate Professor Tony Westbury, Dr Lesley Ingram-Sills and Dr Lewis Kirkwood (Edinburgh Napier University). What interesting work has been going on at MTBCOS? Hear updates on topics ranging from testing products, cycling for Mental Health, athlete testing and increasing female participation.



Case Study ■

Arran High School

It's the club you wish you had when you were at school!

When something is done right and has an impact across a whole community – it needs to be held up and celebrated. Arran High School Mountain Bike Club is a fantastic achievement by all involved. They have an innovative mountain bike programme, integrating all things MTB into the formal curriculum from trail building (with landowner permissions of course), bike maintenance and now MTB Leadership. Pupils leading pupils!

This session will give you the opportunity to see what has been done and how a mountain bike club can affect many other areas of the curriculum and the community.

Innovative, inspiring and totally achievable; if you want to know how they did it, the enormous impact this has had on pupils physical and mental wellbeing then join us for this session. It's a real good, feel good story.

1900–2100

Rider Focussed Evening



1900 ————— 2000

Building MTB Trails in Scotland

An opportunity to understand how a new model of riders working with landowners can develop new trails - built by riders for riders. Featuring Ben Cathro, Forestry and Land Scotland (FLS) and the Aberdeenshire Trails Association (ATA)

Featuring a special short film with Ben, followed by a live question and answer session.



2000 ————— 2100

Elite Riders – 2020

A challenging but unbelievable year for elite Scottish mountain bikers. Here is your opportunity to hear from the riders who were setting tracks on fire all over the globe! Live Q&A session featuring Elite Men's Downhill World Champion, Reece Wilson and Isla Short, Mikayla Parton and Katy Winton. What would you ask?