

THE STRATEGY FOR SCOTTISH MOUNTAIN BIKING, 2019-2025 **PROGRESS REPORT 2022**



This 'Progress Report' was developed by Developing Mountain Biking in Scotland (DMBinS) with the support and help of all the Scottish Mountain Bike (MTB) Consortium members.

		
		
	 Highlands and Islands Enterprise Iomairt na Gàidhealtachd 's nan Eilean	
		
		
		

PROGRESS REPORT

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VISION

Scotland to be recognised as the leader of European mountain biking through innovative product development and tourism, participation and sports development, and sustainable trail development and management.

Progress towards Vision:

This is a high-flying ambition, but the award from IMBA Europe to Developing Mountain Biking in Scotland (DMBinS) as the 'Best National Trail Organisation' in Europe 2022 illustrates that there is such recognition.

MISSION BY 2025

Two million annual visits to the Scottish outdoors on a mountain bike, an increase of 33%. ✓

A world champion or world series winner in every mountain bike discipline. ✓

Increase mountain biking's annual total economic GVA contribution to £158m by 2025, an increase of 51%. ✓

Internal analysis by DMBinS of the mountain bike industry over the last few years indicates that all three of the strategy's objectives have been met.

PROGRESS REPORT

INTRODUCTION

Welcome to a progress report on implementing the Strategy for Scottish Mountain Biking, 2019–2025.

The Strategy for Scottish Mountain Biking, 2019–2025 (the MTB Strategy) was launched in April 2019 to global acclaim for its vision, ambition, and integration of all those with a stake in Scottish mountain biking. Whether tourism businesses, product manufacturers, trail builders or managers, volunteers, or riders—**there was a sense that the strategy captured the thoughts, hopes, and dreams of a growing and positive sector.**

It is the existence of this holistic strategy which has helped secure a projected investment of over £200m into mountain biking.

It is fair to say that the first three years of the strategy's implementation have not gone as anticipated. There have been highs and lows over the last three years for Scottish mountain biking.



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THOUGHTS, HOPES,
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A GROWING AND
POSITIVE SECTOR."

PROGRESS REPORT

COVID

In March 2020, the UK Government followed most developed countries in implementing a national lockdown due to Covid-19.

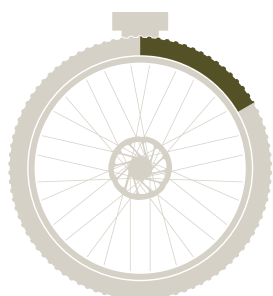
From a mountain bike perspective, riders were asked to change their habits and look for trails close to home while riding within their own ability to prevent further strain on the National Health Service. Having been advised by Developing Mountain Biking in Scotland, riders should be proud of their response to the pandemic, with the vast majority following and adhering to all the appropriate advice provided over the year and a half of lockdown activities.

Cycling and walking emerged as the two main activities in which people all over the UK and globally could participate to benefit their physical and mental health. This led to

a 'bike boom' with sales of bikes, parts, and accessories exceeding demand. Statistics from the Bicycle Association of Great Britain state, despite supply chain issues, that in 2020, the UK cycling retail market reached £2.31bn with, on average, a bike sold every 10 seconds, with 3.1m bikes sold, and 40% of those were mountain bikes!

Participation in mountain biking and cycling followed a similar increase, with counters in the Tweed Valley showing an increase of 26% from 2019 to 2020. This follows a similar pattern to leisure cycling routes, with Cycling Scotland's National Monitoring Framework data showing a 47% increase in cycling journeys compared to the previous year.

IN 2020, THE UK CYCLING RETAIL MARKET REACHED £2.31BN



ON AVERAGE, IN 2020, A BIKE
WAS SOLD EVERY 10 SECONDS.



OF THE 3.1M BIKES SOLD IN 2020,
40% WERE MOUNTAIN BIKES.

INVESTMENT INTO SCOTTISH MOUNTAIN BIKING

The MTB Strategy has helped a range of public and private sector partners realise the most significant levels of anticipated investment ever seen in Scottish mountain biking.

Project	Investors	Amount £(000s)	Timescale
MTB Innovation Centre & Bike Park	UK Government—Borderlands Inclusive Growth Deal, South of Scotland Enterprise (SOSE), Edinburgh Napier University (ENU) & private sector	90,000	2019–2029
UCI Cycling World Championships 2023	Scottish Government (SG), VisitScotland (VS), EventScotland (ES), Local Authorities, Forestry and Land Scotland (FLS), Scottish Enterprise (SE), SOSE, Highlands & Islands Enterprise (HIE), & private sector	50,000	2020–2023
Cycling Facilities Fund (CFF)*	Scottish Government (SG), Transport Scotland, National Lottery, sportscotland (ss), Local Authorities, communities, & third sector	20,000	2020–2025
7stanes Refresh	Scottish Government—Borderlands Inclusive Growth Deal, South of Scotland Enterprise, Forestry & Land Scotland & private sector	5,000	2021–2027
Glentress Masterplan	Trail development, skills area (2023) and forest cabins development (2023/4). Forestry and Land Scotland (FLS) and Forest Holidays, with support from Scottish Borders Council and SOSE.	6,500	2022–2024
Highland Bike Plans	HIE, Cairngorms National Park Authority, Highland Council, National Lottery, Cycling Facilities Fund, FLS, Scottish Land & Estates, Local Authorities, & private sector.	5,400	2021–2025
North East Adventure Tourism Project**	Opportunity North East (ONE), Just Transition, Levelling Up, SE, VisitAberdeenshire & private sector	23,000	2021–2030
Major MTB Events (Fort William DH World Cup & Enduro World Series Tweed Valley)	ES, Local Authorities, FLS, SE, SOSE, HIE, & private sector	3,200	2019–2022
Marketing Campaigns	VS, DMBinS, Destination Management Organisations, & private sector	150	2021–2022
Destination Development	Scottish Government, SE, HIE, SOSE, UK Government Shared Prosperity Fund, FLS, ONE, & private sector	1,000	2019–2023
Total		£204,250	

* Cycling Facilities Fund will be investing into several of the strategic projects such as Highland Bike Plans and NEAT—this implies a small level of double counting which would reduce the overall total.

** Capital investment business case which has MTB at its core but also includes wider adventure tourism projects.

MARKET STABILISATION & CHALLENGING CONDITIONS

The bike boom experienced in 2020 has produced excellent trading conditions and rates of participation; however, data from 2021 indicates that the market is stabilising, with the Bicycle Association of Great Britain stating that '2021 was up 34% vs 2019, with strong double-digit value growth seen across all categories. However, the total number of bicycles sold in 2021 was down vs 2019.'

Although anecdotal (August 2022), tourism in key mountain bike destinations appears to decrease in 2022. The previous years had experienced strong results with the domestic tourism market choosing or being restricted to staycations. The World Tourism

Organization research indicates that the global tourism market reached 57% of pre-pandemic levels in the first seven months of 2022. Whilst this can be seen as a positive return, international tourism is up 172% from 2021 to 2022. It also indicates fragility in the market, and proactive marketing campaigns should be continued for the UK market and increased in nearby countries.

This, combined with the increased cost of living, produces a more challenging landscape for the mountain biking industry across all sectors, from tourism to retail to product development.



"COMBINED WITH THE INCREASES IN COST OF LIVING IS PRODUCING A MORE CHALLENGING LANDSCAPE FOR THE MOUNTAIN BIKING INDUSTRY ACROSS ALL SECTORS FROM TOURISM TO RETAIL TO PRODUCT DEVELOPMENT."

CONTINUED GROWTH OF SUPPORT FOR MOUNTAIN BIKING

The last three years have seen a rise in the support for mountain biking. This has primarily been due to the proposed increase in capital infrastructure alongside the recognition that skilled regional business engagement and destination development will support the growth of mountain biking tourism.

The partner responsible for overseeing the MTB strategy delivery is Scottish Cycling through a dedicated staff team, Developing Mountain Biking in Scotland (DMBinS). DMBinS has become particularly adept at developing strong strategic funding applications. The team has been able to grow investment not only into Scottish mountain biking, as it

has since its inception in 2010, but also into growing its team and delivering effective projects which support the sector.

Given the level of proposed investments and the market stabilisation within challenging trading conditions, it is vital that critical positions within DMBinS, such as the 'Head' and 'Communications & Business Support', continue to be supported for the course of this strategy. The Scottish Government currently supports them, and there will be decreases in core funding from 2023; core DMBinS functions will be expected to be entirely self-funded by 2025.



STORMS OF 2020/2021

On November 29th, 2021, Storm Arwen hit Scotland, causing widespread devastation, particularly to forests, across Scotland. The trails were severely affected, with windblown trees strewn across several of our key destinations. There was also a severe risk to mountain bikers as many trees were left either 'hanging' or unstable, leading to a risk of further trees falling on people. DMBinS played a significant role in communicating the risks to riders through weekly webinar updates and social media posts.

DMBinS also began liaising with landowners, particularly Forestry and Land Scotland (FLS), to understand how mountain bikers could help or hinder the clear-up effort to get trails open again. DMBinS met with strategic partners daily to help obtain permissions for Trails Associations (TAs) to assess the condition of the trail network and then begin diverting trails around windblown trees.

Through strategic partnerships in the North East of Scotland, the area worst affected by the storm, £400,000 worth of funding was secured from the Scottish Government to be invested into mountain bike trails and help the clean-up effort. We are currently working with Tarland Development Group to support them through the process of realising £350k of this investment was directed to the Tarland Development Group, which was then matched with the **sportscotland**/Scottish Cycling Facilities Fund and other funders to create the most significant single investment into community-led MTB facilities since 2006. The final £50k was granted to DMBinS, through Scottish Cycling, to tender for a Forest Works Manager to undertake clearing trails and sub-contracting trail builders to build new replacement trails with Aberdeenshire Trails Association (ATA) and Forestry and Land Scotland.



MTB CONSORTIUM

The members of the MTB Consortium (listed below) continue to play an essential role in overseeing and delivering on the actions within the MTB Strategy. Collectively, they come together three times a year to monitor progress and ensure as effective partnership working as possible.

Bringing the members together performs a valuable function. However, arguably even more helpful are the relationships that develop through this structure, enabling improved communication, joint working, and partnership working on emergencies, such as providing effective communication to mountain bikers during Covid.

Scottish Mountain Bike (MTB) Consortium members:

Cycling Scotland	NatureScot
Cycling UK (Scotland)	Scottish Cycling
DMBinS	Scottish Enterprise
Edinburgh Napier University	Scottish Government
EventScotland	Scottish Land & Estates
Forestry and Land Scotland	South of Scotland Enterprise
Glenmore Lodge	sportscotland
Highlands & Islands Enterprise	VisitScotland
Mountain Bike Centre of Scotland	

Attracting Visitors

EventScotland
Forestry and Land Scotland
VisitScotland

Sport Development

Volunteers / Local Authorities

Edinburgh Napier University
Glenmore Lodge
Scottish Cycling
sportscotland

Business Development

Edinburgh Napier University
Forestry and Land Scotland
Highlands & Islands Enterprise
Mountain Bike Centre of Scotland
Scottish Enterprise
South of Scotland Enterprise

Facilities

*Volunteers / Local Authorities /
Other Landowners*

Forestry and Land Scotland
Highlands & Islands Enterprise
Scottish Cycling
Scottish Enterprise
Scottish Land & Estates
sportscotland

Events

*Volunteers / Local Authorities /
Event Organisers*

EventScotland
Forestry and Land Scotland
Scottish Cycling
VisitScotland

Participation

Local Authorities / Volunteers

Cycling Scotland
Cycling UK (Scotland)
Forestry & Land Scotland
Glenmore Lodge
NatureScot
Scottish Cycling
sportscotland

MTB Strategy & Action Plan
Co-ordination/Delivery in
All Areas



**Developing
Mountain Biking
in Scotland**

Partnerships Across the Action Areas

The action areas can only be delivered through a range of partnerships. This maximises resources and provides the best outcome for the people that matter: the riders!





TRAILS

PROGRESS HEADLINES



- Glentress Masterplan is being built, by Forestry and Land Scotland (FLS), in 2022, with 12km of new trails (plus a skills park area) being developed, of which several sections will be used as part of the course for the UCI Cycling World Championships in 2023.
- Tarland Trails 2, meeting the long-standing need for a regional-level trail centre in Aberdeenshire, this new trail centre will be the most significant single investment (£1m+) into our community-led trail network and will feature 21km of new trails.
- 25 pump tracks and MTB skills areas have already been awarded investment for meeting the needs of local communities, based mainly in urban areas, to the value of £4.7m.
- Highland Bike Plans have already helped secure £3.1m of investment into trails and bike projects relating to environmental protection across key destinations.
- 20 trails associations formed and functioning across Scotland.
- DIRT Trail Dig Leader Course developed, piloted, and rolled out with trained tutors. Part of an EU Erasmus+ project has also seen a college course delivered in Geilo, Norway, which Scottish students are accessing.
- Research has been conducted into the current and future potential usage of e-bikes.
- DMBinS was awarded the 'Best National MTB Trails Association' in Europe in 2022 by IMBA Europe.
- Bike Park Tweed Valley has secured £6m of investment through the Heads of Terms in the MTB Project (includes the MTB Innovation Centre) and is currently investigating land management models with Forestry & Land Scotland and potential private sector investment to realise the project.
- Scottish Trail Summit held in Perth in 2021 with over 50 attendees from trails associations, land managers and landowners across Scotland.
- Using the employment infrastructure within Scottish Cycling, the first staff member was recruited to work exclusively with a trails association (Tweed Valley Trails Association) through DMBinS.
- A new pilot trail counter was developed to display trail counter data in near real-time with access to a dashboard with local, regional, and national information.

- Blue Doon, a new 8km gondola accessed blue graded trail opened at Nevis Range Mountain Reosrt. Project funded by sportscotland Sports Facilities Fund.
- DMBinS, Scottish Cycling and sportscotland have support the 25 successful applications to mountain biking facilities, including pump tracks, receive £2,351,744 of investment from Cycling Facilities Fund releasing a total investment of £6,392,064 in to mountain biking facilities so far.
- Business cases are being developed for a £5M project to redevelop the 7stanes sites in 2024. This project is part of the Borderlands Growth Deal and is a partnership with Forestry and Land Scotland, the Scottish Government, South of Scotland Enterprise, Scottish Borders Council, Dumfries and Galloway Council, Visit Scotland and DMBinS.



"THIS NEW TRAIL CENTRE (TARLAND TRAILS TWO) WILL BE THE BIGGEST SINGLE INVESTMENT INTO OUR COMMUNITY LED TRAIL NETWORK."

TRAILS—CASE STUDY

THE GROWTH & VALUE OF TRAILS ASSOCIATIONS

Mountain biking has had a culture of building trails, often illegally without permission, for enthusiasts to enjoy the sport. While participation numbers were low, this was often a minor inconvenience to landowners and land managers (landowners). However, as the sport has continued to grow, these trails have caused severe concerns to landowners due to the potential liability of those accessing their land, the environmental impact of the trails, and the potential conflict with other users, particularly walkers and horse riders.

In response to these concerns, the National Access Forum published 'Unauthorised Trails: A guide for mountain bikers and land managers' in 2018. A suggested model was for the mountain bike community to form constituted groups to ensure the trails were appropriately safe, inspected and maintained, and mitigate any potential clashes between user groups.

The mountain bike community across Scotland embraced this opportunity. With the support of Scottish Cycling, through its staff team, Developing Mountain Biking in Scotland (DMBinS), the number of TAs went from 4 to 19 (& counting) in under four years.

The TAs have actively engaged in training, dig sessions, and have built their own communities through fundraising and working with local stakeholders. Anecdotally, this has led to greater levels of cohesion in both the

community of interest (mountain bikers) and communities of place (where they operate), increased participation on the trails managed by TAs, reduced conflict between user groups (mountain bikers and walkers/horse riders), and economic growth within local rural communities where TAs are based.

As the trail association model evolves, there is an opportunity to take a longer-term planned approach to sustainable trail management in association with landowners.

“Trails Associations are a massive step forward as we can now manage trails, build relationships and help us mitigate risks affecting us as land managers.”

John Ireland, Health & Safety Officer, Forestry & Land Scotland



DESTINATIONS

PROGRESS HEADLINES



- Secured the UCI Cycling World Championships 2023 to be held in Scotland's two premier destinations: Tweed Valley and Fort William & Lochaber, with a £75m contribution to the event from the Scottish Government.
- Hosted the UCI Downhill World Cup in Fort William in 2022. The event was the largest to date, with 21,500 spectators.
- Enduro World Series returned to the Tweed Valley in 2021 and 2022, with the events attracting over 15,000 spectators each year and promoting the trails in the Tweed Valley to a global audience.
- Mountain bike festivals are growing across Scotland, particularly into the autumn shoulder season, with events such as Dukes Weekender and Tweedlove proving successful with brands and riders.
- 6.56m impressions on a campaign run by DMBinS, including #MTBFORALL and responsible mountain biking messages, which was funded through the VisitScotland Destination & Sector Fund.
- Scottish MTB Tourism microsite launched with an online business self-assessment tool, free images and video resources, destination-specific advice and videos, and a downloadable pdf guide to MTB tourism.
- Key destinations across Scotland developed mountain biking content as part of their destination-wide promotions.
- 56+ businesses improved their level of service to mountain bikers through the DMBinS Secure Bike Storage Scheme.
- 380 businesses engaged in mountain bike business workshops across key destinations encouraging greater collaboration, improved marketing, and increased levels of destination collaboration.
- Global brands, including Scott, Shimano, Santa Cruz, Maxxis, and Cervelo, have all chosen Scotland to launch products.
- Hosted an online Scottish Mountain Bike Gathering in 2020 with over 700 delegates attending from 14 different countries.

📷 Nevis Range



SECURED THE UCI CYCLING WORLD CHAMPIONSHIPS 2023 TO BE HELD IN
SCOTLAND'S TWO PREMIER DESTINATIONS

DESTINATIONS—CASE STUDY

ABERDEENSHIRE

The North-East, Aberdeen City and Aberdeenshire, has long been recognised as the 'forgotten' region in Scottish MTB.

There are many high-quality, large-scale trail centres throughout the South of Scotland, Highlands, Central Scotland and Tayside & Fife. However, there is a clear gap in the North East region. Although Aberdeen is the third largest city in Scotland, the nearest trail centre is Glenlivet in Moray, over 60 miles away, with connections only via rural roads. To ride at a trail centre with more demanding black runs it is necessary to travel to Laggan in the Highlands, a 3-hour drive from Aberdeen. There had been fantastic smaller-scale developments delivered by the community in Tarland, Aboyne, and DH Farm in Portsoy and trails in Forestry and Land Scotland-managed forests of Pitfichie and Kirkhill.

However, with a solid local riding scene and developed tourism infrastructure, there was a demand to develop the area further.

In 2018, DMBinS successfully secured funding from EU Leader collaboration funding, Aberdeenshire Council and Scottish Enterprise to appoint a regional co-ordinator with a strategic and holistic development plan to sustainably grow mountain biking in the region.

An independent evaluation of the project by Edinburgh Napier University in 2019 concluded that 'there is evidence that significant value has been added to the

mountain bike sector in the region through the strategic approach. A more powerful, more coherent sense of community has been developed, and there is a greater shared understanding of potential strategies to continue growing the regional offering.

In particular, the project was instrumental in supporting the set-up of the Aberdeenshire Trails Association, growing an industry cluster, and supporting community groups as they developed plans for a more extensive trail centre or bike park in the area.

Existing and regional partners recognised the project's contribution to the local economy and community. In 2019, existing partners, along with Opportunity North East (ONE), agreed that the project should continue and lessons learned from the development of mountain biking should be extended to other outdoor activities. North East Adventure Tourism was created with staff remaining as part of the DMBinS team.

Over the last two years, the NEAT project has gone from strength to strength with innovative marketing initiatives, strong business engagement, training, and development, and increased support for Aberdeenshire Trails Association and communities who are developing trail centre projects.

The NEAT project, and its partners, have developed an ambitious strategic business case seeking £23m of investment into

“A stronger, more coherent sense of community has been developed, and there is a greater understanding of how to grow the offering in the region.”

Dr Tom Campbell, Edinburgh Napier University

adventure tourism projects in the area. This business case, along with the existing work in the area, and particularly, the drive and passion of the local community, has supported the £1m+ investment into Tarland Trails Two, the region's first large-scale trail centre. They have also successfully secured an additional £2m from Just Transition funding from the Scottish Government to deliver elements of the business case between 2022–24.



INNOVATION PROGRESS HEADLINES



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- Secured £13m of public investment through the MTB Project (combined with Tweed Valley Bike Park—see Trails) for the world’s first MTB innovation centre in Innerleithen, Scotland.
 - The outline plans for the development of the Caerlee Mill site have been submitted to Scottish Borders Council while continuing to ensure that the development and facilities meet the needs of the industry. A joint venture between Edinburgh Napier University and South of Scotland Enterprise is being discussed to run the Innovation Centre and Trail Lab.
 - Scottish Enterprise and Scottish Engineering, in partnership with MTBCOS, provided a reshoring workshop aimed at Scottish engineering firms to showcase the opportunity to supply the cycling industry in the UK.
 - Global participation in cycling has seen exponential growth, which has led to a surge in bike demand but has also left bike brands struggling to meet demand due to significant issues in supply chain availability and shipping costs. This created a unique opportunity for Scottish companies. Following this workshop, a number of Scottish companies expressed interest in manufacturing for the industry.
 - One business seized the opportunity to create its own branded MTB products, with support from MTBCOS in the form of a Scottish Funding Council-funded innovation voucher.
 - Scottish Enterprise is continuing to expand on this opportunity by assisting large international bike brands to source suppliers in Scotland.
 - As a founding member of Cycling Industries Europe (CIE), the Mountain Bike Centre of Scotland has secured multiple opportunities to showcase cycling expertise within academia in Scotland. Professor Christof Backhaus (MTBCOS and ENU) is a key team member commissioned to study the state of the industry and collect anonymised data across the cycling ecosystem, from consumers to components supply. This research report, “Bridging the Gap”, was presented by Professor Backhaus to Cycling Industries Europe at their AGM in Brussels in May 2022 and to the international cycling trade at Eurobike in September 2022. This work continues to strengthen the reputation of Scottish academia as the go-to experts on cycling research and business.

- MTBCOS are members of the CIE, Cycling Innovation Network expert group, which was established to help support a network of cycling sector SMEs, start-ups and entrepreneurs and link them to partners such as clusters, investors and research centres. This is a vital role in ensuring that Scotland continues to promote the expertise of Scottish academia to international bike brands and start-ups. CIE also established the Women in Cycling Network group to address the inequalities of women represented in cycling businesses. We are delighted to have a strong representation in this group from academic members of MTBCOS.
- Several innovative products are currently under development by Scottish companies, with the support of academic experts from MTBCOS: including a gearbox and drive unit; a Scottish-designed and manufactured MTB pedal; a saddle; a rearview cycling mirror; chain lube system; e-bike; head trauma impact system and more.

**SECURED £13M
OF PUBLIC
INVESTMENT
THROUGH THE MTB
PROJECT FOR THE
WORLD'S FIRST MTB
INNOVATION CENTRE
IN INNERLEITHEN,
SCOTLAND.**



INNOVATION—CASE STUDY

INTRADrive

The Mountain Bike Centre of Scotland (MTBCOS) was first introduced to Mark Ravillious at one of our Innovation Clinics in 2012 in Aviemore. Mark went on to found a successful start-up developing innovative e-bike motor and gearbox technology (Intra Drive Ltd), but at that time was on a novel working prototype puncture protection system.

By 2015 Mark had moved on to designing and fabricating a steel full-suspension MTB with a unique suspension design and applied for an SFC voucher to work with Professor Geraint Florida-James, lead academic at MTBCOS, Edinburgh Napier University, to test and refine the prototype bike. Although he opted not to carry the bike through to volume production, the prototype testing cemented the start of a strong ongoing working relationship with Mark. The prototype was stolen on two occasions, and on the second occasion, it was never recovered—the innovation journey is never straightforward!

Mark moved on to develop next-generation multi-speed e-bike powertrain technology. In 2016 he founded Intra Drive Ltd, and since then has focused on developing highly innovative gearbox and motor technology to make e-bikes more robust and reduce maintenance.

In 2017 Intra Drive secured SMART feasibility funding from Scottish Enterprise, which enabled Mark to work on the design, prototyping and testing of the novel electronic gear-shifting technology, which is the heart

of the product. Further funding from Scottish Enterprise and Niche Vehicle Network has enabled the company to complete the development of proprietary motor technology and complete development of the full drive unit. The result is a unique high-tech e-bike drive unit, which will be manufactured in volume, competing head-to-head with established multinationals such as Bosch, Shimano, Yamaha, and Brose. After four years of working on developing the technology alone, Intra Drive Ltd has grown to become a team of four engineers and is set to expand further and launch its first product in Q4 2023.

MTBCOS have supported Mark in exhibiting and attending Eurobike, and in 2019 the Intra Drive unit was shortlisted for the prestigious Eurobike Innovation Award at the show. In the autumn of 2019, Mark presented at MTBCOS's Innovation Summit to an audience of international cycling experts. The following year, he successfully secured innovation space at the newly launched Michelin Scotland Innovation Park.

In 2022 Intra Drive built a bike for the company's display at Eurobike, using fully European manufactured parts, showcasing the company's unique next-generation multi-speed drive unit.

The product combines proprietary multi-speed gearbox technology, a lightweight brushless motor, and a novel electronic shifting system, resulting in a compact

and highly integrated 8-speed drive unit. Prototype drive units were displayed and available to test at the Eurobike Trade Show in July 2022, which garnered much interest from the cycling industry.

Mark is now busy preparing to crowd-fund a production run of the refined e-bike drive unit after linking up with a private investor.

After years of hard work, perseverance, and engineering expertise, Mark will see his innovation come to fruition. MTBCOS will continue to provide Mark with knowledge and support as his business develops.



**AFTER YEARS OF HARD WORK, PERSEVERANCE, AND ENGINEERING EXPERTISE,
MARK WILL SEE HIS INNOVATION, COME TO FRUITION.**

HEALTH

PROGRESS HEADLINES



- Trail Therapy continues to roll out with the support of regional funding across Scotland. The project has helped support over 80 people who are experiencing acute or sustained periods of mental ill-health.
- Interest in the Trail Therapy programme is worldwide.
- Rock Up & Ride has given 522 free bikes to children and young people who otherwise wouldn't have been able to afford one. Rock Up & Ride is the Scottish Cycling pilot, funded by Transport Scotland, that delivers fun sessions on pump tracks and mountain bike trails and is very successful in engaging children and young people. The programme engaged cycling clubs and provided 324 additional hours from volunteers to 679 participants.
- The Rider 2 Leader programme has been delivered to over 50 women, with 18 going on to achieve an additional qualification. This is important in building confidence in women to be leaders, which has been evidenced as the main barrier for women to gain qualifications and become role models within local communities.
- Online and in-store promotion of entry-level information on Scottish mountain biking, delivered through a partnership between Decathlon and DMBinS.
- Cycling Scotland continues to manage the Go Mountain Bike award. Through a proficiency scheme, this award supports young people in developing skills and experience to make independent trips on off-road trails. There are currently 97 providers delivering Go Mountain Bike across the UK. In 2021/22, over 600 young people received certificates for completing different themes and levels.
- The new Fundamentals of Mountain Bike Leadership Award (FunMBL), initiated in Scotland and jointly developed between British Cycling and ourselves, was launched in 2021. Despite the Covid pandemic, over 75 new leaders have qualified at this level in Scotland; the youngest is 17 years old, and the oldest is 80.
- A pilot programme has been jointly developed and delivered by DMBinS and Experience Community (EC) to create a course using FunMBL content for adapted mountain bikes. EC are an organisation that supports the physically disabled to get out and ride adaptive bikes, together with DMBinS to create an Adaptive FunMBL course. A CPD module is also in development as an add-on for existing qualified MTB leaders, and aspiring leaders, to support guided rides for disabled/physically less able riders.

- DMBinS is supporting Aneela McKenna to become our second female MTB Leadership tutor with a remit to support more women and more people of colour into MTB Leadership.
- Marketing and promotion of mountain biking have been increasingly more diverse and inclusive, with strong examples from DMBinS's #MTBFORALL campaign and Danny MacAskill's 'Do A Wheelie, Danny' video.
- Responsible mountain bike information featured in campaigns by DMBinS and social media influencers, including Scotty Laughland.
- DMBinS delivered a successful campaign with Decathlon stores in Scotland to help new riders find the best trails, understand the correct kit and spread responsible mountain biking messages and inspiring images to discover the best mountain biking in Scotland.



THE RIDER 2 LEADER PROGRAMME HAS BEEN DELIVERED TO OVER 50 WOMEN TO BUILD THEIR CONFIDENCE TO ACHIEVE ADDITIONAL QUALIFICATIONS.

HEALTH—CASE STUDY

TRAIL THERAPY

Overview

Trail Therapy is an innovative intervention programme run by DMBinS that seeks to use mountain biking in combination with more traditional therapy techniques to support those with a diagnosed mental health illness.

The aim of Trail Therapy is ambitious. It uses, and is helping to create, an ever-expanding body of research into the benefits of being outdoors in nature. Combining nature with mountain biking, which requires focus, concentration, and positive risk assessments, we are evidencing an impressive impact on a person's physical and mental health.

The Reach

To date, this programme has reached over 80 people experiencing mental ill health, with over 90 sessions being delivered across Dundee, Lanarkshire, Fife, Scottish Borders, Stirlingshire and West Highlands. Most participants attend at least one block of 6 sessions, some return for a second, and now, participants are coming back for a third block.

Ages range from primary school-aged children to those in their 50s with female, male and transgender participants. Many come from low SIMD demographics. Being able to supply bikes and PPE has been key to offering this programme to as many people as want to come along.

The Volunteers

Trail Therapy would not run without its fantastic volunteers. To date, the programme has mentored and trained 10 amazing individuals to support, or lead, the rides. DMBinS are grateful that so many folks are willing to give their precious time to support others in this way. The mountain biking community is truly fantastic.

It is not only volunteers who help run the programme. 4 NHS staff in Lanarkshire have worked with DMBinS staff to develop them to be ready to be qualified leaders. This enables them to deliver Trail Therapy in-house.

Trail Therapy Partners



“As a representative of NHS Lanarkshire and an Occupational Therapist, I cannot overstate the positive effect this project has had on all individuals (patients and staff) but also regarding the therapeutic milieu.”

Kevin Jamieson, Specialist Occupational Therapist, NHS Lanarkshire



SPORT

PROGRESS HEADLINES

- World champion or world series winner in every discipline. Reece Wilson—UCI DH World Champion 2020, Charlie Aldridge UCI XC Junior World Champion 2019, and Jamie Edmondson Enduro World Series U21 Series Winner 2021.
- Scotland hosting international events such as the UCI Downhill (DH) World Cup in Fort William and Enduro World Series in the Tweed Valley provides an opportunity for Scots to succeed on the world stage. In 2022, examples include Phoebe Gale and Aimee Kenyon taking 2nd & 3rd at the DH Junior Women. At the EWS, Ella Connelly won the Elite Women, and Innes Graham took 3rd in the Elite Men's.
- In 2022, Scotland will have 38% of the cross country (XC) athletes on the Great Britain Cycling Team.
- 35 young XC athletes per year attended 9 sessions of the RACE National programme to develop their riding skills, gain nutritional advice, and plan training calendars.
- Scottish Cycling has supported 29 aspiring XC athletes to attend international events and/or training camps.
- 10 young DH athletes attended 6 sessions per year, covid permitting, of the DH-specific RACE National Programme, which Scottish Cycling runs with the coaching support of Ben Cathro.
- In 2022, Scotland hosted the British Championships in both XC and DH. The XC was run at Kirroughtree by the Scottish Cross Country Association (SXC) with the support of the Galloway Hillbillies, and the DH was run at Glencoe Mountain Resort by the Scottish Downhill Association (SDA)
- SXC, SDA, and Scottish Enduro Series have run successful series in 2019, 2021 & 2022. All national event series have run with solid numbers and sustainable financial models.
- Highland Hardline and Borders Mini-DH have run events supporting the pathway for young DH riders to develop in the sport.
- 26 mountain bike events have been registered with Scottish Cycling to run in 2022 (XC, DH, 4X) and increase from 14 in 2021. However, events were not back to the pre-covid level of 42 in 2019.
- All clubs in Scottish Cycling's 'Accelerate & Activate' programme (Deeside Thistle, Falkirk Junior Bike Club, Clydesdale Colts and West Lothian Clarion) have utilised Accelerate and Activate investment to contribute to the development of MTB-specific outcomes (number of coaches, grassroots MTB events, MTB guided rides, youth female Go Ride MTB sessions, MTB pathway for youth and juniors).
- 51 coaches in Scotland gained either a Level 2 coaching or MTB DSU award.

WORLD CHAMPION OR WORLD SERIES WINNER IN EVERY DISCIPLINE.



SPORT—CASE STUDY

THE CROSS COUNTRY (XC) PATHWAY

In 2022, Scottish riders comprise 38% of the Great Britain XC Cycling Team and riders such as Isla Short, and Charlie Aldridge are performing on the world stage.

Over the last 13 years, Scottish Cycling has developed a structured pathway for young riders to help them reach their potential. This structured programme has involved the national XC event series – Scottish County Association (SXC), volunteer coaches, regional development, national training squads, local clubs, and the help of riders and their support networks, including parents and carers.

Developing the pathway started with building the base through local and regional races led by local clubs. This structure has been vital to getting more children and young people with number boards on their bikes and getting their first thrill of racing. The most successful of these series then connected their races with the national series, SXC, also run by volunteers.

The national XC coach, Paul Newnham, worked with groups of clubs and their coaches to identify riders who were keen to continue their progression and work hard to develop their skills and fitness. These riders were invited to attend regional coaching sessions. This had the twin benefit of developing riders whilst also providing learning opportunities for the club coaches, which they could bring back to their clubs.

The riders identified as having the best work ethic and/or achieving results at SXC events were invited to be part of national RACE training squads. This led to opportunities to race for a region at the UK level or represent Scotland at international events. For example, in 2019, nineteen (19) riders were supported by Scottish Cycling, their clubs, and parents/carers to race at the XC European Youth Championships.

Riders at this level were also supported by **sportscotland** Scottish Institute of Sport (SIS), where advice on nutrition, physiology, psychology, and training is provided. At this stage, the approach by SIS and Scottish Cycling is built around the holistic development of the riders as people first and then working with them to develop them as athletes.

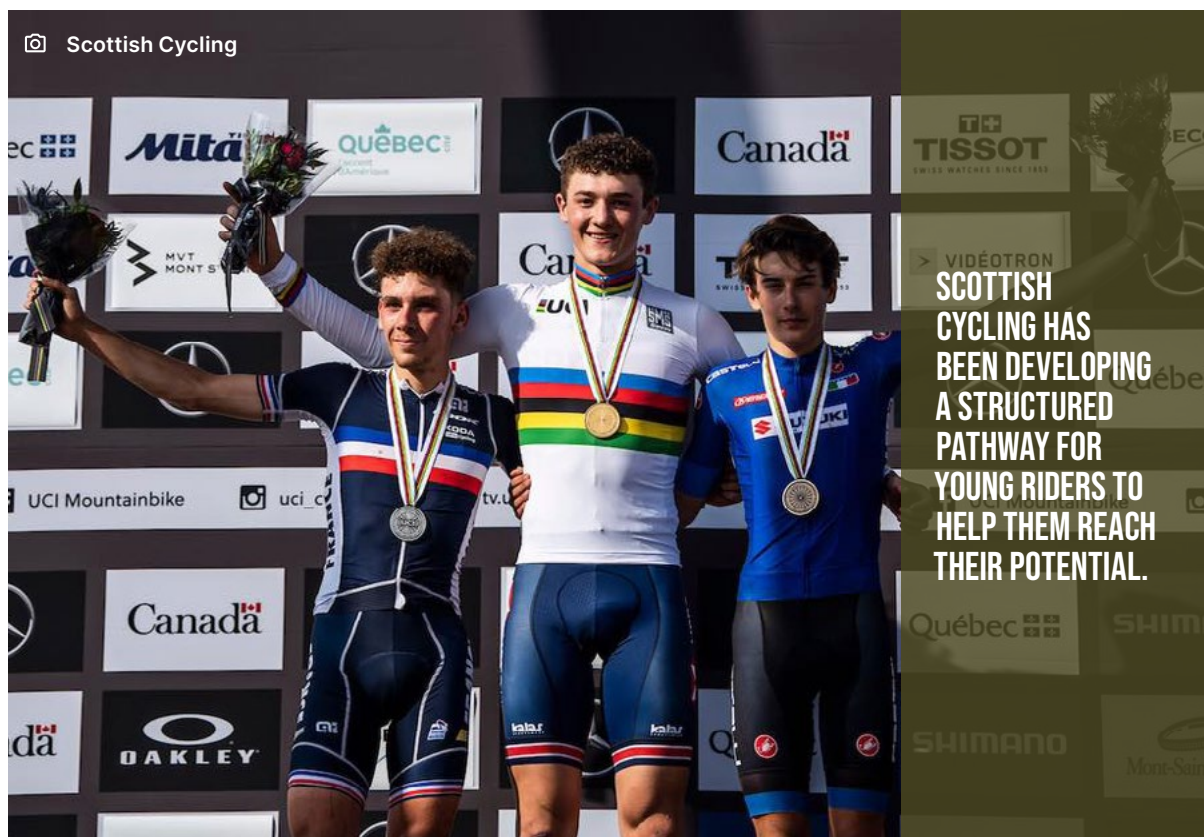
The aim of the next stage of the pathway is for the young athletes to then have the opportunity to be involved in the Great Britain MTB XC Cycling Team run by British Cycling.

The support and experience of Scottish Cycling and SIS also mean that riders who are part of the British Cycling ran programmes can be based in Scotland and link with both Scottish coaches and athlete support, along with working with the team at British Cycling.

Over the next few years, Scots have exciting opportunities to achieve on the world stage at the 2023 UCI Cycling World Championships (held in Scotland), the Paris Olympics 2024,

the Commonwealth Games in Australia in 2026, and the annual UCI World Cups and World Championships. .

Many variables will determine athletes' success at these events; however, the pathway has created several riders capable of achieving medal success.



SCOTTISH CYCLING HAS BEEN DEVELOPING A STRUCTURED PATHWAY FOR YOUNG RIDERS TO HELP THEM REACH THEIR POTENTIAL.



The Strategy for Scottish Mountain Biking, 2019–2025—Progress Report 2022 has been developed by DMBinS on behalf of the members of the Scottish Mountain Bike Consortium.

