



Forestry Commission Scotland
Caimisean na Coilltearachd Alba



Scottish Natural Heritage
Dualchas Nàdair na h-Alba
All of nature for all of Scotland
Nàdar air fad airson Alba air fad

sportscotland
the national agency for sport

Graeme McLean
Project Manager

MTB Scotland

Potted History – Early Years

- 1982 – First bikes imported to UK
- 1986 – Dedicated trails in Highlands
- 1989 MTBs first outsell road bikes in UK
- 1996 FCS adopt MTB as main recreation activity



Impact of Foot & Mouth Disease

- Tourism Industry
- 48.89m impact to Infected area
- Urban Tourism affected - Rest of World Visitors

Regenerating the Economy



Innovation!!!!!!



Get your bike here.....



Go this way.....



Get your cake here...



MTB Scotland

Potted History – Boom Years

- 2001 – 7stanes Project
- 2002 – Fort Bill DH World Cup
- 2003 – Land Reform Act
- 2005 – IMBA Global Superstar

Facilities

Spread Across Scotland



Economic Impact - 2009

- £46.5m a year – Main Reason
- £119m per year – Wider Benefits
- 69% - 7stanes
- 1.3m trips per year – split 50/50
purpose built to natural trails

Spread Across Scotland Issues



Sustainable?

- Pressure from Enthusiasts
- No Strategic Plan
- The Mountain Bike Commission
- Poor Collaboration across Sector
- Maintenance of Trails

National Partners



National Strategic Framework



Objectives & Targets

- Participation
- Sport Development
- Tourism & Economic Development

DMBinS Project

- 8 Workstreams

- Clusters
- Participation & Sporting Pathways
- Profile
- Guidance & Support
- Tourism Business Development
- Product Development
- Partnerships
- Monitoring & Evaluation

Approach

- Partnership working
- Spreading good practice
- Sustainability
- DMBinS (mostly) provide support
- Key products

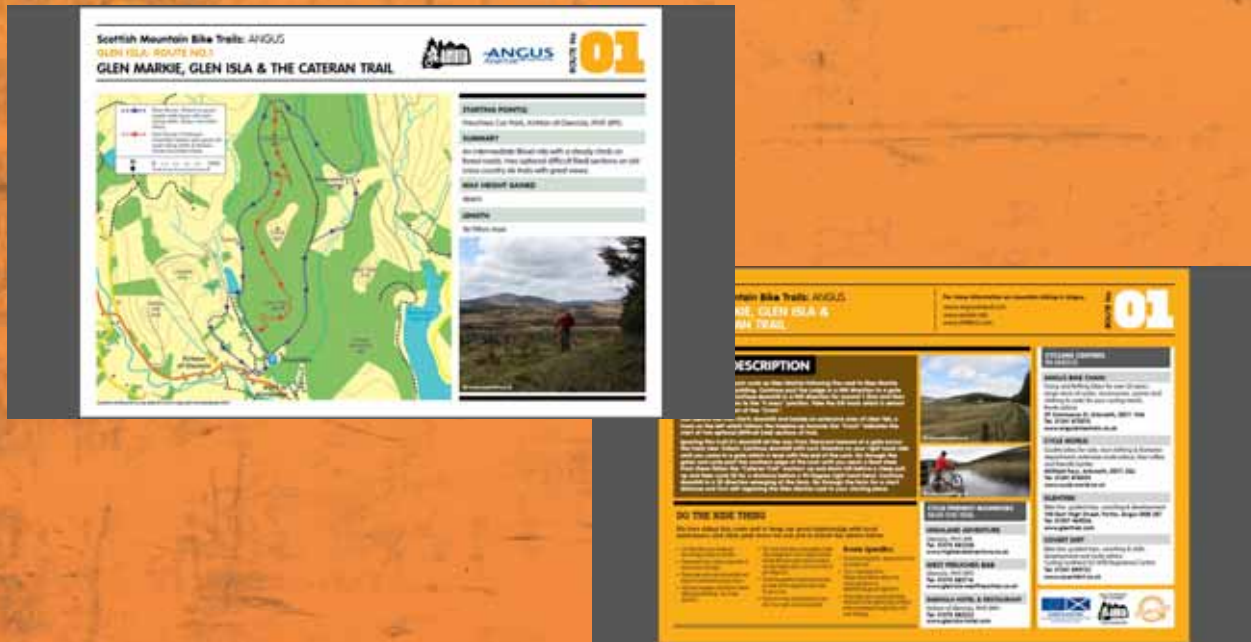
Regional Clusters

- Provide Strategic Approach
- Planned Development
- Promote Collaboration

Tayside & Fife - Facilities

- Upgrading of Comrie Croft
- Local Trails (Alyth Hill, Dundee, Angus & Fife)
- £670k Investment into trails since Cluster started
- Trail Repair (AMBTA, Dundee, Abernethy, Birks of Aberfeldy, Lochore Meadows & Middleden)

Tayside & Fife - Facilities



Highland Cluster

Strategic Approach

- Audit of Existing Provision
- Gap Analysis
- Recommended Course of Action
- Quantification of Action

www.highlandeguide.co.uk

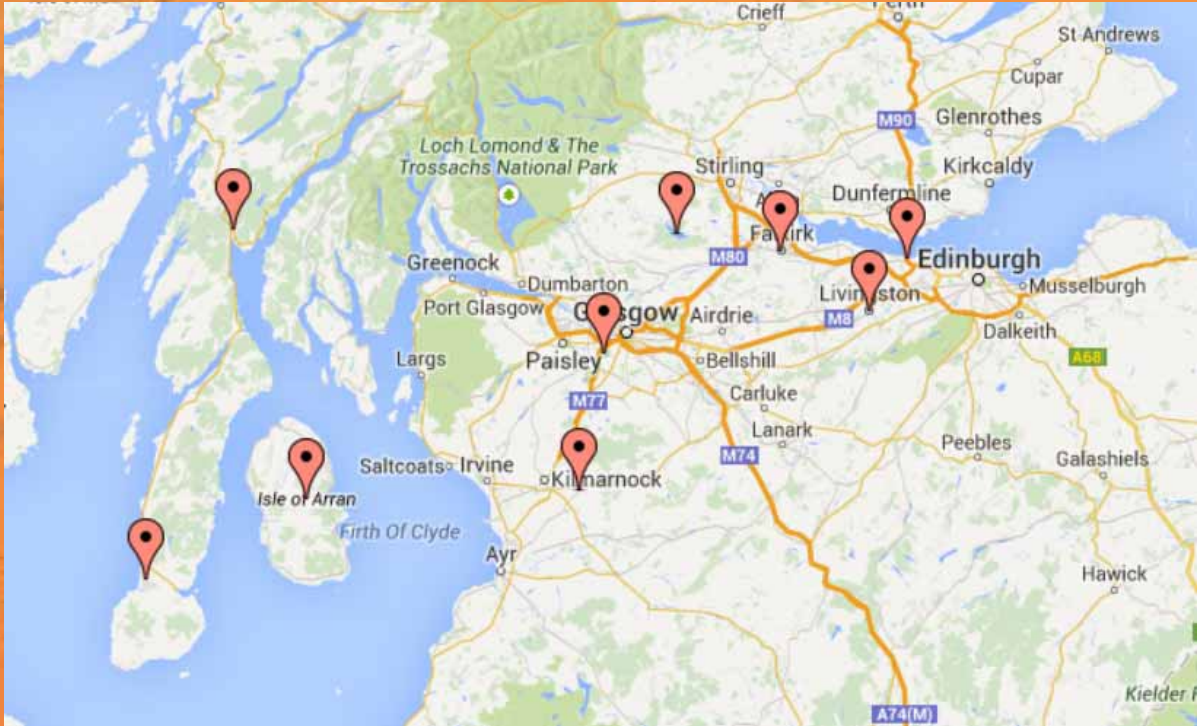


Central Cluster

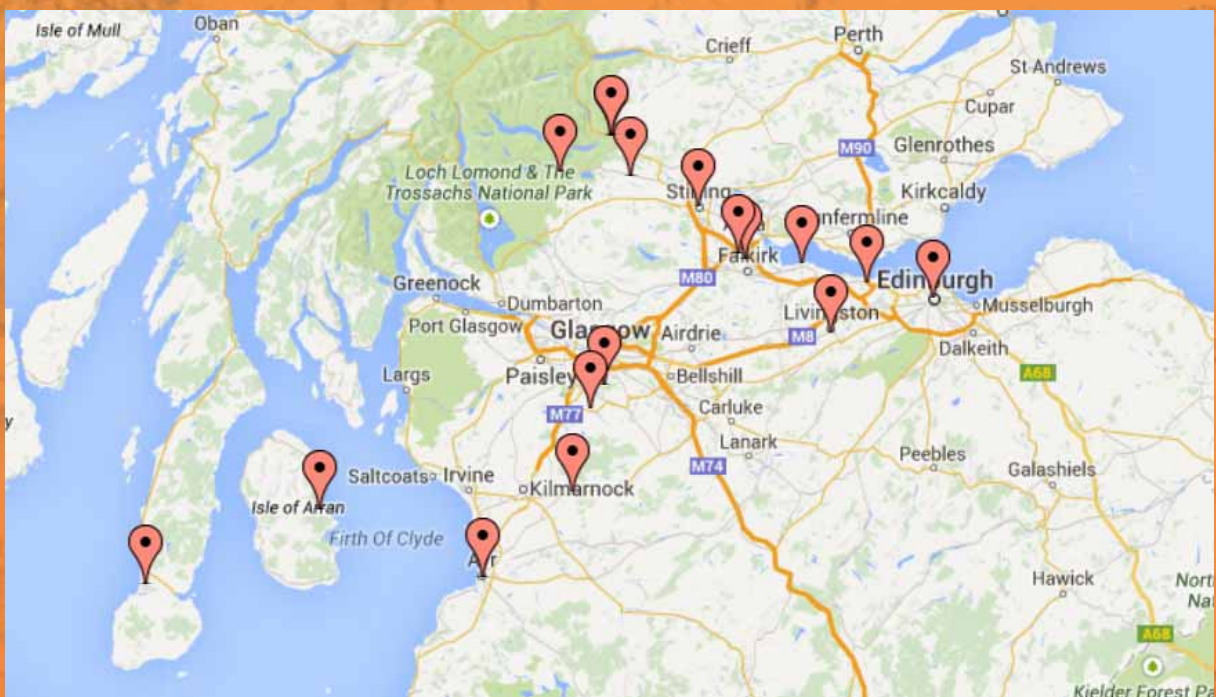
3/5ths of Scottish Population

- Audit of Existing Provision
- Partnerships – Local Authorities & Communities
- Pilot Participation Programme – 2014
- Community Based Facilities

Central Cluster – 2012



Central Cluster – 2016



South Cluster

- 7stanes CIC
- Aim Up
- Glentress Masterplan
- South of Scotland Development Plan

Tourism Business Development

- TIS Guide to MTB Tourism

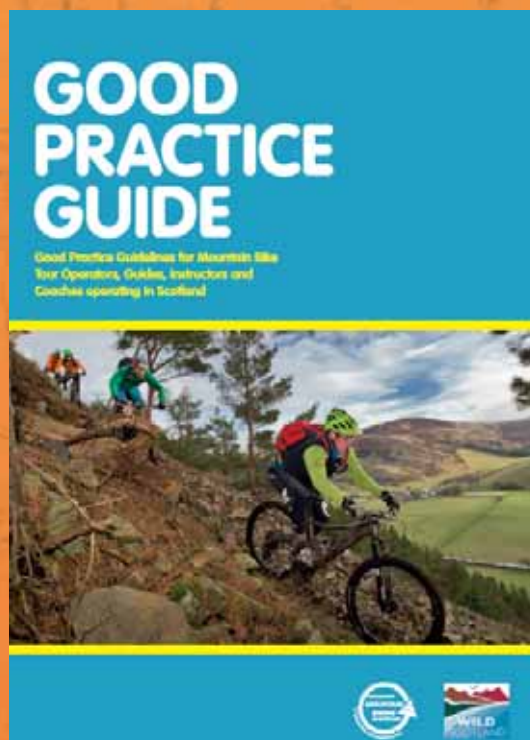


Tourism Business Development

- Workshops & Webinars



Tourism Business Development



The Future

Family Friendly Facilities
Key Tourism Areas



The Future

Promoting Sustainable Natural Trails



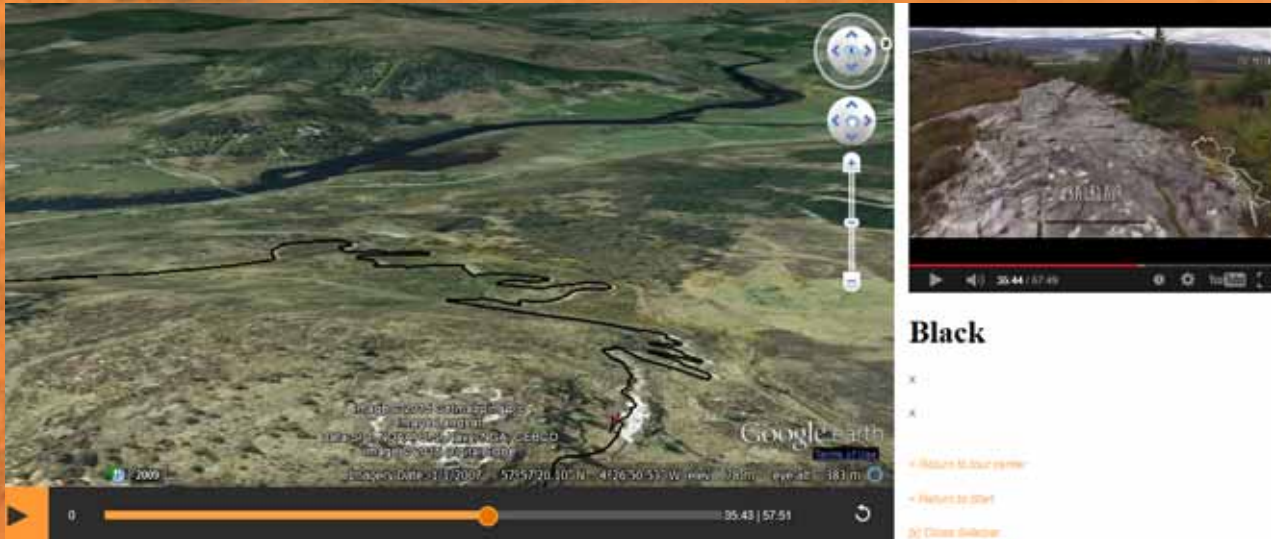
Future Trails to the Towns



World Class Events



World Class Using Technology



Team Scotland Approach



Business → Academia



International Focus

- Conference
- European Partners

World Class

- Facilities
- Access to the countryside
- FUN!

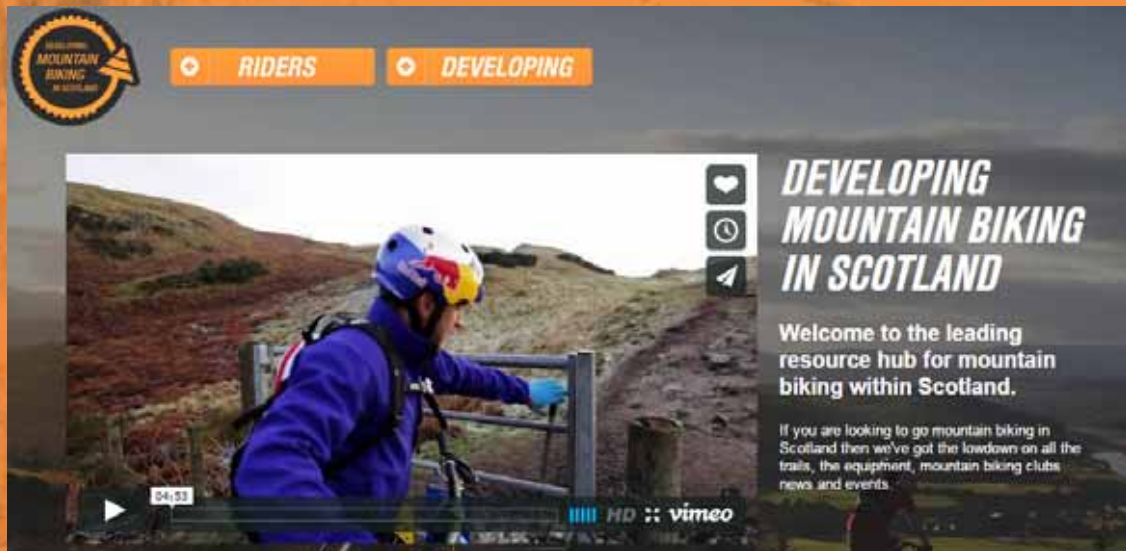
Is it working?

- £54 million a year
- £130m per year
- 7-10% Growth – 2009-2012
- Expected 10% Growth - 2015



Any Questions?

Are we world class?
www.DMBinS.com



Thank
You