



Off-Road Cycling Project



‘Developing the south west of England as a world-class off-road cycling region for all to enjoy’

Paul Hawkins

Project Co-ordinator



Statistics

44% of women have access to a bike but 75% never cycle at all
(Sustrans 2008)

Mountain biking participation levels increased by over 400 per cent
between 1987 and 2000 (Koepeke 2005).

Over 2m mtbs sold in the UK per year – 70% of all sales (IMBA)

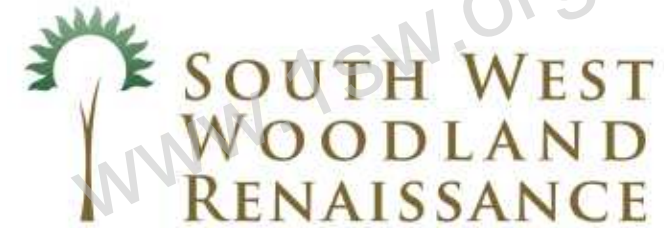
45% of CTC members own a mountain bike, around 5% read a MTB
magazine (CTC 2008)

7Stanes Phase 2 evaluation - £9m to the Scottish economy, 250FTE
jobs. (FC Scotland)





2005 / 06 Discussions



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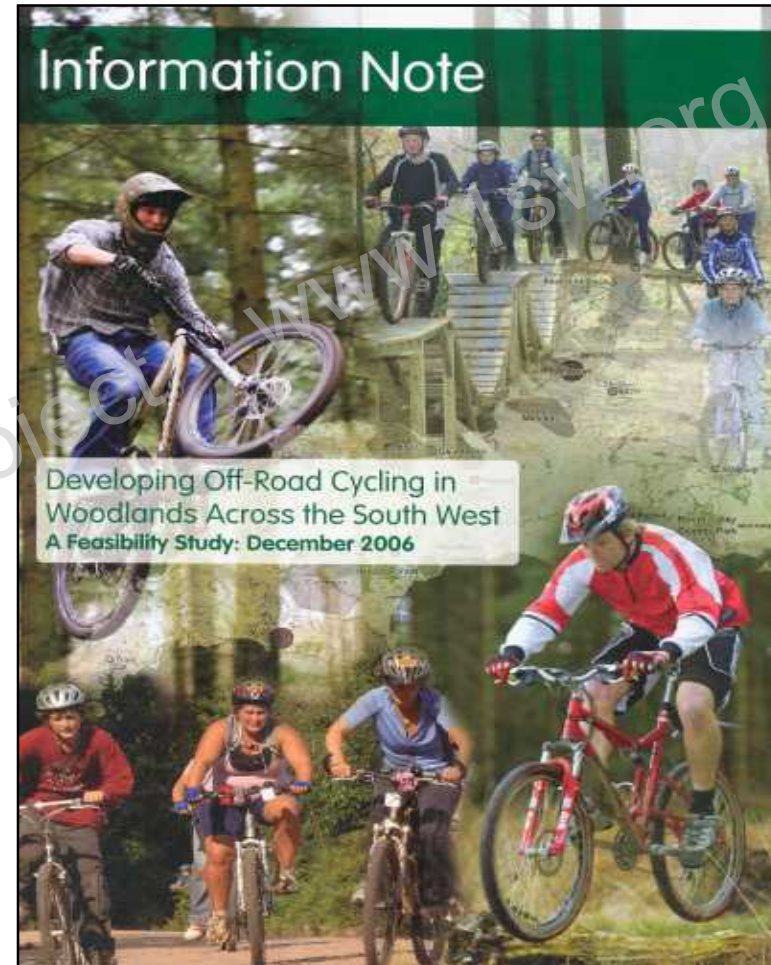




Feasibility Study 2006

2006 Independent Feasibility Study.

Part funded by Woodland Renaissance





Key Report Findings

Demand is not fully exploited.

Potential demand from the resident population alone is between 6.8 and 10.5m trips p/a.

Cyclist's Spend is currently £81.2m - £129.2m

Very little received by land owners.

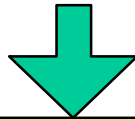
Lack of co-ordination is hampering development and marketing potential. There is no 'destination'.



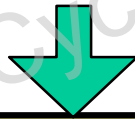


The Funding Multiplier

£36k 2006 Independent Feasibility Study
funding - Woodland Renaissance and others



£200k Sport England Funding 2008
4 year off-road cycling co-ordinator



£4m RDPE Sustainable Rural Tourism 2009
Create a world-class region





Haldon Forest - Before Development



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Haldon Forest - Now





Haldon Forest - Now



- Haldon Forest Park (Exeter) established 2006
- Led to the creation of 20 jobs within 5 businesses
- Receives over 200 000 visits (up from 20 000) annually with over 70% of people coming to cycle



Sport England

Sport England have funded 1SW for 4 Years

Nationally - 2m more active by 2012 (3 x 30 min)

South West - 200k more active by 2012 (3 x 30 min)

Participant KPI Targets

Throughput totals (4 yr. totals)

Male 127,000

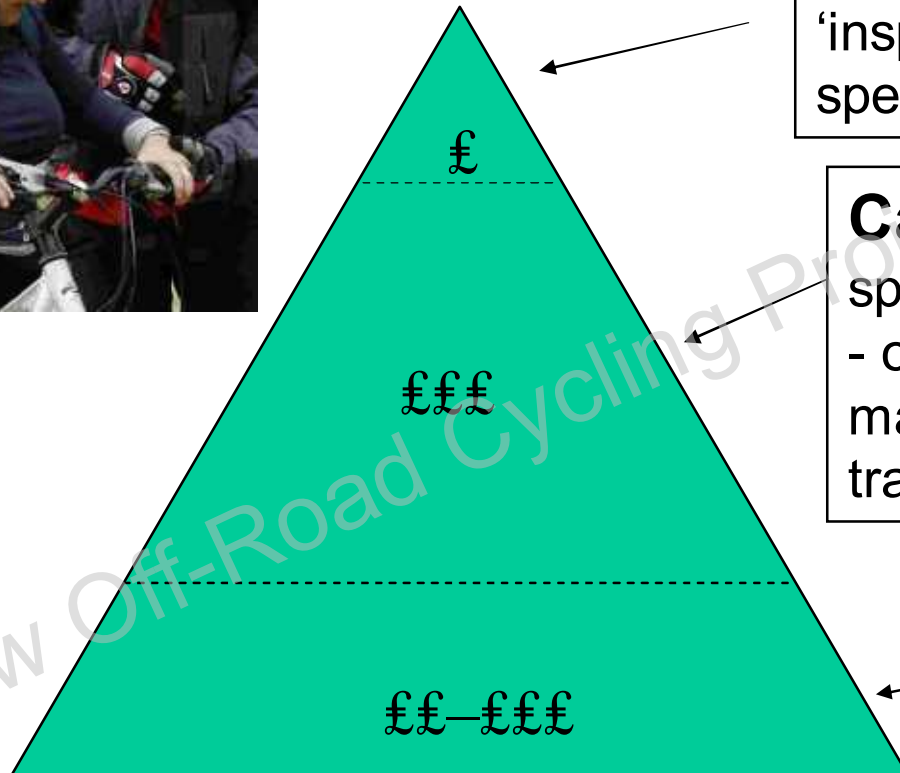
Female 84,800



1sw Off-Road Cycling Project www.1sw.org.uk



The 'Model'



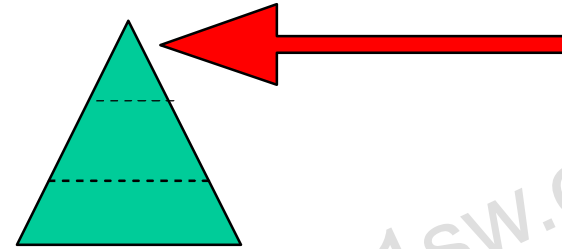
Purists (low spenders - passionate MTB enthusiasts - important as 'inspiration' for young people - specialist technical trails needed)

Casual Users (medium to high spenders) - wanting to be more fit - often lapsed cyclists - big family market - **repeat users** - range of trails needed - **non seasonal**.

Accidental Users (impulse spenders - no pre-planning, can be tempted - bike hire and gentle routes)



The Model - Purists



1sw Off-Road Cycling Project www.1sw.org.uk



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The Model - Casuals

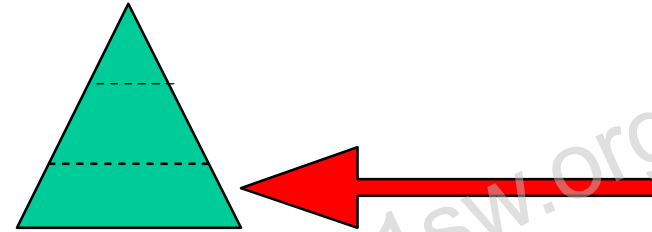


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The Model - Accidentals





Beach vs Woodlands

Rain

Surf too big

Wind

Surf too small





Whole Region Approach

A recognised destination for business to benefit from

Quality of experience **across** the region

- Increase visitor stay the region
- Increase local people riding

Sustainable facilities based on **location**

- Public transport & community links
- Business model

Technical level and marketing must be **market led**

- Traditional beach holidays 28% market share
- Surfing enjoyed by all = £'s



Benefit to Residents

Potential for landowner diversification

- Events
- Specialist facilities

Businesses

- Over 80 existing shops / hire
- Accommodation, guiding



Increase quality of life in the South West

- 2/3 Adults, 1/3 children overweight or obese
- Cost to NHS £1½ billion per annum

Proven rural regeneration.

- 7Stanes project **205 FTE** jobs and **£9.3m** p/a.



**One World-Class Region
for Off-Road Cycling**



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Relevance to CSS?

Awareness raising: All thoughts on the project welcomed

Relevant contacts: Any that you have in your area?

Promotion: Cycling on public rights of way in your area

Physical links to hubs: New / improved routes

RoWIP Changes: Adding more for off-road cyclists?



Contact details

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