

Emma Guy



Professional mountain bike athlete 1996-2001

Represented GB at World Championships & World Cup circuit racer

Scottish and British Downhill Champ

1 x broken collar bone

1 x broken ankle

Lots of scars & bruises...





THE HUB

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MORE ABOUT TWEED VALLEY
FOODS



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from the hub blog:



Keep it real

I started biking purely in order to get from A to B without having to walk. I lived in Edinburgh at the time, was an art student, and my first bicycle journey was from my flat in the middle of Leith Walk to the Art College at Lauriston Place (about a mile and a half). My folks had bought me a bike for my...

HUB GRUB



Homemade cakes in wedge sized portions, hearty prepared- from- scratch

BIKE HIRE

HARD TAILS, DEMO FLEET & CHILDREN'S BIKES



TRAILS

SKILLS LOOP, GREEN, BLUE, RED AND BLACK + FREERIDE



HUB CAFE

ROLLS, BAKED TATTIES, PANINIS, HOMEMADE CAKES



COURSES

ESSENTIALS 1-3, ESSENTIAL A/B, KIDS COURSES, BOOK



SHOP

EX-HIRE / NEW BIKES BARGAINS WORKSHOP, DROP-IN REPAIRS



The Hub in the Forest, Glentress, Peebles 2002-2012



The Hub

Locaism & authentic experiences

Community

Outdoor activities

Wellness/nature

Local food & drink

*Don't trip over
what's behind
you*





After The Hub

Travel

New Zealand, Europe-lessons from other destinations

→ **Community tourism**

Go Tweed Valley/Communities
Leading in Tourism/SCOTO/EWS

→ **Opportunities/challenges**

Destination infrastructure/vision for the area

The problem never comes before the solution...



SCOTO





The power of the bike, the opportunity to bring more to the region

International events and athletes are key to amplifying all our messages be it sustainability, innovation, destination, community

Priorities for big sporting events are changing, a weekend or one week influx before the show leaves town is no longer enough-we need to work together to make sure that our destinations & communities that host events benefit

Utilise Glocal businesses & expertise, influx of talent, showcasing our region to the world

Bikes=tourism, transport, industry, lifestyle, participation

6m Global social media reach, 20,000+ visitors, 50+ National & International media, 1,250 racers

Thanks!

