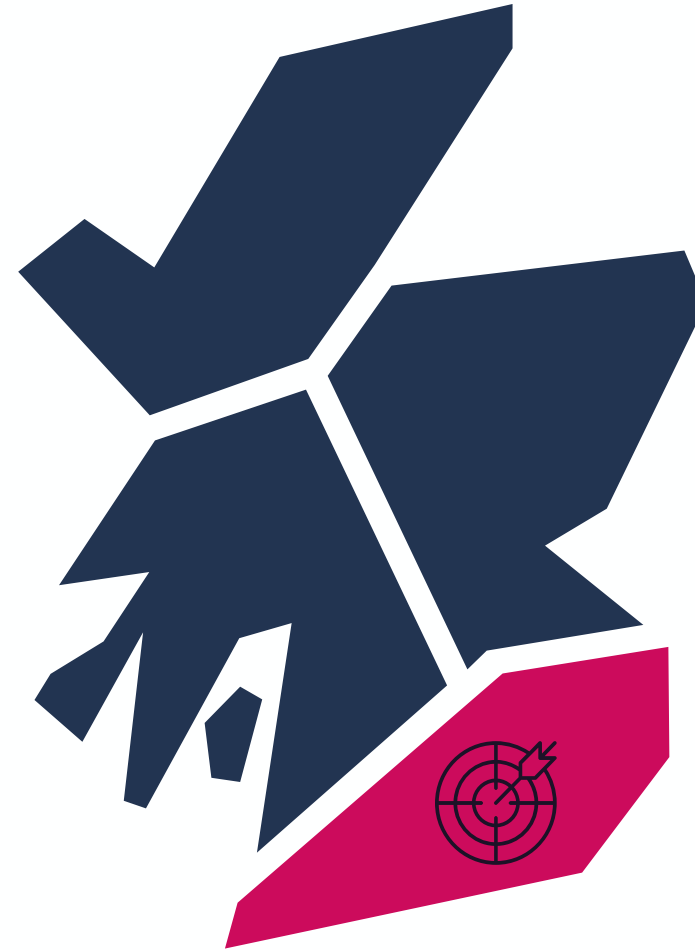




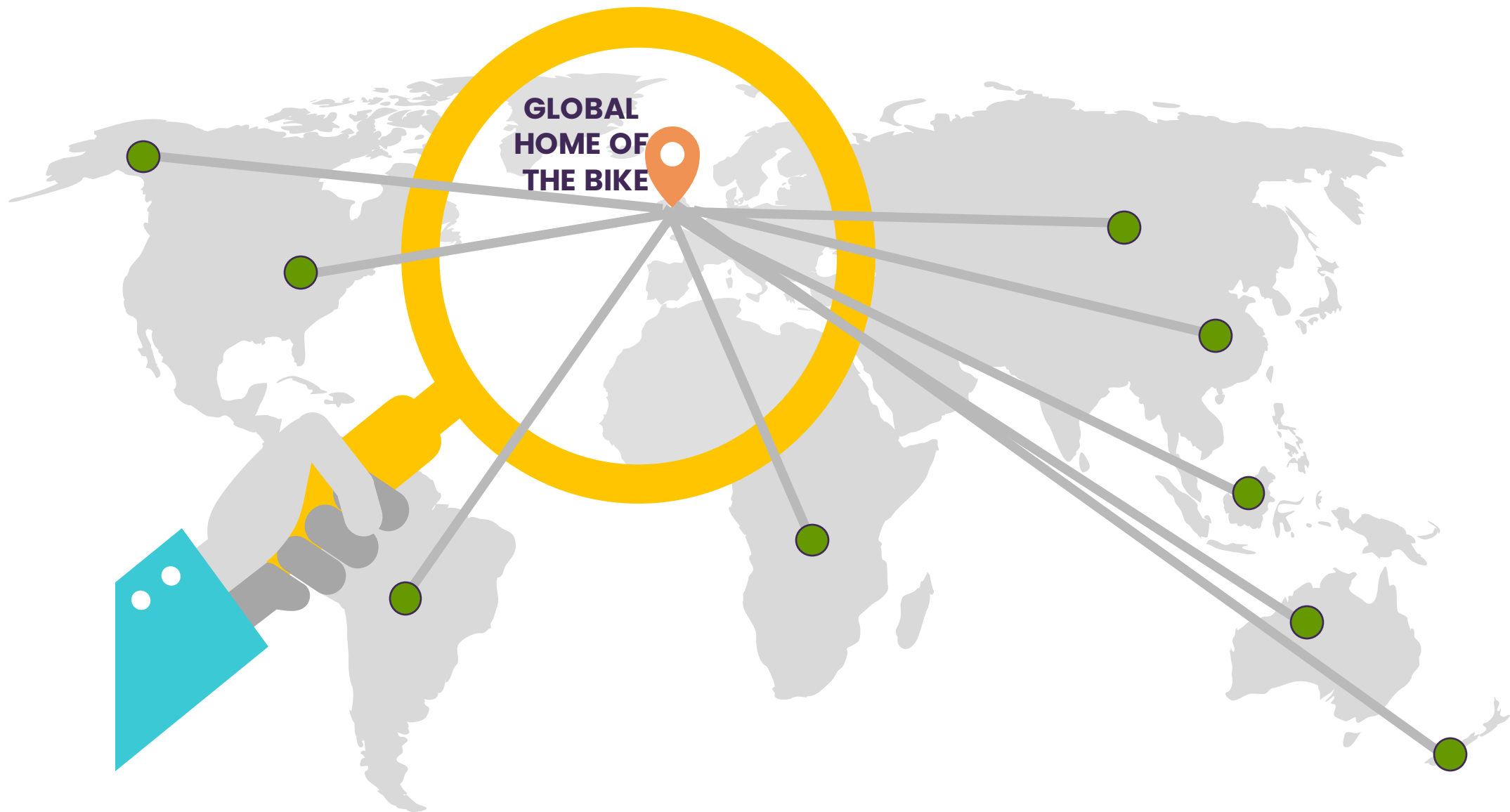
South of Scotland

SSDA Industry Webinar Update
25.04.23

FREE THINKERS WORLD CLASS CYCLING STARTED HERE



WE CHANGED THE WORLD FOREVER





THE WORLD'S BIGGEST CYCLING EVENT... EVER!



13 UCI WORLD CHAMPIONSHIPS

11 INCREDIBLE DAYS



1 MEGA EVENT



10 HOST VENUES



WORLD CHAMPIONS CROWNED EVERYDAY



200+ RAINBOW JERSEYS



INTEGRATED
PARA-CYCLING ROAD
PARA-CYCLING TRACK



4,000 AMAZING VOLUNTEERS

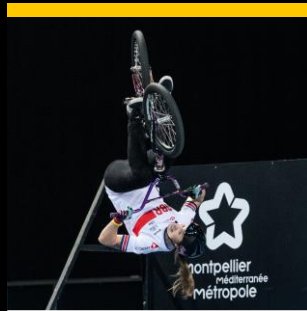
8000+ ELITE AND AMATEUR COMPETITORS  FROM 120+ COUNTRIES

THE EVENT

13 UCI WORLD CHAMPIONSHIPS
OVER 11 DAYS IN 1 COUNTRY



**BMX FREESTYLE
FLATLAND**



**BMX FREESTYLE
PARK**



**BMX
RACING**



GRAN FONDO



**INDOOR
CYCLING**



**MTB
CROSS-COUNTRY**



**MTB
DOWNHILL**



**MTB
MARATHON**



**PARA-CYCLING
ROAD**



**PARA-CYCLING
TRACK**



ROAD



TRACK



TRIALS

WORLD CHAMPIONSHIPS GLASGOW & ACROSS SCOTLAND





EBU

OPERATING EUROVISION AND EURORADIO

**BBC
SPORT**

FROM GLASGOW ACROSS SCOTLAND AROUND THE GLOBE

1 MILLION

Spectators expected to
visit over the 11 days

160

Global Broadcast Markets

NEVER SEEN OR CYCLED BEFORE



**UNIQUE DELIVERY
MODEL**



**SUSTAINABILITY
AT THE HEART**



**LONG-TERM
POLICY AMBITION**



**REACHING
NEW AUDIENCES**



**PURPOSE-LED
PARTNERSHIPS**

Address

Glentress Forest
Peebles EH45 8NB

Hosting

Mountain Bike Cross-Country,
Mountain Bike Cross-Country
Marathon

Days of Competition

6

**MTB CROSS-COUNTRY
& MTB MARATHON**



**GLENTRESS FOREST,
TWEED VALLEY**

CHAMPIONSHIPS	VENUE	THU 3	FRI 4	SAT 5	SUN 6	MON 7	TUE 8	WED 9	THU 10	FRI 11	SAT 12	SUN 13
BMX FREESTYLE FLATLAND	Kelvingrove Park . Glasgow						○	○	🏆			
BMX FREESTYLE PARK	Kelvingrove Park . Glasgow			○	○	🏆						
BMX RACING	Glasgow BMX Centre . Glasgow				⊗	⊗	⊗	⊗			○	🏆
GRAN FONDO	TBC		🏆			🏆						
INDOOR CYCLING	Emirates Arena . Glasgow									🏆	🏆	🏆
MTB CROSS-COUNTRY	Glentress Forest . Tweed Valley						○	🏆	🏆	🏆	🏆	
MTB DOWNHILL	Nevis Range . Fort William	○	🏆	🏆								
MTB MARATHON	Glentress Forest . Tweed Valley				🏆							
PARA-CYCLING ROAD	Dumfries & Galloway, & Glasgow							🏆	🏆	🏆	🏆	🏆
PARA-CYCLING TRACK	Sir Chris Hoy Velodrome . Glasgow	🏆	🏆	🏆	🏆	🏆	🏆					
ROAD	Glasgow, Stirling & across Scotland			🏆	🏆		🏆	🏆	🏆	🏆	🏆	🏆
TRACK	Sir Chris Hoy Velodrome . Glasgow	🏆	🏆	🏆	🏆	🏆	🏆	🏆				
TRIALS	Kelvingrove Park . Glasgow							🏆	○	○	🏆	

DUMFRIES, PARA-CYCLING TIME TRIALS & ROAD RACE





10 YEAR STRATEGY & PRIORITY ACTION PLAN





POLICY DRIVEN

RES: South of Scotland Regional Economic Strategy
NSET: National Strategy for Economic Transformation
UCI CWC 2023: Unlocking the Power of the Bike
Climate Change Plan 2018-2032 Path to Net Zero
National Transport Strategy 2: Improving Connections, Changing Lives
Borderlands Growth Deal
UK Government: Shared Prosperity
Scottish Cycling: Developing a Nation of Cyclists
Strategy for Scottish Mountain Biking, 2019-2025: Leading European Mountain Biking
ESECRD: E'Burgh & SE City Region Deal
Transport Scotland: Active Travel Framework



GLOBAL INCREASES

Sales
Participation
Societal Value



ONCE IN A LIFETIME

Scotland: The Perfect Stage (National Strategy)
2023 UCI Cycling World Championships
Enduro World Series
Scottish Enduro Series
UCI Gravel World Series
Galazo Gran Fondo World Series
UCI E-Sports Series
Olympic Extreme Sports - Bike Inclusions

PARTNERSHIP will Unlock the Power of the Bike



SECTION 1

The Vision

By 2032 our South of Scotland communities are shaped around and include ALL of our people and cycling is the most popular choice for shorter everyday journeys and embedded into the daily fabric of the lives of our residents and experiences of our visitors.



REP
South of Scotland
Regional Economic Partnership

THEMES & PRIORITIES

Infrastructure

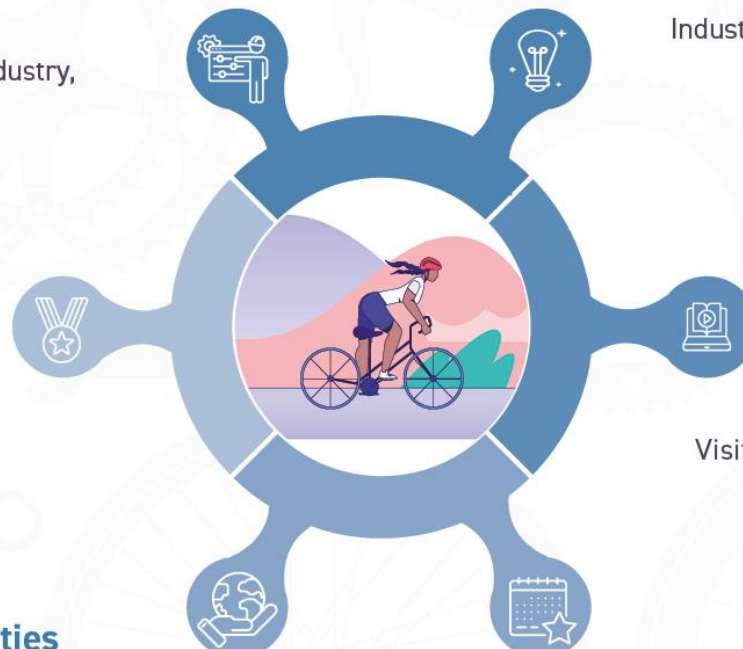
10 Year Cycling Infrastructure Plan including E-Bike provision
CivTech Challenge – Technology Opportunity
Measure all investments against:
Cycling as Transport, Major Events, Sport, Industry, Tourism & Participation

Sport, Recreation & Wellbeing

Next Gen Sporting hero's from South
Decrease of serious diseases diagnosed
Exercise by bike incorporated into daily lives
Happiness Indicators Increased
Competitor Diversity & Inclusion Increased

Sustainable Economy & Communities

Cycling is inclusive and access to bikes is available to all.
Increase Diversity of Skills
Facilitate New Economic Opportunities
Investments for Tourism, Events & Support Fragile Communities
Quality of Life Improvements
Appreciation of Place



Innovation and Technology

Mountain Biking Innovation Centre & Bike Park (National R&D Cycling Centre of Excellence)
Product Development Pipeline
Industry Investment – existing supply chain & inward
Thriving Clusters
Stimulate Start-Ups & Scale-Ups

Destination Development & Promotion

Bookable Product Development
Cycle Friendly Destination Accreditation
Consumer Brand Recall
Visitor Dispersal using bikes for unique adventures
High Performing ROI in Campaign Activity

Events

Host destination of choice – UK, Ireland & Int'l community
Catalyst for Behavioral change through participation
Supply Chain Build
Community & Economic Impacts (Long Term Legacy)
Reputational & Happiness Impacts
All events staged in the region are fully inclusive

STRATEGIC OUTCOMES

EVENT DESTINATION OF CHOICE

Host Destination of Choice by UK, EU & International Cycling Governing Bodies

HAPPINESS & WELLBEING

Health & Wellbeing has improved across all tracked metrics including happiness, serious diseases & mental health

ACCESS FOR ALL

Cycling is inclusive
Access to bikes is available to all

ACTIVE TRAVEL

10 Year Infrastructure Plan
Transport Priority: People Over Cars
Integrated Cycling & Transport Networks enhance accessibility
Connected Communities using Active Travel Paths For Daily Commute

SUSTAINABLE ECONOMY, ENVIRONMENT & COMMUNITIES

Cycling Industry Business Support Strategy
Sustainable Net Zero Inward Investors
Businesses set-up, scale-up and accelerate growth
On-shoring of Bike Manufacturing to South of Scotland
Tourism, Events & Investments Support Fragile Communities

SPORTS DEVELOPMENT PATHWAYS FOR ALL

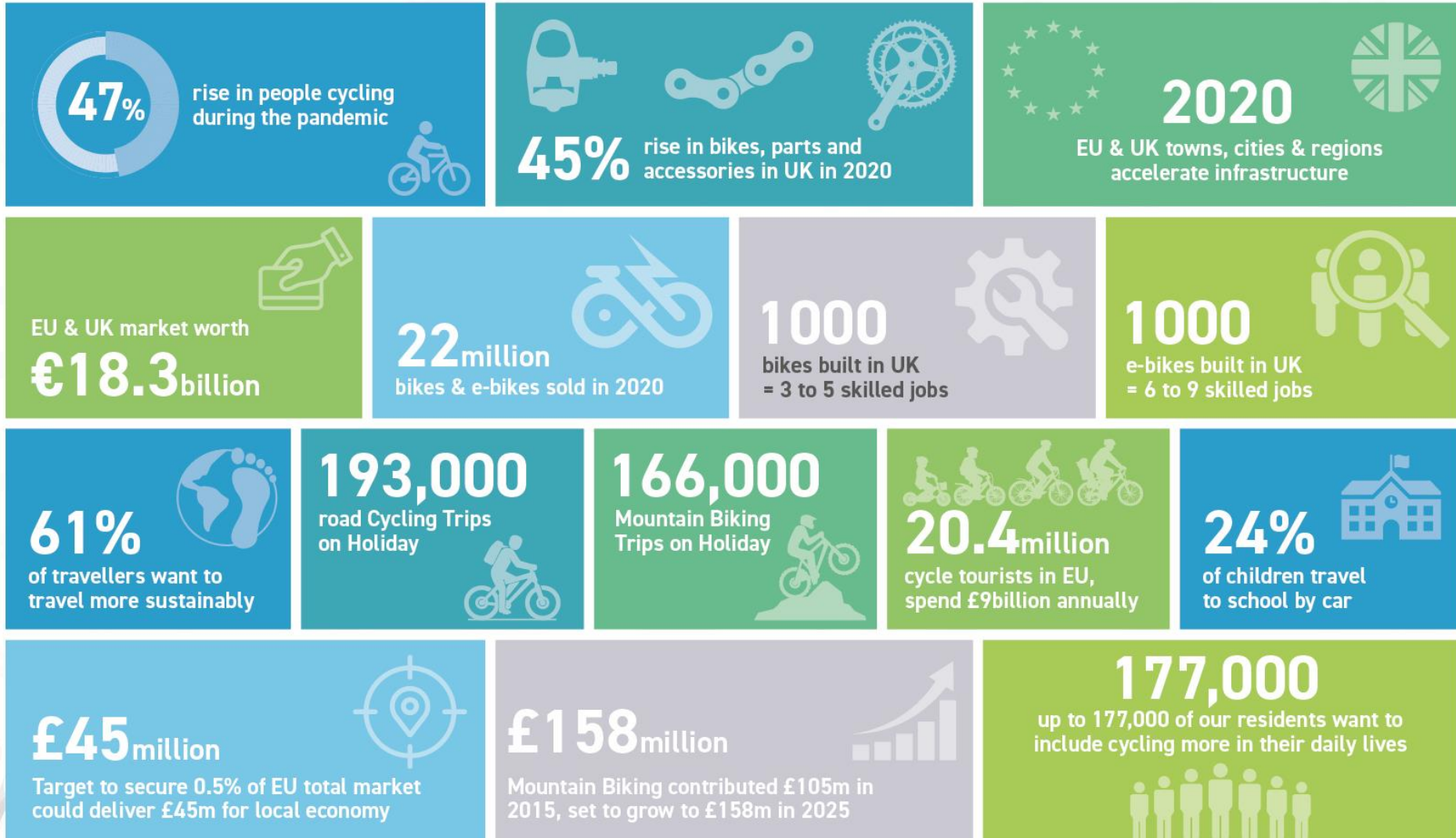
South of Scotland supplies next generation of world class cycling athletes across all disciplines & genders.

BEST CYCLING HOLIDAY DESTINATION

Scotland's Leading Cycling Holiday Destination
European Destination Cycling Destination of Excellence
Global Recognition for Quality of Cycling Holiday Experiences
Destination Promotion supports Scotland's Transition to Net Zero, Protection & Considerate Enjoyment of cultural & natural assets



SCALING OUR OPPORTUNITY



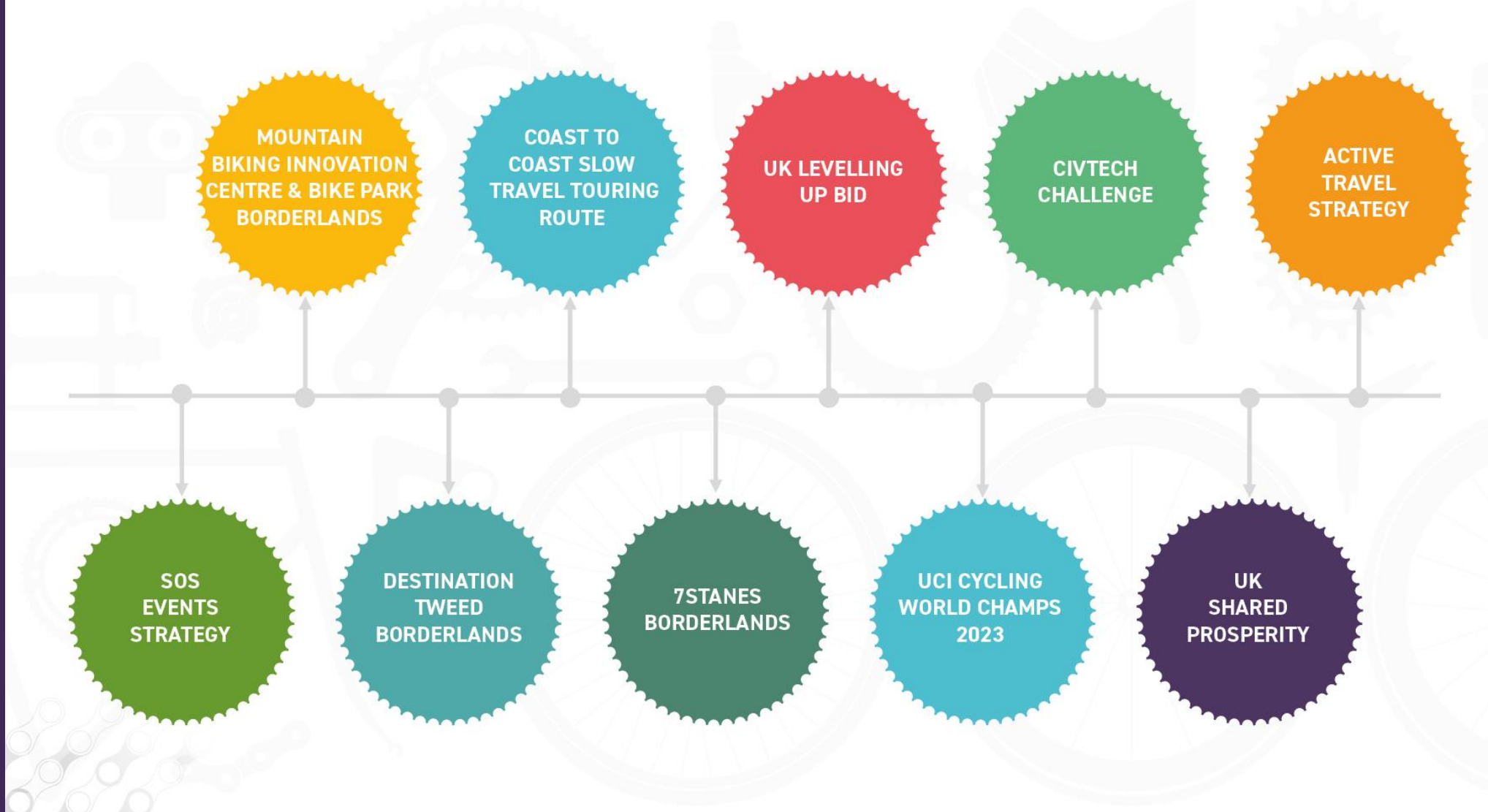
WHAT'S THE MARKET ENVIRONMENT



- UK, cycling tourism is worth £2.9 billion
- Growing by 10-15% every year
- Spend 9% more
- Generates trade for local businesses, particularly those located on or close to a cycling route or trail centre
- Opportunity for additional wrap around services in cycle hire and other related cycling business operations in rural areas.
- Good cycling trails and routes drives discoverability

MILESTONE PROJECTS

CATALYST OPPORTUNITIES SUPPORTED BY PARTNERS





KIRKPATRICK
COAST 2 COAST



A NEW CHALLENGE AWAITS YOU

A new Cycling route from Stranraer to Eyemouth is now open so go grab your bike, tell you friends and get cycling!



[Find out more](#)

@KirkpatrickC2C



SADDLE UP IT'S TIME TO RIDE

A new Cycling route from Stranraer to Eyemouth is now open so go grab your bike, tell you friends and get cycling!



[Find out more](#)

@KirkpatrickC2C

THANKYOU

