



South of Scotland Cycling Partnership Strategy Annual Review

SEPTEMBER 2022 – DECEMBER 2023





Bikeability Kids



Kirkpatrick C2C
On-road touring route revealed. The stunning route runs from Stranraer to Eyemouth.



2023 UCI Cycling World Championships



Children from Penpont Primary School attending a safety coaching session on the new Keir – Thornhill active travel path.



CONTENTS

UNLOCKING THE POWER OF THE BIKE - A YEAR IN REVIEW	3
MAKING A DIFFERENCE, SECURING OUR FUTURE	5
A CULTURE OF DELIVERY TO ACHIEVE OUR VISION	9
THE VISION	10
STRATEGY OUTCOMES	11
CYCLING PARTNERSHIP THEMES & PRIORITIES	12
MILESTONE PROJECTS	13
A GLOBAL EVENT BORN IN SCOTLAND	14
SOUTH OF SCOTLAND IN NUMBERS	16
STRATEGIC EVENTS	17
DESTINATION DEVELOPMENT & PROMOTION	18
INFRASTRUCTURE	24
INNOVATION & TECHNOLOGY	29
SUSTAINABLE ECONOMY & COMMUNITIES	30
SPORT, RECREATION & WELLBEING	35
PARTNERS	39



UNLOCKING THE POWER OF THE BIKE - A YEAR IN REVIEW



It is our great pleasure to introduce the annual review of the South of Scotland Cycling Partnership Strategy, outlining the collective progress and achievements made over the past year.

Cycling has become an integral part of our transportation and rural development efforts, with a focus on promoting sustainability, wellbeing and accessibility for all. As we reflect on the past year, we can celebrate the strides we have taken in fostering a cycling-friendly environment and advancing our goals toward our shared VISION:

“By 2032 cycling is the most popular choice for shorter everyday journeys and embedded into the daily fabric of the lives of residents and experiences of our visitors.”

2023 was a year like no other. South of Scotland was bathed in sunlight and glory as we hosted the 2023 UCI Cycling World Championships in Dumfries and Tweed Valley, Scottish Borders. We celebrated the pivotal role Kirkpatrick Macmillan played as the creator of the world’s first pedal-driven bicycle and were lifted to moments of pure joy as we watched competitors become champions.

The event has without doubt had a profound impact on the morale and unity of our communities. There was a sense of pride and excitement as businesses, residents, volunteers and visitors all came together. Hosting the 2023 UCI Cycling World Championships in our region will have far reaching implications, ranging from economic growth and infrastructure development to cultural exchange,

environmental sustainability and increased participation from the disability community.

We worked hard to maximise the opportunity with a full summer of cycling events that brought it to life for our residents. The “Champs”, as they’ve become affectionately known, were topped off when we successfully secured the UCI Bike Region Label designation for South of Scotland. Our region joins a global family of other destinations in the world recognised as dynamic, welcoming hosts for international sporting events, and an ongoing commitment to make cycling everyday available to all. Through this event we have secured a legacy for generations to come.

Cycling has evolved from being a recreational activity to a fundamental component of our rural fabric. With its numerous benefits, including reduced carbon emissions, improved public health, decreased traffic congestion, reduced fuel poverty, increased skills and job creation and a catalyst for inward investment, cycling has emerged as a key element in our regional economic strategy for building vibrant and resilient communities. As we continue to advocate for cycling infrastructure and programmes, we are committed to creating a safer, more inclusive and sustainable environment for cyclists of all ages and abilities.



Cllr Ian Blake, DGC



Cllr Euan Jardine, SBC



UNLOCKING THE POWER OF THE BIKE - A YEAR IN REVIEW

This report provides a comprehensive overview of the initiatives, projects and partnerships that have propelled our cycling strategy forward. It outlines the investments made in infrastructure, the expansion of cycling networks and the implementation of innovative solutions to enhance the cycling experience and increase participation in both everyday cycling and athlete pathways. Furthermore, it highlights our efforts to integrate cycling into broader rural planning and development frameworks, fostering a holistic approach that promotes active transportation and liveable communities.

The success of our cycling strategy is not only measured by the miles of bike lanes or the number of shared bicycles on the streets but also by the positive impact it has had on our community. Through extensive community engagement and feedback mechanisms, we are striving to tailor our initiatives to the specific needs and aspirations of our residents.

Although we take pride in the progress achieved, we also recognise the challenges that lie ahead. The pursuit of a cycling-friendly region is an ongoing journey that demands continued dedication, innovation, and collaboration. We are committed to addressing barriers to cycling, promoting road safety and advocating for policies that prioritise the needs of cyclists. By working hand in hand with stakeholders, local authorities and advocacy groups, we aim to create an environment where cycling is not only encouraged but also celebrated as an integral part of our everyday lives.

I'd like to thank all the partner organisations, residents, businesses and stakeholders who have contributed to the successful first year of our cycling strategy. Your dedication and support have been instrumental in advancing our ambition to be recognised as Scotland's Leading Cycling Destination. I am confident that, with our collective efforts, we will continue to elevate cycling as a cornerstone of sustainable rural development.





MAKING A DIFFERENCE, SECURING OUR FUTURE

National Mountain Bike Innovation Centre



Caerlee Mill, Innerleithen, Scottish Borders

National Mountain Bike Innovation Centre secures planning permission. £19million investment to preserve and reuse historic mill building and create a state-of-the-art R&D facility to support the continued growth and innovation opportunities of the Mountain Biking Industry.

Eddleston village



Eddleston – Peebles Water Path, Scottish Borders

Eddleston village is now fully connected to Peebles via a brand-new 6km multi-user path which runs through stunning rolling fields and alongside the Eddleston Water. Over £2 million has been invested by Sustrans, Scottish Borders Council and South of Scotland Enterprise to create the 6kms of dedicated active travel path and a new bridge.



MAKING A DIFFERENCE, SECURING OUR FUTURE

Dalbeattie Rocks and Wheels



Dalbeattie Rocks and Wheels successfully secured £6m from the UK Levelling Up Fund to progress a landmark regeneration project to re-purpose the old schoolhouse to a new bunkhouse, pump track and climbing wall.

Active Travel Path



Breaking Ground for Keir, Penpont & Thornhill Development Trust will deliver a brand new 2.6km active travel path, connecting Penpont and Thornhill. The active travel path link will realise a 5-year ambition and a £2.3million investment in safer ways to travel.



MAKING A DIFFERENCE, SECURING OUR FUTURE

D&G Active Travel Strategy



In 2023 Dumfries & Galloway Council rolled out the 2022-2032 Active Travel Strategy. The strategy will promote more collaboration across Council services and improve planning, design, and delivery of active travel infrastructure.

Scottish Downhill Association Events



The SDA is a non-profit organisation associated to Scottish and British Cycling. They have successfully promoted the Scottish Downhill Series and Scottish Championships together with the northern rounds of the HSBC British Downhill National Series. They attracted over 400 participants to race weekends held at Ae & Innerleithen in 2023.



MAKING A DIFFERENCE, SECURING OUR FUTURE

Bikeability Scotland



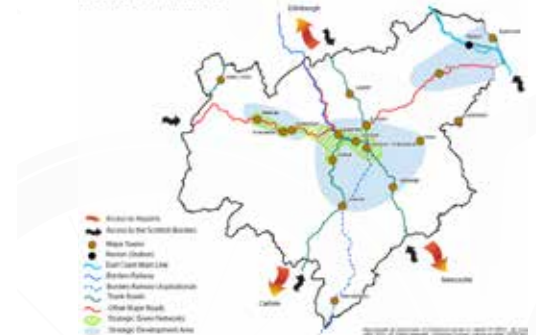
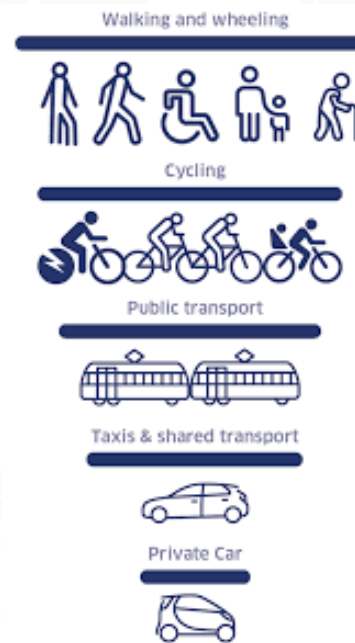
Bikeability Scotland, Mike Blakeman

The Bikeability Scotland Awards recognise outstanding achievement in the delivery of Bikeability Scotland, the national cycle training programme for school children, managed by Cycling Scotland.

In 2023 Dumfries & Galloway flew the flag for South of Scotland with Mike Blakeman (affectionately known as “Mikeability”) being celebrated as Instructor of the Year and Peri Wallach securing a Highly Commended award within the Annual Achievement Category.

[Click here to view Mike's blog.](#)

Scottish Borders Active Travel & Shared Access Consultation



Scottish Borders Active Travel Strategy and Shared Access Network Consultation.

Scottish Borders Council in the summer of 2023 asked communities and members of the public to tell them where new shared access routes should be developed in the Scottish Borders and which routes should be given priority.



A CULTURE OF DELIVERY TO ACHIEVE OUR VISION

The Strategy and Priority Action plan were created to specifically support the VISION.

The strategy has a 10-year timeframe and covers all aspects of cycling in Dumfries and Galloway and the Scottish Borders, which sit under six themes:

- Infrastructure
- Sport, recreation and wellbeing
- Sustainable economy and communities
- Innovation and technology
- Destination development and promotion
- Events

The Priority Action Plan has three distinct timeframes, with immediate opportunities presented by the 2023 UCI Cycling World Championships, which has successfully attracted over a million spectators to the events staged across Scotland and more than one billion viewers worldwide, making it one of the top 10 global sporting events.

Medium term, the strategy aims to see improvements in cycling infrastructure and successful implementation of a range of projects.

Over the long term, the partnership will look to deliver on the region's Net Zero commitments and make cycling an inclusive and accessible transport option for everyone living, working and visiting the region.

The strategy will also aim to help strengthen the offering for visitors to the South of Scotland, with cycling presenting a significant opportunity to build on the natural capital of the region.



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.

REPER
South of Scotland
Regional Economic Partnership



STRATEGY 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





CYCLING 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

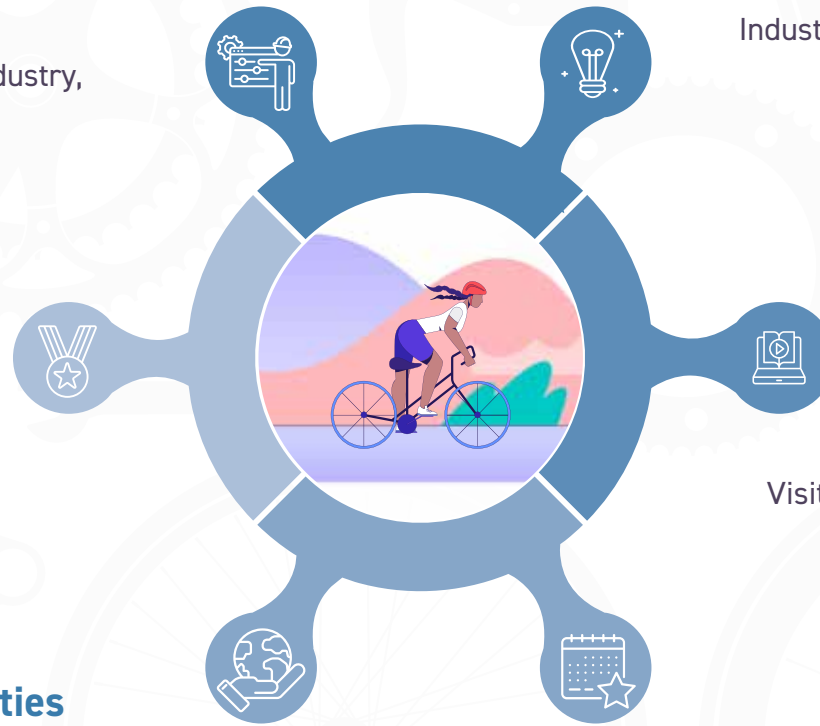
Mountain Biking Innovation Centre & Bike Park (National R&D Cycling Centre of Excellence)
 Product Development Pipeline
 Industry Investment – existing supply chain & inward Thriving Clusters
 Stimulate Start-Ups & Scale-Ups

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





MILESTONE PROJECTS

CATALYST OPPORTUNITIES SUPPORTED BY PARTNERS





A GLOBAL EVENT BORN IN SCOTLAND

From 3 to 13 August 2023, the inaugural UCI Cycling World Championships was hosted in Glasgow and across our region with the Para-Cycling World Championships taking place in Dumfries and Tweed Valley (Scottish Borders) becoming the global stage for Cross Country and Cross Country Marathon. It was the single biggest cycling event in history, bringing together for the first time 13 existing UCI World Championships into one mega event. Importantly it was the first mega event staged in Scotland since the pandemic and was a policy driven event that aspired to drive behavioural change across Scotland.

The global TV audience placed the event in the top-10 most watched sporting events in the world, rivalling the Olympics and Commonwealth Games and placing South of Scotland on the world stage as a destination for elite cycling and cycle tourism.

Everyone deserves the opportunity to experience the freedom riding a bike can bring to their lives. South of Scotland Cycling Partnership worked with laser focus on a detailed optimisation plan to ensure our investments, our efforts and our projects amplified and unified existing work and activity across health, transport, tourism and participation.

It was an honour for Dumfries to play host to the first Paracycling World Championships in the 2023 UCI Cycling World Championships. This landmark first joint championships has shone a spotlight on the sport and could change the scheduling to full integration forever and provided our region with the opportunity to underpin our commitment

across the South of Scotland to Equality, Diversity and Social Inclusion. Paracycling competitors added a crucially important dimension to UCI's 'Super Worlds'. The combined worlds has played a pivotal role in moving the bar and awareness with spectators who have never had exposure to the kind of sacrifice, grit determination and challenges these athletes face to pursue their ambitions to become rainbow jersey champions.





A GLOBAL EVENT BORN IN SCOTLAND

UCI
CYCLING WORLD
CHAMPIONSHIPS

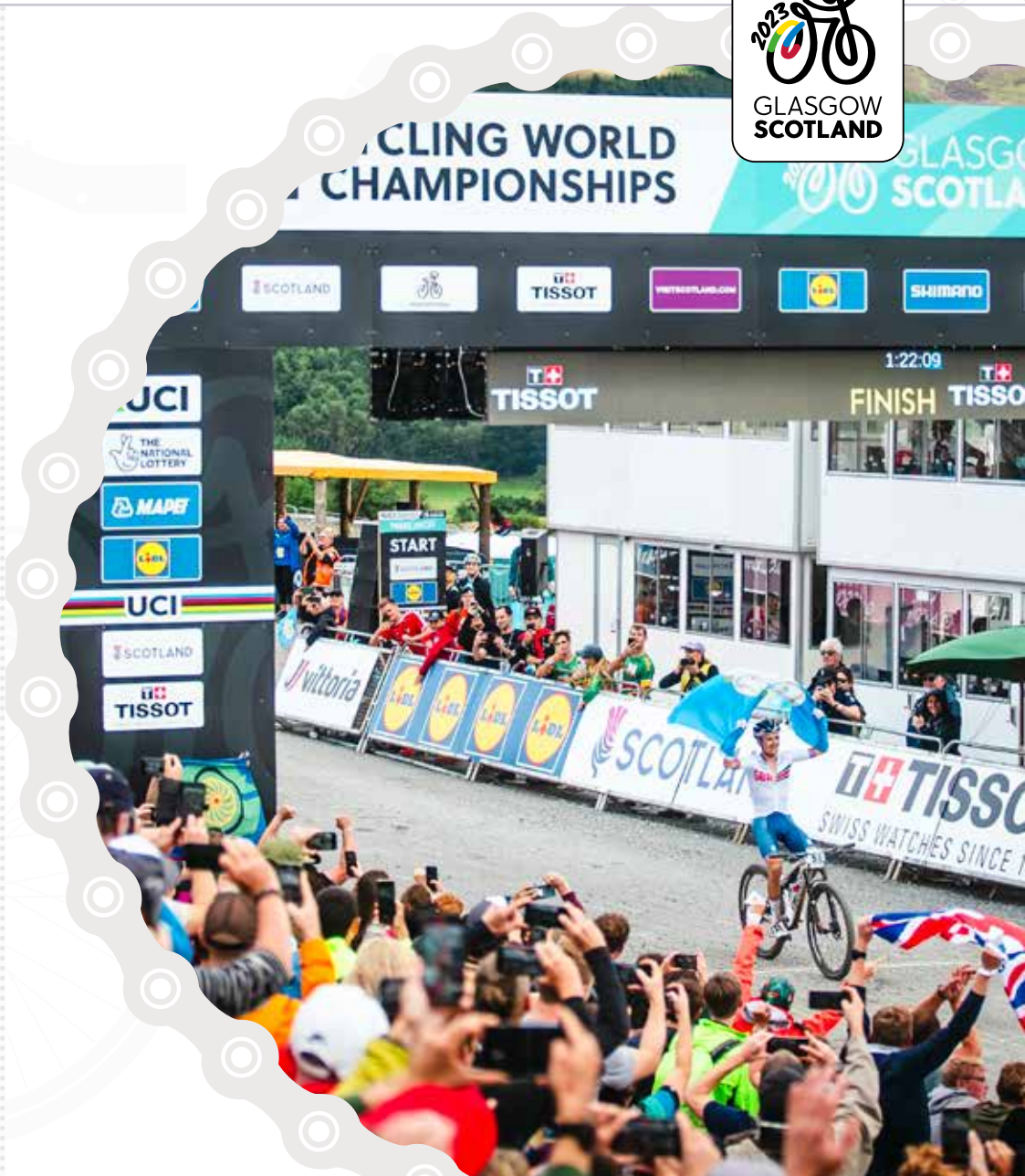
2023
**GLASGOW
SCOTLAND**

The 2023 UCI Cycling World Championships embedded an ambitious Equality, Diversity and Inclusion (EDI) strategy where everybody could be part of this exciting and ground-breaking cycling event and South of Scotland Cycling Partnership played an important role in achieving this outcome across the two host destinations.

The objective was to host a world class event driven with a purpose to make this an event for everyone and to reach out to new audiences, inspiring more people to cycle using the 'power of the bike' as the catalyst for change. In delivering these priority areas, Equality, Diversity and Inclusion (EDI) was seen as integral to implementing this approach which would underpin all its policy-led initiatives.

Working in collaboration with Euan's Guide, the 2023 UCI Cycling World Championships produced Planning for Inclusion Guidelines for each of the event delivery partners to work through as part of the build planning. Community mapping was included in these guidelines to help event delivery partners identify local community groups to work with and help reach news audiences, one of these being the deaf cycling community at Glentress Forest - a first in cycling. Feedback from both disabled and able bodied spectators attending the event has shown their experience to have been a positive one: 97% of people who attended the event felt it was inclusive, 93% of spectators with a disability found the event to be accessible.

[Equality, Diversity & Inclusion Evaluation Report.](#)





2023 UCI CYCLING WORLD CHAMPIONSHIPS SOUTH OF SCOTLAND IN NUMBERS

4 Championships across **2** Local Authority areas with intergrated para-cycling and able bodied road and trail events for the first time ever

Scottish Borders

483

competitors from 61 countries took part in the Mountain Bike Cross Country. 164 competitors from 37 countries took part in the Mountain Bike Marathon

360

volunteers assisted at the event

£6.1M

Direct Economic Impact of 2023 UCI Cycling World Championships in the Scottish Borders is £6.1M

90%

of visitors plan to return to the Scottish Borders

1,987

Mountain Bike events in Glentress Forest:
• The events saw a total of 1,987 hours of coverage broadcast world-wide

43.56M

cumulative broadcast viewers • With 12.72 Million hours watched world-wide

Dumfries & Galloway

411

competitors from 59 countries took part in the para-cycling time trail and road race world championships

110

volunteers assisted at the event

£1.9M

is the direct Economic Impact of the World Paracycling Championships in Dumfries and Galloway

85%

of visitors plan to return to Dumfries and Galloway

97%

delighted to see Dumfries and Galloway hosting the 2023 UCI Cycling World Championships, para-cycling events

8.5 days

length of stay on average in the region

570,000 hours

UCI related to the Para-Cycling Road events in Dumfries & Galloway: • The Para-Cycling Road events had a broadcast time of 36 hours and 12 minutes
• There was a cumulative Broadcast Audience of 21.5 Million viewers • With over 570,000 hours viewed



STRATEGIC EVENTS

To deliver against the South of Scotland Cycling Partnership Strategy VISION it has been recognised that we must develop a one region approach, a strong and dynamic industry which engages with race designers and other key organisations to produce a portfolio of events and festivals that deliver a sustainable impact and international profile for South of Scotland.

Hosting, designing and creating a range of local, regional, national and international grade cycling events that take place in the South of Scotland has been an ongoing commitment over the last 20 years.

Not every event held in the South of Scotland is of the same scale and size as the 2023 UCI Cycling World Championships and this is so important to our region.

We actively encourage through strategic investments the creation of events which are varied in scale and make a range of impacts but ultimately increase participation opportunities for our visitors and our communities.

Every cycling event held in our region is equal in importance because without a a balanced approach to race design, participation and style our visitors and citizens wouldn't have a range of riding experiences and progressions that they can enjoy.

Our region is a rich tapestry of events which move us ever closer towards lifting our crown as Scotland's leading cycling destination.

Events funded by the Community Cycling Fund – Scottish Borders

Borders Bike Fest - Friday circa	1000	11 th August 2023
Fanzone - Thursday circa	400	10 th August 2023
Fanzone - Saturday- circa	180	12 th August 2023
Adrenalin Uplift World's Weekender	600	11 th to 13 th August 2023
We are Innerleithen	1117	10 th to 13 th August 2023
	3297 participants	

Events funded by Summer of Cycling Fund – Dumfries & Galloway

Keir, Penpont and Thornhill Development Trust Summer Celebration of Cycling	400 participants and visitors across summer festival	22 nd & 23 rd July 2023
Dalbeattie Community Initiative	200 participants	23 rd April 2023
Rocks and Wheels Cycling Open Day & Guided Ride	100 friends & family supporters	
Frontier 300	300 participants 150 friends & family supporters	17 th June 2023
Castle Douglas Development Forum Dougie's Cyclocross Festival	800 participants & supporters	3 rd September 2023
Galloway Hillbillies Dirt Crit	150 participants	3 rd June 2023
National Road Race Series – Castle Douglas	300 participants	7 th June 2023
Crichton Trust Summer of Cycling Event	1200 participants	6 th August 2023
Gatehouse Development Young Bikers Summer Activity Programme	30 participants	17 th July 2023
	3380 participants	



DESTINATION DEVELOPMENT & PROMOTION

2023 was an incredible opportunity for partners across the South of Scotland to seize this once in a lifetime opportunity to place our region's narrative on maximising the opportunities of being the host destination.

Partners used it as a launch pad to remind consumers of the joy of riding a bike to discover the hidden gems within a region during their holiday or as dedicated experience to tour our beautiful towns, villages and hamlets.

South of Scotland Destination Alliance – Support for the Priority Action Plan



SSDA Conference March 2023 was to be the largest attended regional tourism conference in Scotland in that year.

In March 2023 South of Scotland Destination Alliance officially launched Scotland's newest and longest on road cycling touring route and unveiled the name as Kirkpatrick C2C, South of Scotland's Coast to Coast.

Since then South of Scotland Destination Alliance have embedded Cycling Promotional activity across their online and offline campaign platforms and strategies with outstanding results.

Kirkpatrick C2C, South of Scotland's Coast to Coast Soft Launch

Created a soft launch campaign strategy which included VIP hosting for dedicated cycling industry magazines and associated press trips with The Guardian, Cycling Weekly, Much Better Adventures, Daily Record. In total **56 pieces of coverage were secured** in that first 10 days of the launch of the name with a **reach of 1.77 billion estimated audience**. Further coverage is planned for 2024.

Landing Pages, New Itineraries & Digital Photography Assets

350 new photographs and 10 promotional videos were created as digital support tools for South of Scotland tourism businesses to use to promote their businesses and the region as Scotland's Leading Cycling Destination.

The digital assets included UCI Cycling World Championships posters, graphics, suggested social media copy and Kirkpatrick C2C video and photography assets along with specific social media posts to celebrate the launch of the name of the route and the history behind the inventor of the world's first pedal bike which was created in the South of Scotland.

New Products

Kirkpatrick C2C, South of Scotland's Coast to Coast

An exciting new 250 mile on-road cycle route covering the length of the South of Scotland was digitally launched in 2023. The Kirkpatrick C2C, South of Scotland's Coast to Coast will run from Stranraer to Eyemouth, making it one of the longest in the UK and a new challenge for experienced cyclists.

Walking and cycling routes can deliver significant economic, environmental and community benefits, and early projections are that the new South of Scotland Coast to Coast route could attract up to 175,000 new visitors to the region, with a direct spend of £13.7million per year.

The project was delivered in time for the 2023 UCI World Championships which took place in August 2023 in Dumfries & Tweed Valley, Scottish Borders.

SOUTH of SCOTLAND DESTINATION ALLIANCE

WHO WE ARE * SUPPORTING TOURISM * MEMBERSHIP * EVEN

SSDA ANNUAL CONFERENCE 2024 NEWS * MEMBERS ARE

2023 is the year to take cycling tourism up a gear...



KIRKPATRICK COAST 2 COAST
SOUTH OF SCOTLAND'S COAST TO COAST



KPT DEVELOPMENT TRUST
CELEBRATION OF CYCLING EVENT 22 & 23 JUNE 2023

Our Proud Kirkpatrick McMillan Heritage

PENPOINT TYNROU
KEIR KPT DEVELOPMENT







Scotland. Made for Cycling.



Gravel biking in Dumfries & Galloway © Galloway Cycling Holidays, Warren Sanders

UCI CYCLING WORLD CHAMPIONSHIPS 2023 GLASGOW SCOTLAND

Visit Scotland | Alba

UCI CYCLING WORLD CHAMPIONSHIPS 2023 GLASGOW SCOTLAND



Scottish Borders
Business Guide

SOUTH of SCOTLAND DESTINATION ALLIANCE

99 TWEED VALLEY
1001489

SOUTH of SCOTLAND ENTERPRISE

Scottish Borders COUNCIL



DESTINATION DEVELOPMENT & PROMOTION



Cycling Themed Webinars

Scotland Destination Alliance curated a series of 3 webinars covering essential information for the industry to get the the best from cycling opportunities in 2023 as we played host the UCI Cycling World Championships and the ongoing investment across the region including new on road and off road cycling experiences and new trail and safe spaces to ride. The three themes of the webinars were

The three themes of the webinars are:

- How to get a slice of the action
- Cycling Started Here
- Make your business cycle friendly

Business Guides

Visitor interest in cycling in Scotland is at an all time high. South of Scotland Destination Alliance is capitalising on this by launching a comprehensive set of toolkits designed to support the tourism operators to maximise the opportunities and exceed the expectations of cycling visitors.

VisitScotland: National Support for South of Scotland Priority Action Plan

New cycling proposition

In 2023 VisitScotland created a new national cycling proposition for our country. The 'Scotland. Made for Cycling' campaign fits within its wider Scotland marketing activity.

VisitScotland Cycling Topic Paper 2023

VisitScotland produced an insights and research paper to highlight the scale of opportunity for cycling tourism in Scotland.

Cycling Industry Tourism Guide

VisitScotland has created a guide for tourism businesses to maximise the opportunities created by cycling in Scotland. The guide provides tourism businesses with information and advice on –

- the scale of the cycling tourism opportunity.
- advice on how best to reach new cycling visitors.
- useful marketing tips and resources to get you started.



DESTINATION DEVELOPMENT & PROMOTION

Sustrans-VisitScotland cycling routes map

In partnership with VisitScotland, 5 new cycling routes were mapped by Sustrans Scotland to capitalise on the legacy of the 2023 UCI Cycling World Championships and these were added to the cycling routes map in September 2023. In the South we have added –

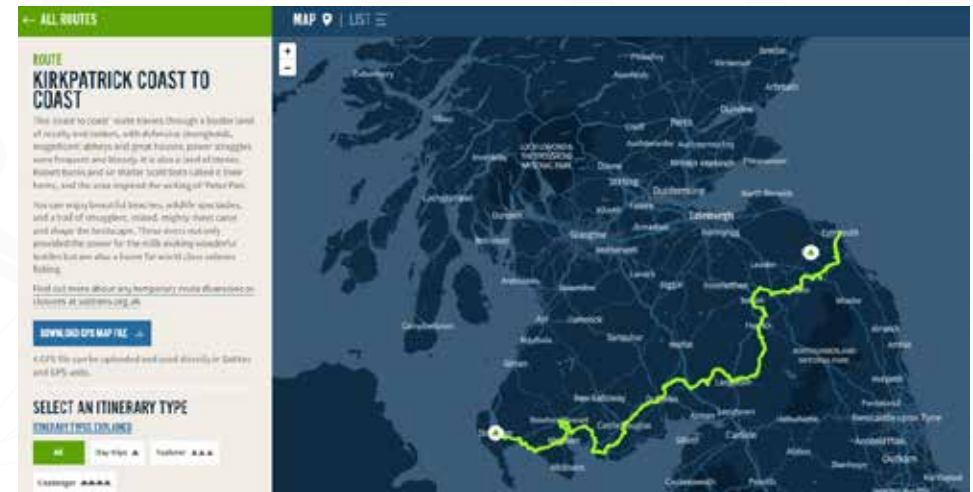


- The [Glenkiln](#) route from The Crichton in Dumfries is a gentle loop through the Dumfries & Galloway countryside, that starts from The Crichton Memorial Church.
- The [Glentress Nature Route](#) is a 15-mile figure-of-eight route that takes in the forest and the picturesque surroundings of Peebles
- The 19-mile [Tweed Valley Loop](#) starts in Innerleithen and ambles through the scenic Tweed Valley and alongside the River Tweed.

VisitScotland corporate communications also released the following to support the new routes <https://toolkit.visitscotland.org/asset-page/220104-pedal-power-persists>.

The Kirkpatrick Coast to Coast Cycling Route sits on the [Sustrans - VisitScotland cycling routes map](#) and is included in VisitScotland’s cycling landing page, which generates around 200K page views annually.

The map generated over 250K page views in 2022 and over 210K in 2023.



Owned Channel Support

VisitScotland worked with Tweed Valley mountain bike guide, Aneela McKenna, to create a 2:50 min [video](#) promoting mountain biking in the Tweed Valley. The video was promoted via VisitScotland paid social media activity in March 2023, which delivered 413K video views.

Cycling in the south of Scotland also featured in our email marketing and organic social media activity in 2023.



DESTINATION DEVELOPMENT & PROMOTION



VisitScotland – Scotland is Calling

VisitScotland's current Scotland is Calling Expedia activity features mountain biking imagery from Glentress, and the Borders. An image of mountain biking in Glentress was also used to promote Adventure and Escapism in UK Expedia activity that's live from Sept 2023 – January 2024.

With cycling a priority sector across VisitScotland's marketing activity and with the positioning of Scotland: Made for Cycling, content will be weaved through their [content calendar for 2024](#)

In recent partnership marketing activity with South of Scotland Destination Alliance and DFDS ferries, cycling in Glentress and Galloway Forest Park are featured.

VisitScotland – Global PR

For Global PR VisitScotland secured coverage for Kirkpatrick C2C, South of Scotland's Coast to Coast in a long length Guardian feature. The Kirkpatrick C2C, South of Scotland's Coast to Coast feature in The Guardian. Working with DMBinS we had a 12-page mountain biking feature in German magazine BIKE that included Glentress in the Borders readership 385k. The Kirkpatrick C2C, South of Scotland's Coast to Coast also featured in a New Zealand Herald article on cycling in Scotland and in a Telegraph article published in summer 2023. Cycling in Dumfries & Galloway also featured in a Cycling in Scotland article published by [Reisen Exclusiv](#).

Community and Tourism Business support

VisitScotland has provided contributors a series of tourism business webinars led by SSDA with a focus on the opportunities for tourism businesses related to cycling tourism and the UCI Cycling World Championships. In addition, VisitScotland provided marketing support and advice in the run up to and for the soft launch of the KC2C.

VisitScotland provided support and advice to KPT Development Trust in the development of local routes.

VisitScotland iCentre support

Dumfries iCentre staff developed a report of local accessible accommodation, visitor attractions, restaurants and other facilities to support the additional needs of participants in the UCI Paracycling World Road Championships in Dumfries.



DESTINATION DEVELOPMENT & PROMOTION



Strava Club

South of Scotland Destination Alliance have also become the first Destination Marketing & Management Organisations in Scotland to harness the power and reach of Strava to create a Strava Group dedicated to riders planning trips & completing segments of the Kirkpatrick C2C, South of Scotland's Coast to Coast. The aim of this is to use affiliate consumer recommendations to put the Kirkpatrick C2C on the map. The group has a leaderboard and encourages the sharing of riders images, comments and feedback. Within six months of launching the group has reached 120 members and growing.

Endura - A Forgotten Legend

Scottish brand Endura embarked on a journey to revive a forgotten legend of cycling history, recreating the groundbreaking pedal cycle invented by little-known Scottish icon Kirkpatrick Macmillan in 1839. An authentic recreation of the bike retraced Macmillan's historic journey from Thornhill, Dumfriesshire, to Glasgow.

Southern Upland Way Cycle Route

The Southern Upland Way Cycle Route makes road cycling the width of the country possible while taking in much of the same landscape and character as the famous Southern Upland Way using quiet back roads.



INFRASTRUCTURE



Union Chain Bridge

Scottish Borders Active Travel Strategy – Region-wide Consultation

In July 2023 Scottish Borders Council launched a region wide consultation to ask community groups and individuals to feedback on new walking and cycling route proposals for the Scottish Borders.

The consultation was launched to coincide with the 2023 UCI Cycling World Championships.

Scottish Borders Council has worked with partners and local communities to develop various shared paths across the region and want to continue to build this network to help support more active travel by residents and visitors.

Eddleston Water Multi-Use Active Travel Path

The latest addition to the Scottish Borders local shared path network is the Eddleston Water multi-use path, which was officially opened in June following the work of the local community, landowners, Scottish Borders Council and funding from the Scottish Government via Sustrans Places for Everyone and South of Scotland Enterprise.

The Union Chain Bridge

The restoration of one of the world's oldest and most important bridges was completed in July 2023. The union chain bridge, which connects Scotland and England over the River Tweed between Northumberland and Berwickshire, was designed by navy captain Samuel Brown and opened in the 1820s. It was a trailblazer for the Brooklyn Bridge in New York as well as the world's longest bridge in Japan, and is now recognised as an international significant engineering landmark, sitting proudly alongside the Eiffel Tower, Sydney Harbour Bridge and the Panama Canal.

This ambitious project will forge stronger connections between border communities through the conservation and celebration of the Union Chain Bridge. It has reinstated the bridge to its former glory and provide exciting opportunities for people to explore its heritage, stories and setting.

The £10.5m overhaul saw every piece of the structure removed, checked and then restored and replaced before being reassembled.

The [Friends of the Bridge Group](#) worked tirelessly to raise funds and campaign for the restoration of the bridge which holds historical significance all over the world restoration will allow visitors to drive, cycle or walk over the famous bridge once again.



INFRASTRUCTURE



Hawick Flood Protection Scheme

The Hawick Active Travel Network project aims to introduce new and better spaces for walking, cycling, and wheeling around the town and was included as part of the Hawick Flood Protection Scheme following the devastating floods experienced by the residents of the town.

The design of the Active Travel Network will make journeys easier, safer, and healthier and involves widened paths, new widened footbridges, ramps and dedicated passageways around bridges, all intended to keep users as much as possible separate from traffic on the main streets.

Completed as part of the Flood Protection Scheme, this network will represent a major enhancement to the facilities and infrastructure of Hawick. It is providing significant potential to reduce car use and increase active travel – on foot or bicycle – as an everyday mode of transport, delivering benefits to health, air quality and quality of life to local residents and visitors. And it will do so in a totally safe environment. The network will be accessible to all, linking many areas of the town from Weensland all the way along to Volunteer Park.



Forestry and
Land Scotland
Coimhearsachd eòlais
Feòramh Alba

Multi-Use Trail Path

4 kilometres of shared space trail

- Based upon Paths For All Outdoor Accessibility Guidance
- Inclusive design approach, which is Disability Discrimination Act compliant.
- Open landscape views with good sightlines.
- Connecting car parks, orientation and visitor destination facilities with the wider forest.
- Rest stops providing key viewpoints of the forest, archaeology features and the Tweed Valley.
- Supporting visitation from a wider group of users will assist in activating associated mental health benefits, estimated in value at £26 million for Scotland (based on population size, at 2020 prices (Forest Research, 2021)).

Glentress Masterplan Multi-Use Trail
(Robertson Construction Group Ltd, 2023)



Forestry & Land Scotland Investments

The aim of the Glentress Masterplan is to deliver a future for the forest as a well-integrated, multi-user destination, which specialises in mountain biking and offers a world class visitor experience. It is creating new recreation opportunities and holiday accommodation through a strategic partnership investment with Forest Holidays, which will bring 20,000 new visitors a year to the Tweed Valley benefiting the local community, delighting our international visitors, improving trading conditions for local businesses, and supporting regional tourism.

The investment has delivered 16km of new mountain bike trails and will include an easily accessible skills area (due for completion in spring 2024), network and taster trails, and expanded capacity car parking for busier days.

In 2023 Forestry & Land Scotland completed in the South of Scotland 7stanes trail network to upgrade and replace trails with £50,000 being invested at Kirroughtree, Galloway, Dumfries & Galloway and £70,000 at Newcastleton, Scottish Borders.



INFRASTRUCTURE

Walkerburn Pump Track

2023 saw plans for a new pump track in Walkerburn move forward after funding was officially confirmed for the project.

The money has come from the Cycling Facilities Fund, an £8m Scottish Government fund managed by Scottish Cycling, DMBinS, and sportscotland, and Scottish Borders Council (SBC) and construction will begin in April 2024.

The new pump track will cater for a wide range of community and youth groups, not only for cycling but also for other wheel-based activities such as skating and skateboarding.

Dumfries & Galloway Active Travel Investments

The Council's second Active Travel Strategy (ATS2) was adopted by the Communities Committee on the 6th of October 2022 to provide a combined approach to active travel infrastructure and culture within Dumfries and Galloway, and better respond to sustainability challenges as part of the Council's Climate Emergency Declaration, carbon reduction targets and wider priorities.

Keir, Penpont & Thornhill

The project is being led by Keir, Penpont and Tynron Development Trust (KPTDT), backed by £1,557,806 of funding for design and construction from the Scottish Government, administered through Sustrans Scotland's Places for Everyone programme.

Benches and bike stands have also been installed at two placemaking areas along the path.

Match funding was secured from SWestrans, South of Scotland Enterprise, Dumfries and Galloway Council Communities Committee, Scottish and Southern Electricity Renewables, and Annandale and Nithsdale Community Benefit Company (ANCBC).

Penpont Primary School attended a path safety session delivered by Transport, Planning and Engineering [TP&E], to celebrate a new active travel link in the Nithsdale area.

Phase 1A – the first in a multi-stage project – has created a traffic-free path which stretches from Penpont to the Drumlanrig access road, construction finished in December 2023. When phases 1B and 1C are complete, a 4km path will connect Penpont and Thornhill, enabling residents to safely walk, wheel and cycle between the two villages.

Dumfries Town

A brand new active travel network link launched in 2023 with improvements to the junctions at New Abbey Road, Pleasance Avenue and Park Road, which link the west of Dumfries to the town centre, have become a well-used route for Active Travel – making it easier and safer for everyone to walk, wheel and cycle in the area.

The Dumfries and Galloway Council-led project was made possible by over £800,000 of funding from the Scottish Government through Sustrans Scotland's Places for Everyone programme, with match funding from the Council, SWestrans and NHS Dumfries and Galloway.



South of Scotland

Cycling Infrastructure Fund



Cycling Infrastructure Fund

A new £350,000 South of Scotland Cycling Infrastructure Fund was launched in October 2023 to support the region's aim of becoming one of the leading cycling destinations in the world.

The Fund offers capital grants of £3,000 to £25,000 to support tourism businesses, social enterprises and community groups who own visitor facing assets to invest in cycling infrastructure.

The investments will improve facilities for visiting cyclists taking part in the Kirkpatrick C2C, South of Scotland's Coast to Coast cycling route, or riding the 7Stanes trail centres.

19 projects will go live in 2023 and a further 11 projects are in development for delivery in 2024 across the region adding significant value to the regional identity as a fantastic cycle holiday destination.

Mountain Bike Innovation Centre, Bike Park & Trail Lab.

2023 has seen a significant step forward for Scotland's Mountain Bike Innovation Centre with planning permission approval.

South of Scotland Enterprise (SOSE) has confirmed that planning permission has been secured to renovate Caerlee Mill in Innerleithen to be the home of the new Mountain Bike Innovation Centre.

Together with the proposed Tweed Valley Bike Park and Trail Lab near Innerleithen, the Mountain Bike Innovation Centre is a key development for Scotland and the wider UK Cycling Industry and will be funded as part of the Borderlands Inclusive Growth Deal.

The UK Government is investing £19million into the project. The Innovation Centre is predicted to contribute £141m in Gross Value Added (GVA) and create over 400 jobs in the South of Scotland over ten years. The overall project is being delivered by SOSE, alongside partners Edinburgh Napier University (ENU) and Scottish Borders Council (SBC).

The Innovation Centre will allow Scottish, UK and international companies to develop innovative products and services, or even train and test athletes within the mountain biking and cycling sector. It will also offer a place for businesses to showcase their products in the heart of the UK's leading mountain bike destination.

In addition, the renovation of the listed Caerlee Mill for commercial use will help preserve an important building for the local community and for Scotland's industrial heritage.



INNOVATION & TECHNOLOGY

**SCOTTISH
MTB** INNOVATION
SUMMIT

ON THE TRAILS TO INNOVATION,
TWEED VALLEY 2023

Wednesday 9th August 2023, Innerleithen and Glentress
host venues of the UCI Cycling World Championships

- Open forum and panel discussion topics
- Growing the Sport through Improvements in Design & Trail Building



SWECO 

Build
your
bike
route

Mountain Biking Innovation & Technology Summit

In August 2023 South of Scotland Enterprise, Edinburgh Napier University, Developing Mountain Biking in Scotland, Scottish Borders Council, in partnership with Cycling Industries Europe staged a 2-day Power of the Bike Summit at MacDonald Cardrona Hotel and Glentress, the host venue for the Cross-Country Mountain Bike World Championships.

The Power of the Bike Innovation Summit welcomed over 200 delegates across the 2 days and included some of the biggest bike brands in the world to network and meet many South of Scotland businesses. It proved to be a great success, with a series of announcements on the day, including the new Bike Innovation Scotland brand revealed by Minister for Small Business, Innovation and Trade, Richard Lochhead who also launched Scotland's Mountain Bike Strategy 2023-2025 on the day.

CivTech 7.4: A New digital tool to help strengthen South's active travel network

An innovative new digital tool which will support South of Scotland communities to develop new active travel networks in their areas has been showcased for the first time.

The new product is being developed by Sweco as part of the CivTech Challenge project, which aims to use technology to solve real-life challenges facing public and third sector organisations in Scotland.

Sweco were set the challenge by South of Scotland Enterprise (SOSE) of using technology to unlock the power of the bike to stimulate demand for cycling infrastructure and support South of Scotland communities.

Europe's leading design, engineering, environment and regulatory consultants, Sweco have now created the Build Your Bike Route product, which aims to allow users to better understand active travel design.



INNOVATION & TECHNOLOGY

The product allows access to innovative digital mapping tools and alternative path construction techniques focussed on using low carbon and recycled materials.

This will aim to help communities and the public sector currently facing resource and skills issues to speed up their active travel strategies in rural areas.

This in turn will increase viable planning applications and approvals, and then investment in cycle path infrastructure, supporting local and national targets linked to a Just Transition to Net Zero.

BASE College



William Brodie



Reece Wilson

Scottish Borders College & Dirt School Collaboration

Run in conjunction with the world-famous Dirt School, the BASE Mountain Biking course is a performance-based, three-year full-time academic programme that allows the students to ride their bikes and work on their technique two days a week while attaining a recognised HN level qualification. It creates an inclusive environment that has allowed over 100 young people to learn important life skills.

In 2023/24 32 BASE Mountain Bike students have enjoyed studying SCQF Level 6 Achieving Excellence in Sport, SCQF Level 7 HNC IN Sports Coaching and Development & SCQF Level 8 HNC IN Sports Coaching and Development.

Over the years, the course has produced some of the finest talent in the world of mountain biking including World Champion, Reece Wilson and William Brodie who was crowned Junior British Downhill Champion at Glencoe within recent years.

Run and delivered by Dirt School in partnership with Borders College, BASE College course is a programme unlike anything else currently available. Students will progress both technical skills and racecraft, whilst broadening their knowledge of the sport with academic studies, culminating with a Higher National Diploma after graduating third year.

<https://www.dirtschool.co.uk/pages/base-college>





SUSTAINABLE ECONOMY & COMMUNITIES



SOUTH OF SCOTLAND GREAT BRITAIN

The UCI Bike City label supports and reward cities and regions which not only host major UCI cycling events but also invest in developing community cycling and related infrastructure and programmes. [Click here for more info.](#)

UCI Bike Region Label

South of Scotland claims prestigious international UCI Bike Region Label.

The South is the first region in Scotland to be awarded the label by cycling's world governing body, the Union Cycliste Internationale (UCI). The label recognises a city or region's commitment to both Elite cycling competition and cycling for all.

The label is held by just 26 cities and regions across the globe and acknowledges locations that not only host major UCI events, but also invest in developing community cycling and related infrastructure and programmes.

The award was presented to the South of Scotland Cycling Partnership whose submission to the UCI highlighted its ground-breaking ten-year strategy, which was launched last year.

This recognition from the UCI will raise the profile of the region to cyclists across the world, helping showcase our offering, attract more visitors and encourage locals to embrace the freedom of riding a bike. This in turn will support the South of Scotland's valuable tourism and events industry, creating jobs and sustaining communities.



Galashiels Hike & Bike Hub

The Hike and Bike Hub is a Social Enterprise, in the Scottish Borders who look to encourage people in and around Galashiels area to walk and cycle more through the promotion of active travel and healthy leisure activities.

The charity was established by Angela and George Crow, residents of Galashiels and keen walkers and cyclists, and identified the need for a walking and cycling hub in the town centre.

South of Scotland Enterprise have been supporting the team and outcomes include Hike and Bike securing premises in Galashiels, building their business plan and leveraging in over £20,000 in external funding for the delivery of their services.

A key organisational priority for the Hub moving forward is to be an autism positive employer and trainer, with inclusivity and support at the heart of any recruitment to encourage and retain neurodiverse staff members.



SUSTAINABLE ECONOMY & COMMUNITIES



Newcastleton Bunkhouse

Newcastleton bunkhouse has been operating for its first full calendar year in 2023. This is a community owned bunkhouse with outstanding facilities for welcoming touring road cyclists, off-road mountain bikers uses the near-by 7stanes trails or bikepacking gravel bikers passing through the region on an adventure from Keilder Forest.

Newcastleton Bunkhouse forms a small part of a more extensive and ambitious vision for the town. The next phase of Newcastleton's Holm Hill, the Active Leisure Strategy, gets underway with a £500k investment from partners; UK Gov's Shared Prosperity Fund £284k, South of Scotland Enterprise Ambitions Fund £100k, Scottish Government's Strengthening Communities Fund £40k and Newcastleton Community Trusts own funds which will all contribute to this initial first phase of the community Active Leisure Strategy.

This phase provides funding for old paths to be reopened and creation of new mountain bike trails to complement the existing 7Stanes mountain bike network at Newcastleton.



Wheels of Fleet

Wheels of Fleet is an example of just one of a range of ground breaking social enterprise organisations that enrich the South of Scotland and are dedicated to helping to get more people more often onto bikes whilst benefiting the most in need within their communities.

This community bike project at Gatehouse has celebrated eight years in operation in 2023.

From small beginnings, Wheels of Fleet has become a major link in the chain of pedal power locally. The innovative up-cycling project reconditions donated bikes for hire with a bank of e-bikes also available for public use and a maintenance and servicing offer for cycling visitors.

The long-term development of accessible cycling experiences delivers against our strategic ambition to offer opportunities within our Sport, Recreation & Wellbeing theme.



SUSTAINABLE ECONOMY & COMMUNITIES

Cycling Scotland

Cycling Scotland offers a programme of expert support, including funding from Transport Scotland, to help workplaces, schools, campuses, communities, and social housing providers across Scotland be cycling friendly and attain nationally accredited awards.

Cycling Scotland and South of Scotland business, colleges, employers and communities have celebrated the opportunity to secure funding support and investment in cycling infrastructure which supports our people to cycle more in their everyday lives.

Cycle Friendly Awards

OrganisationName	Region	Number Of Users	Sector	Award Status
Glenrath Farms Ltd	Scottish Borders Council	15	Private Enterprise	Working towards the award
Berwickshire High School	Scottish Borders Council	600	Education Authority	Working towards the award
South of Scotland Enterprise Selkirk	Scottish Borders Council	70	Public Sector	Awarded
West Linton Primary School	Scottish Borders Council	229	Education Authority	Working towards the award
Hike & Bike Hub, Galashiels	Scottish Borders Council	6	Third Sector	Awarded
Eildon Housing Association SHPF	Scottish Borders Council	0		Awarded

Organisation Name	Region	Number Of Users	Sector	Award Status
South of Scotland Enterprise, Dumfries	Dumfries and Galloway Council	60	Public Sector	Awarded
Moffat Academy Primary School	Dumfries and Galloway Council	190	Education Authority	Working towards the award
Gatehouse and Twynholm Primary School	Dumfries and Galloway Council	144	Education Authority	Working towards the award
Kirkcudbright Academy	Dumfries and Galloway Council	404	Education Authority	Working towards the award
Gatehouse of Fleet Community Centre	Dumfries and Galloway Council	50	Third Sector	Working towards the award
Loreburn Primary School	Dumfries and Galloway Council	162	Education Authority	Working towards the award
Nith Valley LEAF Trust	Dumfries and Galloway Council	90	Third Sector	Working towards the award
Dalbeattie High School	Dumfries and Galloway Council	351	Education Authority	Working towards the award
Dalbeattie Primary School Primary School	Dumfries and Galloway Council	264	Education Authority	Awarded
Wigtownshire Stuff Community Group	Dumfries and Galloway Council	50	Third Sector	Awarded



SUSTAINABLE ECONOMY & COMMUNITIES

Funded Organisations

Organisation	Setting	Awarded Amount	Local Authority
Dumfries Lawn Tennis Club	Cycling Friendly Community	£ 12,594.00	Dumfries and Galloway
Dumfries & Galloway Council	Cycling Friendly Employer	£ 4,500.00	Dumfries and Galloway
Nith Valley LEAF Trust	Cycling Friendly Community	£ 3,908.73	Dumfries and Galloway
Dumfries and Galloway College	Cycling Friendly Community	£ 7,280.00	Dumfries and Galloway
Wildfowl and Wetlands Trust (WWT)	Cycling Friendly Employer	£ 3,250.00	Dumfries and Galloway
Castle Douglas Development Forum	Cycling Friendly Community	£ 10,042.16	Dumfries and Galloway
Gatehouse Development Initiative	Cycling Friendly Community	£ 11,613.00	Dumfries and Galloway
Old School Thornhill	Cycling Friendly Community	£ 13,275.00	Dumfries and Galloway
Eat, Sleep, Ride, CIC	Cycling Friendly Community	£ 7,700.00	Scottish Borders
A Positive Start CIC	Cycling Friendly Community	£ 17,878.56	Scottish Borders
Scottish Borders Council	Access to Bikes for Young People	£ 50,000.00	Scottish Borders
Borders College	Cycling Friendly Campus	£ 9,592.00	Scottish Borders
Borders College	Campus Cycling Officer	£ 20,983.20	Scottish Borders



SUSTAINABLE ECONOMY & COMMUNITIES

Cycling UK

Cycling UK has supported over 2,500 participants in the South of Scotland across four projects. Through projects they've been able to offer a huge range of bike loans, trials and events to the South of Scotland area, paying particular attention to underrepresented groups. Over 1000 participants received discounted bike repairs funded by Cycling UK and completed by 26 partner repair organisations.

Successes have included events such as a cycling 'roadshow' in Sanquhar, 'Pop-Up' cycle repair shops in Selkirk, a Scotland Advisory Committee networking event in Dumfries and a Scottish Borders Active Travel Networking Event attended by Patrick Harvie MP.

we are
cycling
UK





SPORT, RECREATION & WELLBEING

Scottish Cycling Highlights

We are hugely grateful to Scottish Cycling, who have had a fantastic year delivering cycling activity in the South of Scotland. They have staged a plethora of amazing events across the region, including two prestigious National Championships in Cross Country Mountain Biking and Downhill Mountain Biking, and the inaugural edition of a national level road race.

Linked to the World Championships, there were also Ride The Worlds regional qualifiers in the region, grassroots racing for youngsters, with the best riders qualifying to compete during the major event itself. On top of this there were on site activations delivered so the public could give cycling a go during the Para Road Races held in the region. Ride the Worlds gave children and young people the opportunity to experience the thrill of racing both a competitive and non-competitive way. This project led by partner, Scottish Cycling, brought a strong connection with local community groups and cycling clubs to the event.

There has been significant investment in the development of the sport, with coaching qualifications being delivered across the region, almost 150 people going through the Rock Up & Ride programme, which gives free bikes to people who otherwise wouldn't be able to afford them, and £100,000 invested into the development of Walkerburn Pump Track thanks to the Cycling Facilities Fund, with future investment into other facilities currently in partnership development with Dalbeattie Rocks & Wheels.

Scottish Cycling, in partnership with both local councils, have committed funding and support for new cycling development officers for both the Scottish Borders and Dumfries & Galloway.





SPORT, RECREATION & WELLBEING



Mass participation cycling events	Confirmed Dec 2023	Region
Dalbeattie Hard Rock Challenge	218	D&G
Raiders Gravel	200	D&G
Enduro World Series	1100	D&G
Frontier 300 Gravel Event	400	D&G
Tour Series	160	D&G
Galloway Hillbillied Duathlon	300	D&G
Hillbillies Cyclocross	85	D&G
The Gralloch	1100	D&G
Scottish Downhill Association Ae	300	D&G
UCI Cycling World Championships - Para Cycling TT & RR	411	D&G
Scottish Cycling Ride The Worlds/Race the Worlds & Experience the Worlds	187	D&G
Scottish Cycling Kirroughtree CX	49	D&G
Scottish Cycling Hoddom Dirt Crit	37	D&G
Scottish Cycling Race at Ae Forest	59	D&G
Everholm Dirt Crit	53	D&G
Scottish Downhill Association Mountain Bike Downhill Championships. Ae Forest	214	D&G
Galloway Hillbillies RR	62	D&G
SXC MTB XC Champs Ae Forest	246	D&G
Scottish Cyclo Cross CX Series Round 5 Castle Douglas	270	D&G
Total Participants	5451	

Mass participation cycling events	As confirmed in Dec 2023	Region
TweedLove Bike Festival	2100	SB
Doddie Weir Cup	200	SB
Muck n' Mac Fest	400	SB
Duns Summer Festival	50	SB
Frontier 300 Gravel Event	400	SB
Hillside Outside - EMTB Event	157	SB
Tweedlove Enduro (Vallelujah)	471	SB
RAF Downhill - Innerleithen	100 (est)	SB
Tweed Valley Women's MTB festival	125	SB
Tour O The Borders	2000	SB
Ken Laidlaw Sportive	300	SB
ITERA-lite	119	SB
Scottish Downhill Association - Innerleithen	196	SB
UCI Cycling World Championships - XC Marathon	164	SB
UCI Cycling World Championships - XC	483	SB
Scottish Cycling Ride The Worlds/Race the Worlds & Experience the Worlds	497	SB
SDA Series Round 1 Innerleithen	213	SB
Peebles CC RR	62	SB
Midsummer Breeze Sportive	83	SB
Total Participants	8120	



SPORT, RECREATION & WELLBEING



Developing talent from the South of Scotland requires a special kind of focus and relentless dedication by an army of cycling champions, many of whom, volunteer their time, expertise and effort. South of Scotland residents can find support along the entire timeline of the cycling journey. South of Scotland partners at Scottish Cycling, Cycling Scotland, Scottish Borders Council, Live Borders & Dumfries & Galloway Council in partnership with regional bike clubs, schools and community cycling clubs create a tapestry of environments to ensure that regardless of financial status, gender, age or ability you can get access to a bike, learn to ride it, learn to shred it, take part for pleasure or to compete through the ranks to the highest levels of competition.

Scottish Borders Performance Indicator Outcomes 2023

Performance Indicator	Program Title	Scottish Borders Participation & Engagement
Increase Cycling Participation in School Age Children	Cycle Skool	165
	Advanced Rider Development Squad	7
	Come and Try programme	160
	Disability Cycle Camp	60
	Secondary Schools MTB week	96
	Peebles High School Mountain Bike Club	84
	Access to Bikes Programme	140
	Play on Pedals	319
	Bikeability	1140

Dumfries & Galloway Performance Indicator Outcomes

Performance Indicator	Program Title	Dumfries & Galloway Participation & Engagement	Comments
Increase Cycling Participation in School Age Children	Rock up and Ride	20	
	Play on Pedals	180	
	Bikeability	1162	
	IBike Dumfries & Galloway – Year Long Campaign across Schools Networks	98754	IBike/Sustrans managed. Total number of instances of pupil engagement.

Dumfries & Galloway Highlights

£950,000 has been secured and invested from the Transport Scotland Cycling, Walking and Safe Routes budget. The focus of investments in 2023 have been decreasing traffic speed limits to 20mph, remove barriers and improving cycling infrastructure in and around primary and secondary schools. These investments directly facilitate walking, wheeling and scooting to school and form an important part of the behavioural change programme across the region.



SPORT, RECREATION & WELLBEING

Scottish Borders Highlights

In 2023 every primary six pupil across the Scottish Borders received Bikeability Scotland cycle safety training, and this is on track to be repeated this year.

They are just one of nine Scottish local authorities to have achieved a 100 per cent delivery rate.

The programme was delivered locally by the Outdoor Education team, with ongoing support from Cycling Scotland, Smarter Choices, Smarter Places funding and the Community Cycling Fund.

The playground based Bikeability 1 cycle skills training and Bikeability 2 road safety cycle training is delivered to all P6 classes across the region, normally over the course of three days in each primary school.

Over the last 12 months the team has worked with over 1,100 pupils to increase their cycling confidence, develop hazard perception and awareness, and promote active travel.



PARTNERSHIPS Unlocking the Power of the Bike





South of Scotland
Regional Economic Partnership

