

**PEEBLES COMMON GOOD FUND
APPLICATION FOR FINANCIAL ASSISTANCE**

<u>Applicant Details</u> Name and Address of Applicant/Organisation: Telephone No: E-mail address:	TweedLove Trails 12 Kingsmeadows Road Peebles EH45 9EN 07796 173939 neil@hillsideoutside.com
Address to which payment should be made:	12 Kingsmeadows Road Peebles EH45 9EN
<u>Activities</u> Please supply a brief description of the activities of your organisation and the benefits it brings to the local community:	<p>TweedLove Trails is a voluntary organisation of local people in the Tweed Valley, working to promote cycling and mountain biking in the area.</p> <p>It is a non-profit-distributing voluntary association which aims to:</p> <ul style="list-style-type: none"> a) promote the Tweed Valley as the best bike-riding destination in the UK. b) promote cycling-related tourism as social enterprise and a major part of Tweed Valley life. c) recognise importance of cycling identity tourism and educate local businesses to the benefits of this. d) further establish and encourage the community's unique 'bike-centric' identity and deliver the community based element of Tweedlove. e) develop regular community based local rideouts that are free to the general public. f) actively increase the number, quality and waymarking of mountain bike trails, and road cycling routes in the area. g) encourage more people to take part in cycling. h) create and manage a network of local volunteers to help achieve the above. i) support a cycling festival and events which achieve the above. <p>Many residents have expressed a belief that TweedLove has made a significant contribution towards making the area a far better, happier and more prosperous place to live. It has also led to full and part-time employment, hundreds of volunteer opportunities, a local team spirit, free qualification training and assessments and a more active, healthier population.</p> <p>In conjunction with Hillside Outside Ltd, TweedLove Trails has worked to bring a round of the Enduro World Series (a major international mountain biking event) to Peebles. This happened in</p>

	2014 for the first time and as a result of the success of the event, the event will return to Peebles for 2015.
<u>Assistance Requested</u> Please indicate the sum requested and the purpose for which it will be used:	£3,500 event first aid, provided by Tweed Valley Mountain Rescue £4,000 event staff and volunteer event expenses, it requires a large amount of volunteers to deliver the event and this would cover any expenses required and additional staff costs. £2,500 event insurance and security. These are necessary for the event to run safely.
When will the donation be required:	May 2015
If this is a one-off project then please give the following details – Date (s): Estimated total cost: Funds already raised by applicant's own efforts: Funds raised or expected to be raised from other sources (please state sources):	The TweedLove Bike Festival is an annual event and we hope that the inclusion of an international event in the festival will also become an annual occurrence. By providing additional support to the event this will ensure the successful delivery of the event and the opportunity for Peebles to be recognised as a major international mountain biking destination. Event budget attached.

<p><u>Other information</u></p> <p>If you have other information which you feel is relevant to this application please provide details including details of any previous assistance given:</p>	<p>TweedLove Bike Festival started through community enthusiasm for cycling and has grown in a few years to providing an annual event that is well recognised within the community. With cycling becoming ever more popular in the UK and within our region in particular, a large number of residents are now being encouraged to take part in an activity which not only benefits their health directly, but also allows all the family to take part together. There is significant local pride in the fact that the festival has now been offered the opportunity to host one of the world's most prestigious mountain bike events, the Enduro World Series, for the second year running. A significant outcome of our group's activity is a visible increase in the number of people who are now active in cycling in the area. With good organisation we can run the World Series event in a way which allows over 100 local people to take part in the company of the world's best athletes, and the work we do will leave a legacy of more places to ride and improved access.</p> <p>This event is also of major benefit to the local economy, with all accommodation in Peebles booked, restaurants cafes and shops experiencing a large increase in trade.</p> <p>Funding like this will make a huge difference to what kind of production we can deliver, as it will allow many people to volunteer for and benefit from event work tasks which they would otherwise be unable to do. Major events like this cannot happen without a great deal of community support both in-kind and financial.</p> <p>While it is well recognised that this event is of significant economic benefit to the area, the difficulty and down side is that it runs at a loss for the organisers.</p>
<p><u>Declaration</u></p> <p>I hereby make application for assistance as set out above and certify that the information I have provided is accurate</p> <p>Signed: NEIL DALGLEISH</p> <p>Position Held: SECRETARY</p> <p>Date: 24 February 2015</p>	
<p>Note: All applications from organisations MUST be accompanied by a copy of the latest audited accounts</p> <p>Audited accounts for 2012 and 2013 enclosed</p> <p>2014 provisional attached</p>	
<p>This completed form, accounts and any supporting details should be submitted to Kathleen Mason Democratic Services Officer, Scottish Borders Council, Council Headquarters, Newtown St Boswells, TD6 0SA for all funds. Telephone 01835 826772</p>	

ADDITIONAL INFORMATION

As background, TweedLove started as an entirely voluntary project, but as it grew (quite quickly), the legal and commercial risks grew too, and understandably, the steering group of the constituted voluntary organisation which we set up to manage the events, TweedLove Trails, did not want to risk their mortgages and be personally liable if something went wrong.

As a result I started a new limited company to deal with these more commercial elements and risks. Today the festival is part commercial and still part run as a volunteer project, but as our accounts can ably demonstrate, in 2014 the activity lost around £25k overall. Ironically, SBC commissioned survey analysis which demonstrates that in 2014 TweedLove brought in £1.5 million in economic benefit for the businesses and communities in the area (mostly Peebles itself).

The company I set up (to manage what is now an international project) is called Hillside Outside Ltd, and now employs four people all year round. The company absorbed the losses and I have not yet been able to draw any salary from it, as the company made no profit from TweedLove at all due to the losses described.

We were of the belief that public funding would be increased for TweedLove in 2015, due to the hugely positive outcome in 2014, but this has not been the case, and public funding is substantially down. Hillside Outside Ltd cannot bail the festival out again, so we are trying every avenue we can think of for funding support. There is a real and inevitable risk of losing this activity entirely and therefore the benefits to the area if we do not find a solution and some further help.

I hope this helps explain the background to our application.

Peebles Involvement in the Enduro World Series

The Enduro World Series event is a mountain bike race, which is held in forests in the Tweed Valley. For 2015 it is expected that the route will include Glentress Forest, Elibank & Traquair Forest and The Common Forest (Caberston). The event start and finish for all days will be on Tweed Green.

A schedule for the event is as follows:

- Sunday 24th May – the route map for the event is released to all entrants.
- Wednesday 27th May – registration for the event opens, Tweed Green.
- Thursday 28th May – event village constructed on Tweed Green.
- Friday 29th May – event village on Tweed Green opens.
- Saturday 30th May – event village on Tweed Green open and 1st race day event start/finish on Tweed Green.
- Sunday 31st May – event village on Tweed Green open, 2nd race day event start/finish and prize giving on Tweed Green.

Unlike a lot of other mountain bike events where the events are self contained on Forestry Commission land, the Enduro World Series event brings the mountain bike community to the town centre using local businesses and facilities, showcasing what the town has to offer for future visits. Due to the nature of the event, entrants will be in and around Peebles from Wednesday 27th May through until Monday 1st June – 70% of entrants are not local (Scottish Borders) and will require to stay in and around Peebles for the duration of the event.

This results in a boom for the local economy – particularly Peebles as this is the ‘event centre’, with all accommodation providers full during 2014 and businesses in the service industry showing an increase in trade. In addition to the boom for the local economy during the week of the event, there was also huge online international media coverage of the event and in particular glowing reports of the local area and trails, which will result in ongoing visits to the area. Positive social and other media messages about the area went global – as an example the Twitter reach was 4.7million and we had networked TV coverage, the result being that the area is now seen as one of the top mountain bike destinations on the planet.

In addition to the event bringing economic benefit to Peebles we also believe that the event promotes social and health benefits for the community and in particular creates amazing role models for local children. By including children’s events in the whole TweedLove programme this includes local children in the event. We promote signing sessions for kids to meet the pro riders and skills sessions where pro riders meet the local kids and give them cycling tips. With a growing number of cycling clubs in the town full to capacity and a huge number of local children involved in the sport, this not only brings health benefits, but also social benefits of children being involved in a worthwhile pastime.

The event itself relies hugely on volunteers, the majority of whom are from Peebles and the surrounding area. A proud sense of being involved in a great cycling community has grown within this group of volunteers and they are keen to be involved in TweedLove events, without approximately 150 volunteers the events would just not be possible. This community has grown year on year and we now find that people who have visited previous events are now moving to the area to join this growing community. Other local groups are also keen to work with us, such as the Rugby Club, and we are keen to build on these new connections. We receive approaches on a regular basis from within the local community with lots of new ideas for events such is the excitement and support for the events.

If you need any further details just let us know.

Many thanks,
Neil

Hillside Outside Ltd
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TweedLove Bike Festival
www.tweedlove.com