

Proposal for the delivery of the MountainBikeNI Consortium 2022 – 2023

April 2022

Outdoor Recreation NI (ORNI) has prepared this proposal in order to request support from trail managing Councils for the financial year 1^{st} April $2022 - 31^{st}$ March 2023.

This proposal outlines:

- 1. Overview of Outputs
- 2. Added value gained from adopting a consortium approach
- **3.** Proposal for 2022 / 2023

1. Overview of Outputs:

Outdoor Recreation NI will continue to assign staff resources to the MountainBikeNI Consortium in order to continue to promote Northern Ireland as a 'must visit mountain bike destination'.

Whilst promotion will take place under the MountainBikeNI umbrella brand each destination will be clearly differentiated within marketing activity.

The focus of marketing activity will be within Northern Ireland and the Republic of Ireland in order to deliver on key objectives:

- Increase number of visits within each trail centre
- Increase the engagement of mountain bikers with the local economy i.e. increase economic impact

Partner	NMDDC	MUDC	ВСС	FODC
Partner Support	£16,974	£9,450	£5,250	£5,250
Sponsorship Contribution	£10,000	£5,000	0	0
Partner Total	£26,974	£14,450	£5,250	£5,250
% of Delivery Capacity	52%	28%	10%	10%
Fundamental Outputs				
Mountain Bike NI	✓	✓	✓	✓
Consortium				
MountainBikeNI.com	✓	✓	✓	✓
Website				
Customer Interaction	✓	✓	✓	✓
Trail Centre Specific				
Outputs				
Trail Cards E-commerce	✓	✓	×	×
Mountain Bike NI Trails	✓	✓	✓	✓
Team				
(Volunteer Ranger				
Scheme)				
Sponsorship Liaison	✓	✓	×	×
Marketing Outputs				
NI Marketing via MTBNI	✓	✓	✓	✓
Channels				
ROI Marketing Campaigns	✓	✓	×	✓
	(£2100)	(£1050)		(£1050)
Business Upskilling	✓	√	×	√
Destination Support	✓	✓	✓	✓

Fundamental Outputs	NMDDC	MUDC	ВСС	FODC
 MountainBikeNI Consortium Act as the Secretariat for the MountainBikeNI Consortium - minimum of 2 meetings per annum Agree meeting dates, venue, agenda and circulate minutes Prepare and agree annual work programme and provide a progress report on a quarterly basis 	√	~	√	~
 MountainBikeNI.com Website Manage and maintain the MountainBikeNI.com website including: All Trail Centres: Manage Trail Centre Profile including event calendar in liaison with trail managers Update of Trail Conditions (diversions, closures etc) as required in liaison with trail managers National Trail Centres Only:				*
MountainBikeNI Social Platforms Manage and maintain the MountainBikeNI social media platforms on: Facebook Instagram Twitter YouTube	√	√	✓	√
Deal with customer enquiries via telephone, email and social media in a timely manner	✓	√	✓	√

Trail Centre Specific Outputs	NMDDC	MUDC	ВСС	FODC
 Trail Cards Manage and maintain the e-commerce platform within MountainBikeNI.com Proactively engage with tourism service providers and 	√	√	×	×
relevant retail outlets to encourage stocking and sale of trail cards				

 Facilitate any reprint / redesign of trail cards¹ Provide quarterly report of trail card sales within overall work programme report 				
 MountainBikeNI Trails Team (Volunteer Ranger Scheme)² Lead the recruitment of MTB volunteers and manage database Communicate dates of maintenance days and allocate volunteers Manage MountainBikeNI Trails Team Facebook Group Proactively publicise the work of the MountainBikeNI Trails Team Organise a training and reward programme in conjunction with the trail sponsor 	√	√	✓	✓
 Sponsorship Liaison In partnership with National Trail Centre managing councils recruit a title sponsor for MountainBikeNI.com and the National Trail Centres Agree annual sponsorship plan with sponsors and act as key liaison to maximise benefits of both parties Manage the ongoing relationship with the sponsor 	√	√	×	×

Marketing Outputs	NMDDC	MUDC	ВСС	FODC
NI Marketing via MTBNI Channels	✓	✓	✓	√
 Increase awareness levels, visitation and spend from NI based Mountain bikers via: Creation of blog content Implementation of E-marketing plan Implementation of social media plan Creation and distribution of press releases to local and NI media 				
RoI Marketing via MTBNI Channels	✓	✓	✓	✓
 Increase awareness levels, visitation and spend from Rol based Mountain bikers via: Creation of blog content Implementation of E-marketing plan Implementation of social media plan 				
Rol Marketing Campaign	✓	✓	×	√
 Increase awareness levels, visitation and spend from Rol based Mountain bikers via: Delivery of a targeted marketing campaign to include offline and online advertising, social media advertising, social influencer marketing, PR, FAM trips etc. 				

 $^{^{\}rm 1}$ Additional budget will be required for trail card design and print costs $^{\rm 2}$ Council partners to deliver maintenance days including provision of lunch

Business Upskilling	✓	✓	×	✓
 Support Council workshops for local tourism service providers Proactive engagement with local tourism service providers (accommodation, eateries and activity providers) to ensure: their offering is targeted to the mountain bike market i.e. 'MTB Friendly' innovative offers are available in line with campaigns increased awareness of MTB product offering within their destination Update of on-line toolkit for local tourism service providers including visitor profiles and requirements, product and service advice, marketing recommendations / opportunities and best practice benchmarking Ongoing support and promotion of the trail head providers Distribution of two e-newsletters to relevant stakeholders re marketing campaign updates, promotional opportunities and support 	•			
Provide support to Council Tourism teams to accurately incorporate the promotion of mountain biking within a wider tourism offering	√	√	√	√

2. Added value gained from adopting a consortium approach

Outdoor Recreation NI is able to provide the following added value to those councils supporting the MountainBikeNI Consortium:

Consortium Approach

A consortium approach provides the following benefits:

- Economies of scale in campaign costs
- The ability to **cross sell** between trail centres i.e. consumers interested in or visiting the Mournes based trails will learn about the Davagh Trails and vice versa
- A greater potential to attract (via tender) a **sponsor**
- Improved brand, destination and product recognition

Marketing Foundation

The following marketing foundation is already in place – reducing the need for supporting councils to further invest elsewhere:

- MountainBikeNI.com website attracting 49,346 visits in 2021/22 (6% increase from 2020/2021)
- E-marketing Database of 10,653
- Social media following of 30,000+ (Facebook, Twitter, Instagram)

Expertise & Knowledge

Outdoor Recreation Northern Ireland is a not–for–profit organisation whose role is to develop, manage and promote outdoor recreation across Northern Ireland therefore those councils supporting the consortium benefit from its significant expertise and knowledge.

- Product knowledge gained from:
 - proactive campaigning for 10+ years for the development of mountain biking in Northern Ireland
 - driving the development of Rostrevor, Castlewellan, Blessingbourne, Castle Ward,
 Gosford and Barnett Demesne Mountain Bike Trails
- Visitor Safety knowledge gained from:
 - membership of Visitor Safety Group (VSG)
 - o staff training investment including VSG and other relevant workshops
- Mountain bike market knowledge gained from proactive:
 - o benchmarking from competitor destinations
 - engagement with UK and ROI wide industry experts
 - o staff training investment including learning journeys and industry conferences
- Marketing expertise gained from:
 - 10+ years of proactively promoting outdoor recreation / activity tourism in Northern Ireland via Outdoor Recreation NI platforms such as WalkNI.com
 - o 10+ years delivering activity tourism marketing outputs for Tourism Northern Ireland

3. Proposal 2022 / 2023

Delivery of Outputs

Partner	NMDDC / £	MUDC / £	BCC / £	FODC / £
Partner Support	£16,974	£9,450	£5,250	£5,250
Sponsorship Contribution	£10,000	£5,000	0	0
Partner Total	£26,974	£14,450	£5,250	£5,250
% of Delivery Capacity	52%	28%	10%	10%

Rol Campaign

Source	Amount / £	% of campaign delivery
Newry, Mourne and Down	2,100	50%
District Council		
Mid Ulster District Council	1,050	25%
Fermanagh & Omagh	1,050	25%
TOTAL	£4,200	100%



MOUNTAINBIKENI HIGHLIGHTS (APRIL 2021–MARCH 2022)

Prepared by Outdoor Recreation Northern Ireland



WEBSITE

Received 49.3k unique visits.



Rostrevor MTB Trails received 14.9k page visits

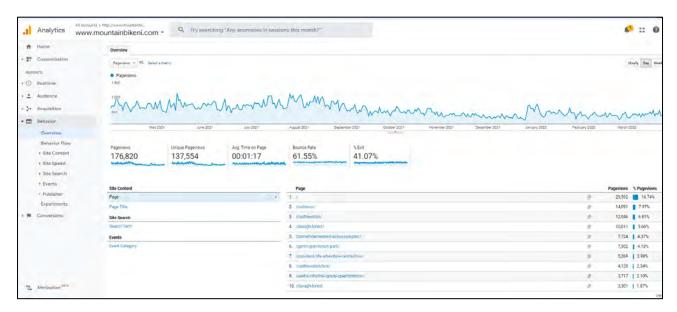
Castlewellan MTB Trails Profile received 12k page visits

Davagh Forest MTB Trails Profile received 10k page visits

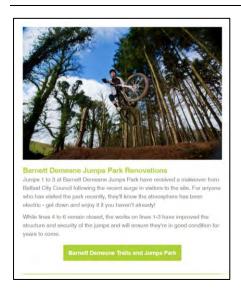
Barnett Demesne Trails Profile received 7.7k page visits

Gortin Glen Forest Park Profile received 7.3k page visits

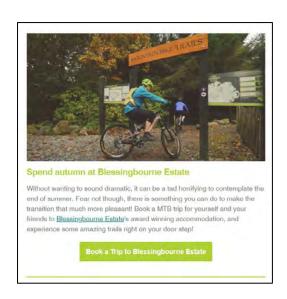
Blessingbourne Estate Profile received 2.9k page visits



ONLINE MARKETING - BARNETT DEMESNE



ONLINE MARKETING - BLESSINGBOURNE ESTATE







Storm Barra Closes Trail Centres Across NI

High winds from Storm Barra meant a number of trail centres had to be closed around Northern Ireland. <u>Blossingbourne Estate</u> and <u>Davagh Forest</u> remain closed, while all of the others have reopened. Please exercise caution in case of any further tallen branches on the trails. To keep up to date with closures, visit <u>MountainBikeNl.com</u>.



Estate

With restrictions easing around the country, it's the perfect time to book a trip for you and the family. <u>Blessingbourne Estate</u> provides you with stunning grounds and award winning accommodation for all the family to enjoy, whilst - importantly - also giving you 13km or red and blue MTB trails to enjoy! There's even a pump track for the beginners in the house to get stuck into.

Book to Stay At Blessingbourne Estate



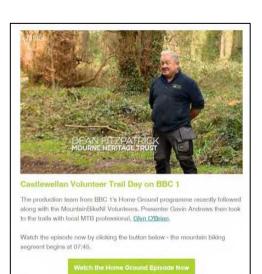
4 Reasons to be Optimistic About the Future of Mountain Biking in NI

The news is pretty heavy wherever you look these days. We'd like to try and brighten your day with a little positivity in the form of an analysis of the different reasons we should be optimistic about the future of mountain biking here.

ONLINE MARKETING - CASTLEWELLAN



Have your acceptance speeches ready:
Trail Centre of the Year - Castlewellan AND Gorlin Glen Forest Park (our first EVER tile)
Best MTB Friendly Cafe - <u>Urban Cafe</u>, <u>Castlewellan</u>
Bost Trail Section - <u>Stream Trail</u>, <u>Davagh Forest</u>
Best MTB Friendly Accommodation - <u>Sperrimylaw Glamping</u>
Most Active MTB Citub of the Year - <u>Gorlin Glen MTB Club</u>
Crash of the Year - <u>There He Goes</u>
Chain Reaction Cycles Competition Winner - Warren Campbell





Trail Cards On Sale Again

As Covid-19 restrictions begin to ease, we're delighted to begin selling our MountainBikeNI Trail Cards again. Purchase them by visiting the respective trail page on MountainBikeNI and selecting 'Trail Cards - Order Yours Here'.

Please be aware trail cards are currently only available for the national trail centres.



Record Breaking Visitors on the Trails at Castlewellan

The mountain bike trails at Castlewellan Forest Park have had their busiest year ever according to recently released figures

Almost 35,000 riders were clocked on the over 20km of free to ride trails between April 2020 and March 2021 - an increase of 32% on the previous year, which was itself one of the highest on record. This is more impressive still considering the trails were closed for a number of months during the beginning

Early indications show that this trend only seems to be continuing throughout the 2021 summer, which we're delighted to see.



Last Chance to Win an Epic MTB Staycation

tainBikeNI has teamed up with the lovely people at The Yew Tree Barn, Life Adventure Centre and Urban Cafe to give you the chance to win an mazing mountain biking trip with a friend.

To enter, all you have to do is click the button below! The winners will be announced on Tuesday 31st August.



for granted, but having them at trail centres can open a whole new world of benefits. We take a look at what Northern Ireland's trailhead providers offer to



Chain Reaction Cycles Staff Assist with Maintenance Day

A big thank you to the staff members from Chain Reaction Cycles HQ and their A big transk you to me start members from <u>crimer needsoon Lycass risk</u> and member and the <u>Mourne Heritage Trust</u> team during a recent maintenance day. Days like these are always a great opportunity for mountain bikers to meet the people who look after the trails on a day to day basis and see the extent of the work they do.



The tearn at BikeMourne and Life Adventure Centre have just take their new Electric Full Suspension MTB fleet! And what a fleet .

They are currently available in <u>Castlevellan</u> and soon to be available in <u>Restruce</u>, for addition, they've also got their new HardTail, Full Suspension and <u>Electric HardTails</u> in stock, so if you like playing with new toya..., now'a the time to book! Do so via the link below.

Oh and one more thing - new bakes, means the ex-hise fleet is now up for clearance, with HardTalls, Full Suspension and Electric Full Suspension remaining. These won't leat long so if genuinely interested, call the team direct on 02843770714. First come that served.

ONLINE MARKETING - DAVAGH FOREST



Winners of the MountainBikeNI Awards

It's taken some time to announce due to Covid-19 restrictions, but we can now at last reveal the winners of the MountainBikeNI Awards 2020-2021, sponsored by Chain Reaction Cycles! You can read a full breakdown of the results in our latest MountainBikeNI blog here, but the TL;DR version is below:

Have your acceptance speeches ready; Trail Centre of the Year - <u>Castlewellan AND Gortin Glen Forest Park</u> (our first EVER tie)

Best MTB Friendly Cafe - Urban Cafe, Castlewellan

Best MTB Friendly Cate - Oppan Cate, Castlewellan
Best Trail Section - Stream Trail, Davagh Forest
Best MTB Friendly Accommodation - Sparrinview Glamping
Most Active MTB Club of the Year - Gortin Glen MTB Club
Crash of the Year - There He Goes

Chain Reaction Cycles Competition Winner - Warren Campbell



Trail Cards On Sale Again

As Covid-19 restrictions begin to ease, we're delighted to begin selling our MountainBikeNI Trail Cards again. Purchase them by visiting the respective trail page on MountainBikeNI and selecting 'Trail Cards - Order Yours Here'.

Please be aware trail cards are currently only available for the national trail



New Trailhead Provider at Davagh Forest

There have been several exciting developments around Davagh Forest recently (not least of which has been the opening of the OM Dark Sky Observatory). To add to this, there is now a new trailhead provider based a short distance from the trails.

Sperrin Bike Hire currently have a fleet of Carrera Vengeance bikes, for all sizes. You can find them online by pressing the button below.



OM Dark Sky Observatory Now Open

The much anticipated OM Dark Sky Observatory is now open at Davagh Forest. While not directly related to the trails, it's great news as this truly unique experience inevitably draws more people to the area and in turn, introduces more people to the world of mountain biking.



Grab and Go From OM Dark Sky Observatory While Visiting Davagh Forest

A coffee to heat you up after a day out on the trails is hard to beat. The OM Dark Sky Observatory has a Grab and Go facility inside it which mountain bikers can avail of, as well as a food facility and toilets.

Better still, you can check out one of Northern Ireland's newest and most unique tourism experiences while you're there!

Learn More about the OM Dark Sky and Observatory



Trail Closures Around Northern Ireland

High winds from Storm Dudley and Eunice have meant a number of trail centres are closed around Northern Ireland. <u>Blessingbourne Estate</u> and <u>Davagh Forest</u> are closed, while all of the others have issued warnings to excricise caution in case of tallen trees. To keep up to date with closures, visit <u>MountainBikeNi.com</u>.

If you come across any fallen trees on the trails, please report them by emailing into @mountainbikeni.com.

Check Trail Closure



Send Us Your Best Pictures and Videos

Love showcasing pictures from your recent rides? Have an epic video of you shredding through some horrendous weather on the trails?

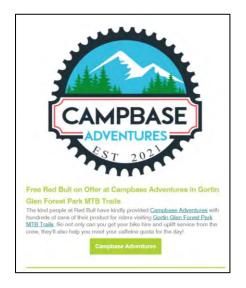
We want to see it! We'll be compiling all of the content sent to us over the next few weeks and publishing it in a blog for everyone to see. You can email us your content via the link below or just use the #MTBNI when posting to social media.

Send MountainBikeNI Your Content

ONLINE MARKETING – GORTIN GLEN FOREST PARK













ONLINE MARKETING - ROSTREVOR







We always love to see your pictures from the trails. These shots from Colin, Robert and Ian in particular are great as all three showcase the next generation of riders at one of the most scenic mountain bike locations in Northern Ireland, #KodakCorner. To share, just include #MountainBikeNI when posting your pictures online!

Search #MountainBikeNI



6 Most Commonly Asked Questions from New MTBers

We spoke to some of the people who contact MountainBikeNI interested in starting mountain biking and asked them what their biggest questions were about the sport. Check them out, and our answers, by clicking the link below.

Answering the Most Common Questions from Beginner Riders

Barnett Demesne: Mentioned in 2 News Stories and 2 Blogs







Trathead providers can after a host of other experiences and benefits. <u>Bleysingbourne Estate</u> for example, has award winning accommodation which you and the family can stau at



Life Adventure Centre of Costinevelian has a delightful cofe with a fire and plenty of space to sprawl out. Sperin Bise life can give you the run down on all the information about the new and nearby Dark Sing Operations. Compliance Adventure; is currently offering free cans of Red Bull and the feam at Beldoot Activity Centre run expert coording sessions around Bornett Demoses on the Bratis.

These bonuses are often particularly useful if you're not familiar with the area; your trollhead provider will keep you right in terms of places to visit and spots to eat and annix, that's what you're looking for.



So, not this one ther

Stick to green trails until you get used to your bike, then to blue trails until you get used to trying obstacles on the bilke. Don't be in any rush to progress - mountain bikers are incredibly supportive of new riders and everyone started out on these trails at some stage. Another tip to ensure you minimise injury if you do happen to come off, is to ensure you have the right gear. Helmets are a non negotiable and ideally a good, well reviewed helmet at that Glouse, those and althour and sets help his for minimise the time.

2. How can I find the nearest mountain bike trails?

Time for a little self promotion! MountainBikeNi.com lists all of the official trail centres in Northern Ireland. Each trail centre has it's own profile page with information about the trail and the difficulty levels you can expect, as well as other information like trailhead providers and outlines of the route.

3. Are there any local clubs to join?

Starting out can be a little intimidiating, so joining a MTB club (or a road cycling club with a MTB contingent within it) can be a good way to get out with a few experienced heads. You can find a map outlining the list of <u>official</u> clubs in Northern Ireland here. Clubs often will be able to direct you to an appropriate trail and specific section of trail, will pair you up with other riders and encourage you to have a laugh while you pick up the basics. Although one of the smaller trail centres. <u>Barnett Demestre</u> is a good example of a trail centre with lots of local clubs to pick



Blessingbourne Estate: Mentioned in 2 News Stories and 3 Blogs





4) Bonuses

Trailhead providers can offer a host of other experiences and benefits. <u>Blessingbourne Estate</u> for example, has award winning accommodation which you and the family can stou at.



Life Adventure Centre at Castlewellan has a delightful café with a fire and plently of space to sprawl out. Sperrin Bike Hire can give you the run down on all the information about the new and nearby Dark Sky Observatory. Campbase Adventures is currently offering free cans of Red Bull and the team at <u>Belfast Activity Centre</u> run expert coaching sessions around <u>Barnett Demesne MTB Trails</u>.

These bonuses are often particularly useful if you're not familiar with the area; your trailhead provider will keep you right in terms of places to visit and spots to eat and drink, it that's what you're looking for.

There are a lot of factors that go into deciding where your next mountain bike destination will be. Today MountainBikeNi explores the myriad of reasons why Rol riders should get #OnYerBike and head north



that helps even more with this wave of compound interest is the take industry in lorthern ireland is fortunate to be home to the likes of <u>Chain Braction Cycles</u>, one.
If the binnest hends in the world for mountain biles:



This swell of Interest is what the people who are deciding where to spend public money look at; if constituents love mountain billing and those numbers keep going up

1. It's so close

If you're thinking about exploring the mountain biking world, you don't have far to travel. Luckily on this Island, we have plenty of incredibly excitting traits on our doorstep. Northern Ireland is home to six mountain biterious that encompass black, red, blue and green traits, as well as a number of downhill traits and orange features.

Dublin's fair city is a short distance to two of Ni's biggest trails, only an hour and a half from Rostrevor and just under two hours to Castlewellan. You're also much closer to the mountain bike trails in Northern Ireland if you live in the west of Ireland with Bless ingbourne Estate only a half an hour journey from Monaghan and Cavan. The MTB trails at Gortin Glen Forest Park in County Tyrone are only a half an hour journey from the border of Donegal. With these wonderful trails situated only a few hours up the road, it's a must try for MTB riders across Ireland.

Castlewellan: Mentioned in 3 News Stories and 4 Blogs







The popular mountain bike trails at <u>Castlewellan Forest Park</u> have had their busiest year ever according to newly released figures.

Almost 35,000 rides were clocked on the over 20km of free to ride trols between April 2020 and March 2021 — on increase of 32% on the previous year, which was listed one of the highest on record. This smore impressive sill considering the trols were closed for a number of months futing the beginning of the pandemic.

At Castlewellan, ridees are treated to trails for a variety of abilities, ranging from child friendly green trails, novice blues, challenging red trails, and even includes two apic black trail challenges for the adrendine junkles. The offering of different oblities have been a key component to the trails success, as more and more people turned to the outdoors for something to do during the pandemic.

"We love the Costievellan traits, and the club make great use of them – they are our 'go to 'trait centre. Feel Good Factor club ladies enjoy riding here, particularly with the longer stretch coming in the evenings. The forest is beautiful and the trail allows you to enjoy the hilly terrain as well as take in the beauty of the forest, take and aspect of the Meumes."

Newny, Mourne and Down District Council Chairperson, Lauro Devlin was delighted with the news. "The mountain bike trails at Costleweldin have clearly proven to be invaluable to the lovel commanding ularity the peademic. We are very fortunate to have such wonderful and well invalidated natural resources on our doorstep. I am very printed of the work that Council and our lovel professes calculate per in which has resulted in such a strong auditor received package."

One key player in the private sector of Castlewellan Forest Park over the years has been the outdoor adventure provider, Life Adventure Centre. One of Life's Directors, Martin McMoultan, has witnessed firsthand the surge in numbers to the park in the last year:

The past year has been exceptionally chollenging for all aspects of society, no least the business community, particularly what would be deemed as "non-essential". That soid, the newfound appreciation of the outdoors and the various pursuits it offers, particularly in times of crisis, has proven that what we offer may be much more essential that first realised. When permitted, we've been privileged to play a part in supporting what for many is a new start in not just the activity itself but the outdoors in general. We're very much looking forward to achieving some normality in the not-too-distant future and shall endeavour to confine supporting access to the outdoors, the many activities an resulting benefits it offices."

'It is very pleasing to see the value so many people have derived from the Castleveillan traits over the last year or so. They have clearly been a vital outlet for people difficult limes and that makes the work of looking after them all the more satisfying. Of course, with that popularity come increased management pressures but, with it support of fundars, our team has risen to the cholleges and we are ressured by a publishe feedback on the condition of the train develor.*

Even with the easing of restrictions, visitor numbers to Castlewellan's trails have continued to grow, with March alone seeing an increase of more than 100% on the previous year. This has in turn driven up the demand for mountain bikes with which to ride the trails – something trail sponsors, Chain Reaction Cycles are familiar with.

The Managing Editor at Chain Reaction Cucles, Matt Cole said.

"To see growth like this is a great boost of confidence for all involved in the mountain tike industry in Northern Ireland. Chain Reaction Cycles has been a proud sponsor of the national trails since they opened in 2013 and we are proud of our local roots, with the company having started out in Ballyclare over 30 years ago.

In particular the rise in new mountain bitiers shows that more people are discovering the fantastic resources that are on their own doorstep and getting out to look after their objected and mental health."

"It has been amazing to see the figures just go up and up in the last year. People sometimes assume that mountain biking is an all flying, ultra-adrenaline sport to that we have traits that suit every ability, and I would really encourage evergene to give them a try. They are also a shring example of how capital investment a sector endebore on successfully combine to bring a sustainable economic injection to rural economics.

The popularity of Castlewellan Mountain Bike Trails reflects the wider growth in the sport, with several new trail centres opening within the last few years in Northern Ireland. most recently at Gortin Glen Forest Park in Co. Tyrone.

The mountain bike traits are owned by Newry, Mourne and Down District Council and maintained by Mourne Heritage Trust. Please adhere to the latest current government of the mountain bike traits are owned by Newry, Mourne and Down District Council and maintained by Mourne Heritage Trust. Please adhere to the latest current government.

For more information on the Castlewellan Mountain Bike Trails please visit Mountain BikeNLcom

Life Adventure Centre at Castlewellan has a delightful café with a fire and plenty of space to sprawl out. Sperin Bike Hire can give you the run down on all the information about the new and nearby <u>Dark Sky Observatory</u>. Campbase Adventures is currently offering free cans of Red Bull and the team at <u>Belfast Activity Centre</u> run expert coaching sessions around Barnett Demesne MTB Trails.

These bonuses are often particularly useful if you're not familiar with the area; your trailhead provider will keep you right in terms of places to visit and spots to eat and drink, if that's what you're looking for

5) Broaden your MTB connections

The world of MTB is growing rapidly but it's still a familial one, with a strong culture of community once you embrace it. In that sense, making the connections with your trailhead providers is the natural thing to do, opening new relationships that can benefit you for years to come.



Bike broken down 1km into a ride? If you know your trailhead provider, pop back and see if they can lend a hand. Most of them will do everything they can to ensure your experience on the trails is a positive one; that's why they're there!

A big thank you to Life Adventure Centre, Sperrin Bike Hire, Campbase Adventures, Blessingbourne Estate and Belfast Activity Centre for all their support over the

3. Are there any local clubs to join?

Starting out can be a little intimdiating, so joining a MTB club (or a road cycling club with a MTB contingent within it) can be a good way to get out with a few experienced heads. You can find a map outlining the list of <u>official clubs in Northern Ireland here</u>. Clubs often will be able to direct you to an appropriate trail and specific section of trail, will pair you up with other riders and encourage you to have a laugh while you pick up the basics. Although one of the smaller trail centres, <u>Barnett Demesne</u> is a good example of a trail centre with lots of local clubs to pick from.



Learning the ropes at Castlewellan MTB Trails

4. How good are the trails?

Don't just take our word for it, hear it from the people who know what they're talking about. Check out our YouTube channel to hear what the likes of Greg Callaghan, Dan Wolfe and Colin Ross have to say about Northern Ireland's trails.

Arguably just as importantly are the ordinary cyclists; and trails in Northern Ireland have seen a year on year rise in the numbers visiting trail centres for almost 4 years now. Castlewellan MTB Trails actually enjoyed their busiest ever year last year!

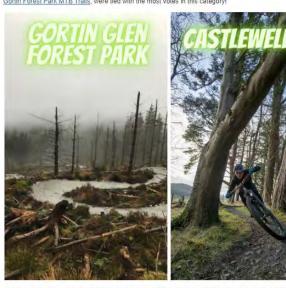
Thinking about hiring?

If you don't have a bike or don't fancy dragging it up the road, there is always the option of hiring when you're there. There are mountain bikes to hire for all abilities and preferences across all our centres. Check out our 'Trails Map' section to find out where to hire.

For more information about mountain biking in Northern Ireland, visit MountainBikeNi.com

Favourite MTB Trail Centre in NI

Making history in the MountainBikeNI Awards, we have a tiel Both <u>Castlewellan</u> and the fresh faced newcomer <u>Gortin Forest Park MTB Trails</u>, were tied with the most votes in this category!

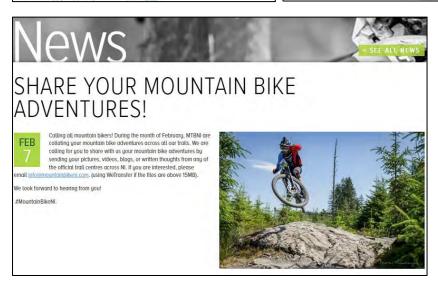


As things get back to normal it means you've even more reason to get the bike out and visit these two trail centres (as local Covid 19 restrictions allow; see current regulations for mountain biking here.)

Davagh Forest: Mentioned in 8 News Stories and 3 Blogs













Northern Ireland MTB Trails Ready for St. Patrick's Day Weekend!

MAR
Mountain bikers across the island of Ireland are expected to visit the mountain bike traits in Northern Ireland over the bank holiday weekend as part of the #Onfertible: campaign.

Northern Ireland boasts 6 incredible trail centres dotted across the region that means you'll just be a short trip away whether you're coming from Sligo or Donegal; or from Dublin or Monaghan.

With the recent addition of Gortin Glen Forest Park Mo nin the recent action of section of the process Pair moralization and section, index prining from the Republic of Ireland can experience the rugged beauty of the perrin Mountains while riding in Gortin or, NI's hidden jewel in the collection, awagh Forest, home to some of the most epic rock drops you'll find.

Settler known are the trails located in the Mourne Mountains, as varied as they are oppular. <u>Continevellan MTB Trails</u> enjoyed their busiest ever year in 2021 with mountain biking exploiding in popularity over lockdowns. With a fantasits crarge of locker, red, blue and gene trails as well as to do cast strailbed provider in Life <u>Adventure Centre</u>. Costlewellan has everything you could want in a national trail.

herever you're going, make sure and share your adventure with us. Get #OnYerBike and use that hashtag



UPDATED GUIDANCE ON COVID-19

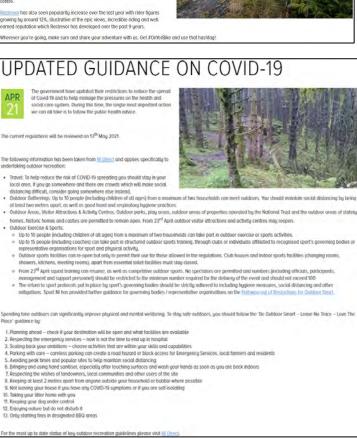


The government have updated their restrictions to reduce the spread of Covid-19 and to help manage the pressures on the health and social core system. During this time, the single most important action we can all take is to follow the public health advice.

The following information has been taken from MIDVect and applies specifically to indertaking outdoor recreation:

- homes, historic homes and castles are permitted to remain open. From 23rd April outdoor visitor attractions and activity centres may reopen.

sending time outdoors can significantly improve physical and mental wellbeing. To stay safe outdoors, you should follow the "Be Outdoor Smart - Leave No Trace - Love The





News





Favourite MTB Trail Section in NI

It's a triple whammy for the Stream Trail section at <u>Davagh Forest</u>, fighting off stiff competition from both the black trails in Castlewellan and some of the newer trails at Gortin Glen Forest Park.



Speed and fun are the order of the day if you haven't ridden the Stream Trail before. Also, what the heck are you doing?! Go try it right now!

4. Is mountain biking expensive?

This answer unfortunately is 'it depends'. Bikes aren't exactly cheap but a basic one can be purchased relatively cheaply. We're blased obviously but <u>Chain Reaction Cycles</u>, who sponsor the national mountain blike trails, have some great entry level blikes at good prices.



After that, the sport is as cheap or as expensive as you want to make it. In fact, most of the trail centres are free ride which often surprises people. The risk comes if you get into into it, then you won't be satisfied with just the one bike. Some people aren't even satisfied with two bikes. You may laugh, but you too may become that perso

Of course if purchasing a bike isn't an option, you can also hire bikes from local trailhead providers such as Belfast Activity Centre for Barnett Demesne MTB Trails: Sperrin Bike Hire for Davagh Forest; Campbase

Gortin: Mentioned in 3 News Stories and 4 Blogs



















Rostrevor: Mentioned in 2 News Stories and 3 Blogs



BOOK ROSTREVOR UPLIFT WITH BIKE MOURNE

JAN 25 Uplifts for mountain bikers remain available with <u>Bike Mourne</u> for <u>Rostrevor Mountain Bike Trails</u>. Bike Mourne are currently offering bike hire and uplifts throughout the winter, every weekend until the end of March.

There are options for both groups and individuals and booking for each date must be done at least 24 hours in advance.

For more information, click the link below.

For more information, click here.



News

ON 'YER BIKE FOR ST. PATRICK'S DAY WEEKEND



Northern Ireland MTB Trails Ready for St. Patrick's Day Weekend!

Mountain bikers across the island of Ireland are expected to visit the mountain bike trails in Northern Ireland over the bank holiday weekend as part of the #OnYerBike campaign.

Northern Ireland boasts 6 incredible trail centres dotted across the region that means you'll just be a short trip away whether you're coming from Sligo or Donegal; or from Dubün or Monaghan.

With the recent addition of <u>Gortin Glen Forest Park Mountain Bike Trails</u>, riders coming from the Republic of Ireland can experience the rugged beauty of the Sperrin Mountains while riding in Gortin or, NI's hidden jewel in the collection, <u>Davagh Forest</u>, home to some of the most epic rock drops you'll find.

Better known are the trails located in the Mourne Mountains, as varied as they are popular. <u>Castlewellan MTB Trails</u> enjoyed their busiest ever year in 2021 with mountain biking exploding in popularity over lockdowns. With a fantastic range of black, red, blue and green trails as well as a top class trailhead provider in <u>Life Adventure Centre</u>, Castlewellan has everything you could want in a national trail centre.

Rostrevor has also seen popularity increase over the last year with rider figures growing by around 12%, illustrative of the epic views, incredible riding and well earned reputation which Rostrevor has developed over the past 9 years. HONIVERBIK(E

Wherever you're going, make sure and share your adventure with us. Get #OnYerBike and use that hashtag!

BIKE DESTINATION FOR PEOPLE IN THE REPUBLIC OF IRELAND

Posted on April 11, 2022 @ 2:11 PM

There are a lot of factors that go into deciding where your next mountain bike destination will be. Today MountainBikeNi explores the myrlad of reasons why Rol riders should get #OnYerBike and head north



1. It's so close

If you're thinking about exploring the mountain biking world, you don't have far to travel. Luckily on this island, we have plenty of incredibly exciting trails on our doorstep. Northern Ireland is home to six mountain bike trails that encompass black, red, blue and green trails, as well as a number of downhill trails and orange features.

Dublin's fair city is a short distance to two of NI's biggest trails, only an hour and a half from Rostrevor and just under two hours to Castlewellan. You're also much closer to the mountain bike trails in Northern Ireland if you

Q1. How likely am I to get injured?

This is a big one and not something to immediately brush over with assurances that mountain biking is a completely safe sport. It isn't, which is also part of the reason so many of us love it. Not only will telling a new rider that they won't get hurt be disinegenous - they'll probably just not believe you.

The best thing you can do here is to manage expectations and advise on the best way to minimise injury. Yes, it is possible you'll come off your mountain bike in the early days, but you can reduce the odds of this happening substantially by doing a few things. Firstly, only riding on trails of appropriate ability.



So, not this one then.

SOCIAL MEDIA







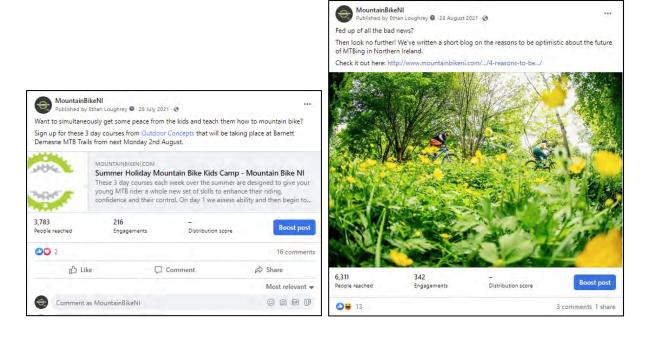


Continued branding on Facebook, Instagram and Twitter. 2% growth in social media

Barnett Demesne - 7 Posts

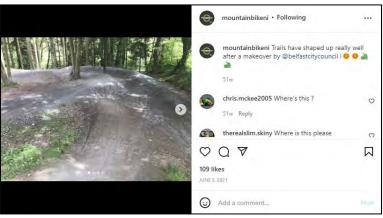






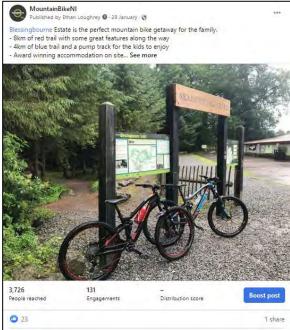






Blessingbourne Estate - 13 Posts



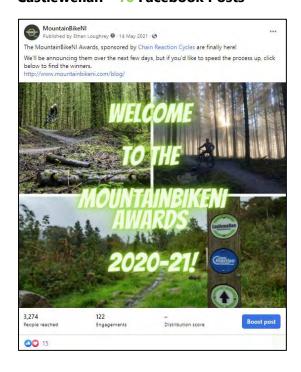


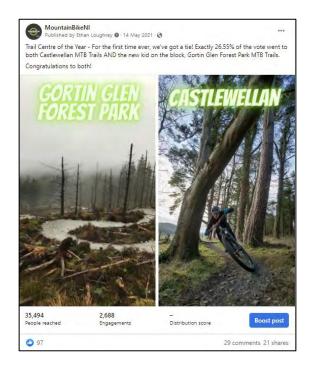




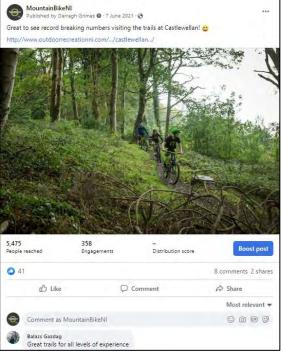


Castlewellan - 16 Facebook Posts



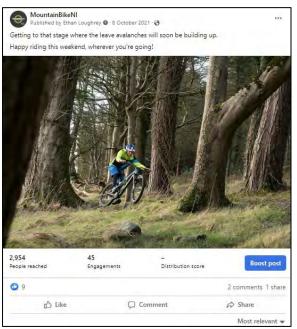










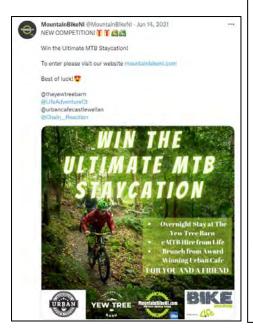




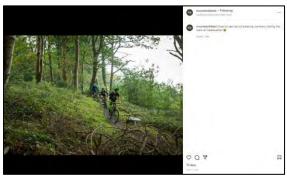










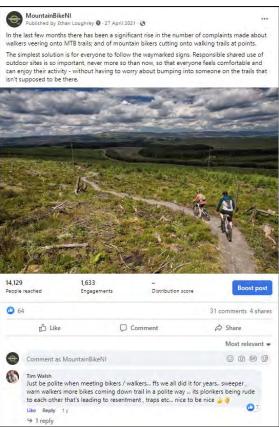


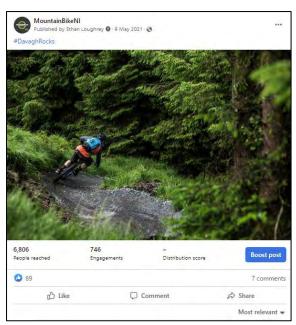




Davagh Forest - 22 Facebook Posts

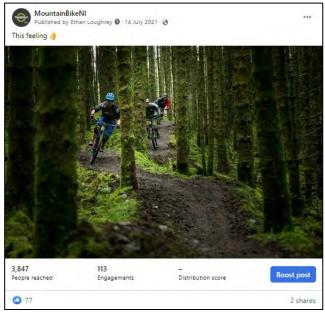


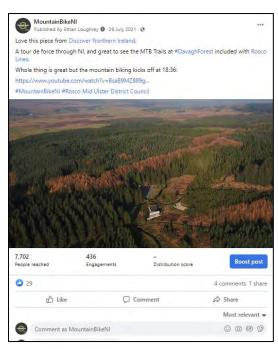




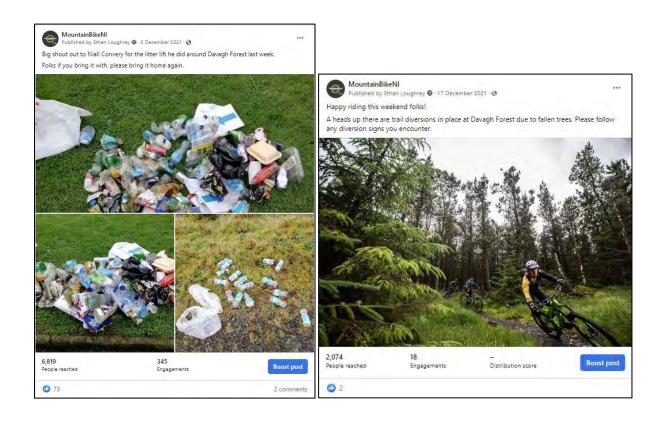






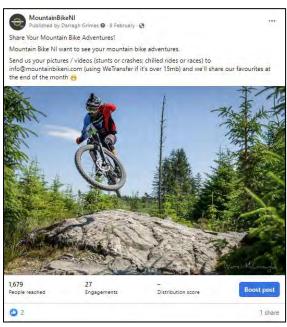


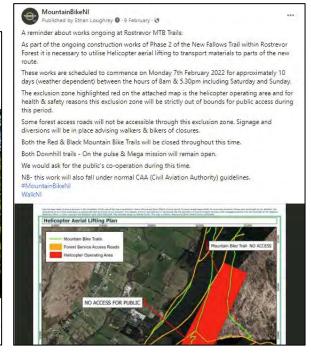


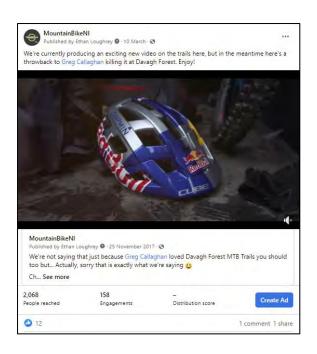










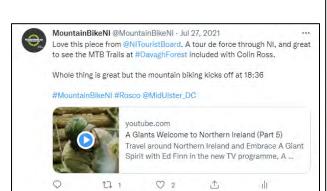










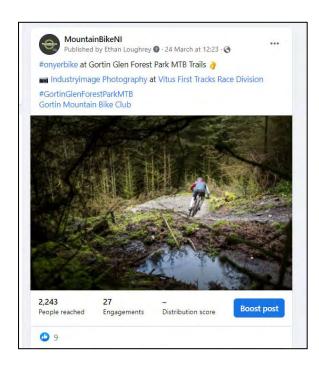




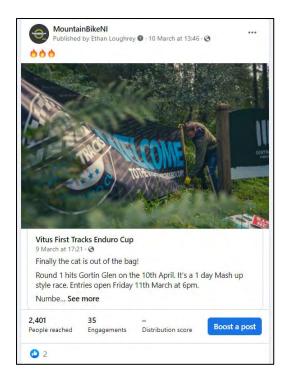


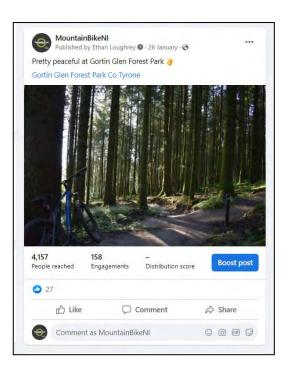


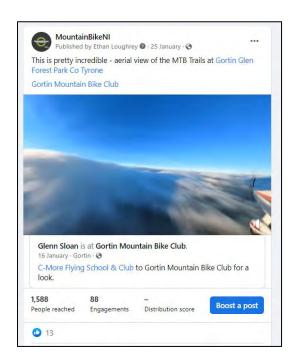
Gortin - 18 Facebook Posts

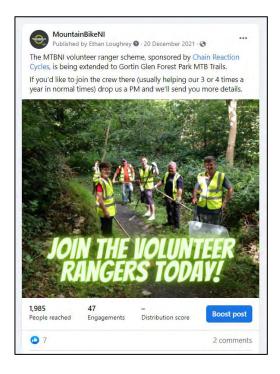




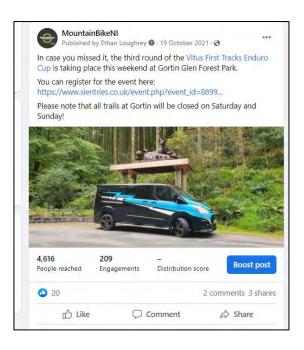


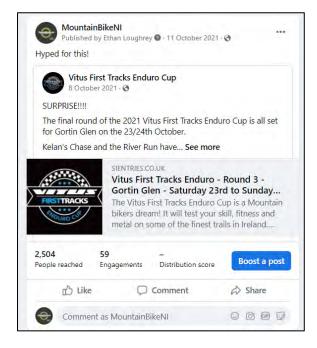


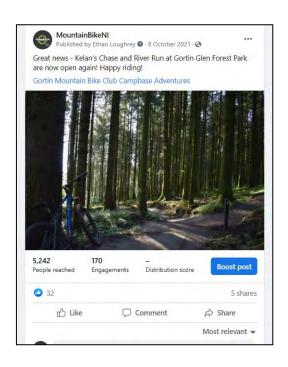




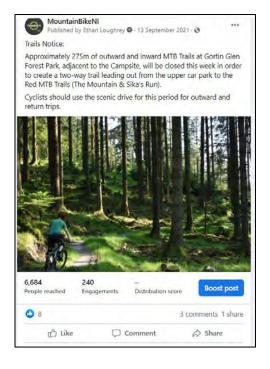






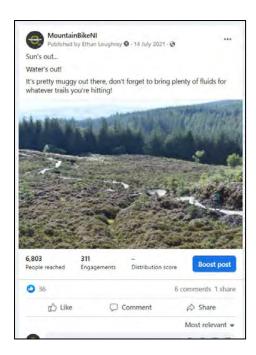


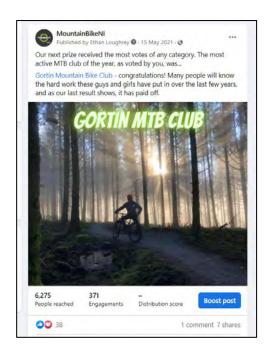


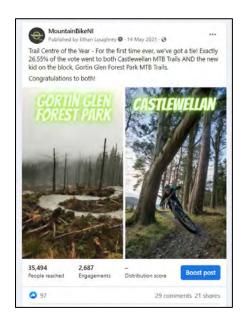


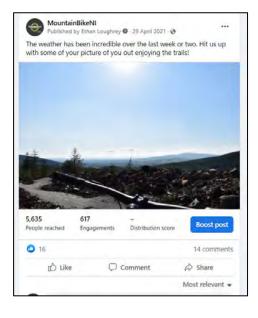


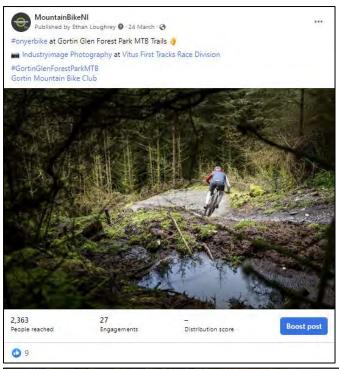
























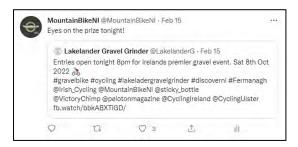


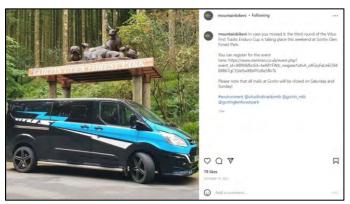






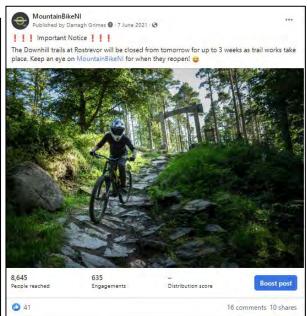






Rostrevor - 18 Facebook Posts

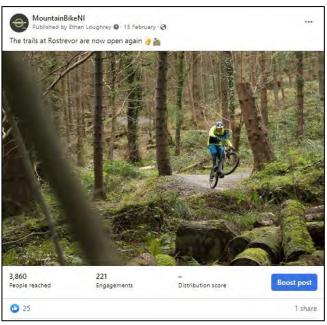




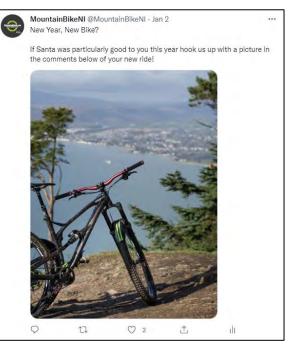














Miscalleanous Assistance

Ongoing recruitment for a Gortin Glen Forest Park Volunteer Ranger Team

Advice on purchasing signage panels

Promotion of Gortin Glen Forest Park in tourism podcast





