

Case study

Landwood Corporate day

Fact file

Client:
Landwood Group

Location:
Lee and Cragg Quarries,
Rossendale

Frequency:
One-off



Our solution

The purpose-built trails at Lee and Cragg quarries are perfect for the blend of skills training and challenging riding that Landwood were seeking. We planned a morning's skills training in Lee Quarry and, after lunch, the trek up to the excellent switchback ride that is Cragg Quarry.

Plan B, if energy levels had flagged by lunchtime, was an afternoon exploring the rest of Lee Quarry's brilliant red routes and trail head descents. A great lunch in Poppies Deli-Café, at Lee Quarry, was enough to discard Plan B!

Cragg Quarry is a route that rewards the ability to carry momentum and maintain flow. It has no major climbs (once you're up there of course!) but is an action-packed circuit full of testing little ups and exhilarating drops. Get it wrong – wrong gear choice or timing, braking at the wrong point or wrong berm line – and you're working hard on all the climbs. Get it right (the right gear as you swoop down and on up the next climb, pumping to boost your speed, the right line through the berm) and you flow round the course.

Benefits

The event was designed to create an exciting and instructive day out for the Landwood Group and their clients. Amongst the group there were road riders, mountain bikers and commuters, all with differing cycling ability. They learnt some vital new skills during the morning's skills session, and in the process had fun trying to outdo each other, especially on the pump track. There was plenty to talk at lunch time and the conversation revolved around biking – and of course business.

Over the course of the day the team forged new relationships, acquired new business contacts and shared some great memories of an exhilarating day's riding in the hills away from the office!



Situation

The Landwood Group provides expert valuation and disposal advice to lenders and insolvency practices. Landwood's Manchester team requested a day's mountain biking, with skills training built in, for themselves and some of their key contacts and colleagues. Having heard about BikeRight's Mountain Bike experiences by word of mouth and checking out our web site, they asked us to design a day for them.

"Brilliant day – good trainers!"

"Really enjoyable .. absolutely would use BikeRight! again and would recommend to others"

"Location perfect! Great .. delivered more than I expected!"



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Case study

Rossendale Rocky Riders

Fact file

Client:

Rossendale School Sports Partnership

Location:

Lee and Cragg Quarry, Pennines and Coed Llandegla

Frequency:

Weekly, Saturday mornings

Situation

The Rossendale Schools Sports Coordinator based at Fearn Community Sports College, wanted to run a new type of project. To get young people interested in mountain biking as part of the RSSP's overall aim we designed and delivered a structured programme of coaching sessions in conjunction with Rossendale School Sports Partnership, Lancashire County Council and Rossendale Road Club.

Our solution

The first phase of the project, aimed at promoting the project to young people at secondary schools in Rossendale, was a series of "try out" sessions. These were held in a playground/open area at the secondary schools where the pupils tackled a skills course featuring ramps, a skinny beam, a see-saw, slaloms and limbo bars. They proved very popular and generated our group of young rider as a result.

The second phase was a series of focused skills training sessions and led rides. The skills sessions at Lee Quarry used a range of trails which are perfect for the full range of abilities, from beginners through



to advanced riders. We began with an introduction to basic mountain bike skills, then progressing through the programme, learning and putting into practice new skills and techniques each week.

In order for the group to experience 'natural' routes as well as Lee Quarry's purpose-built trails. So two of the Saturdays we took the group to the Pennines on led rides on natural trails and bridleways and put into practice the skills they'd learnt at Lee Quarry. The rides also introduced the young riders to rights-of-way, navigation and the country-code. The final ride included an event at Lee Quarry with members of the Olympic mountain bike team. The group were delighted to find themselves riding alongside Liam Killeen, the leading British cross country mountain biker.

The finale was a trip to the fantastic Coed Llandegla trails near Wrexham. It was a great way to end the project with a full day riding the red-graded 11km mountain bike trail followed by a visit to the black-grade pump track and skills area.

Benefits

By the final day at Llandegla we had achieved the project's main aim – a club of enthusiastic, committed and skilful young riders. Rossendale Rocky Riders, part of the Rossendale Road Club, will continue, led by RRC volunteer leaders who'd worked with us and shadowed the project.

Most of the students started with very little riding experience. The project gave them new skills and helped them to ride and work as a team, confidently tackling challenges and left them with a positive and continuing interest in mountain biking and promotion of the local trails.



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Case study

Knowsley YOT

Fact file

Client:

Knowsley
Youth Offending Team

Location:

Sutton Manor and
Delamere Forest

Frequency:

4 half-day sessions, 2 per
group



Situation

Knowsley Youth Offending Team (YOT) offer a wide range of services to children and young people and their parents/carers. A 2009 Government inspection awarded the team the highest grading possible for three key areas of its work, namely, the way it protects the public, reduces the likelihood of young people re-offending and safeguards those that are vulnerable.

The team wanted a fresh challenge for two of the groups of young people it worked with – low risk and high risk – and approached BikeRight! for help.

Our solution

We proposed a series of mountain biking sessions for the two groups.

We chose Sutton Manor, a park on the site of Sutton Manor Colliery, St Helens, and Clockface, another park on the site of a former colliery, both linked by a cycleway. The sculpture 'Dream' – visible through the trees from the M62 - forms the centrepiece of Sutton Manor. These two new parks, with a mixture of well-surfaced tracks and narrow trails through the woodlands, provide an excellent venue for an introduction to mountain biking.

We also chose Delamere Forest, North Cheshire, with its miles of often challenging single track through sandy woodlands. It was ideal for the follow-on sessions once the groups had learned the basics of mountain biking.

Both groups had good basic bike skills and were keen to get riding so we concentrated on delivering key mountain bike skills training in bite-sized chunks.

The venues worked well for both groups; unfortunately the weather didn't and the mid-summer rain caught us out.

This did not seem to dampen spirits as both groups had a rewarding and exhilarating experience.

Benefits

- Both groups rose to the challenge and learned to work as a team
- They gained a real sense of achievement
- Helped the individuals to engage with others
- Gave a new focus to the group, allowing them to experience a fresh challenge

“Both groups responded positively to the sessions – and to the venues used.

They rose to the challenges each venue posed and had nothing but praise for the BikeRight! team”



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Case study

Lee Quarry trail assessment

Fact file

Client:

Lancashire County Council
Countryside Service

Location:

Lee Quarry, near Bacup,
Lancashire

Frequency:

Twice



Situation

The mountain bike trails at Lee Quarry are part of the ambitious Adrenaline Gateway scheme, a major visitor destination development initiative for Pennine Lancashire designed to grow visitor numbers exponentially by increasing the scope of and participation in outdoor lifestyle sports.

As the work neared completion in 2008 Lancashire County Council's Countryside Service, leading the multi-agency scheme partnership, needed the following:

- Independent expert assessments of the red and black routes, from a user's perspective,
- Advice on the line of the final sections of the red route; and
- Advice on the siting, design and realisation of a mountain biking skills area

Our solution

After riding the new red and black routes many times and investigating the proposed skills area and site meetings at the Quarry we provided the Countryside Service with detailed written and on-site assessments that looked at:

- How were the routes to ride and to race on?
- Did they have a good balance of technicality and flow?
- Did they show progression?
- Did they present riders with options such as passing points?

- A race route for the launch event Adrenaline Live at Lee Quarry in July 2008.
- Practical issues such as route signage and information boards, how the routes would fare in differing weather conditions and improvements to drainage

In addition, the Service was keen to see the Quarry used by training organisations like BikeRight! so we gave advice on the features needed in a skills training area and on its layout. We then gave feedback once the area had been developed.

Benefits

Lee Quarry is rapidly gaining a profile nationwide as an excellent and challenging trail centre away from the 'usual areas' such as the Lake District, North Wales and Scotland. The work that BikeRight! has undertaken at Lee Quarry has contributed to this.

In particular the skills area has helped to make the Quarry, which lacks family and beginner-friendly green or blue routes, more accessible. Considerable use has been made of it by trainers for a steady stream of groups new to mountain biking.



"Just the sort of thing we were after"



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Case study

Looked after children

Fact file

Client:

Manchester City Council -
Looked after Children

Location:

Linnet Clough and Clayton
Vale

Frequency:

On-going



Situation

We were approached by Manchester City Council to design and deliver a mountain bike and cycling programme for Manchester's homes for Looked After Children. The idea was to encourage more young people and staff from the homes to cycle more often as well as taking advantage of the associated health benefits

Our solution

We met with managers and staff members from each home to find out who was cycling and what they would need to encourage more people to do so. We asked each home to appoint a 'Cycling Champion' - someone to promote cycling in the home and to drum up interest in the rides. We arranged taster rides at Clayton Vale in East Manchester and a full programme of rides in the Peak District.

Clayton Vale in East Manchester has a short mountain bike trail (designed by BikeRight!) which is perfect to teach the four core skills – and is a lot of fun! The taster sessions went really well and the children and staff finished each session wanting to know when the next ride would be!

The first session in the Summer programme was for home staff members - an opportunity to show them what we would teach the children and the type

of terrain to expect on the rides. We ran sessions for seven homes, the children riding the byways and bridleways in and around Linnet Clough, near Marple. The rides were longer and more technical than at Clayton Vale and delivered a good balance of challenge and fun.

Benefits

- The children gained a huge sense of achievement
- New skills were developed which inspired them to take their cycling to the next level
- The children learned to work as a team in a non-competitive environment

"That was brilliant, I learnt loads"

"Thanks, it made me a much better rider"

"Fantastic day out, the young people seemed to enjoy the day. Thank you"



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Case study

Hargher Clough School

Fact file

Client:

Hargher Clough School -
Pupil Referral Unit

Location:

Venues around Burnley,
Nelson, and Rossendale

Frequency:

On-going

**Situation**

Hargher Clough Centre in Burnley, is a Short Stay School working with children excluded from mainstream school or those experiencing difficulties and facing possible exclusion.

The school wanted to use its young people's present day interests and skills (mountain biking and ICT) to create a series of industrial heritage trails by researching and mapping the evidence of the industrial past around Burnley. The fells and valleys around East Lancashire are a landscape littered with the evidence of our industrial past (old mill buildings, weavers cottages, industrialists' residences, monuments, quarries, reservoirs, dams, pump houses, bridges).

The key aspect to this Lottery funded project is that the industrial heritage trail created is to be accessed by mountain bike using historical transport routes such as ancient pack horse routes and drover roads, as well as newer bridle-ways.

Our solution

We needed to provide the young people with the mountain biking skills required over the next 12 months. We started by using the purpose-built trails at Lee Quarry, Rossendale, to cover the basics – and to get them enthused about riding the fells. We return to the Quarry periodically throughout the life of the project to help them develop their skills.

Benefits

Project feedback has been fantastic! The young people have learnt basic bike maintenance and the importance of regular care of their cycles and equipment.

The rides have been challenging and incorporated local industrial heritage as well as the development Lee Quarry and the new bridleway trails that have been or are being built around Burnley.

Most of the young people developed their research skills to collect information on their local heritage as well as the heritage site visited on the mountain bike rides. The young people took responsibility on the research work on heritage by creating displays and arranging data to be input into the school's "Heritage Display database"



"I have gotten a lot fitter and my skills have become a lot more advanced. I am able to follow detailed instructions better"

"My behaviour has improved in school so I can go biking"



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