Dumfries and Galloway Council has an active and aspirational events strategy, which seeks to make Dumfries and Galloway a leading rural destination in the UK for high quality, enjoyable and affordable events - affordable to deliver and attend.

We are also, as this Festival evaluation report will outline, extremely proud of our cycling heritage, mountain bike trails and association with major events such as the Tour of Britain.

Within the Council, we are serious about promoting cycling. The Council is very committed to developing the region’s cycling infrastructure, and is currently supporting the £5.4m Dumfries Sustainable Transport Town programme. Each year the Council takes the lead in welcoming the Tour of Britain to the region - an association with the UK’s blue riband cycling event of which we are proud, and there are ongoing initiatives to develop cycling for sport, leisure and tourism.

So it was a real pleasure to be involved with the Original Bicycle Festival - a genuine, grassroots celebration of cycling, which was held to promote everything good about the bicycle and Dumfries and Galloway as a visitor destination.

I hope you will enjoy finding out more about the Festival, via this Evaluation Report, which includes many images from the ‘OBF’, and that you intend to cycle in Dumfries and Galloway soon.

Councillor Ian Carruthers, Dumfries and Galloway’s Events Champion
The Original Bicycle Festival was delivered successfully in May 2009 by a partnership of agencies and cycling interest organisations and businesses. Within the Festival there were major events such as the Ad Enduro Avalanche and Scottish Cycling’s town centre Criteriums, both of which were new to Dumfries and Galloway. There was also a range of road and mountain bike events to appeal to cyclists of all types and abilities and quirky cultural events.

The rationale for the Original Bicycle Festival - a unique and one-off Festival, was to complement the World Mountain Bike Conference on Sustainability, which was due to take place between May 12 and May 15 of this year. Sadly however, due to the global downturn and some ill-fated bad luck, the Conference was cancelled in April 2009. Organisers are hopeful that it will take place in the future.

Although the absence of World Conference delegates was felt especially at the Dumfries events of the Original Bicycle Festival during the middle weekend of the Festival, the Festival had developed as a strong stand alone project.

There was a strong sense of mission and vision within the Planning Group: to promote the legacy of Kirkpatrick Macmillan, the inventor of the pedal bicycle in 1839, and to promote Dumfries and Galloway as a beautiful place to cycle.

The Festival achieved great support from cyclists and generated excellent media for Dumfries and Galloway. It was driven by a desire to get people onto their bikes - it was a participative festival. It did not become however a spectator festival - although hopes were originally high for decent spectator numbers at the Criteriums, more work is required to develop audiences for high profile cycling events. The regional interest in the annual arrival of the Tour of Britain shows what can be achieved with the active promotion of cycling races.

The Festival created £173,000 of direct economic impact to the Scottish economy. Notably, the media value for the Festival was £311,000. The appointment of an Edinburgh based marketing and PR agency (Rare Management), was the correct tactic to generate substantial PR and media interest in the Original Bicycle Festival. There was good and ongoing coverage of the Festival in the regional media, exceptional coverage on Radio Scotland and a highlight was the feature on the BBC One Show. Dumfries and Galloway Council’s financial investment in the Original Bicycle Festival was £32,000. Therefore the Council achieved a ratio of 32: 474 (the direct economic benefit and media values achieved by the Festival) as its Return on Investment. The ratio of 32: 474 can be simplified to 1: 15.

The Festival has left a number of legacies, including a range of cycling events that should serve the region well over the years, and optimism for the future of cycling in Dumfries and Galloway.
The Original Bicycle Festival was conceived to be a major cycling festival to complement and coincide with the World Mountain Bike Conference on Sustainability (WMBCS).

The attraction of the WMBCS to Dumfries, which was planned for May 12 - 15 2009, was important recognition of the world class stature and appreciation of the region’s 7stanes mountain bike trail centres. The Conference was also anticipated to be an important economic event, forecast to bring £1.2m to the regional economy.

Sadly, the global economic downturn and sheer bad luck resulted in the postponement of this Conference, and a new date for it to take place has still to be set.

The Original Bicycle Festival though, organised by a separate planning group committed to promoting Dumfries and Galloway as a great cycling destination, quickly gained momentum. The Planning Group formed in May 2008 and was an active and committed group. This was due to the recent development work that has gone into cycling in the region - in terms of the nurturance and growth of cycling events, the development and marketing of the 7stanes mountain bike trails and youth development initiatives. The notion of the Original Bicycle Festival, so called to promote and pay homage to Kirkpatrick Macmillan, as well as to signify a unique Festival, to be delivered at the same time as the WMBCS, provided strong motivation.

Dumfries and Galloway is a special place for cycling. Within the Council and across much of the spectrum of local society we are proud of our cycling heritage and youth development initiatives.

The 7stanes, and the development of cycling events, the OBF, provide the foundation - the effective partnership, which pre-dates the OBF, was one of the strengths the Festival Planning Group was able to draw upon. The trails are calculated to have been worth £9.289m to the South of Scotland economy over the course of the period 2005-2007. Future revenues to the regional economy will be greater.

The South of Scotland is recognised across the Globe as one of the best locations for mountain biking, but our quiet open roads have many supporters too. During the Festival, Graeme Obree aka ‘The Flying Scotman’, who was a great Ambassador for the OBF, reiterated his view that Dumfries and Galloway is a brilliant place for road cycling. It is hoped that Graeme will return to Dumfries to lead a future workshop on cycling development in the region.

The Council has led the regional planning and funding to make the Tour of Britain an almost permanent fixture in the area’s Sporting Calendar since 2005. The Tour is eagerly welcomed, always dramatic and colourful and an annual highlight. The Tour has a large following in Dumfries and Galloway, and it is to be hoped that it will continue to return to the region each year. The knowledge and confidence gained locally by working each year with the Tour was another catalyst for the OBF.

The last few years have seen the emergence of many good quality cycling events in Dumfries and Galloway. Most events are organised by committed volunteers and cycling enthusiasts. The events are too numerous to mention, but the talents of local cycling organisers, and their commitment to the sport and the region provided the foundation - the skills, experience and commitment, to plan a major cycling festival with confidence.

These then were the key ingredients for the planning and delivery of the OBF:
- The proposed WMBCS
- The emergence of many cycling events and the commitment of cycling events organisers in Dumfries and Galloway
- The 7stanes mountain bike trails
- The region’s association with the Tour of Britain
- The appreciation of Dumfries and Galloway as a place to cycle
- Youth developments in cycling

Ian Barr, Events Strategy Officer, Dumfries, August 2009

Participants enjoy the Women on Wheels day at Kirroughtree 7stanes

Proud medal winners at the Dalbeattie Family Fun Day
The Planning for the Original Bicycle Festival

As the previous section recorded, the OBF was developed to complement and coincide with the World Mountain Bike Conference on Sustainability (WMBCS).

From the outset, there was a strong rationale to plan and deliver a major cycling festival to promote Dumfries and Galloway in May 2009. The strategy therefore, was that together if the Original Bicycle Festival was of sufficient quality, these two nationally significant events would promote Dumfries and Galloway as one of the best locations in the world in which to cycle.

It didn’t work out this way, as the WMBCS was postponed, in late March 2009, due to the low level of conference registrations. It is to be hoped that when the Conference does take place in Dumfries that it attracts the high number of delegates its Draft Programme merits. Other sections of this report will outline that the press the OBF generated was substantial in its own right, and the impact the late postponement of the World Conference had on the Festival.

As discussed elsewhere within this report, the major impact the 7stanes, new cycling events and the Tour of Britain has had on the region led to the conclusion that Dumfries and Galloway was capable of developing and delivering a major cycling festival to complement the World Conference. The perception that Kirkpatrick Macmillan, the inventor of the pedal bicycle in 1839, was under-promoted within Scotland and where cycles are used was a further catalyst for action.

The Planning Group comprised representatives from the following organisations;
- Scottish Cycling
- Forestry Commission Scotland
- Dumfries Cycling Club
- D&G Mountain Bike Business Network
- Dumfries and Galloway Council: Leisure and Sport Service, Cultural Services and Economic Development
- Stepping Stanes
- Dumfries and Galloway Council: Leisure and Sport Service, Cultural Services and Economic Development
- Biking Heaven

And volunteers.

At the first meeting the Planning Group came up with the name of the Original Bicycle Festival after a brainstorming session and agreed to the Festival Aim and Objectives;

Aim: To maximise the economic impact of the World Mountain Bike Conference on Sustainability (WMBCS) by encouraging visiting delegates to extend their stay in Dumfries and the South of Scotland, and to promote the South of Scotland as a world class cycling destination.

Objectives
- To promote cycling for sport, leisure and commuting to the South of Scotland population
- To encourage a warm, hospitable and knowledgeable welcome for Conference delegates
- To contribute to the delivery of the Dumfries Events Strategy
- To act as a showcase for DG One, Drumlanrig, the Dock Park, Easterbrook Hall, Dumfries town centre and the 7stanes
- To promote the legacy of Kirkpatrick Macmillan
- To promote and market the legacy left from the WMBCS
- To promote the 7stanes Global Superstar status

These points, principally are;
- That events within the festival would require their own dedicated Lead Officer/Project Manager, so that in this way the festival could develop as a series of inter-related, well managed events, covering roughly the area of Dumfries and Galloway within which are the 7stanes.
- That the Council’s Economic Development Project Management system was the main management tool employed for the festival, and the formal way in which all the agencies involved ‘signed up’ to the project. VisitScotland and Buccleuch Estates (Drumlanrig Castle) for example, officially signed up as project partners without being active in the Festival planning.
- That the Festival budget was employed to fund the individual events within the Festival, and that the early award of substantial funding of funding from the Council and the Dumfries and Galloway LEADER Programme created confidence and momentum for the OBF.

The decision to develop the Festival via events lead officers, being assisted by the Project Officer and the marketing agency (Rare Management) did appear to encourage creativity, ownership and clear communication.

As this report will outline the strong basis for planning and managing the Original Bicycle Festival did lead to the successful delivery of the festival and a number of important legacies.
As the local inventor of the world's first pedal cycle in 1839, blacksmith Kirkpatrick Macmillan was the obvious inspiration for both the theme and content of the Original Bicycle Festival. However, rather than celebrate his historic contribution to cycling within the Festival with a biography or exhibition, the Festival Planning Group agreed his story needed to "come to life" and be told to in a way that local residents and visitors would enjoy and be entertained by. A short play became the obvious solution.

With the help of Dumfries and Galloway Arts Association, several suitable playwrights were identified from the south of Scotland and invited to tender for the commission. From this, Jules Horne from Kelso was selected to write the play, "The Devil on Wheels" and Kate Nelson engaged to direct it. Their proposal was selected not only because it was an accessible and witty monologue that tells Macmillan's story but also because it captured his sporting passion and spirit of adventure.

Over the course of the Festival, a young graduate of the Royal Scottish Academy of Music and Drama, Fraser Boyle, performed this 25 minute monologue to audiences at 19 venues (both indoor and outdoor) in Dumfries and Galloway. This ranged from Penpont Primary School (near the blacksmith's birthplace) to

DG One Regional Leisure Complex, Drumlanrig Castle and the village of Shawhead - which hosts The Kirkpatrick Macmillan Rally every year for hundreds of cyclists from all over Britain.

The play achieved everything the Planning Group hoped. It acted as thread to Macmillan’s life throughout the Festival, reinforced the historic credentials of a local inventor and may even have set an excellent young actor on the road to success.

Event organised by
Forestry Commission Scotland

OBF funding
£5,500

Other funding
Nil

Numbers participating
n/a

Numbers spectating
Estimated at around 950 over the 19 venues

Was this an existing event or new for the OBF?
New Event

Will the event run again next year?
Script is available for schools, theatre groups and for potential radio play

Quote
"Just a quick message to let you know that the Kirkpatrick Macmillan presentation was really good on Friday - we all enjoyed it. The young actor was really good and got the kids attention right away, we had lots of questions at the end. Thanks for giving us the chance to see it."

Liz Jeffrey, Teacher, Lochside Primary School
Within any Festival, having an international flavour is always important. In the case of the Original Bicycle Festival, this dimension was incorporated courtesy of Forestry Commission Scotland (FCS) and the attraction of an Avalanche Enduro mountain biking competition to 7stanes Ae.

Run by specialist French event organisers, Union Confédérale de Coordination (UCC), an Avalanche Enduro was run in Dumfries and Galloway for the first time ever during the Festival.

Run over two days, the event format involves riders racing across 7 special stages around Ae Forest with the winner accumulating the lowest aggregated time. The riders have the opportunity to try out the course on day one and, like F1 motor racing, have a test lap or “prologue” to determine the running order of the riders on day two. With gents, ladies and junior categories within the event there was a wide range of entries with riders travelling from Italy, France and Ireland as well as other parts of the UK to take part.

As the first ever race of its kind in the region, there were a lot of lessons learned in terms of running an international event but, from informal rider reactions and feedback, it was deemed a real success and the format suited a location like 7stanes Ae.

Negotiations are underway to attract the event back to the region in 2010 with, hopefully, an even bigger turnout of riders from around Europe.

Event organised by
Forestry Commission Scotland

£2,041
£10,000 from Forestry Commission Scotland

150
Estimated at around 40-50

Under negotiation with Event Company

“The event was yet another fantastic event by the Avalanche crew, the format of the events is fantastic and the organisation is top notch. I can honestly say that in my 13 years of racing in Scotland I have never been as well looked after as I was at Kielder and now Ae are hands down the best races I have taken part in.”

Descent World Online Magazine

Tobi, the mascot of the Tour of Britain, made a surprise visit and the small children were quite taken with him (some adults too!). The weather was kind which helped to make it a successful and enjoyable day.

Event organised by
Dalbeattie Hardrock Challenge Committee

OBF Funding

£1,300
None

76 racing, 32 skills training, 23 Bike Safety

New Event

New Event

“Just to say thank you for another very well organised event on Sunday. Owen really enjoyed his bike ride, and we got a sunny day too, fantastic. Roll on Hardrock. Well done to you and your helpers.”

Angela McDonald

The Festival organisers were keen to include events at as many of the 7stanes locations in Dumfries and Galloway as possible, one of which is Dalbeattie. Since 2004, Dalbeattie has hosted a running and mountain biking duathlon, The Dalbeattie Hardrock Challenge, which has grown steadily and is widely recognised as a successful and well organised event. So, the Festival asked the Hardrock Challenge Committee to run a Mountain Bike Fun Day for Juniors as part of the Festival.

A packed day included:

- mountain bike races in age groups with separate races for boys and girls
- mountain bike skills sessions with qualified trail leaders
- bike aware safety check sessions with qualified bike mechanic
- displays by ‘The Clan’, Scotland’s Bike Stunt Team
- Live commentary by ‘Mac the Voice’
- Face Painting
- Storytelling by RSPB staff

Every race competitor who completed the course received a souvenir medal bearing the OBF logo, with Gold, Silver and Bronze medals for 1st, 2nd and 3rd places. All participants received a 7stanes ‘goody’ bag as well.

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Tobi, the mascot of the Tour of Britain, made a surprise visit and the small children were quite taken with him (some adults too!). The weather was kind which helped to make it a successful and enjoyable day.
Dumfries hosted its first ever Cycling Film Festival over the middle weekend of the Original Bicycle Festival.

The four day festival which ran from Thursday 14 May to Sunday 17 May took place at the Robert Burns Centre Film Theatre and DG One Regional Leisure Complex and brought the wonder of the bicycle onto the big screen over this weekend.

All aspects of bikes and biking were covered by the festival, including feature films, film shorts, documentaries, mountain bike films, animation workshops and nearly all of the screenings were introduced by special guest speakers.

Scottish stunt cyclist and YouTube star Danny MacAskill, whose film of incredible stunts has received over eight million views on YouTube, launched the film festival in his own inimitable style in Dumfries town centre.

Danny wowed audiences again later in the day when the film ‘Home’ showed at the Robert Burns Centre Film Theatre, which features Danny doing even more crazy tricks as well as some of the best mountain bike riders in Scotland. The director Mark Huskisson and four of the cyclists that featured in the film took part in a question and answer session after the screening, then Danny gave another impromptu demo of his fantastic bike skills outside the Robert Burns Centre in the car-park.

Another festival highlight was Scottish cyclist Graeme Obree’s introduction to ‘The Flying Scotsman’. Obree took the cycling world by storm and rewrote the record books in the 1990s. He was twice World Hour Record holder and twice World Pursuit Champion - setting two new World Pursuit Records along the way. Graeme is famous for his innovative approach to bike design, equipment and training techniques. His life has been dramatised in the film, ‘The Flying Scotsman’ which was screened together with a documentary about Obree’s life.

Other events included a double bill screening of ‘Roam’ and ‘Seasons’ - two exciting films about mountain biking, an animation workshop for 8 to 12 year olds, as well as the classic Italian neorealist film ‘Bicycle Thieves’, directed by Vittorio De Sica in 1948, which still features on lists of the best films ever made.

The film programme was stimulating and well received by visitors. Overall attendance figures were disappointing however, attributed in part to the cancellation of the World Mountain Bike Conference on Sustainability.

A scene from The Flying Scotsman. Graeme Obree visited the festival on numerous occasions and was a superb ambassador for it.
DG One Leisure Complex hosted the Festival Café as part of the Original Bike Festival (OBF) over the weekend of the 15-17 May 2009. The Festival Café was the hub for the middle weekend of the OBF targeting cyclists participating in events and the general public of Dumfries and Galloway.

The Festival Café offered a diverse range of events including music, comedy, film, author talks and a play. The Festival Café provided the DG One customers with an opportunity to try new cultural events (e.g. comedy, cycling related author talks and films) in new performance locations within the facility (e.g. Bar DG). Bar DG was found to be an excellent venue for music and comedy and future events will be delivered in this location.

To promote the event and encourage ticket sales a specially produced event programme was created and circulated region-wide. This programme was backed up by a robust marketing strategy organised through the OBF planning group.

Ticket sales were good for key events and speakers including the Mark Beaumont author talk, the Friday evening “Inside the Tour De France” talk and the Comedy night. The interest in these specific events demonstrates that there may be an appetite in Dumfries for these type of individual themed/niche’ events which is encouraging.

Ticket sales for the other events were unfortunately disappointing, including the band on the Saturday evening and the children’s author talks. However, all acts stated that they would welcome a return to Dumfries to be part of future events due to the ethos behind the Festival Café and the generous hospitality shown.

To complement the events there was significant effort put into transforming Café DG into a continental themed eatery offering a continental menu created especially for the event.

While enjoying an espresso and a croissant, patrons could admire the cycling photography exhibition while continental music was played discreetly in the background. After the café experience, a caricature artist was available to draw festival goers.

The event was staffed through a combination of Leisure and Sport operational staff and volunteers. The volunteers from an event organiser’s perspective contributed massively to the successful running of the programme and their commitment and passion for the OBF/ Festival Café should not be underestimated in any evaluation.

One of the key strengths of the Festival Café was the strong partnerships developed to deliver the event:
- Waterstone’s Book Store – The official book store of the OBF. Waterstone’s provided a book signed by Chris Hoy as a competition prize and ran a book stall at various events.
- Loreburn Camera Club (Dumfries) - provided a bicycle-themed photography exhibition free of charge.
- Tour of Britain - the Tour provided two VIP tickets for the finish at Gretna Green in September 2009 for one lucky competition winner.
- Partnerships between Council Services, including the Film Officer
- Local and national cycle groups/ clubs ran stalls at the Festival Café

The Festival Café was a success in terms of the quality and diversity of the programme offered, however it did require significant officer support time to coordinate and organise the programme and without the OBF operating budget which was made available to support marketing activities and secure the various acts/performers, the event would have operated at a slight loss overall. However, through the Marketing and Events Officer at DG One, work is already underway to develop an increased comedy programme at DG One due to the interest shown in the comedy evening attached to the Festival Café.

The Festival introduced comedy nights to DG One

Author and journalist Richard Moore talked eloquently about the amazing life and career of Robert Millar (pictured inset)
Women on Wheels

CLAIR SCAIFE
THE BREAKPAD AT KIRROUGHTREE 7STANES

62 participants took part in the Women On Wheels Event at Kirroughtree, 7stanes.

Organised by the 2 girls who run the Breakpad bike shop at Kirroughtree, the event was for women and girls of all ages, abilities, and cycling genres to come along to be inspired, learn and most importantly have fun on bikes!

There were 3 themes to the day:
- The Saddle trade stands featuring women’s bikes, demos, clothing and products
- The Cogs talks by inspirational women and role models in cycling, including local 73 year old Granny Mave who successfully completed a 7 100km Big Bike Ride across Canada
- The Wheels the biking itself: guided rides and coaching sessions for novice to expert cyclists, both on and off road.

As event organisers and small business owners we worked hard making this event a success. Our aim was for women to have fun on bikes. We felt we achieved this, it was a great success and perhaps we will do something like this again in the future.

Event organised by
CTC Dumfries and Galloway Member Group

Event funding
£900

Numbers participating
62 participants

Numbers spectating
50 spectators

Was this an existing event or new for the OBF?
Mainly existing events scheduled for the Original Bicycle Festival

Will the event run again next year?
Strong possibility

Quote
“Thank you for an amazing event yesterday. I came down from Edinburgh and it was worth the miles. I had a guided session with Colin Riley who was really excellent. Got some very useful tips and a real confidence boost. A big thumbs up.”
Kelly, Edinburgh

The Breakpad
£4,287

Other funding
n/a

Numbers participating
62 participants

Numbers spectating
50 spectators

Was this an existing event or new for the OBF?
New event

Get ready for the trails

CTC Discovery Rides

PHIL HOWARD
CYCLING TOURING CLUB

The Dumfries and Galloway Members Group of the CTC organises an ongoing programme of easy Discovery Rides and typical Sunday club rides, so the group was able to work with the OBF organisers to fit these into the OBF programme. This was intended to provide rides more suited to the general public including occasional cyclists and families than many of the other events.

The local CTC Group is also involved with the organisation of the Kirkpatrick Macmillan Cycle Rally which was established some years ago to recognize the contribution made to the development of the bicycle here in Dumfries and Galloway. The Rally is normally held at the end of May and so was easily included in the Festival programme.

The CTC contribution to the overall OBF programme included:
- 4 short, easy Discovery Rides
- 3 short evening rides exploring Dumfries
- 2 longer road rides
- guiding rides at the Women On Wheels event
- the KM Rally offering a huge choice of routes and distances
- 3 staff from CTC National Office running a stand in the foyer of the DG One Leisure Centre

The Spring Fling organisers are delighted with this concept and intend to feature the ride in the Spring Fling brochure next year.

It is unfortunate that these rides, which could actually make a difference for the general public, not just existing keen cyclists, became rather lost in the OBF publicity. The main printed programme had just a single entry for all CTC events and a potential rider had to look on the OBF and/or CTC web sites to find full details, which must have deterred many. However, the Festival still generated a modest increase in participation for the Discovery Rides. Let’s hope that these riders continue to enjoy the many benefits of regular cycling.

Event organised by
CTC Dumfries and Galloway Member Group

Event funding
£900

Numbers participating
50 Guided Rides, 80 KM Rally

Numbers spectating
Participation only

Was this an existing event or new for the OBF?
Mainly existing events scheduled for the Original Bicycle Festival

Will the event run again next year?
Yes, ongoing programme

Quote
“Thank you for an amazing event yesterday. I came down from Edinburgh and it was worth the miles. I had a guided session with Colin Riley who was really excellent. Got some very useful tips and a real confidence boost. A big thumbs up.”
Kelly, Edinburgh

Getting ready for the trails

Number of CTC Discovery Rides:
- 4 short, easy Discovery Rides
- 3 short evening rides exploring Dumfries
- 2 longer road rides

Number of CTC events:
- CTC National Office staff time and expenses

Number of participants:
- 62 participants
- 50 spectators

Number of spectating events:
- 50 Guided Rides, 80 KM Rally

Number of KM Rally:
- Participation only

Number of events:
- Mainly existing events scheduled for the Original Bicycle Festival

Number of ongoing programmes:
- Yes, ongoing programme

Number of future events:
- Strong possibility

Number of quotes:
- “Thank you for an amazing event yesterday. I came down from Edinburgh and it was worth the miles. I had a guided session with Colin Riley who was really excellent. Got some very useful tips and a real confidence boost. A big thumbs up.”
Kelly, Edinburgh
Dave Niblock
Dumfries Cycling Club

Improvements for future events:
• Dedicated web site, on-line entries would be an advantage
• Finishing times to be posted on web site following event
• Possibly add a longer 100 mile option
• Select a date that does not clash with other similar events

Event organised by

Dumfries Cycling Club

Numbers participating

80 long route, 35 short route

Numbers spectating

Not known

Was this an existing event or new for the OBF?

New Event

Will the event run again next year?

Yes

Quote

“It was great to see so many people out on bikes enjoying the wonderful roads and scenery Dumfries & Galloway has to offer.”

Alastair Johnson

The time trial was held over a new 25 mile course running from Beattock to Lockerbie and back along the B7076, locally known as the M74 service road. It is a very simple route with only one junction to deal with, a roundabout on the outskirts of Lockerbie on a wide and relatively quiet road in the rolling countryside of Upper Annandale.

The location was considered as very convenient, not only for locals but for participants coming central Scotland and the north of England.

The Event Headquarters was the village hall in Beattock, where basic changing and toilet facilities were available. This was where the post race snacks and tea were available and the prize giving took place.

Graeme Obree, the “Flying Scotsman” was at the event and gave prizes out to the various winners, which helped make it a day to remember for all who met him.

Prior to the event, Scottish Cycling officials were required to confirm accurate course measurement and to oversee timekeeping during the event, which they duly did.

Early indications from a Dumfries Cycling Club time trial in 2008 were that this is a fast course and likely to be attractive to competitors, and this was borne out on the day with a winning time of 56’16”, despite wet conditions and a strong headwind to the turn at Lockerbie.

A number of competitors made positive comments on the course and the Event Organiser, Gordon Johnston, was asked if the course could be used for the Scottish Veterans championship.

Dumfries Cycling Club members attended to all other race related duties such as recording times, marshalling the turns.

Four Original Bicycle Festival volunteers did a great job of marshalling the car parks and serving up tea, rolls and cakes to the rather tired and damp competitors at the end of the event.

Event organised by

Dumfries Cycling Club

Numbers participating

46

Numbers spectating

Not known

Was this an existing event or new for the OBF?

New Event

Will the event run again next year?

To be decided

Photo finish!!
The Castle Douglas & Dumfries Criteriums

ALISON LUNN
SCOTTISH CYCLING

The Castle Douglas Criterium took place on Saturday 23rd May 2009 and the Dumfries Criterium took place on Sunday 24th May.

The events were held on closed roads and had the full backing of Dumfries and Galloway Council, the local police and the roads department. There was a full programme of events for all cycling categories from youths to Elite riders and a prize fund to match.

The Castle Douglas Criterium took place at the end of Food Town day. The town enjoyed a fantastic evening of cycling with all the action happening at Market Hill. The racing started at 5.30pm with the elite men’s race starting at 8.10pm. Ed Clancy won the Castle Douglas round of the Scottish Power Renewables Criterium. The event was supported by other attractions including a BBQ and a beer tent.

The spectators enjoyed a superb afternoon of cycling and entertainment at the Dumfries round of the Scottish Power Renewables Criterium. The racing started at 2.30pm at the Midsteeple with the elite men’s race starting at 5.10pm. Rob Hayles won the Dumfries Criterium. The Clan Display Team with YouTube star Danny MacAskill wowed the crowds at the event.

The elite field for the event consisted of:

James McCallum (Endura) - Commonwealth Games Bronze medalist, past National Criterium Champion
Rob Hayles (Halfords Bike Hut) - Current National Road Race Champion and Olympic finalist
Ed Clancy (Halfords Bike Hut) - Olympic Gold Medalist at Beijing

Sid Barras (Chapters) - Ex Pro rider with over 300 wins to his credit
Gordon Murdoch (Endura) - Super 6 Road Series Champion
Ross Creber (Plowman Craven) - Member of successful Family adventure programme on TV
Gareth Montgomery (SigmaSport) - Local rider switched from Mountain Biking to Road and aiming for Commonwealth Games place in Delhi

Even more than the event on 16th May. It was a platform to promote Stepping Stanes Youth Cycle Development Club, run entirely by volunteers and set up to enable young people in Dumfries and Galloway to make the most of the world class cycling facilities on their doorstep.

Stepping Stanes, supported by Scottish Cycling, delivered cycle coaching in schools before the event, publicised the festival through our links with Council active schools coordinators and have provided a follow on coaching programme for young people to continue their involvement in cycling since the 16th May.

The Castle Douglas criterium

The Stepping Stanes Family Fun Day

STEVE MCCREADIE
STEPPING STANES

Over 50 young people and 40 adults took part in the Stepping Stanes Family Festival event that had an energetic and busy programme during the middle Saturday of the Original Bicycle Festival. There were five coaching areas catering for all abilities, races for all ages and comedy street theatre from Syrovy. World record holder Graeme Obree started the races, presented the prizes and motivated young people with tales from his world beating performances.

The event was well supported by Grierson and Graham Cycle Centre who generously provided bicycle maintenance and technical support, and the Ae Deli bus provided opportunities to buy healthy snacks to fuel the riders.

However, the fun day was about more than the event on 16th May. It was a platform to promote Stepping Stanes Youth Cycle Development Club, run entirely by volunteers and set up to enable young people in Dumfries and Galloway to make the most of the world class cycling facilities on their doorstep.

Stepping Stanes, supported by Scottish Cycling, delivered cycle coaching in schools before the event, publicised the festival through our links with Council active schools coordinators and have provided a follow on coaching programme for young people to continue their involvement in cycling since the 16th May.

The OBF funding helped to provide race and leisure jerseys to raise the profile of Stepping Stanes and also provided over 4,000 high quality leaflets that were distributed to young people in schools.

Legacy from OBF includes an increased awareness and publicity for Stepping Stanes, an increase in membership, and increased awareness of the potential of exciting developments within Heathhall forest as a cycling venue, accessible by young people and adults through a network of cycle paths in Dumfries.

Event organised by
OBF funding
£8,500
Other funding
Substantial Scottish Cycling contributions
Numbers participating
700 (both events together)
Numbers spectating
Was this an existing event or new for the OBF?
New
Will the event run again next year?
Yes

The OBF funding helped to provide race and leisure jerseys to raise the profile of Stepping Stanes and also provided over 4,000 high quality leaflets that were distributed to young people in schools.

Legacy from OBF includes an increased awareness and publicity for Stepping Stanes, an increase in membership, and increased awareness of the potential of exciting developments within Heathhall forest as a cycling venue, accessible by young people and adults through a network of cycle paths in Dumfries.

The Stepping Stanes Family Fun Day
The Economic Impact of the Festival

Dumfries and Galloway Council and Forestry Commission Scotland commissioned Cogentsi to undertake an economic impact study into the Original Bicycle Festival.

Cogentsi studied visitor numbers and conducted primary research at four of the main OBF events: The Ae Avalanche, Women on Wheels, Drumlanrig Castle events and the Dumfries Criterium. They also studied a mass of data provided by the Council. A full, separate Economic Impact Report into the Festival was produced by Cogentsi and is available upon request.

The economic benefits of the Festival come from two sources - spending by the Planning Group and individual event organisers, and spending by participants and spectators attending Festival events.

The Original Bicycle Festival cost a total of £110,000 to stage and generated additional spending of £173,000 in the Dumfries and Galloway and Scottish economy. However, this additional direct spending and associated economic benefits continue to flow through the economy as businesses make their own purchases to meet the demands of the Festival purchasers.

Most of the economic benefit from the Festival flowed through providers of business services and advertisers (including printers, event organisers etc), and providers of recreational services (such as bike shops), and some accommodation and catering companies. The economic impact was based upon the research that showed that the Festival generated an additional 880 bednights from visitors to Dumfries and Galloway.

The Festival’s key events helped to attract a younger visitor to the region, with most participants in the 25 to 34 age group and a majority of spectators in the 25 to 44 year old category. More than three quarters of participants to the key events were from outwith Dumfries and Galloway, with individuals being attracted from the Central Belt of Scotland and the north west of England as well as further afield. Almost 60 per cent of individuals at the core events stayed at least one night in the region. Those who attended the Festival are very positive about practically all aspects of the event, with 95 per cent very satisfied or quite satisfied with the Festival.

The Festival worked extremely well as a media and PR promotion of Dumfries and Galloway’s cycling offer and heritage. There was superb coverage of the OBF on Radio Scotland and in the quality press and blanket coverage locally. A highlight was the feature on cycling in Dumfries and Galloway, inspired by the Festival, on the BBC One Show in May. The total value of the media coverage developed for the region by the OBF is calculated as being £311,000.

As well as the immediate economic benefits detailed above, the festival did create additional benefits. Volunteers and event organisers have been able to strengthen their event organisation skills, to apply to other events in the future. In addition, the festival is providing a valuable "shop window" for the area. More than 60 per cent of participants at the key events and 40 per cent of respondents had come to Dumfries and Galloway specifically for the events within the OBF Programme. Almost one in five (17 per cent) had never visited the region before and more than half of respondents from outwith the region said they would like to return to explore the area further. Coupled with the media coverage of the event, the Festival will help to attract additional visitors to the region in the future.
Introduction
Rare Management, a marketing and events agency based in Leith, were commissioned by Dumfries and Galloway Council to prepare and deliver a £45,000 marketing and PR campaign for the Original Bicycle Festival.

The Festival concept was one of friendship and accessibility, highlighting the area's vast resource of cycling (road and mountain bike) and at the same time creating a focus on Kirkpatrick Macmillan and his place in the history of biking.

All marketing was aimed at creating both an interest in and awareness of Dumfries and Galloway and the Festival events.

The target markets were:
- Cycling enthusiasts within 2-3 hours drive: reached via:
  - Advertising in specialist publications
- PR in specialist publications
- Leaflet distribution
- Website and links

Local population: reached via:
- Advertising in local publications
- PR in all local media
- Leaflet distribution
- Website and links

Mass market in Scotland: reached via:
- Insert in Sunday Herald
- PR
- Website and links

1. The Original Bicycle Festival Identity

There were three main elements to the Festival identity:
- Logo – a simple, strong graphic to be used in all Festival communications. Also used as a supporting reference in all material produced by individual organisers
- Image – a background image to be used as the theme/backdrop for all OBF communication material. Representing the attractiveness of Dumfries & Galloway as a location and the inclusiveness of the Festival
- Taglines – A phrase that personalises the festival. “Cycling’s Coming Home” (Tie-in with Homecoming Scotland and Kirkpatrick historical perspective)

These three elements were supplied to all OBF organisers, who were encouraged to include the logo in all of their own material, websites etc.

The logo and image were widely used to generate increasing levels of awareness and recognition in the build-up to the Festival.

1.2 The OBF Character

Kirkpatrick Macmillan

Locations: Press launch, photocalls and Festival events, subject to availability.

Format: Character actor in period costume with original bicycle

Highlighting the historical relevance of the area and the “heart” of the Festival, Kirkpatrick’s presence at core OBF events acted as a coordinating theme and provide a focal point for spectator/participant interaction as well as providing ample photo opportunities.

Tony Dymott was excellent as Kirkpatrick, especially as he has one of the working examples of an Original Bicycle.

1.3 The OBF Endorsement

Mark Beaumont

Appearances: Press launch, photocall and talk at Festival Cafe
Endorsement: Communication material, press releases and website

Record-breaking round-the-world cyclist Mark Beaumont became the OBF Ambassador and his endorsement was used in all communication material and on the website.

2. Communication material - event organisers

Distribution: All OBF event organisers

Format: OBF information pack and individual event data request form

3. Communication material - public

Distribution: See table below

Quantity: 100,000

The leaflet was a key part of the marketing campaign, presenting all of the events on a colourful map of Dumfries and Galloway on one side with essential information about all of the events in the OBF programme, supplied by individual event organisers on the reverse.

Two versions were produced:
- A pocket sized fold out leaflet, available in a wide range of locations
- An A4 sized fold out leaflet that was inserted in the Sunday Herald
The Marketing Campaign

4. Branding - Organisers Toolbox

Distribution: At specific events during Festival

- Feather Flag: 8 of 1200 x 5400
- Branded cube: 2 of 4500 high x 1500 x 1500 display cubes with digital printing
- Pull up display: 3 of 1000 x 1800 pull-up displays
- Event crew vests: 50 branded high visibility vests

A number of elements were developed that featured the OBF branding and provided a large visual presence at festival events and other promotional opportunities.

This formed part of the organiser’s toolbox, where they could ask for certain items to be supplied to enhance their event.

5. Advertising

The ad schedule was based on a mix of enthusiast bike publications, national Scottish and local media.

The Dumfries and Galloway Standard and Galloway News were the official local media partners with a 4 page supplement followed by two full page advertorials.

All advertising followed the theme of the main Festival identity although there were variations to suit specific events within the programme.

The Role of Volunteers During the OBF

In April 2009 I became a part of Dumfries & Galloway's Original Bicycle Festival, offering my services as a volunteer. I was informed about the festival by Ian Barr, Events Strategy Officer, when I contacted him for advice on gaining some experience in the field of events management and marketing. Ian gave me the contact details of Lucy Maire, the festival Volunteer Co-ordinator, who I emailed voicing my interest. Being part of the Original Bicycle Festival was an honour and personally provided me with some great experiences. At my first OBF meeting, fellow volunteer Alastair Ross and I met with Ian Barr and Peter McCormick to discuss our roles. From the multifarious programme, Alastair and I chose which three events we would most like to concentrate our efforts on - I chose the Festival Gig at ‘So Below’, “The Hub” of the festival at ‘DG One’ and the ‘Women on Wheels’ day at one of the 7stanes sites, Kirroughtree. I thought these offered a nice range of roles and responsibilities to achieve maximum desired experience from. As well as this, it was also arranged that I would co-ordinate a radio based festival competition to promote two local cycle centres and the Dumfries based West Sound Radio station. I left this meeting feeling like I had quite a lot of responsibilities, but this was more than welcome as it was exactly why I had got involved in the first place. The Council’s Events Strategy Officer in particular provided me with excellent chances to gain first hand experience in what it’s like to play a part in such a major regional event.

I can safely say I thoroughly enjoyed my time spent involved with the Original Bicycle Festival. Even on top of the little perks that came with being a volunteer; the Indian buffet evening was an unexpected delight and the goody bags we all received will take a lot to beat on the goody bag scale. Once the festival’s three week duration kicked off it was a busy couple of weekends for me, but definitely time well spent. The Festival Gig at ‘So Below’ was a huge success, being a complete sell-out. “The Hub” at ‘DG One’ was another success but had internal elements with room for improvement - “The Hub” itself was advertised well, but I personally feel some of the individual events within it’s programme needed more attention. For example, on the evening of Saturday 16th May the music gig with Cotton Town Music Club and Tea for One did not receive much interest at all if maybe location of the gig or target audience had travelled far to attend some of the events and were so excited by what Dumfries & Galloway had to offer. Many even asked if the festival would be an ongoing thing, hoping for it to be back next year. It was moments like this that made being a volunteer so worthwhile - seeing people sharing the enjoyment that I myself experienced.

Feather Flag

Pull-up display

Branded cube

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<th>AD SCHEDULE</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
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<tr>
<td>Specialist Bike Magazine</td>
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<tr>
<td>Cycle (CTC) Magazine</td>
<td>Half Page</td>
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<tr>
<td>Singletrack</td>
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<td>Quarter Page</td>
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<tr>
<td>Sunday Herald</td>
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<tr>
<td>Local Press</td>
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<tr>
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<td>2 x 2 P, 1/2 page, 1/4 page</td>
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</tr>
<tr>
<td>The Galloway News</td>
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<tr>
<td>Cumberland Times</td>
<td>1/2 page</td>
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<tr>
<td>D &amp; G Homecoming leaflet</td>
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<td>D &amp; G Visitor</td>
<td>1/4 page</td>
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Media Analysis

Campaign Period: December 2008 - May 2009

Media Name | Date | Notes | OTS (Opportunities To See)
--- | --- | --- | ---
IWC Media Ltd – Channel 4 | 01/05/09 | ic | 1
BBC TV – network – The One Show | 01/06/09 | | 4.13 million
BBC radio Scotland – Sports Weekly | 01/06/09 | ic | 130,000
Border TV | 14/05/09 | Danny MacAskill & The Clan – Dumfries Town Centre | 60,000
BBC Radio Scotland – Movie Café | 14/05/09 | Short feature on Film Festival | 210,000
BBC Radio Scotland – Out of Doors | 09/05/09 | ic | 113,000
South West Sound | 11/05/09 | Interview with Jackie Davidson, Scottish Cycling – OBF | 113,000
BBC Radio Scotland – Out of Doors | 09/05/09 | ic | 50,000
BBC Radio Scotland – Movie Café | 01/05/09 | Feature on play and OBF including 2 interviews | Radio Scotland figures (933,000) No specific for show.
South West Sound | 01/05/09 | Volunteer request – presenter reads and looks in the papers slot | 113,000
BBC Radio Dumfries | 03/04/09 | Volunteer appeal | Radio Scotland figures (933,000) No specific for show.
Border TV | 02/05/09 | News piece | 50,000
BBC Radio Scotland | 02/05/09 | News piece | Radio Scotland figures (933,000) No specific for show.

The Press Generated for Cycling in Dumfries and Galloway

Commemorative ornament of the KM bike was presented to Dame Mary MacMillan, OBE, a cycling mecca for fitness professionals (no copy)

Danny MacAskill at Drumlanrig Castle

The extensive list of regional media coverage has not been included on these pages to save space.
The Public Relations Campaign for the Original Bicycle Festival

The PR campaign for The Original Bicycle Festival was a six-month campaign – December 2008 to the end of May 2009 - and was carried out by Podge Publicity. Strategically it tied in with the marketing campaign and the overall objectives of the Festival. The key aims and objectives for the PR campaign for the Original Bicycle Festival were to:

- Promote the Festival and the individual events within the programme
- Promote local participation in all forms of cycling
- Showcase key Dumfries & Galloway locations / venues
- Promote and capitalize on the legacy of cycling in the region
- Heritage of Kirkpatrick Macmillan
- 7stanes Mountain Bike Trail Centres
- Tour of Britain
- Promote sponsor/partner/ stakeholder involvement
- Reinforce Scotland and in particular Dumfries and Galloway as a major venue for world-class events, outdoor activities and tourism

Podge Publicity put together a long term ‘drip feed’ strategy that involved a programme launch and photo opportunity, the distribution of news releases and general event information - at least one release a month at the early stages and building to five in May; the pitching of Festival, individual events and travel features; and the distribution of images. It also included organising photo opportunities, coordinating press visits, liaising with key media contacts (locally and nationally), liaising with marketing and project teams, researching new contacts, assisting with copywriting advertorials and attending meetings in Edinburgh and Dumfries.

Podge Publicity worked closely on their campaign with Rare Management, who were coordinating the marketing campaign, with Ian Barr, Events Strategy Officer, Dumfries and Galloway Council (particularly during the event itself) and other event stakeholders.

The full coverage The Podge Publicity achieved is detailed below.

Magazine
At a local level Dumfries and Galloway life were very supportive covering both the event launch and the festival programme in two separate issues (with some extensive coverage of the programme in the May issue). BBC Countryfile magazine devoted a double page spread to the festival as its event of the month. A number of high profile travel magazines included the Festival in their editorial. These included Wanderlust, The Good Travel Guide, Scotland Outdoors, Flybe Uncovered and Travel GBI, A few specialist bike magazines covered the Festival in print and online. These included MBUK and MBR as well as Bicycle Buyer who were particularly interested in the Kirkpatrick Macmillan link to the Festival. Other magazines to promote the Festival include Men’s Fitness, The Lady, The Big Issue in Scotland, bicycle Trade and Industry, Outdoor Trade and Industry, Fitpro Magazine and Stand Out.

Financial Information

The Original Bicycle Festival was a £114,000 project, funding came from Dumfries and Galloway Council (£32,000), the Dumfries and Galloway Leader Programme (£57,000), Forestry Commission Scotland (£10,000), Event Scotland (£10,000) and Scottish Cycling (£5,700).

Expenditure was almost equally split between the costs of delivering the 20+ events within the festival programme and festival marketing. There were also some project management costs such as room hire and hospitality; volunteer co-ordination, photography and other minor expenses.

Broadcast
The TV and radio coverage of the Festival was very strong. It included:

- BBC Network - The One Show, BBC Scotland – Reporting Scotland
- IWC for Channel 4 - Feature on Kirkpatrick Macmillan within documentary - Scots Who Made The Modern World - came as a direct result of awareness of the Festival
- BBC Radio Dumfries - News, volunteer appeal
- South West Sound - News, volunteer appeal and interview with Jackie Davidson of Scottish Cycling

However the coverage from Border TV / ITV Border was very disappointing with only two very short news features throughout the campaign, despite the fact that the event was being run throughout the transmission region for a decent length of time.

Online
Online coverage is very hard to analyse but by using google media alerts, a free service, Podge managed to pick up some solid pieces of online coverage. This included duplication of regional news pieces on individual sites, news pieces on the BBC site, specialist cycling sites, cycling blogs and national newspaper sites including The Telegraph, The Independent, The Scotsman.
Lessons Learned & Legacies

1. The Original Bicycle Festival as a unique and authentic event, based on Kirkpatrick Macmillan’s invention of the bicycle and Dumfries and Galloway’s status as a genuinely beautiful location in which to cycle, was of great interest to the media. This interest however was because of the unique and original qualities of the festival and should the festival be held in subsequent years it is unlikely that it would recapture the same media attention. The rural location of the festival is also likely to have been a contributory factor regarding the media interest.

2. The planning group’s decision to commission a high quality marketing and PR agency galvanised the project, brought in external creative talent and gave the Original Bicycle Festival a profile and reach that of year on year events. Marketing and PR agencies involved and Dumfries and Galloway, and is available for future cycling events in Dumfries and Galloway and across the UK.

3. To deliver major events, certainly from a Council perspective, strong partnerships need to be in place. The basis of the Original Bicycle Festival’s success was based upon the strong partnership created between the Council and Forestry Commission Scotland, Scottish Cycling, the funding agencies involved and Dumfries and Galloway’s cycling event organisers.

4. There is now an exciting range of cycling events in Dumfries and Galloway. Most importantly, cycling event organisers are skilled and committed individuals who are an important resource to the promotion of Dumfries and Galloway as a great destination for cycling for leisure and sport. Their contribution to economic development should be fully recognised and supported.

5. Unique projects often encounter their own specific problems and issues. The Original Bicycle Festival planning group was not able to convey the value of the festival to a number of regional public and private sector partners. The festival could have made a greater impact with local people if it had. Many local people, although interested in the festival, could not be convinced it was a unique one-off and suggested they would support it in future years.

6. The Festival planning group investigated the feasibility of DG One hosting a major annual cycling expo. Even with the stimulus of the Original Bicycle Festival (and at the time of the work in question, the imminent World Mountain Bike Conference on Sustainability) there was not enough business interest in this proposal.

7. The Kirkpatrick Macmillan monologue, the commissioned 25 minute play is one important legacy from the festival. This play is currently being touted for radio production and therefore may serve to further promote Kirkpatrick Macmillan and Dumfries and Galloway, and is available for future cycling events in Dumfries and Galloway and across the UK.

8. The festival planning group worked extremely hard to integrate volunteers and voluntary organisations into the planning and delivery of the Original Bicycle Festival. The protocols the planning group put in place to outline the role of volunteers in the planning of the festival was regarded as helpful and the appointment of a temporary volunteer co-ordinator gave, via the volunteers recruited, the festival great energy.

9. The balance of participatory to spectator events in the Original Bicycle Festival was probably about right. Cycling festivals should be driven by the promotion of cycling and an area’s cycling assets. There is scope however with dedicated marketing, to build upon the audience each year for the Tour of Britain, to attract decent crowds for 2010 cycling events such as the Girvan 3 Day Event (which is to move to Dumfries in Easter 2010) and the Dumfries Criterium, which will take place again in late May 2010. These high quality additional cycling events can promote Dumfries and Galloway as a great destination to watch cycling as well as to cycle and inspire people of all ages and abilities to take up cycling.

10. There was great energy and determination put into the Original Bicycle Festival by public agencies and cycling event organisers. The festival spurred ideas for future cycling development in the region: capturing these ideas and taking forward a cycling development plan for Economic Development, Sport and Tourism would have great potential for Dumfries and Galloway.

11. This report has detailed the events both introduced and strengthened by the Original Bicycle Festival. Although the festival is unlikely to run again, a number of cycling events that took place in May 2009 certainly will. These include; The Scottish Cycling Dumfries Criterium Avalanche Enduro UK CTC Discovery Rides Women on Wheels (or a close relative) The Burns Solway Coastal Sportive Challenge And potentially; The Beattock Open Time Trial The Stepping Stanes Family Fun Day The Kirkpatrick Macmillan Play is available upon request and DG One introduced cultural events around the Festival that has helped the venue consider future cultural, as well as sports programming.

Dumfries and Galloway Council wishes to thank everyone who contributed their time, effort and expertise towards making the Original Bicycle Festival a uniquely good humoured and laid back festival of cycling.