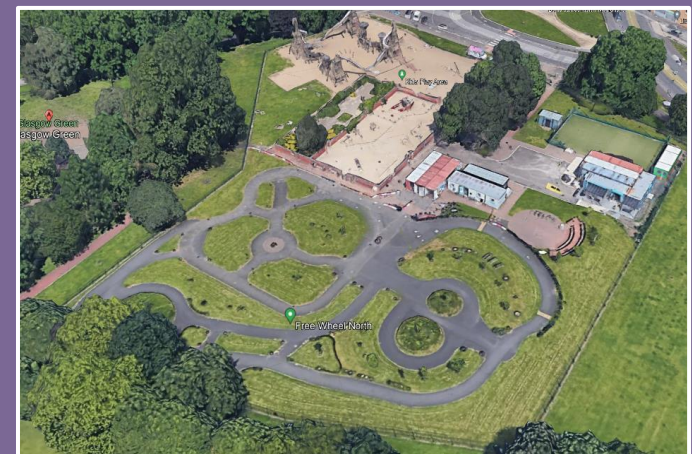


Dalmellington Inclusive Cycling Hub

Feasibility Study

Alan Jones Associates April 2023



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1 Executive Summary & Recommendations

Alan Jones Associates have been appointed by the Dalmellington Parish Development Trust to deliver a feasibility study for a new Inclusive Bike Tracks In Dalmellington. This will provide new facilities for a wide range of wheeled sports and developing new spaces for residents and visitors to the area. The tracks will allow for the provision of adapted cycles, making cycling more inclusive and accessible for those with additional needs.

In addition to new tracks, the Trust proposes the inclusion of bike storage, bike repair, toilets, and a café / kiosk, creating a hub for inclusive and wider cycling activity in Dalmellington and the surrounding areas.



The study makes the following recommendations to support the further development of the proposed new inclusive cycling tracks in Dalmellington:

1. It is recommended that Dalmellington Parish Development Trust progress the Community Asset Transfer of the woodland area and access route with East Ayrshire Council based on the community support results contained in this feasibility study.
2. In tandem with progressing the CAT, it is recommended that a specification for the proposed new cycle tracks and associated floodlights

and buildings and car parking be prepared, along with a tender evaluation framework.

3. It is recommended that an open tendering exercise is conducted for a design and build contract(s) through Public Contracts Scotland to provide more accurate costings and designs.
4. On receipt of tenders, a tender evaluation meeting should be held to select a preferred contractor(s). At this point a contract cannot be awarded, but a preferred contractor can be approved.
5. It is recommended that, using the preferred contractor's design(s), a full planning application is submitted to East Ayrshire Council which should also include track floodlights provision.
6. On receipt of planning permission, it is recommended that Dalmellington Parish Development Trust progress their applications to other potential capital funders.
7. It is recommended that the Trust should also continue to undertake fundraising and seek donations to meet the contribution outlined in the funding section within this report.
8. It is recommended that Dalmellington Parish Development Trust considers engaging the services of a Project Manager to support and assist with the delivery of the project on site.

2 Introduction & Background

2.1 The Dalmellington Parish Development Trust

The Dalmellington Parish Development Trust (SC050684) is a registered Scottish Charity serving the Parish of Dalmellington, listing the following key charitable aims:

- the advancement of citizenship or community development
- the advancement of the arts, heritage, culture, or science
- the provision of recreational facilities, or the organisation of recreational activities, with the object of improving the conditions of life for the persons for whom the facilities or activities are primarily intended.
- the advancement of environmental protection or improvement"
- any other purpose that may reasonably be regarded as analogous to any of the preceding purposes.

2.2 Project Background & Vision

The Trust are looking to create an accessible cycling hub in and around the woodlands located close to Doon Academy (outlined in the site map below).



The development of new accessible cycle tracks in the woods, and associated amenity facilities including toilets, storage, and a café / kiosk will support the development of a cycling and outdoor hub model as outlined below:



- **Accessible Bike Tracks** – The hub will centre around new accessible bike tracks constructed through the woods. These tracks will provide a traffic free opportunity for people of all abilities to enjoy exciting cycling tracks, with a particular design focus on those with additional needs. The tracks will also provide the location for lessons and other activities listed below.

- **Bike & Adapted Cycle Hire** – By siting a kiosk and storage unit at the location, there will be the opportunity to provide bike hire for the tracks, including a variety of specialist adapted cycles to support those with additional needs.
- **Bicycle Repair Workshop** – Recognising the opportunity to bring people together, learning new skills, and socialising, the hub will provide a bike repair workshop, with the appropriate tools and resources available.
- **Café & Toilets** – The project proposes to build a café and toilets for providing facilities and refreshments for users and the wider local community.
- **Cycle Lessons and Guided Tours** – The track and hub will provide a base for lessons, and for guided bike and e-bike tours locally.
- **E-Bikes** – Recognising the increase in demand and popularity of E-bikes, the hub will be a base for e-bike hire and group tours serving visitors and the wider community.

3 Market Assessment

3.1 Dalmellington

Dalmellington is a market town and civil parish in East Ayrshire, Scotland. Situated 50 miles South of Glasgow, in the Doon Valley, Dalmellington stands at 600 feet above sea level and is scattered over a hillside. The town developed around textiles, the railway, ironworks, coal mining and afforestation.

East Ayrshire Council notes a lack of tourist infrastructure within Dalmellington itself is preventing the town from capitalising on, and benefitting from, this growing sector.

Scotland's Town Partnership summarises the following key demographic and social information for Dalmellington and the surrounding area:

- Population has remained relatively flat between 2001 and 2016.
- The population is approximately 1,000 with around 662 households
- 33.4% of households are in Council or Social housing
- 67% of 16–74-year-old are in full time employment
- 5% are unemployed

3.2 East Ayrshire Local Development Plan (2017)

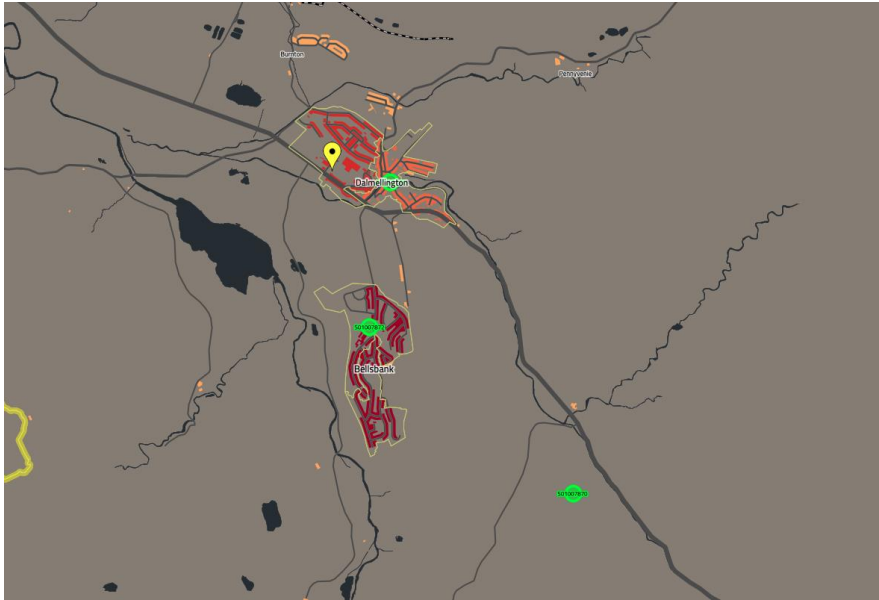
This second Community Plan for East Ayrshire covers the period for 2015 – 2030. The Community Plan has a focus and commitment to work closely and effectively together to drive forward ambitions for East Ayrshire; deliver positive change and secure the best possible future for communities; and make a real and lasting difference for those who live, work, and visit East Ayrshire.

Within the Development Plan, the following vision is noted for Dalmellington and the surrounding area are noted:

“Dalmellington will have established itself as a visitor friendly town, making the most of surrounding tourism and environmental opportunities. Sympathetic development on vacant sites and general environmental improvements will have regenerated the town centre to make it a bustling popular town for those visiting nearby Craigengillan Estate, the Dark Sky Park, Loch Doon and the opportunities that will come from Dalmellington being a gateway to the UNESCO Biosphere designation.”

3.3 SIMD Assessment

The Scottish Index of Multiple Deprivation (SIMD) is the government's official tool for assessing smaller population zones (average population 800) with the lowest levels of deprivation in the country. The SIMD is used to focus and inform policies and resources in order to tackle social inequalities in Scotland. The following map shows the data zones relevant to Dalmellington, with the subsequent table highlighting the key areas of deprivation.



Data Zone	S01007870	S01007871	S01007872
	Doon Valley South (part)	Doon Valley South (part)	Doon Valley South (part)
Population	536	654	638
Working Age	344	406	423
SIMD Rank	2,234 4 th Decile	158 1 st Decile	40 1 st Decile
Income Domain Rank	3,153 5 th Decile	134 1 st Decile	30 1 st Decile
Employment Domain Rank	2,420 4 th Decile	288 1 st Decile	83 1 st Decile
Health Domain Rank	2,135 4 th Decile	144 1 st Decile	43 1 st Decile
Education Domain Rank	2,051 3 rd Decile	199 1 st Decile	196 1 st Decile
Access Domain Rank	716 2 nd Decile	2,997 5 th Decile	5,036 8 th Decile
Crime Domain Rank	3,301 5 th Decile	869 1 st Decile	472 1 st Decile

Housing Domain Rank	3,340 5 th Decile	2,528 4 th Decile	2,477 4 th Decile
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Data Zone	S01007873	S01007874
	Doon Valley South (part)	Doon Valley South (part)
Population	645	536
Working Age	379	344
SIMD Rank	2,053 3 rd Decile	2,234 4 th Decile
Income Domain Rank	1,879 3 rd Decile	3,153 5 th Decile
Employment Domain Rank	2,344 4 th Decile	2,420 4 th Decile
Health Domain Rank	834 2 nd Decile	2,135 4 th Decile
Education Domain Rank	2,527 4 th Decile	2,051 3 rd Decile
Access Domain Rank	6,575 10 th Decile	716 2 nd Decile
Crime Domain Rank	1,871 3 rd Decile	3,301 5 th Decile
Housing Domain Rank	3,237 5 th Decile	3,340 5 th Decile

3.4 Rural Inequality

The Scottish Rural Policy Centre (SRUC) published a report in 2014 entitled Rural Scotland in Focus which monitors how rural Scotland is changing, focusing on: population trends, the lives of young people, the levels and experiences of poverty and disadvantage and how use of our finite rural land resource is negotiated through planning and other means. With specific reference to the Dalmellington Project, it is important to consider the aspect of rural inequalities, which, as listed below create challenges to living that are different from communities within larger urban areas.

The following are key aspects of rural life that highlight differences and inequalities in rural life, all of which may increase perceptions of inequality for those living in Dalmellington and the surrounding rural areas.

1. Employment Issues and Inequalities

In reviewing employment in rural areas, the SRUC report highlights a significantly larger percentage of those in part time or smaller contract jobs, often with lower hourly rates or salaries than counterparts in urban population centres.

2. Fuel Poverty

Living out with larger urban areas is likely to increase the costs of goods overall – primarily due to the cost of the supply chain network required. This can be seen in the cost of petrol and diesel with a predominant market of independent providers, unable to offer the prices of larger national outlets. This issue raises a secondary cost to residents, with rural communities relying more on private transport, and often having to travel further for services. Ultimately, for residents of communities such as those in Dalmellington, more fuel is required to travel for day-to-day work and leisure, and that fuel is supplied at a higher cost.

A second aspect of fuel poverty proposes that many rural communities will have an element of older stock housing, thus requiring higher costs to heat. Where newer modern housing common to urban population centres have been designed to be efficient in retaining heat and using energy, the older houses found in rural communities are often significantly less efficient with older windows, colder brickwork, and poorer insulation.

Report on Minimum Income Standard for Remote Rural Scotland

The above report follows on from work and research on the Minimum Income Standard for Scotland. Considering the previously noted inequalities in rural living, the report highlights that the cost of food and consumable goods are between 10-50% higher in rural areas, whilst clothing and household goods are between 30-50% higher than in urban areas.

3.5 Trends in Sports & Leisure

Gathering statistical data on sports participation, the Scottish Government has identified the following key trends in sports participation.

- There is a general increase in the overall number of people partaking in sporting activity, measuring respondents who have partaken in activity within four weeks.
- Individuals who rate their health as good are more likely to take part in sports activities than those who rate their health as bad or very bad.
- There remains a gender gap in sports participation, with more male participants than female. It is noted that this gap had significantly reduced over the last ten years.
- Levels of deprivation have a direct correlation with participation in sports and exercise. Significantly lower income households demonstrate considerably less sports participation. Many local authority leisure trusts and facilities have developed concessionary membership schemes and pricing to encourage participation from this demographic and to support the reduction of this gap.
- There is a larger rate of sports participation in young people living in rural areas compared to those living in larger urban towns and cities.

Following the Coronavirus pandemic, and the restrictions in place throughout 2020 and 2021, there has been an increase in those undertaking outdoor leisure activities and exercise. It is thought that this is likely to continue, with parks and public spaces key to supporting participation on outdoor activities.

3.6 Scottish Trends in Cycling

In recent years cycling has seen a significant increase in popularity in Scotland, with various studies and surveys indicating a growing trend in cycling for both leisure and transportation purposes. The following key trends in cycling within Scotland indicate a growing demand for cycling as a mode of transportation and leisure activity, and a desire for improved cycling infrastructure to support this trend. As in the rest of the UK, it is likely that the long-term trend towards increased cycling in Scotland will continue, even beyond the initial acceleration of cycling caused by the COVID-19 pandemic.

- **Increased Cycling Participation:** The Active Scotland survey conducted by [sportscotland](https://www.sportscotland.gov.uk) has shown a steady increase in the number of people cycling in Scotland, with an estimated 1.1 million people cycling once a week in 2020, up from 900,000 in 2015.

- **Increased Commuter Cycling:** The Scottish Government (2021) National Travel Survey showed that the number of people cycling to work in Scotland increased by 30% between 2005 and 2019.
- **Increased Demand for Cycling Infrastructure:** A survey conducted by the charity Paths for All found that 63% of people in Scotland want to see more investment in cycling infrastructure, such as dedicated cycle lanes, cycle parking, and traffic-free paths.
- **Increased Interest in E-Bikes:** A report by the market research firm, Euromonitor International, indicated that the market for e-bikes in Scotland has been growing rapidly, with a 15% increase in sales between 2018 and 2019.

Building on the interest in cycling and the positive impact it has on health and wellbeing will support the case for Dalmellington Parish Development Trust vision for creating a new Cycling Hub in Dalmellington.

3.7 Benefits of Cycling Proficiency

There is a significant amount of evidence that supports the benefits of cycling proficiency programmes:

1. **Safety:** Studies have shown that children who participate in cycling proficiency programmes are less likely to be involved in cycling accidents. For example, a study conducted in the Netherlands found that children who received cycling proficiency training were 72% less likely to be involved in a cycling accident compared to children who did not receive training.¹
2. **Health:** Cycling proficiency programmes can also have a positive impact on children's health. Studies have shown that children who participate in cycling proficiency programmes are more likely to engage in regular physical activity, which can lead to improved cardiovascular health, weight management, and overall well-being.²

¹ The Journal of Safety Research in 2008, "Effectiveness of a cycling skills training program for children: a randomized controlled trial" by K. L. M. Tak, M. L. A. M. van der Laan, J. W. R. Twisk, and L. J. M. Bouter.

² The Journal of Physical Activity and Health in 2013, "The Impact of a School-Based Cycling Education Program on Physical Activity" by R. C. Brown, J. D. C. Sallis, and T. L. McKenzie.

³ The Journal of Transport & Health in 2018, "Active school travel and children's exposure to air pollution" by J. R. Edwards, A. R. Jones, A. Gloster, and C. L. Cooper.

3. **Environmental benefits:** Encouraging children to cycle to school also has environmental benefits. Encouraging active travel such as cycling can reduce the number of cars on the road, which can help to reduce traffic congestion and improve air quality.³
4. **Social and emotional benefits:** Studies have shown that cycling proficiency programmes can also have social and emotional benefits for children. For example, a study conducted in the UK found that children who participated in cycling proficiency programmes experienced improved self-esteem, self-confidence, and social skills.⁴
5. **Educational benefits:** Participating in cycling proficiency programmes can also have educational benefits. Children who learn how to cycle at an early age are more likely to become independent and confident, which can help them to succeed in other areas of their lives.⁵

⁴ The Journal of Adventure Education & Outdoor Learning in 2010, "The impact of a cycling skills training programme on children's self-esteem, self-confidence and social skills" by P. C. J. Hopper and S. J. B. Tindall.

⁵ The Journal of Transport Education in 2009, "The impact of a cycling education program on children's travel behaviour" by J. D. C. Sallis and T. L. McKenzie

4 Consultation & Stakeholder Engagement

4.1 Overview

Community and key stakeholder support is key to the delivery and ongoing success of any community facility. Recognising this, a programme of community and stakeholder engagement was undertaken as part of this study with the result of this as follows.

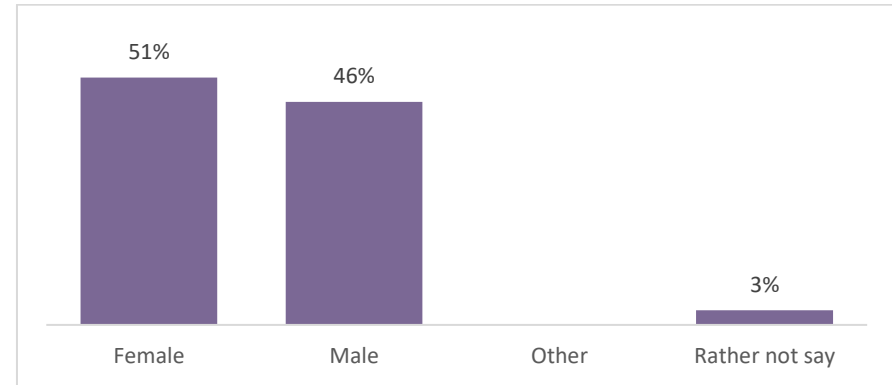
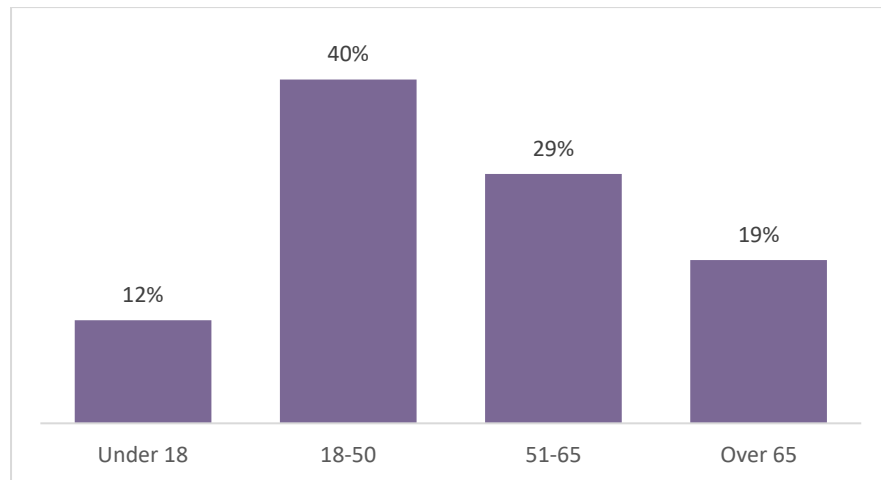
4.2 Community Engagement Survey

Methodology

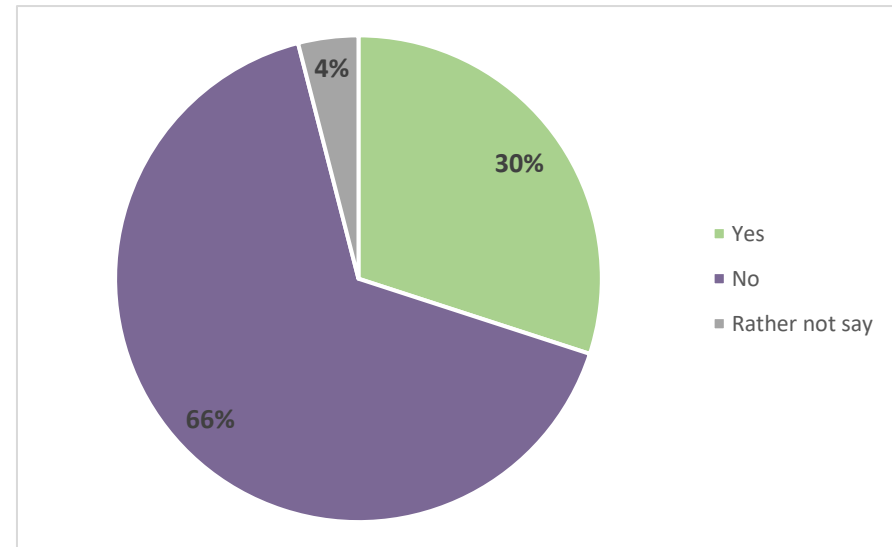
In support of the Feasibility Study underway to investigate the provision of a new Accessible Cycling tracks and Hub in Dalmellington, a community consultation survey was developed and shared through social media channels and key stakeholder contacts. The survey ran from November 2022 to mid-February 2023, receiving 213 responses. The results are shown below:

Respondent Demographics

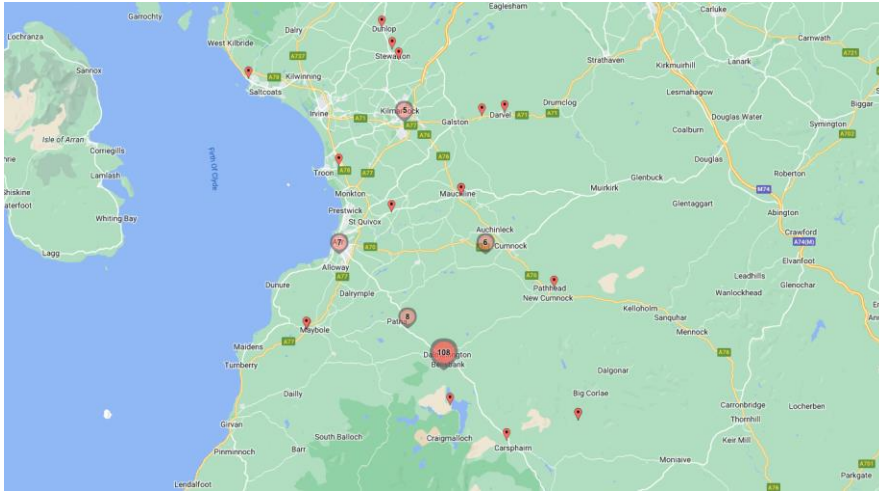
Survey respondents were asked to provide their age and gender. The results are shown below:



They were also asked to indicate whether they, or anyone in their family considered themselves as having a disability.

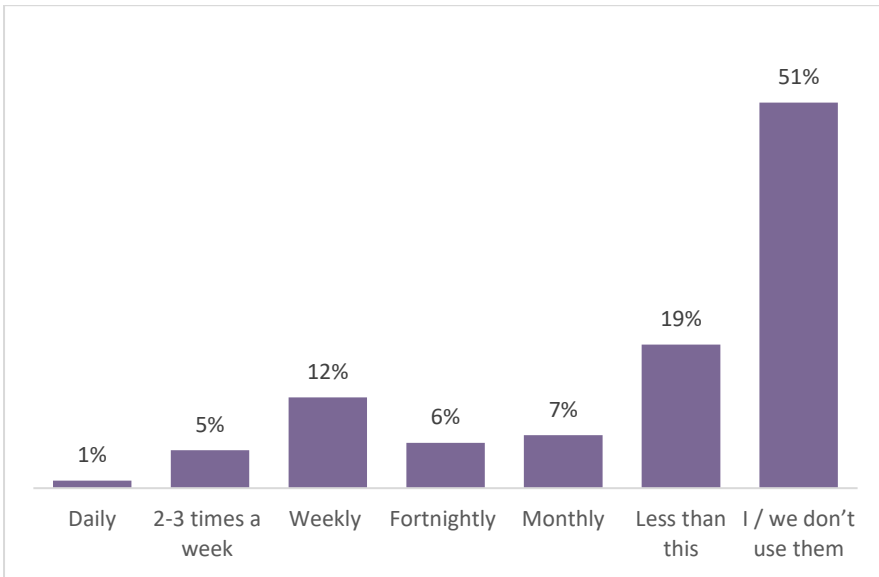


Respondents were also asked to provide their postcode. This allows the Trust to understand the reach of the engagement. These have been mapped and shown below:



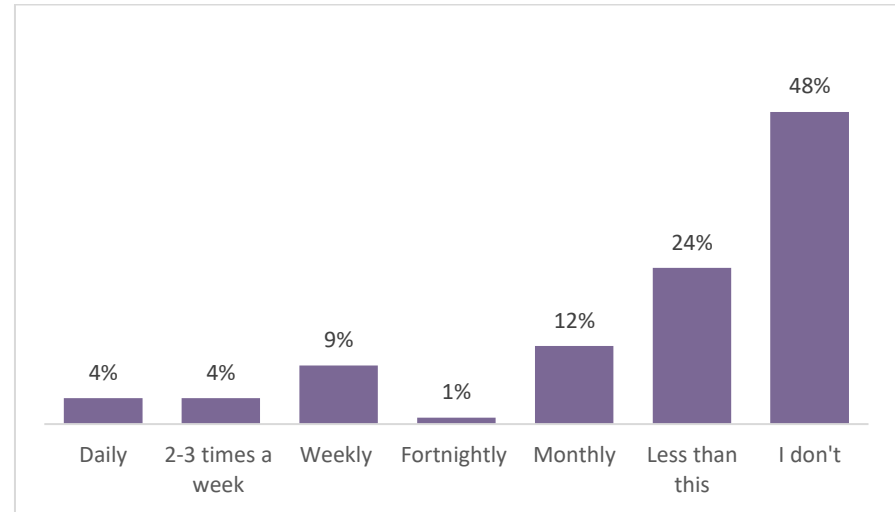
Current Behaviours

Respondents were asked how often they, or their families made use of any bike trails or similar facilities, and where these were located, with the results shown below:

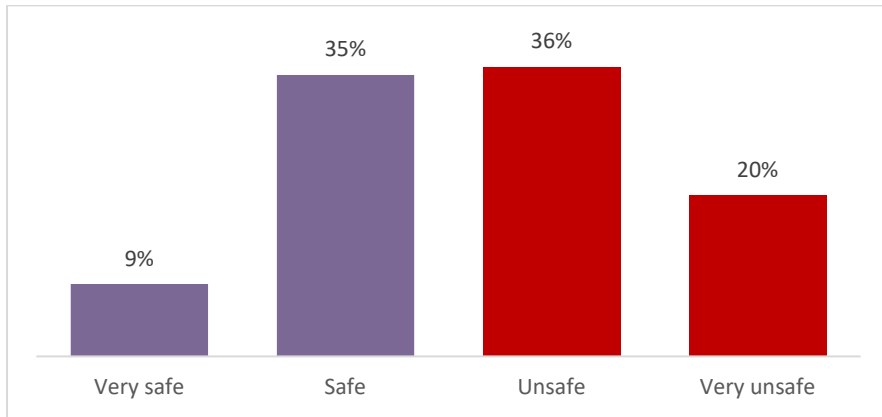


Where are these located?		Ayrshire	2
Ayr	12	Galloway	2
Locally	11	Ardrossan	1
7 Stanes	5	Doonfoot	1
Dalbeattie	5	East Kilbride	1
Kirreoughtree	5	Fenwick Moor	1
Craigengillan	4	Glentroll	1
Glasgow	4	Irvine	1
Kilmarnock	4	Newmilns	1
Loch Doon	4	Prestwick	1
Newton Stewart	3	Stirling	1
South Ayrshire	3	Troon	1

Respondents were asked how often they or their family cycle in and around Dalmellington, with the results shown below:

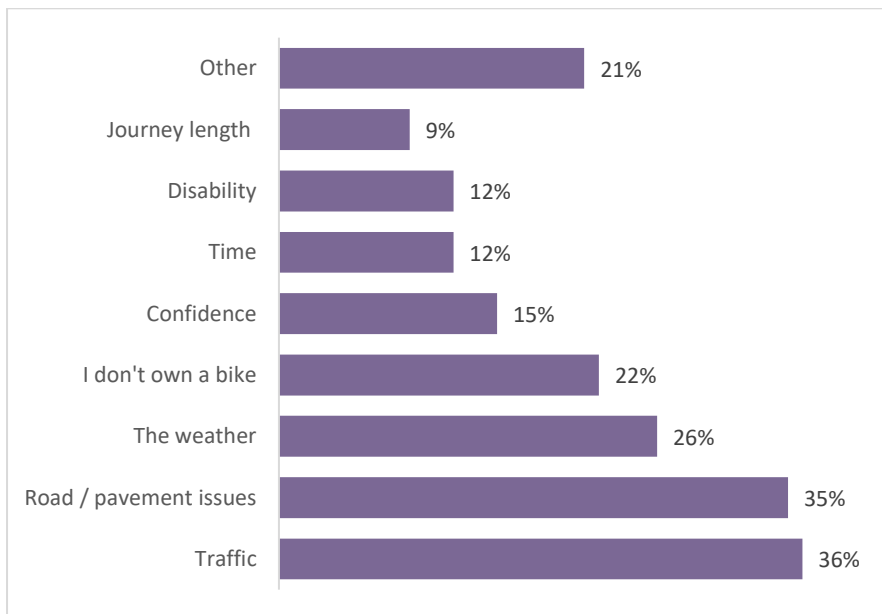


Respondents were asked how safe they felt cycling in and around Dalmellington, with the results below showing only 50% feeling safe.



Barriers to Cycling

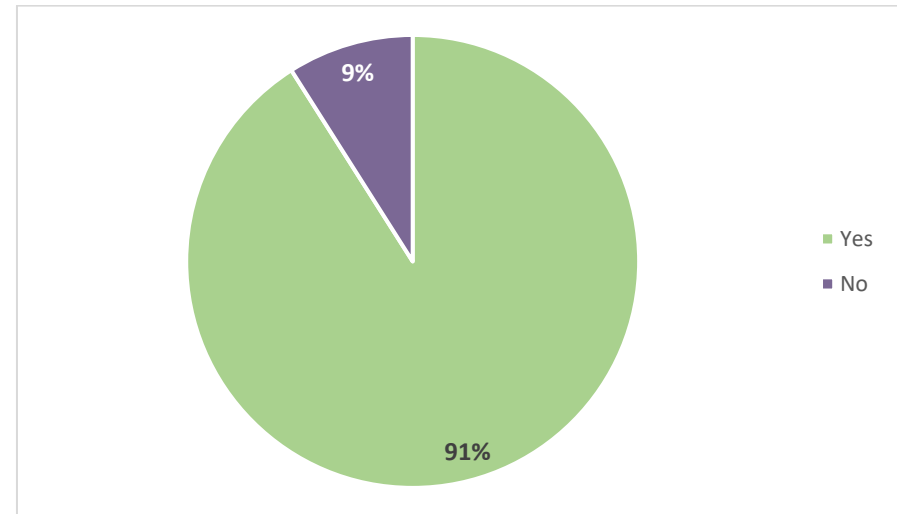
Respondents were asked to indicate what stops them from cycling more often, with the results shown below:



For those who chose "other" the responses included issues with topography, lack of time, levels of fitness, and limited choice of trails and routes.

Project Support & Future Use

Respondents were asked if they were supportive of a new inclusive bike track in Dalmellington, and as shown below, 91% were in favour of the project.

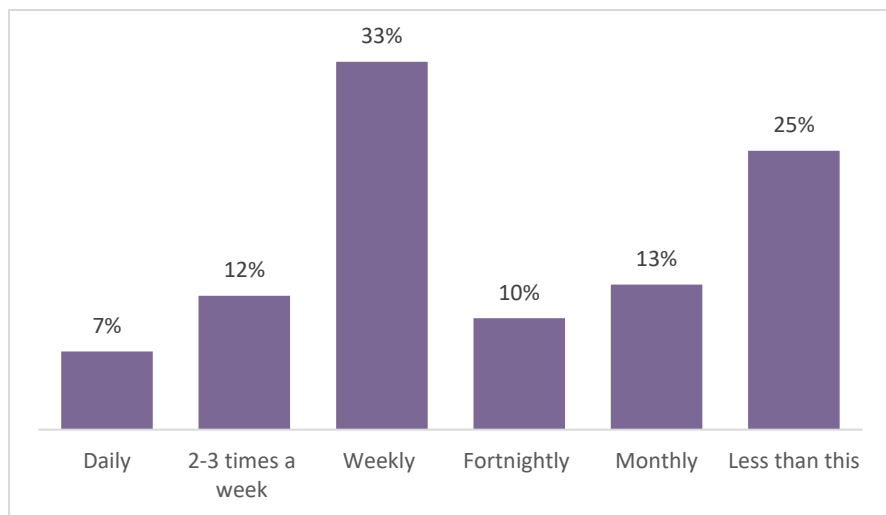


For those we were not supportive of the project, the following reasons were provided:

- As it would get vandalized along with everything else done in the village, as no police to patrol. Any issues are only reported by members of the public. No-one else takes any interest.
- Think Dalmellington could have better things than a bike-track.
- Seems frivolous use of money. There are already spaces where kids can learn to ride in Dalmellington and further afield locally.
- Waste of money when there are already countless number of decent places to go on a bike . The money should be spent on fixing the potholes in the roads instead of this kind of absolute nonsense.
- Not long enough, would only take a few minutes to cycle round it. Would prefer the idea of trails around the old opencast.
- It is not big enough for a start and no one would use it.

- Waste of money. Give us something we want.
- We are surrounded by beautiful areas to explore. Do not need a man-made track.
- Do not believe it will attract people to the area to support positive growth to shops and the area in general.

Respondents were then asked how often they would make use of the new facility, with the results shown below:



Further Comments

Respondents were then given the opportunity to provide further comments, suggestions or feedback on the project. These are included in full in Appendix 2.

5 Strategic Links

5.1 Scottish Government National Performance Outcomes

The Scottish Government's targeted its focus on how Government and public services could help in creating a more successful country, providing opportunities for all of Scotland to flourish, through increasing sustainable economic growth.

The National Performance Framework outlines the following overarching aims and values:

The framework is for all of Scotland and aims to:

- create a more successful country.
- give opportunities to all people living in Scotland.
- increase the wellbeing of people living in Scotland.
- create sustainable and inclusive growth.
- reduce inequalities and give equal importance to economic, environmental, and social progress.

The values guide all stakeholder approach, to:

- treat all our people with kindness, dignity, and compassion.
- respect the rule of law.
- act in an open and transparent way

The National Performance Framework outlines 11 outcomes for the people of Scotland, with the following directly relevant to the provision of a Cycling Hub facility in Dalmellington.

People live in communities that are inclusive, empowered, resilient, and safe.

By increasing the facilities available, the project will continue to support the provision of activities and sports, supporting a more inclusive portfolio of possible outdoor leisure activities within Dalmellington and the surrounding region.

People are healthy and active.

By its very nature, the proposed facilities for Dalmellington promote active lifestyles, for those who may experience greater barriers to participation. In developing active lifestyles, and increasing the levels of physical activity, participants have a direct positive impact on their physical and mental health. The provision of new cycling facilities in the area will help meet this outcome.

By encouraging both improved physical health and increased opportunity to develop social skills and interact with peers, the facilities proposed will improve the quality of life for its users. By increasing and improving the range of cycling facilities, the Trust will continue to expand and develop opportunities for more people to become more active and healthier.

Restrictions due to Covid-19 may continue for some time or be imposed again in the future. A facility such as the Cycling Hub could provide a much-needed opportunity for residents of all ages to use during allowed daily activity.

5.2 Scottish Government's 2014 Legacy Plan

This plan sets out the key legacy aims and ambitions and highlights a wide range of initiatives, which will be taken forward with key partners over the next 10 years. The plan focuses on an Active Scotland, Connected Scotland, Flourishing Scotland, and a Sustainable Scotland.

Improving the Nation's health is the overarching theme of the plan, and the Active Scotland component of the plan includes two key initiatives. Both are aimed at increasing the availability and accessibility of physical activity and sport to individuals and communities that will, in turn, contribute to improving the health and fitness of people in Scotland.

These initiatives are the Active Nation and the development of Community Sport Hubs. Active Nation aims to create a popular and high-profile movement to motivate people of all ages across Scotland to become more active. Community Sports Hubs are focused on the bringing together of communities of interest to share best practice and shared values across a range of sports.

The development of a new Cycling Hub in Dalmellington aligns with this strategy, creating a potential wheeled sports hub for users and assisting those with additional needs.

5.3 Scottish Government's Infrastructure Investment Plan: Updated Programme Pipeline (2015)

This policy document highlights regeneration activity focusing on ensuring that people live in socially, physically, and economically sustainable communities. The Trust will increase the provision of cycling facilities in the area, supporting evidenced demand and creating a sustainable and economically beneficial facility and new opportunities through coaching, instruction, and increased visitor numbers to the local area.

5.4 Scottish Government Creating Places (2013)

This policy statement on Architecture & Place for Scotland promotes good design, the principles of context, identity and character and six qualities of successful places namely: distinctive, safe/pleasant, easy to move around, welcoming, adaptable and resource efficient. These will all be incorporated into the design of the new pump track, and the considerations as to how they link with existing cycle tracks, transport links etc.

5.5 Physical Activity Implementation Plan - A More Active Scotland

This 10-year plan adapts key elements of the Toronto Charter for Physical Activity (which makes the case for increased action in tackling physical inactivity) to Scotland and links it directly to the Scottish Government's Active Travel ambitions. Underpinning delivery of the overall commitments of the plan will be a series of detailed action plans which define how the plan's commitments will be met.

In addition, the Scottish Government and its partners continue to spread the word about the importance of physical activity, informing people about how and where to get involved through the following websites:

- www.takelifeon.co.uk – this gives ideas for a more active lifestyle.
- www.activescotland.org.uk – this gives information on sports and activities available locally – just enter a postcode or an activity.
- .
- www.healthyworkinglives.com – this helps employers promote physical activity in the workplace.

By providing opportunities to increase participation in sport and outdoor activities, the Trust will contribute towards achieving the outcomes of the National Physical Activity Implementation Plan.

5.6 Let's Make Scotland More Active

The National Strategy for Physical Activity (2003–2022), most recently reviewed in 2008, aims to change Scotland's reputation for inactivity. This Strategy sets out the vision that: "People in Scotland will enjoy the benefits of having a physically active life." This requires changes in both policy and culture. However, as the World Health Organisation (WHO) has noted:

"There is insufficient action and limited policy orientation for encouraging the adoption and maintenance of physically active lifestyles within supportive political, social and physical environments., political leaders and decision-makers need to be convinced of the importance of physical activity for health."

The provision of a new Cycling Hub and bike tracks, directly in response to the community's explicit needs, will help to support this policy, making it easier for people of all ages in and around Dalmellington to safely participate in wheeled sports.

5.7 Sport for Life- A Vision for Sport in Scotland

This is **sportscotland's** Corporate Plan. They recommend an active Scotland where everyone benefits from sport. In an active Scotland where ways are sought to be physically active every day. This includes the following key areas:

- Keeping moving at home and at work. Taking an active approach to getting around. Choosing to be active in our leisure time.
- More of us will take part in sport because we see it being relevant to our lives.
- Being involved in ways that suit us.
- Meeting fewer barriers.
- Feeling more included.
- We will all experience more of the benefits of sport.
- For some of us, by taking part. For others, through our communities.

The Dalmellington project strongly resonates with the above vision.

5.8 Preventing Overweight and Obesity in Scotland: A Route Map Towards Healthy Weight.

This joint policy directive, proposed by the Scottish Government and CoSLA, aims at helping central and local government decision-makers to deliver long-term solutions to obesity and overweight. With lack of exercise cited as a prominent reason for obesity in Scotland, any expansion or development of new cycling facilities that will support a more active lifestyle should be strongly supported.

5.9 Start Active, Stay Active

This UK-wide report, published jointly by the four home countries Chief Medical Officers, includes guidelines on the volume, duration, and frequency of physical activity required at different points in life. With relevance to sports facilities, the report highlights the need for a lifelong approach to fitness and exercise documenting recommendations for each age range. In relation to adults in sport, the report recommends the following:

"Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2.5 hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes physical activities on at least 5 days a week."

By providing new facilities, shaped by community consultation, participants would be more likely to increase the frequency of usage, thus bringing their levels of physical activity in line with the recommendation of the Start Active, Stay Active report.

5.10 Active Scotland Outcomes Framework

This framework outlines the Scottish Government's vision for a more active and healthier nation, with a specific goal to increase the number of people cycling in Scotland.

5.11 Take Life On

This Scottish Government Health and Wellbeing campaign promotes healthy, active lifestyles through various online, media and event marketing. The focus is on encouraging people to find activities near them, understand the health implications of inactivity and obesity, and to ultimately reduce the resultant strain on the NHS in Scotland. Therefore, it is clear, that by developing any new facilities in Dalmellington, the Trust will create the opportunities to encourage local residents (and visitors) to remain active and healthy in line with the Take Life On strategy.

5.12 Cycling Action Plan for Scotland

This plan outlines a range of measures aimed at increasing the number of people cycling in Scotland, including investment in cycling infrastructure, promotion of cycling as a mode of transportation, and the development of a national cycle training programme.

6 Design Considerations

6.1 Access

Careful consideration around access to the woodland will be required. A number of mature trees will need to be removed, and in some cases, this will include removal of their roots to allow adequate excavation works for track construction.

6.2 Track Construction

Overtip construction uses imported materials to create an elevated trail surface or an appropriate trail undulation or feature as required. The surface should be finished with a minimum of a 2% cross fall to shed water to the low side of the trail. Drainage should be carefully considered when using over tip construction to avoid ponding on and adjacent to the track. The side batters of the trail should be covered with local vegetation or soil and seeded or left to naturalise.

Materials

The track should be specified to a very high standard to create a state-of-the-art facility. Consideration of a full asphalt surface may eliminate the erosion processes, ensuring the trails require minimum maintenance.

The asphalt should be laid at 80mm compacted depth in a single layer. This has less risk of delamination and improves workability and heat retention, which in turn increases the compaction period. This helps to lower the voids and reduces permeability. It is through this specification it is possible to surface the steep slopes involved.

Machinery

Given the access issues and nature of the site, all excavators on the site should be a maximum of 5 tonnes to enable a narrow corridor to be maintained during the construction process whilst respecting the site. In less accessible parts of the site appropriate smaller machines may be required.

In most cases, the construction areas do not exceed 5m outside the track's footprint. It is expected that transporting materials will be done using a tracked dumper (2.5 tonne). These have a lower ground impact and are more stable than wheeled machines. They also are much more capable at navigating uneven terrain and have less impact on the trail shape, reducing the work required to shape the trail afterwards. As a result, less stone is required to form a suitable surface to transport material along the trail corridor.

Machinery will access the site at points agreed by the client project manager, preferably along the line of the proposed trail corridor.

Landscaping

Due to the nature of the development and the materials used, the bike tracks should blend in with the natural environment and not impact negatively on the character of the landscape. Extensive consideration needs to be given to the construction of the proposed development to ensure it integrates well with its surroundings and does not harm or detract from the character and appearance of the area. All verges and ditches are to be re-vegetated during the track construction process to ensure visual impact is minimal, immediately after construction. Vegetation that is extracted from the line of the track can be used to re-vegetate the verges of the track to ensure that impact of the tracks in the landscape is minimised from the outset.

6.3 Drainage

It is imperative that drainage is considered in the overall design, the undulating nature of dips and berms can lead to ponding if not considered in detail. The riding surface should be cambered allowing water to shed as quickly as possible.

6.4 Timescales and Scheduling

It is envisaged that the construction timetable for this work would be approximately 8-10 weeks based on a team of 4-10. This said, the construction period is difficult to quantify as the following issues may affect the programme:

- Weather conditions may halt some of the works in the winter months;
- The availability of required sub-contractors;
- The size of team available;
- Other site operations, which may inhibit the works;
- Discovery and reaction to of unforeseen ground conditions;

6.5 Floodlighting

As part of the design, the Trust should consider the inclusion of floodlighting. Although floodlighting provides a substantial capital cost, its presence will allow for increased usage of the facility throughout the year. Consideration should be made to the management of energy costs associated with floodlighting.

A popular option for outdoor leisure facilities is to install a pre-paid meter (right) with cards available for sale at a local convenient location. This ensures that all energy costs are met by the users through a pre-payment system. The Trust can then control how late the lights operate. By incorporating pre-paid card options, there is a significantly reduced risk of vandalism in comparison with coin operated systems.



By installing high quality floodlights (and investing a higher initial capital cost), the overall running costs can be reduced. In this instance, the Trust might decide that the costs of electricity to operate the lights would be safely within their annual budget.

Where it may be more feasible to phase floodlighting as a secondary aspect of the project, it should be considered that the installation of suitable trenching and ducting throughout the site may be easier at the initial construction stage, futureproofing the site for the addition of lighting and other amenities at a later date.

A possible option for the installation of floodlighting would be the possibility to use solar powered lighting systems, and energy efficient bulbs.

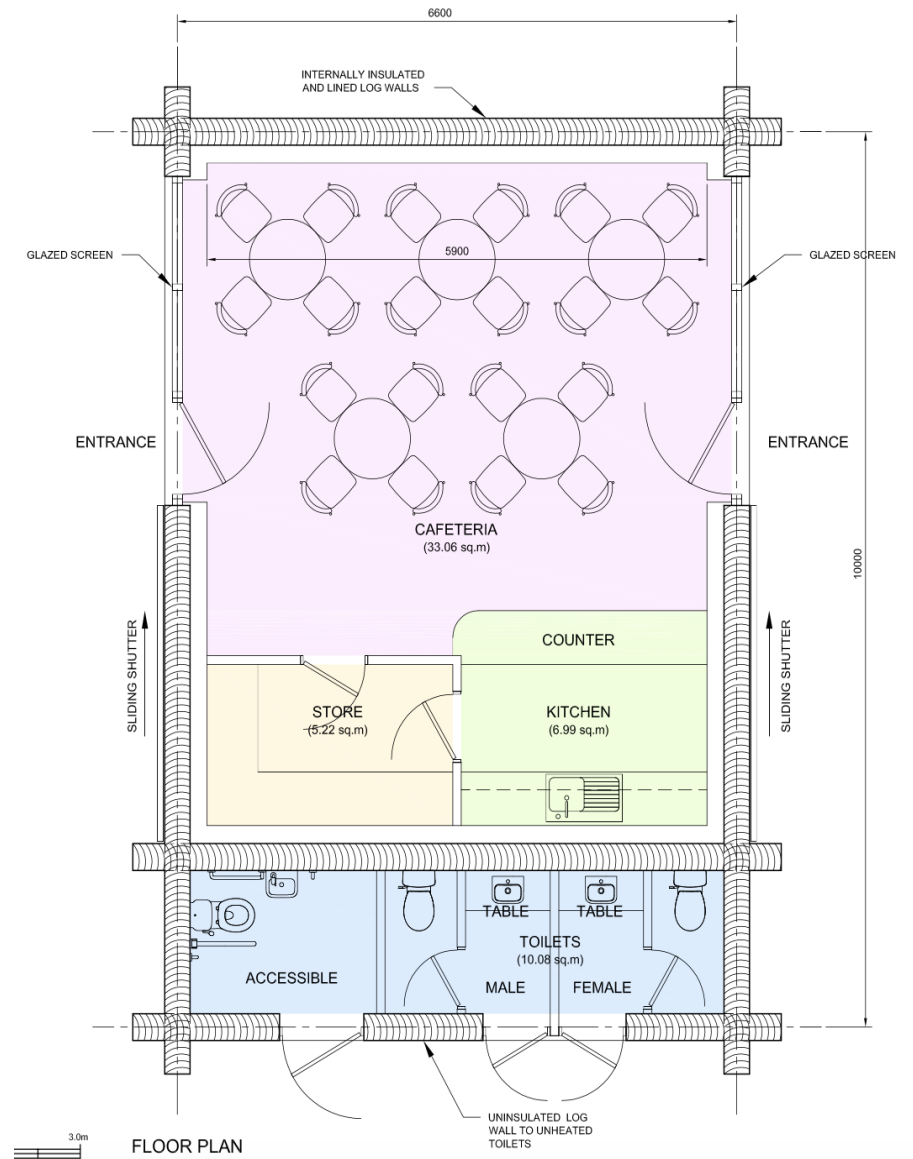
6.6 Car Parking

In line with the objectives of this project, there should be provision for car parking. This will be a planning requirement and the level of car parking required will be a planning condition.

6.7 Café / Kiosk & Toilets

The provision of a café will be a key element of this project, either operated by the Trust, or by a third party through a rental agreement. It is proposed that the management and upkeep of the toilets will also be undertaken by the operator of the cafe.

The images below show some examples of aesthetically suitable café and toilet concepts that may be suitable for this project.



In considering the public toilets, the Trust may wish to incorporate a paid-entry system similar to those being used elsewhere in Scotland.

These automatic door lock systems allow coin, or contactless card / mobile payment for access to the toilets, generating a small income stream to cover general maintenance and cleaning costs, and significantly reducing the risk of misuse, or vandalism.

7 Examples of Best Practice

In developing this hub proposal, existing facilities and operations have been considered as key examples of best practice, and evidence that such facilities can successfully operate.

7.1 Free Wheel North – Glasgow Green

Free Wheel North is Scotland’s leading inclusive cycling charity, enabling thousands of people to enjoy outdoor space and exercise. Its projects embody the fundamental human right to health, clean air, and access. Although focusing on people with disabilities ranging from multiple sclerosis to autism, no-one is excluded. The mission is to create a barrier-free Glasgow, where people of all abilities, ages, gender, and ethnicities mingle happily together and where people are the priority.

They describe their facility in Glasgow Green as an exemplar of public space design where every possible form of pedal power meets every possible need. On their website, they note that the project has grown from a niche activity for disabled cyclists in 2011 to a thriving village of pedal power in 2020. In particular, around growth, it is noted that the project has progressed from dozens of project users in year one to tens of thousands today. The protected cycle space has doubled in size to over a kilometre, with an orchard launching in 2017 and a café in 2020.

The images below show how the design, layout, and operation of the facility at Glasgow Green.



Refurbished Containers for Storage



Cycling Track and Associated Buildings on Glasgow Green

7.2 Highland All Abilities Cycle Centre, Watermill

Operated by The Watermill Foundation Ltd (a Scottish Registered Charity), the Highland All Abilities Cycle Centre near Inverness is a hub for inclusive cycling, catering for children and adults with additional needs, and working with schools in Highland, Moray, and Aberdeenshire.

The centre comprises a 1km traffic free cycle track designed specifically to accommodate a wider range of bikes and adapted cycles with an accessible and enjoyable topography.

Following the success of this track, and extension was built in 2019 providing an alternative “adventure track” route option that allows more competent users to leave the main track and ride a section with increased features.

The centre provides a wide range of adapted cycles, tricycles, and hand bikes to help reduce the barriers to enjoying cycling for those with additional needs. In addition, the Foundation has provided a range of outreach programmes bringing the adaptive cycles and expert staff to communities, schools, and groups further afield in rural Highland communities.



Adventure Track Extension – Highland All Abilities Cycle Centre



Outreach Trailer at the Highland All Abilities Cycle Centre



Adapted Cycles Using The Track Loop

7.3 Other Inclusive Cycling Examples

Throughout Scotland there are a number of other facilities and initiatives that provide inclusive cycling opportunities, these include the following:

- [Let's Get Biking](#)
- [Scottish Cycling Disability Hub, Castle Semple centre](#)
- [Scottish Cycling Disability Hub, Sir Chris Hoy Velodrome](#)
- [Blazing Saddles \(Fabb bikes\)](#)
- [CVS Falkirk](#)
- [Lochore Meadows Country Park](#)
- [Melo Velo](#)

Throughout the UK, there are many other examples of inclusive bike tracks and activities. Wheels for All is an English based accessible cycling charity which promotes inclusive cycling through a range of successful community engagement programmes that give people the opportunity to cycle on a regular basis, through help, support, and guidance. Their website - <https://wheelsforall.org.uk> – provides further examples of best practice.

8 Indicative Capital Costs

The following table outlines the indicative capital cost that has been estimated to construct the Cycling Hub. In moving the project forward, and to satisfy any capital funders, the project should be tendered appropriately, resulting in more accurate and detailed costs.

Path Surfacing <i>1,200m² - Tarmac surface at £100/m²</i>	£ 120,000
Ground Works & Tree Removal	£ 40,000
Café & Toilet Building <i>Construction cost £1,200/m² for 90m² wooden building</i>	£ 108,000
Storage - 3 x Refurbished Containers	£ 12,000
Fittings, Furnishings & Signage	£ 20,000
Professional Fees	£ 15,000
Purchase of Bikes	£ 20,000

	£ 335,000
VAT	£ 67,000
TOTAL	£ 402,000

9 Sources of Funding

9.1 Summary of Proposed Funders

Capital Grant Funding

The following table summarises the proposed capital funding to deliver this project:

Coalfields Community Landscape Partnership	£180,000
Sportscotland	£50,000
East Ayrshire Council Placed Based Investment Programme	£100,000
Scottish Landfill Communities Funds	£75,000
Total Funding	£405,000

Revenue Funding

The following table outlines several options for revenue funding, recognising the need to meet staffing costs.

Vattenfall – South Kyle Wind Farm	£10,000
Coalfields Community Landscape Partnership	£10,000
Robertson Trust	£10,000
Corra Foundation	£10,000
Awards for All	£5,000
Total Funding	£45,000

9.2 Coalfields Community Landscape Partnership

This series of community-led projects is based on the unique natural and cultural heritage of the former coalmining villages and towns, celebrating residents' sense of place, and bringing a wider understanding of the history of East Ayrshire. CCLP is about learning and regeneration, and identifying local

opportunities for sustainable development. A collaboration of twelve public and third sector partners is helping residents bring the Coalfield Communities projects to life.

The aims are;

- Address the threats to the natural, built, and cultural heritage through conservation, enhancement, and promotion, capitalising on the area’s assets for the benefit of people in the landscape
- Create opportunities for learning, recreation, and wellbeing within the landscape for people with a range of abilities and backgrounds
- Reveal the past lives of the communities, drawing upon their close relationship with the land, thereby connecting people with their heritage and inspiring stewardship

At this stage, the funding committed from the Coalfields Community Landscape Partnership towards this project is £180,000.

9.3 Sportscotland Facilities Fund

sportscotland’s Sports Facilities Fund supports capital projects that create or improve places where people take part in sports and physical activity. Having been recently revised, this fund now offers capital funding with a ceiling limit of £100,000. The funding looks to support projects that provide opportunities for people to get involved, increasing participation by targeting their resources on projects that demonstrate commitment to the following:

- Equalities and inclusion
- People development
- Collaboration and impact

9.4 East Ayrshire Council Place Based Investment Fund

The Place Based Investment Programme (PBIP) is a Scottish Government capital fund and East Ayrshire Council are inviting applications for projects that support community led projects which are reflected in local Community Action Plans, Place Plans, community engagement activity or through other community led regeneration work.

The fund will support significant change for East Ayrshire communities through community led projects. The Council recognise that projects which will make a real difference to their communities are likely to require significant investment. The minimum you will be able to apply for is £10,000 with a maximum cap of £200,000.

This funding stream support capital projects, and not revenue costs.

Guidance and application to this fund is managed by the Community Led Regeneration Team: towncentreregeneration@east-ayrshire.gov.uk

9.5 Scottish Landfill Communities Fund (SLCF)

The Scottish Landfill Communities Fund (SLCF) is a tax credit scheme, linked to Scottish Landfill Tax that encourages landfill site operators to provide contributions to Approved Bodies, who can then pass the funds onto community and environmental projects. The SLCF replaced the UK scheme in Scotland on 1st April 2015.

Funding must be passed from a landfill operator via Approved Bodies to a project such as the proposed wheeled sports facility in Dalmellington.

There are several approved bodies that have been identified as suitable and relevant for the project. These are listed below. It should be noted that as a rule these funders look to fund a specific aspect of the project and not a proportion of the overall cost, additionally they will not be able to fund the same aspects of the project should applications to multiple bodies by considered.

Approved Body	Notes
FCC Communities Ltd	The FCC Scottish Action Fund offers funding of between £2,000 and £40,000 to projects from FCC Environment through the Scottish Landfill Communities Fund. Further information is available at http://www.wren.org.uk/apply/fcc-scottish-action-fund
Valencia Community Fund	Valencia Community Fund has taken over from Viridor Credits and provides funding for community, heritage and biodiversity

	<p>projects around the UK through the Landfill Communities Fund and Scottish Landfill Communities Fund.</p> <p>Funding up to £25,000</p> <p>Further information is available at https://www.valenciacommunitiesfund.co.uk/about</p>
Suez Trust	<p>SUEZ Communities Trust will consider projects which focus on physical improvement at an identified site. Funding is typically awarded for the purchase of materials/equipment and the appointment of a contractor to undertake the improvement work. A request for funding for multiple sites or for salaries, running costs, project management or design fees will not be considered.</p> <p>Funding up to £50,000</p> <p>Further information is available at http://www.suezcommunitiestrust.org.uk/scotland</p>
EB Scotland	<p>EBS considers various criteria when deciding whether to fund a project;</p> <p>Community Need: It is important to demonstrate wide community support and appropriate consultation.</p> <ul style="list-style-type: none"> • Value for Money: It is important to demonstrate anticipated costs are reasonable and represent good value, usually through a tender or quotation exercise. • Viability: EBS carefully vets all applicants as to their suitability to carry out proposed projects. This not only ensures compliance, but also that the necessary skills and experience are available to projects. It is also important that other funding, planning consents and any contingencies have been considered. • Sustainability: It is important that maintenance plans and budgets are demonstrated. • Added Value: It should be illustrated how SLCF funds lever in other sources of funding, utilise volunteers, enhance disabled access, meet biodiversity targets, and attract local authority support as appropriate. <p>Funding £25,000</p> <p>https://ebscotland.co.uk</p>

The above funders have been listed as a funder of last resort, should any of the funding from sportscotland and or East Ayrshire Council Place Based Programme fall short. All the above funders have frequently funded wheeled sports facilities throughout Scotland in the last ten years.

Contributing Third Party Payment (CTP)

When a Landfill Operator (LO) contributes to an Environmental Body (EB), it can only claim tax relief on 89% of the contribution it makes and is left with a 11% funding shortfall. Some Los will absorb this cost, or a portion of it, themselves. Sometimes Los will require you to find a separate third party – a Contributing Third Party (CTP) to make the 11% payment or a portion of it.

Who Can Be a Contributing Third Party?

Almost anyone can be a Contributing Third Party, providing they do not gain a unique benefit from the project put forward for funding. Below is a list of examples of organisations that may be Contributing Third Parties:

- Private Companies
- Public Sector organisations - Local Authorities, County Councils
- Charities
- Voluntary organisations
- Private donors
- Monies from fundraising

Who is Excluded from Being a Contributing Third Party?

- Any individual or organisation directly connected to the landfill operator, or a contractor of the project.
- Any individual or organisation who gains a unique benefit from the project.

9.6 Vattenfall – South Kyle Wind Farm

South Kyle is a consented onshore wind farm consisting of 50 wind turbines and associated infrastructure. The project is located 5km to the east of Dalmellington, lying within both East Ayrshire and Dumfries and Galloway.

South Kyle Wind Farm will generate a community investment fund worth an estimated £38million over the lifetime of the wind farm.

Vattenfall is currently working with the local communities of Carsphairn, Dalmellington, Patna, and New Cumnock to develop a bespoke fund arrangement reflecting local priorities and aspirations, a process which is being facilitated by their partners [Foundation Scotland](#).

9.7 Robertson Trust

The Robertson Trust fund and support organisations working to alleviate poverty and trauma in Scotland. We also inform and influence the sector, stakeholders and decision-makers, sharing our knowledge, solutions and networks.

Currently, their responsive funds are aimed at constituted community groups and registered charities who are working to alleviate poverty and trauma in Scotland, and who have an annual income of under £2 million.

The Trust provide funding for organisations and initiatives that address:

- Financial security: tackling the financial and material effects of poverty on people and communities.
- Emotional wellbeing and relationships: ensuring people have emotional wellbeing, and confidence and strength in their relationships with others.
- Education pathways: equipping people for the future by supporting learning and skills.
- Work pathways: improving employability services, and employability rates, for key population groups currently underrepresented in the labour market, and overrepresented in low paid, insecure, work.

9.8 Corra Foundation

Since 1985 Corra Foundation has distributed almost £193 million and made nearly 16,000 grants to help improve the lives of individuals and communities experiencing disadvantage across Scotland and in countries around the world.

The Corra Foundation may be an opportunity to provide funding towards a manager / coordinator for this project.

Further information on the Foundation can be found on their website - <https://www.corra.scot>

9.9 Awards for All

The National Lottery Community Fund distributes over £600m a year to communities across the UK, raised by players of The National Lottery. Applications should do at least one of the following:

- bring people together and build strong relationships in and across communities.
- improve the places and spaces that matter to communities.
- help more people to reach their potential, by supporting them at the earliest possible stage.

You can apply if your organisation is a:

- voluntary or community organisation
- registered charity
- constituted group or club.
- not-for-profit company or Community Interest Company
- school (if your project benefits and involves the communities around the school)
- statutory body (including town, parish, and community council).

10 Project Benefit Assessment

A new Cycle Hub in Dalmellington has the potential to bring numerous social benefits, including improved health, increased accessibility, enhanced community engagement, reduced traffic congestion, improved environment, and economic benefits. By developing a hub with a focus on those with additional needs, and creating an accessible facility, the positive impacts on those users are significant.

Health Improvements	Cycling is a low-impact form of exercise that can help children with additional needs improve their physical health, strengthen their muscles, and develop coordination and balance skills. Cycling can help improve cognitive skills, such as concentration, memory, and problem-solving. This can be especially beneficial for children with additional needs, who may struggle with these skills.
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	<p>A new cycle facility would make it easier for people to engage in physical activity, thereby improving overall health and reducing the risk of chronic diseases in later life. By building positive habits in young people, cycling will become a regular activity and a key part of users lives – both for leisure and for travel.</p> <p>Cycling can also provide a positive outlet for children with additional needs, helping to reduce stress, anxiety, and depression, and promoting overall emotional well-being.</p> <p>Social prescribing of physical activity is a process in which healthcare professionals recommend physical activity programmes to patients to improve their health and wellbeing. The benefits of social prescribing of physical activity in the health service include increased physical activity levels, improved mental health, reduced social isolation, and increased social connectedness. This approach has been shown to be effective in improving health outcomes, reducing the burden on the health service, and improving patient satisfaction.</p> <p>The increase in social prescribing of physical activity reflects a growing recognition of the importance of physical activity as a key component of preventative healthcare.</p>
Increased Accessibility	<p>By building positive habits in young people, cycling will become an unconscious choice for mode of travel. Increasing confidence in cycling should increase accessibility and improve mobility for people of all ages and abilities. This will support an increase in the use of cycling as a key mode of transport for every day journeys, and potentially decrease the reliance on vehicles and traffic impact.</p> <p>Cycling can provide children with additional needs with a sense of independence and freedom. It can also provide a form of transportation for them, increasing their mobility and giving them more opportunities to explore their communities.</p>

Community Cohesion	<p>Cycling is a social activity that can bring people together and foster a sense of community. A new cycle facility could provide a space for people to meet, socialize and engage in activities together.</p> <p>Cycling can provide a fun and engaging activity for children with additional needs to participate in with their peers, helping them to develop and improve their social skills, such as communication, cooperation, and teamwork.</p>
Environmental Benefits	<p>Cycling is a zero-emissions mode of transportation, and a new cycle facility would encourage more people to adopt it, reducing greenhouse gas emissions and improving air quality. In addition, the development of a hub may provide an opportunity to further educate and promote sustainable activities and behaviours – this may include bike repairs/refurbishment and recycling.</p>
Economic Benefits	<p>A new cycle hub could bring economic benefits to Dalmellington by attracting visitors from the wider area and increasing spending in local businesses.</p>

11 Operational Management

11.1 Insurance & Liability

The Trust should hold the appropriate Public Liability Insurance required for the operation of public facilities. In delivering this project, they will ensure their policy is up to date and covers all appropriate facilities. The Trust should review their insurance costs regularly and ensure their policy provides competitive value for money.

11.2 Routine Maintenance and Upkeep

Operating this facility will require several tasks to be completed on a regular basis to ensure that it remains appealing, fit for purpose, and safe for users, as well as minimising the possible need for major repair works to be undertaken. The Trust

should use its membership to determine a schedule of volunteers, reducing the need to pay or contract individuals or companies, and avoiding the associated costs. The following tasks should be considered in creating a volunteer rota:

- Litter picking
- Emptying bins
- Periodic checking of the surfaces, entrances, paths, and other publicly open spaces
- Gardening and landscaping works (grass cutting, leaf clearing, weeding etc.)
- Regular monitoring of, and interaction with, users, user groups and their parents.

11.3 Opening Hours

In considering the increased demand in spring and summer, and the limited daylight in Winter, the following opening hours have been proposed, and used as part of the income and expenditure assumptions within this report:

Spring / Summer Months (6 months of the year)

	Open	Close	Trading Hours
Monday	10:00	20:00	10
Tuesday	10:00	20:00	10
Wednesday	10:00	20:00	10
Thursday	10:00	20:00	10
Friday	10:00	20:00	10
Saturday	10:00	17:00	7
Sunday	10:00	17:00	7

Autumn / Winter Months (6 months of the year)

	Open	Close	Trading Hours
Monday	12:00	16:00	4
Tuesday	12:00	16:00	4
Wednesday	12:00	16:00	4
Thursday	12:00	16:00	4
Friday	12:00	16:00	4

Saturday	12:00	16:00	4
Sunday	12:00	16:00	4

12 Financial Assessment

The following financial assessment outlines the projected income and expenditure associated with operating and running the hub, and with delivering the activities listed in this report.

12.1 Income Assumptions

Bike Hire

Bike hire will be a key source of revenue for the hub. In reviewing comparable examples, a suggested average price point of £5/hour per bike has been assumed. Considering an average of 20 hires per week, this will generate **£5,200** in revenue for the hub across the year.

E-Bike Hire

Hiring E-Bikes for wider use throughout the village and the surrounding area will be an innovative offering that is in line with current trends in cycling across the rest of the UK. This will support those with limited ability to enjoy cycling. Assuming 12 hires per week, at an average price of £10 (varying depending on duration of hire), this will generate a revenue of **£6,240** across the year.

Track Use

Use of the cycle track will be the key income source and activity for this project, noting that the vision for the hub comprises both individual and group use for the facility. Assessing comparative examples (many of which are included in this report), a price of £5 for an individual, and £50 for a group hire has been assumed.

This report considers a conservative average of 3 groups and 40 individual users per week, generating **£18,200** in revenue throughout the year.

Bike Tours / Groups

From the hub, it is proposed that guided bike rides will be offered providing an additional social element for the project. Assuming 12 attendees per week at a cost of £5, this would generate **£3,120** of revenue across the year. These will also support the hire of bikes and e-bikes mentioned above.

Café Franchise

In providing a café / kiosk, this report suggests that the operation of this is franchised out to a third party. Noting the limited scale and scope of this, an income of £100 per week has been suggested. This will generate **£5,200** in revenue across the year. The café operator will also then be responsible for all staffing and utility costs (electricity, cleaning etc), reducing the risk to the Trust.

Grant Funding - Staffing Costs

Staffing provides one of the largest overheads for any organisation or project, and as with community based charitable projects such as this one, revenue funding can often be sought to make up any short fall, and to ensure appropriate staffing in the early stages of the project's development and growth. This report assumes revenue funding of **£14,400** (50% of the manager salary and on-costs) in the first year from the sources listed in this report. As the project's income grows, the Trust can become less reliant on funding.

12.2 Expenditure Assumptions

Insurance

The Trust will require to hold the relevant public liability and employers' liability insurance policies. A budget of **£1,000** has been set for this annually.

Bike Maintenance & Depreciation

The provision of bicycle maintenance offers another avenue for community activity, informal education, and volunteering. However, there will still be a cost associated with parts, tools and some more complicated repairs and replacements. In considering an annual cost for these, this report considered 10% of the overall investment in bikes (average 10-year depreciation) – a cost of **£2,500** per year.

Track Maintenance

Whilst the track will be new, and a period of warranty will be included in the tender and procurement process, there will still be some routine and preventative maintenance and repairs required to track edgings, surfaces etc. This report assumes a cost of **£1,200** for this (an average of £100 per month).

Workshop Costs

To support the delivery of bike repairs – both as an operational requirement, and as a potential community activity, a cost of £100 per month has been assumed for electricity use. This represents an annual cost of **£1,200**.

Staffing

Staffing a project provides one of the greatest overheads, and financial commitments. Whilst this can be supported by volunteers, a core staffing compliment would be required to ensure continuity and consistency of service. To provide the activities and operations outlined in this report, the following staffing is recommended.

Hub Manager & Coordinator – 37.5 hours per week	£24,000
2 x Seasonal Contract – 18 hours per week for 6 months	£11,000
Staffing On Costs (20%)	£7,000
Total Staffing Costs	£42,000

Office / Admin / Systems etc.

A budget of £100 per month has been considered for administrative costs totalling **£1,200** per year.

12.3 Summary of Income and Expenditure

The following table summarises the income and expenditure assumptions, demonstrating the financial sustainability of the project.

Income Assumptions	
Bike Hire	£5,200
E-Bike Hire	£6,240
Track Use - Group	£7,800
Track Use - Individual	£10,400
Bike Tours / Groups	£3,120
Café Franchise	£5,200
Grant Funding - Staffing Costs	£14,400
	£52,360
Expenditure Assumptions	
Insurance	£1,000
Bike Maintenance / Depreciation	£2,500

Track Maintenance	£1,200
Bike Maintenance - Workshop Utility Costs	£1,200
Staffing - Manager / Coordinator	£24,000
Staffing - Supervisor / Tour Guides (PT)	£11,000
Staffing On Costs	£7,000
Office / Admin / Systems etc.	£1,200
	£49,100
Balance	£3,260

13 Marketing & Promotion

13.1 Overview

Regardless of the scale of a project, marketing is an essential part of good management practice. It is a process of identifying user needs and satisfying them. Community, sport and leisure services and facilities depend on satisfied users, especially where the residents support and involvement is both fundamental in instigating a project, and essential for its on-going success.

Marketing involves creating appropriate goods and services and matching them to market requirements. Therefore, far from being just about selling, marketing is from the beginning an integral part of the process.

In the first instance, this report has demonstrated a marketing centric focus in that it has considered the following:

- Identification of target market, population, and local trends.
- Assessment of current provision.
- Assessment of need and market research through consultation with current and potential users throughout the community.

13.2 Communication and Promotion Strategy

The following is a proposed marketing action plan specific to the development of a Cycling Hub facility in Dalmellington. It must be considered that success will be measured in the level of usage and the overall satisfaction of all key stakeholders.

As a result, the following strategy is set to promote and highlight the facilities to all potential users both locally and from surrounding communities.

	Task Details	Timeframe	Costs/ Resources	Responsibility
1	Development of a new website for highlighting the new facilities – incorporate user testimonials and photographs.	One Off	£500	Chair and committee of Dalmellington Parish Development Trust
2	Use promotional space in partnership with local user groups and organisations to promote the expansion to the facilities.	Periodically	Free	Chair and committee of Dalmellington Parish Development Trust
3	Engage social media to highlight the new facilities amongst target audiences.	On-going	Free	Chair and committee of Dalmellington Parish Development Trust
4	Press Releases: Engage with local media to promote the improvements to the facilities and its relevance to the community.	One Off	Free	Chair and committee of Dalmellington Parish Development Trust
5.	Explore the possibility of running events –races, agility tests, and community fun days.	Periodically	Cost covered through sponsorship or entry fees	Chair and committee of Dalmellington Parish Development Trust

14 Risk Management & Mitigation

14.1 SWOT Analysis

A SWOT Analysis provides an at-a-glance summary of the Strengths, Weaknesses, Opportunities and Threats to the project.

Strengths
<ul style="list-style-type: none">• The Dalmellington Inclusive Cycling Tracks project is led by Dalmellington Parish Development Trust with a wide range of professional and business skills.• The Trust has a good reputation within the community as well as support from local councillors and East Ayrshire Council.• They have good community support for their project as detailed in the consultation.• The multi-use aspect of the proposed facility will strengthen the case for its development, ensure best value for money, and efficient use of resources.• The proposed site has sufficient space to meet the needs of the key elements of the project.• The proposed site is an existing woodland area and appears initially favourable with the local authority for a lease or community asset transfer.• The project aligns with several local and regional strategies.• The Trust have already secured around £180,000 towards the project.
Weaknesses
<ul style="list-style-type: none">• East Ayrshire Council has not yet agreed a lease/community asset transfer.• The project will require to make a planning application and the removal of trees may raise concerns.• The Trust are aware that the demand on capital funding is high, and therefore all applications will require to be robust and strongly align with the funder's eligibility criteria and objectives.
Opportunities

- The Trust has identified a good location for the proposed new inclusive cycle tracks facility.
- They are discussing a long-term lease/community asset transfer from East Ayrshire Council
- The Trust has the opportunity to create a Cycling Hub facility for Dalmellington and the wider Ayrshire and surrounding communities.
- Once build, this facility will become a venue for a range of Wheeled Sports coaching initiatives and one-off events.
- The facility will attract users from out with Dalmellington, bringing a positive economic impact to the area through secondary spend.
- Opportunities exist for links to Active Schools and other local health and sports initiatives.

Threats

- Poor weather is always a factor in providing an outdoor facility – around the feasibility of events, and the business planning for year-round use.
- Lack of adequate capital funding may limit the scale or scope of the project.
- Changes to the funding landscape may require a review of the available capital and the project's feasibility later.

14.2 Business Risk Register

A Business Risk Register identifies any potential risks facing the project and outlines the risk and mitigations and who is responsible for monitoring these.

Dalmellington Inclusive Cycle Tracks			Business Risk Register				Date:	April 2023
		Risk Categories:	0-8 Low Risk	9-17 Medium Risk	18-25 High Risk			
Risk Area	Risk Identified (Describe the risk to be managed)	Probability Factor (1-5, with 5 being most probable)	Impact Factor (1-5, with 5 being most severe)	Risk Ranking (probability x impact = probability)	Risk Management (How the risk will be managed)	Risk Responsibility (Describe who will be responsible for managing the identified risk)	Risk Monitoring	
1.0 Strategic								
1.1	Lack of Business Plan and Feasibility Study	2	4	8	This feasibility study has demonstrated a robust and sustainable business model, as well as significant demand for the project. In working with local consultants to deliver this facility, a strong business case has been tested and identified prior to the funding and development stage of the project.	Dalmellington Parish Development Trust (DPDT)	Initial addressed through the preparation of Community Asset Transfer(CAT) business plan with reviews annually or in response to changing key personnel.	
1.2	No long-term Development Strategy	1	4	4	This will be addressed initially within the Community Asset Transfer Business Plan but longer term an enhanced development plan will be adopted for the new facilities and their impact to all user groups and the wider community.	Dalmellington Parish Development Trust (DPDT)	Annually or when there are changes to Trust volunteers or staff involved in the project.	
1.3	Business Continuity Management Plan	3	2	6	It is recognised that there is limited annual overheads with the income generated through donations, coaching, instruction, and events covering the operating costs.	Dalmellington Parish Development Trust (DPDT)	Reviewed annually or considering significant changes to financial obligations.	

1.4	Health and Safety and Regulatory issues	3	2	6	There should be little or no risk as the full design will be constructed in line with all health and safety requirements. All appropriate inspections and relevant maintenance costs have been included within the operational considerations.	Dalmellington Parish Development Trust (DPDT)	Focus during and after construction with policies and procedures reviewed periodically.
1.5	Convincing the funding bodies that you have a robust business case for obtaining their investment.	3	4	12	This Feasibility Study, alongside the successes of the Trust in securing around £180,000 to date. will strongly support the case to obtaining funding from the identified funding bodies. The improved access to healthy outdoor activity for young people, and the links to improving quality of life will resonate with funding objectives. Scottish Cycling and sportscotland will be engaged as another key main capital funder, and the project meets their requirements. Given this, it is likely that the project will meet other smaller funders' eligibility, as has been proven in other similar wheeled sports projects.	Dalmellington Parish Development Trust (DPDT)	One off
2.0 Operational Risks							
2.1	Ensuring effective use of new facilities.	3	4	12	The proposed facilities will cater for those with special needs as well as various user groups; therefore, it is essential that effective usage be promoted to ensure the facility is enjoyed by, and benefits, the largest potential user base.	Dalmellington Parish Development Trust (DPDT)	On-going.
2.2	Dealing with any Planning related issues including tree removal and traffic management and car parking issues	2	3	6	It is not foreseen that there will be many planning issues relating to the development of the new cycling tracks. However, the final design should take all consideration of advice and recommendations accordingly.	Dalmellington Parish Development Trust (DPDT)	On-going throughout the planning stage.
2.3	Trying to meet the needs of different user groups within the physical constraints of the facility.	3	4	12	The Trust are keen to ensure the facilities provided cater for all-abilities fully inclusive cycling facilities that are accessible for everyone.	Dalmellington Parish Development Trust (DPDT)	Key to the initial planning stages of the design.
2.4	Facility Maintenance Plans	3	3	9	As outlined in this report, the delivery of new cycle tracks requires some degree of maintenance. However, the cost of both	Dalmellington Parish	Review annually

					preventative and reactive maintenance must be considered to ensure any unforeseen issues do not risk the financial viability of the project.	Development Trust (DPDT)	
3.0 Financial Risks							
3.1	Not securing adequate capital funding	3	4	12	The Trust have already secured significant capital funding, and this provides good leverage when approaching other match funders. Given this, it is likely that the project will meet other smaller funders' eligibility, as has been proven in other similar wheeled sports projects.	Dalmellington Parish Development Trust (DPDT)	Ongoing throughout the grant application time frame.
4.0 Political/External Risks							
4.1	Relationship to wider community	3	3	9	The Trust already has a positive relationship with the local and wider community. However, they require to communicate the impact that any disruption may cause because of the construction work on site.	Dalmellington Parish Development Trust (DPDT)	Frequent monitoring required through duration of construction.
4.2	Securing adequate Community Support for the new facilities	2	4	8	This has been adequately demonstrated through the community survey.	Dalmellington Parish Development Trust (DPDT)	Noted.
5.0 Reputation/Image							
5.1	Media Relations	3	4	12	It is important to utilize the local media throughout the project to keep local communities updated and to encourage local interest. Post construction, it is vital to use the media where possible to capture events, successes and stories that will promote the facility.	Dalmellington Parish Development Trust (DPDT)	On-going and frequent throughout the project work with reviews annually thereafter.
5.2	Branding and Public Profile	3	4	12	There is an important opportunity to market facilities to potential user groups throughout Ayrshire and the surrounding areas, ultimately increasing the awareness and presence in the local community.	Dalmellington Parish Development Trust (DPDT)	Monitored frequently throughout the project construction phase and annually thereafter.

15 Recommendations

The study proposes the following recommendations to support the further development of the proposed new inclusive cycling tracks in Dalmellington:

1. It is recommended that Dalmellington Parish Development Trust progress the Community Asset Transfer of the woodland area and access route with East Ayrshire Council based on the community support results contained in this feasibility study.
2. In tandem with progressing the CAT, it is recommended that a specification for the proposed new cycle tracks and associated floodlights and buildings and car parking be prepared, along with a tender evaluation framework.
3. It is recommended that an open tendering exercise is conducted for a design and build contract(s) through Public Contracts Scotland to provide more accurate costings and designs.
4. On receipt of tenders, a tender evaluation meeting should be held to select a preferred contractor(s). At this point a contract cannot be awarded, but a preferred contractor can be approved.
5. It is recommended that, using the preferred contractor's design(s), a full planning application is submitted to East Ayrshire Council which should also include track floodlights provision.
6. On receipt of planning permission, it is recommended that Dalmellington Parish Development Trust progress their applications to other potential capital funders.
7. It is recommended that the Trust should also continue to undertake fundraising and seek donations to meet the contribution outlined in the funding section within this report.
8. It is recommended that Dalmellington Parish Development Trust considers engaging the services of a Project Manager to support and assist with the delivery of the project on site.

16 Appendices

16.1 Appendix One: Survey Comments

- Must be protected from vandalism and fly-tipping (it may have to be managed and closed at night??)
- I think having a safe cycle area would get people out on bikes.
- Add a playground area (maybe?) with accessible seating, swings?
- Almost certainly a waste of money paying for yet another "feasibility study" for a cycle track in Dalmellington. Flogging a dead horse yet again!
- Although I would rarely use THIS area, I welcome the innovation and hope that this would be a blueprint for more.
- Something like would be so welcomed in my area."
- An interesting development for Ayrshire south and Dalmellington
- Any project which improves and promotes the village is a great idea, the bike track has tremendous potential to grow tourism to the village and encourage fitness as well. Great idea
- As a locally born and raised person, I have a passion for developing Cumnock and Doon Valley.
- I believe Dalmellington and the surrounding area has huge potential to become a centre of excellence for cycling. "
- "Be quite clear on your aims. After 25 years cycling thousands of miles in Ayrshire/West Scotland I doubt I have ever seen a disabled cyclist.
- Either they live in Dalmellington, or will drive/be transported there, requiring suitable facilities. My experience is that people are unlikely to pay for parking, either moving on, or parking on verges or streets."
- Bike hire would be great!
- Can disabled people have parking close to the entrance because transfer from car to venue may be prohibitive for some.
- "Can this be accessed by the local
- Schools too? Perhaps with road worthy bikes which pupils can access during the school day. This will promote kids to use the track in their own time, perhaps reducing anti-social behaviour as the children would have more to do."
- Dalmellington has a wider area that could be considered for expansion of such facilities. This is a great starting point. Also it is easy to get to
- Didn't look big enough.
- Distance is quite short on this track.
- East Ayrshire is lacking in areas for outdoor activities and recreation. Dalmellington has the opportunity to lead the way for all of East Ayrshire and further afield to provide safe locations for beginners with an all-inclusive bike track which could lead to others coming into the area as Dalmellington is the gateway to the Galloway Forest.
- Excellent idea. Absolutely nothing outdoors in the village disabled children or adults can enjoy. Not even an inclusive swing park.
- Feeling safe with my friends cycling would be great.
- Free tribike handcycles
- From the map given, this is a very limited bike track, I expect it would take less than 3 minutes to complete on an MTB. So not some where I'd visit more than once or twice unless part of a much more ambitious route.
- Good idea
- Great idea ,hope they put dog walkers poop bins on it ,as dog walkers will use it.
- Great idea and looking forward to the development. My only concern is my children use the cage and Astro regularly as well and it looks like the one-way road will be very close to the cage making it less safe.
- Great idea for the younger generation to keep them off the roads and safe.
- Great idea would recommend hire shop on this as well it would raise money for upkeep.
- Hoisting facilities would be needed to safely transfer from the wheelchair to the tricycle and back into the chair.
- I believe that if we could get good links to lots of cycle tracks in surrounding villages it would promote people getting out on the bikes etc.
- I don't cycle just now because of traffic but I would definitely use this cycle track if it was available.
- I feel this will be welcome addition to the village.
- I like this idea but would hope that the idea can be extended so that the old railway line can be upgraded to a safe cycle path linking the secondary school to Burnton, Waterside and Patna, thus creating a safe, healthy and carbon neutral way for pupils in the catchment area to get to school from outlying communities.
- I only said we do not use it much as it would be too young for my family, I have taught them road safety in the past years. This is a great idea but

sadly we would be losing a nice walking track. Has the wildlife been considered?

- I think it is a great idea if it can encourage people to become more active and cycling is more accessible.
- I think it will be great for Dalmellington. The local amenities will benefit. New people will visit the area.
- I think it's a fantastic idea!!! My children don't have enough confidence to ride on the road so this would help by having a safe place to ride.
- I think it's a great idea I'm all for anything new in Dalmellington.
- I think it's a great idea. My family and I would use it for sure.
- I think this is a very good opportunity and it helps the community get out and about.
- I think this project would be a great asset to the community, bringing in employment too.
- I work at Kirkconnel adult resource centre. We are keen to see safe cycling areas created for people with disabilities.
- I would take my grandchildren to this if there was adapted cycles as one is disabled.
- "I wouldn't use the actual 'trail' myself (Due to it being short and aimed at young/inclusive/inexperienced riders). But I would certainly use a Café often enough, as the proposed location is a regular start/finish point for when we're out riding local routes.
- Although, I don't believe this project will make Dalmellington a portal to an MTB Mecca, I'm absolutely behind any project or incentive that gets more people, of all ages, from all walks of life into mountain biking, biking, and the outdoors in general.
- This sort of small projects can often create and grow a vibrant local focus of activity, but I believe it would definitely need some form of Hub e.g., the 'Cafe' for the trail to survive any length of time; as I've seen first-hand so many track build projects like this, make it to the construction phase, then turn back into overgrown dog walking paths, within a year.
- Good Luck, and I hope this project makes it off the CAD drawing board.
- I'd love to see cycle pathways in the village, we live in an area that would benefit from this a great deal.
- I'm sure members of my family will be interested in this project, and I support any activity that attracts development to this area.
- It looks like a good area as it connects to other areas to cycle to with minimum use of roads.
- It seems like a good way to get people out and about.

- It would be a safe place for people learning and people with a disability.
- It would be great to cycle where I felt safe.
- It would be nice to actually have something to do. Hopefully it wouldn't be expensive to use though.
- It would change our son's life for the better
- It's difficult to say how often as really haven't used these facilities before but would certainly give it a try.
- Make it fun! Mountain biking options, BMX jumps, pump track, as well as easy stretches for families and young children.
- make it safe to use.
- My son is in a wheelchair and would give him the opportunity to use this site with his 7-year-old daughter and partner.
- Need facilities for disabled bike users.
- Not really long enough for using mountain bikes but might be ok for less able persons to use. Cannot see much demand for a cafe there and fearful of any building being vandalised in the locations shown.
- Open aspect to provide views.
- Plenty of nature to see and wild fruit to pick.
- Possible bike connection to Rankinston???
- Provision of adapted bikes would be useful.
- Safe outdoor activity for disabled children.
- Scenery and sights of the village appear limited from that location. Would hired bikes be limited to within the track? Could a hired bike be taken up the estate approach?
- Sorry due to a disability wouldn't use. However friends and family would use probably monthly.
- The access road is currently a walking track well used by people including ourselves and our dogs to reach craigengillan on a rare circular route in this area. There is a need to maintain safe pedestrian access on this section to enable existing active green space users to travel safely. I also note there will be a shop / cafe. With a focus on health and wellbeing it should be part of planning requirements that this shop serves healthier foods, in sensible portions and in wholly recyclable packaging. We cannot continue to pretend that access to healthy nutritious food is not a barrier to health and wellbeing in our region.
- The bike track looks great but I'd also like to see cycle lanes in the local area so we can explore the beautiful countryside, safely.

- the pump track sounds especially good and would draw lots of people in, I think. And the cafe.
- The village should benefit.
- There is a pump track at Lochside in Dumfries which may be good to see. Also, New Cumnock had a portable pump track at an event. I'd say if you can make a variety of options available for cyclists in the space, that would be great.
- There are some great cycling routes near Dalmellington. It would be great if this facility could be linked to these with some good signposting, so that those who wished to travel further could see more of the local countryside.
- Thinking mainly of my grandchildren who would love this, and I would love the safety of them becoming confident, competent cyclists.
- This bike track seems very small, is there plans to extend possibly to opencast or down to waterside.
- This sounds like a fantastic plan. I would be very keen to work together as the project develops to see how we can get school pupils involved. In my role as PT PE/HWB at Doon Academy, we use Mountain bikes with some classes and do bike maintenance with DofE. With this facility here, we'd be very keen to make more regular use of the bikes. We have a Supported Learning Centre in the school who would use it, I'm sure. The access road is a fantastic idea also. We would be very interested in getting senior pupils signed up to help support and be trained as instructors etc. too. In terms of cost below, I would hope we could work out an agreement to enable school pupils to use the facility within school time (that could be anything from free taster sessions to a paid agreement for the year etc. depending on how the facility will be run.)
- This would be a fantastic opportunity to engage the local community to come together. It would also provide opportunity for people from further away to come to Dalmellington, knowing they are going to be safe to cycle and have the use of adapted bikes.
- This would be a great asset to the village and local people.
- This would be a great facility for the community.
- We want to bike more as a family if more things like this away from traffic.
- What will happen to the trees which are being removed to build the track. Will other trees be planted in the area to replace those being removed?
- Will bikes be available for hire?
- Will there be any provision for an East Ayrshire Bike Hub being included with somewhere to access E-bikes & electric charging points. E-Scooters

& Hoover-Boards should also be permitted, which would maximise peoples' usage & fun. As the Scottish Government is pushing the use of sustainable electric transport method E-Scooters & Hoover-Boards are just as safe as E-bikes. Please consider and take onboard suggestion. It would be a great place for all ages to learn & practice on E-vehicles safely before venturing onto roads & footpaths.

- Wonderful plan previously cycled regularly.
- Due to distance would use occasionally for a "day out".
- Would be a safe place for my sons to gain confidence on their bike and a great outdoor activity.
- Would there be scope to develop the former Chalmerston Opencast site into a 7 Stanes type destination?

16.2 Appendix Two: Letters of Support

Councillor Drew Filson, Independent

Telephone: 01563 576519

Email: drew.filson@east-ayrshire.gov.uk



DF/KC

2nd February 2023

Rae Smith – Chair
Dalmellington Parish
Development Trust

Dear Rae

I write this letter of support for the new proposed all-inclusive cycling track for Dalmellington, which the Dalmellington Parish Development Trust hope to install.

This new all-inclusive track would be absolutely fantastic for the area and will also allow some of the residents in the nursing homes to be able to use this facility.

I totally support what Dalmellington Parish Development Trust are hoping to provide for the community.

Yours sincerely
Cllr Drew Filson

A handwritten signature in blue ink, appearing to read "Drew Filson".

Ward 9 Doon Valley
East Ayrshire Council.