

Cabinet Committee on Climate Change and the Environment

Adrenaline Gateway

Introduction

- Description and Objectives
- Progress to date
 - Concept and Feasibility Studies
 - New Infrastructure
 - Events
 - Range of users
 - Environment and Ecology
- Current Position and Next Steps
 - Commercialisation and Sponsorship
 - Signage, Marketing, Media

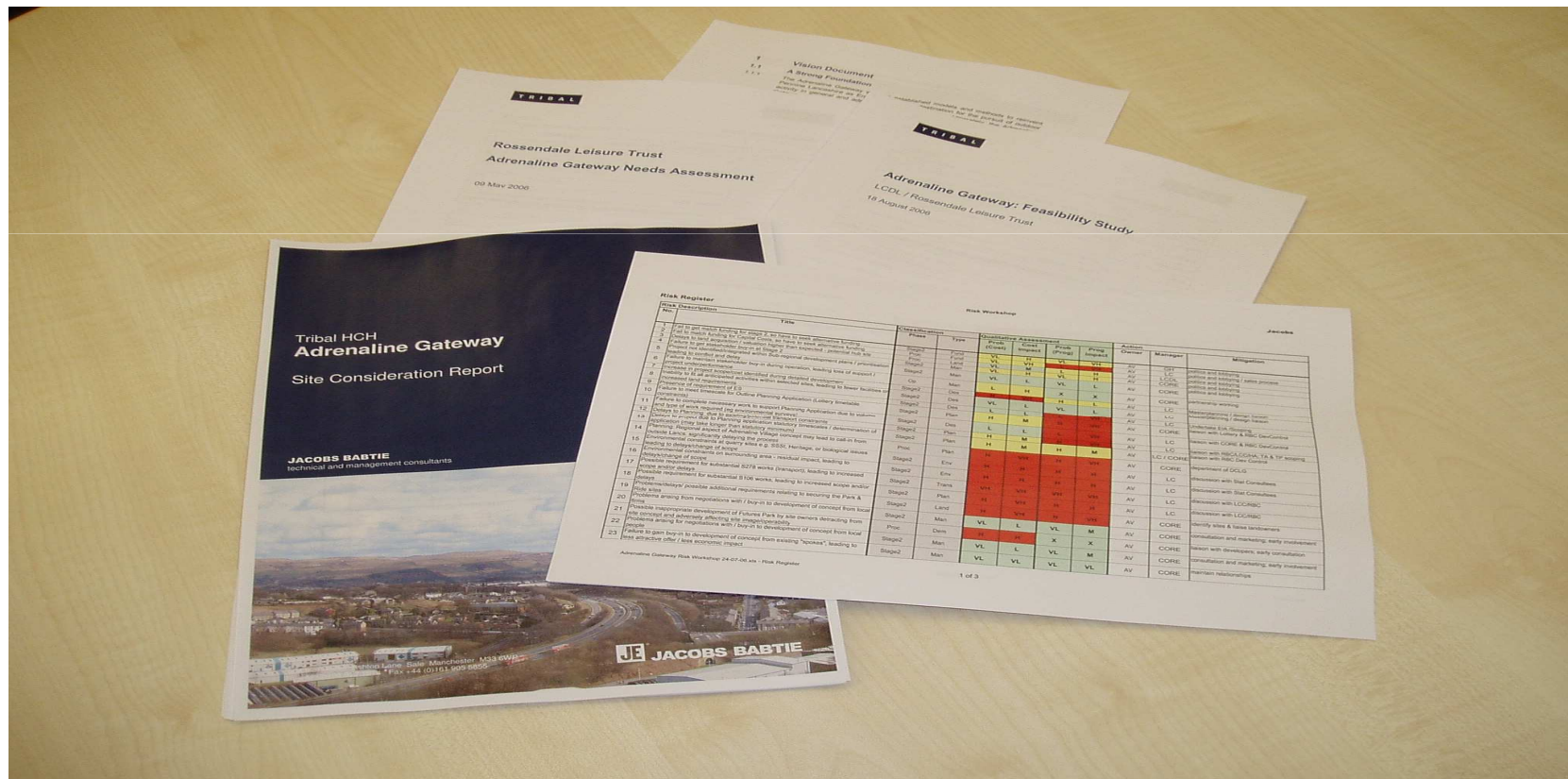
Project Description and Objectives



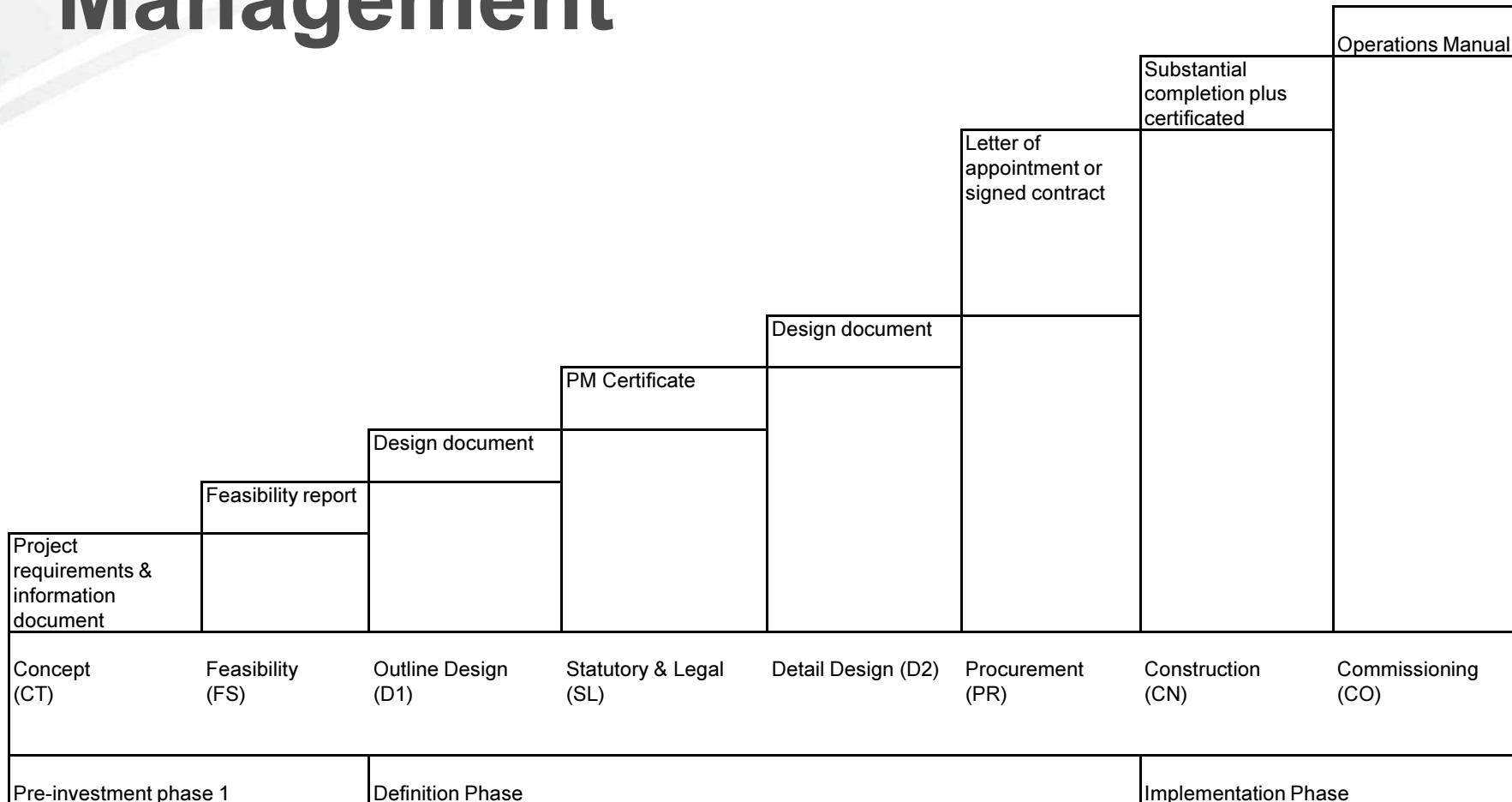
The Adrenaline Gateway is a visitor destination Programme initially for Pennine Lancashire.

Designed to grow visitor numbers exponentially by increasing the scope of, and participation in the outdoor lifestyle sports sector

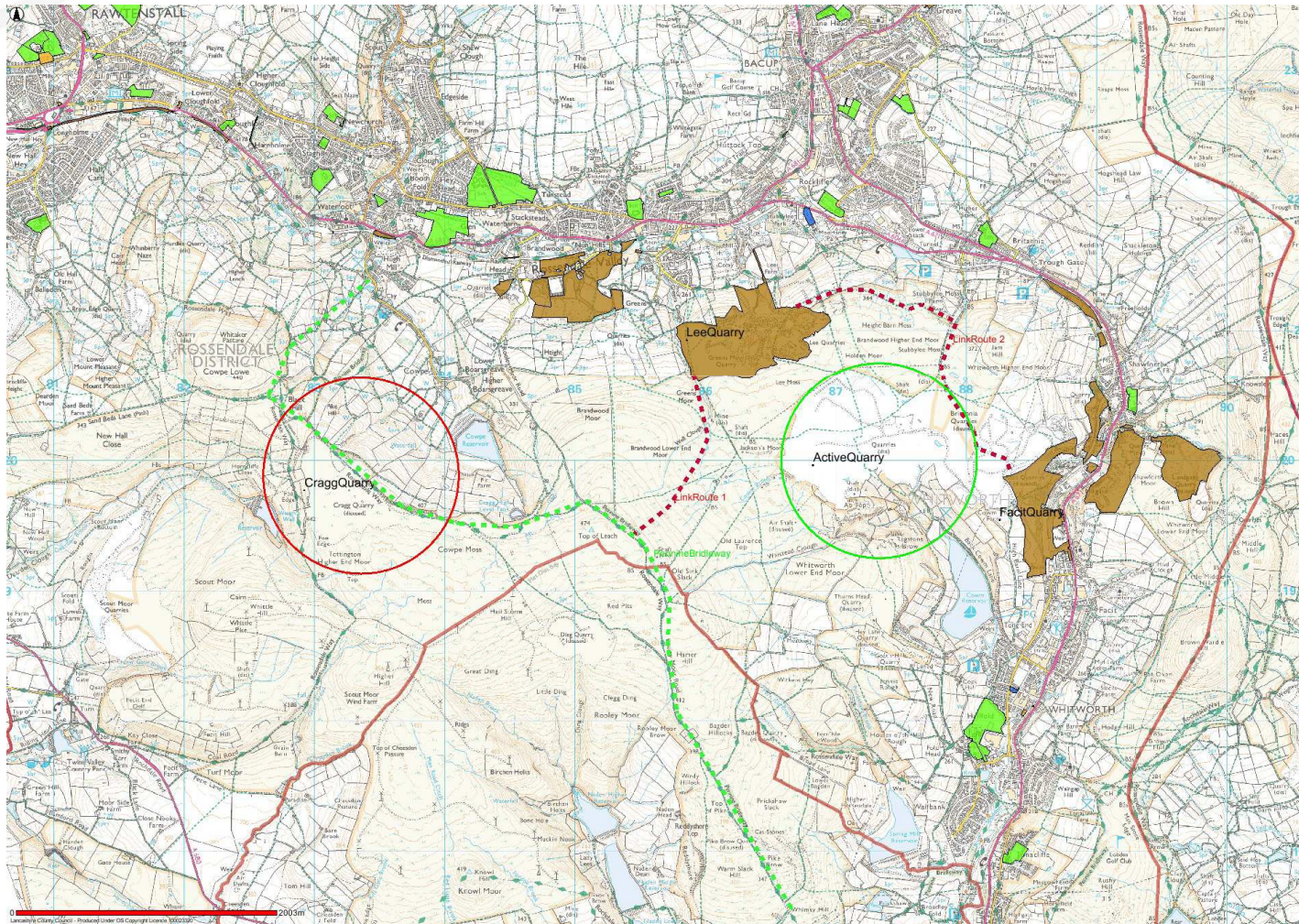
Concept, Definition and Feasibility Studies



Project and Stakeholder Management



Adrenaline Gateway



New Infrastructure Lee Quarry, Bacup



15.01.2008 14:49

New Infrastructure Lee Quarry, Bacup



New Infrastructure



New Infrastructure



List of Events Held and Proposed



- Adrenaline Gateway Test Event 2008 (5th/ 6th July 2008)
- Singletrack Classic Weekender 2009 (4th/5th July 2009)
- Singletrack Classic Weekender 2010 (3rd/4th July 2010)
- Brownbacks Regular Race Venue (5 events per year since 2009)
- British Cycling Prospective Olympic Cross Country Team (3 visits per week during Winter 2010/11)

Upcoming

- British Cycling Talent events
 - 23rd April 2011
 - 28th August 2011
- Shimano Singletrack Weekender 2011 (9th/10th July 2011)
- National Cross Country Point Scoring Round- 2012
- Open Adventure – Open 5 (11th February 2012)

Events



Singletrack mountain bike magazine

CLASSIC WEEKENDER

**JULY 3RD-5TH
LEE QUARRY
LANCASHIRE**

The idea of the event is a light hearted competition to find the best all round mountain biker and for riders to work out where they stand in a test of skills, speed and endurance. It'll be a whole weekend of fun and frolics with a credit crunch-busting affordable entry fee that covers your race entry, car parking, camping and goodie bag.

The disciplines:
There will be three events in the Classic Weekender that will lead riders to an overall position. It's roughly based on the old 'NEMBA' races, where one entry fee got you entry to three disciplines – the only difference being that in this event, all your performances count towards a final, overall position.

The event arena and campsite will be open from Friday 5pm. The racing will kick off at about 10am on Saturday and that day will be dedicated to the 'Classic Killer Speed Trials' and 'Classic Downhill' disciplines. Sunday will be the 'Classic XC' day.

Classic Killer Speed Trials:
Modern trials riders are fantastically skilled, riding impossible obstacles. However, this event is aimed at mere-mortals. There will be five simple, taped off sections to ride, resembling normal mountain bike obstacles (with a couple of 'modern' additions). Once 'on course' you have 15 seconds to ride each section. A foot down, crash or leaving the course is an instant 'kill'. A clean ride between the tapes is a 'clear'. For every 'kill', you will earn a time penalty for the following day's cross country race, added up after the five sections. Nothing too serious, probably a couple of minutes per 'kill', but enough to give you a hard time to make up.

Classic Downhill:
Downhillers, again, are fierce riders, capable of clearing huge gaps and big drops. The downhill race at the Classic Weekender will be for more mortal riders, and doable on any bike from a hardtail to a monster DH bike – just remember that you'll have to race whichever bike you choose in the following day's XC... Smooth all-round riding will get you a better time than just being fearless.

For this event, there will be a 'benchmark' time set by a local hotshot. If you're within a certain percentage of their time, you miss getting a penalty. The further from their time you are, the bigger your time penalty at the following day's event.

Once again, the penalties won't be too severe – and the penalty for not doing a discipline at all will be far stiffer... Even crashing or puncturing will get you a better score than not turning up.

Classic XC:
The Sunday will host the cross country races for the various age categories. The start of these will be handicapped so that riders with perfect scores from the Saturday will start on time, followed a minute later by riders with a minute's penalty, and so on until the riders with the maximum penalty score bring up the rear. The race then goes on for 90 minutes or so, with the winners of those races being crowned as the overall champion of the event – and the best overall mountain bikers in the land.

The winners will get the glory and some trophies but the majority of prizes will be given out to people having-a-go and having fun.

Entry forms should be out by the time you read this. Visit the event website for more info, pics and videos about this most excellent occasion!

www.singletrackworld.com/weekender

Events



Events



Range of users



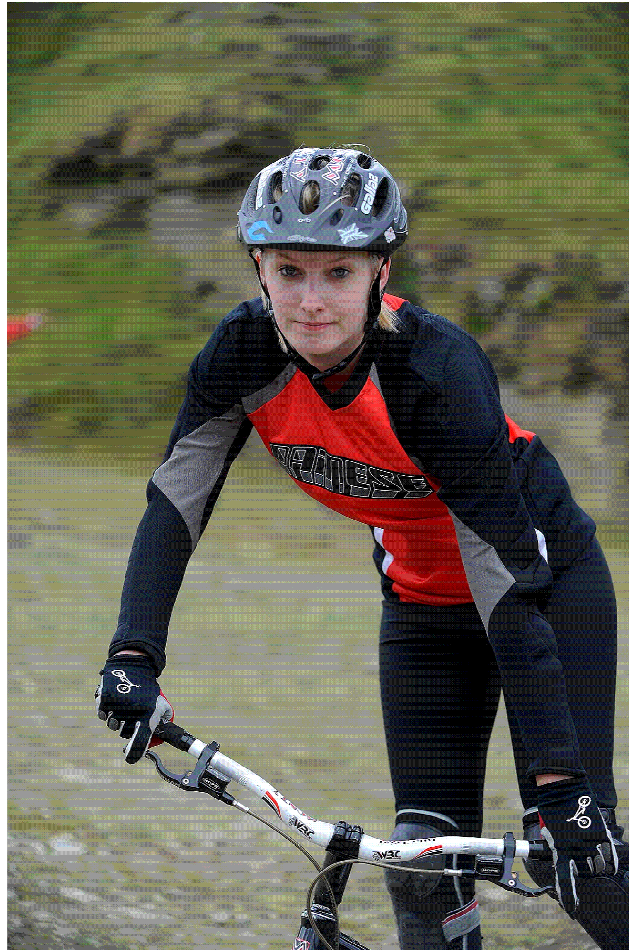
Range of users



Range of users



Range of users



Range of users



Environment and Ecology



Environment and Ecology



Environment and Ecology



Summary of Completed Work (1)

1. Pre Feasibility and Full Feasibility Study
2. Site Consideration Report
3. Draft redevelopment scheme for Ski Rossendale
4. 8km LQ/5km CQ/linking routes 2km of trails built
5. Four purpose built and a number of natural trials areas
6. Three mass participation events held in Lee Mill Quarry
7. Schedule of PR coverage

Summary of Completed Work (2)



8. Indoor Extreme Sports Brief
9. Influence over other Lancashire Cycling initiatives

Budget to date



LCDL	£214,777
Aggregates Levy	£526,000
Lancashire Environmental Fund	£55,000
Single Regeneration Budget	£37,500
LCC Environment Directorate	£89,462
NWDA	£75,000
Rural Development Fund	£25,000
LBTB	£5,000
Rossendale Borough Council	£100,000
In Kind contributions from private and public sector	£81,355
TOTAL PROJECT COST TO DATE	£1,209,094

Current Position and Next Steps

- Extending mountain bike trails/trials network & supporting infrastructure.
- Undertaking Phase One (Pre-investment activities) to define concept & test feasibility of delivering an indoor extreme sports facility.
- Commercialisation/ Sponsorship
- Signage/ Marketing/ Media

Extension of trails infrastructure



Extending mountain bike trails and infrastructure

- To link LMQ with the Pennine Bridleway
- Spec and tender docs complete
- Funding applications submitted
- Decisions imminent
- To link LMQ to Gisburn via the Pennine B/way

Commercialisation



WRECKING CREW
Vito Mountain Biking

LEE QUARRY BACUP

MBUK's Wrecking Crew are on a mission to ride the best spots in the UK, and disused quarries offer some of the finest riding around. So we headed for Bacup to check out the UK's first official mountain bike quarry...

Words: Diddy. Pics: Russell Butler

THE WRECKING CREW'S MISSION
To ride, rate and 'wreck' around the most exciting riding spots around the UK - by bike or on foot. We'll be looking at the routes, the riding spots, the bikes, the gear, the local route. We'll be looking at the routes, the riding spots, the bikes, the gear, the local route. We'll be looking at the routes, the riding spots, the bikes, the gear, the local route.

THE LOWDOWN

Lee Quarry, Bacup



WHAT'S ON OFFER HERE?

- A SHORT CROSS-COUNTRY LOOP
- THE SHORT CROSS-COUNTRY RINGS
- GREAT FOR WATERS RACES
- THE HILLS ARE GOOD FOR FUN AND BUILD SKILLS

WHY RIDE HERE? Lee Quarry is a great place to come and have the skill between having the most for cross-country routes and downhill runs.

RAD...

- THERE'S LOTS OF OFF-BEAT RIDING TO CHOOSE FROM
- THE SHORT CROSS-COUNTRY RINGS ARE GREAT FOR WATERS RACES
- THE HILLS ARE GOOD FOR FUN AND BUILD SKILLS

BAD...

- THE CROSS-COUNTRY ROUTES ARE VERY SHORT
- THERE'S NOT ENOUGH ELAKRATED STUFF - YET
- THERE'S NO CAFE, ON-SITE BIKESHOP OR OTHER FACILITIES

Lee Quarry is a bit of an anomaly as far as mountain-bike trails go. It's not your average up, cut and back with a blistering final descent sort of trail. Nor does it have a trail centre cafe serving up much-needed slices of sausage and a long table, or an attractive groomed entrance and car park.

But old quarries like Lee Quarry are rarefied spots to find some big old bums to ride down, some fine play riding, action and a lot more if you're creative. Disused quarries are also interesting >>>

Mountain Biking 67

Indoor Extreme Sports Facility



Indoor Extreme Sports Facility



The Outcomes (KLL)

- First year (2004) 35,000 visitors
- 138,000 visitors in 2007
- 96,000 actively climbed
- £516,000 net profit 2007
- Visitors to Kinlochleven up from 8,500 to 150,000+
- Economic impact – pumping over £5m into the local economy annually
- 38 FT staff and 42 seasonal
- Local properties have trebled in value

Thank you

Questions?