

Scottish Enterprise

Feasibility Assessment of a Proposed Mountain Biking Centre of Excellence



What our client wanted

Mountain biking is a fast growing sport and a popular pastime in Scotland and around the world. It is also economically important to Scotland, with the 7Stanes trail network attracting 400,000 visitors to the South of Scotland each year and adding a net £4.14 million per year to Scottish GVA, and with the Mountain Bike World Cup bringing 8,500 visitors to Fort William each year. The importance of the sport goes beyond tourism, with the sector also offering commercialisation opportunities in the fields of electronics; textiles; food and drink; performance improvement; engineering and sustainability.

To help exploit these opportunities, Scottish Enterprise commissioned Frontline to carry out research into the feasibility of developing a new Centre of Excellence for the sector, offering incubation premises and commercialisation and technology transfer support to new and emerging Scottish businesses wishing target opportunities in the sector.

What Frontline did

We began our research by interviewing to capture the views, and support requirements of the centres key users and stakeholders, including Developing Mountain Biking in Scotland, Sporting Chance Initiative, Borders College, Napier University, The Scottish Funding Council, the Forestry Commission and Endura. Building on this evidence, and in line with HM Treasury Guidance, we developed a 'long list' of options for meeting our clients objectives. We then assessed each option using multi-criteria analysis techniques to test their suitability in terms of their potential to contribute to knowledge transfer outcomes; contribution to business development outcomes; and contribution to DMBIS National Plan. This approach allowed us to identify a recommendation for the most suitable option to take forward, and we concluded our research with a gross to net economic impact assessment of this preferred option.

What difference we made

Our research provided Scottish Enterprise with a clear, evidence based recommendation on what type of centre would be most economically beneficial to Scotland, and with an estimate of the centre's potential economic impact which they can use to support future case making.