



Dalby Forest Courtyard Cycle Hire and Retail Outlet.

Expression of Interest.

16/01/2012

Questions to be addressed as part of the expression of interest

1. In no more than 300 words please give a brief overview of who you are, what your current business / occupation is and outline any directly relevant experience that you may have. Applicants invited to stage 2 of the process will be given the opportunity to supply more detailed information.

Pace Cycles Limited is one of the UK's most respected cycle brands and over the past 25 years has built a reputation for delivering innovative, quality cycle products and services. Our Brand Centre is based in Dalby Forest Courtyard and here we manage the business including cycle, clothing and accessory design, sales supplying our customers worldwide (telesales/online web sales/on-site customer direct sales) and also attract a significant number of visitors wishing to test a cycle from our full range of Pace demo' bikes. We also have the Dalby Suspension Service Centre based here in the Courtyard- the longest established cycle suspension service centre in the UK.

Pace has always believed that it has a responsibility to help develop cycling and investing back into the sport and can claim to have made some notable achievements. Additionally we have developed strong links and partnerships with regional government departments including the National Park Authority and the Forestry Commission, Competition organisations such as British Cycling (BC), cycle development and advocacy organisations such as IMBA, CTC (Cycle Touring Club) and Singletraction, in all cases assisting in the successful development and implementation of cycle related projects.

Our staff are professionally qualified and experienced event organisers, mountain bike and outdoor education coaches and leaders, are factory trained cycle mechanics and qualified sports performance masseurs. Collectively are enthusiastic and experienced cyclists who have a genuine love of the sport and its people. We have broad practical experience of working in the cycle industry and have strong connections with the Press and a sound relationship with suppliers throughout the cycle industry.

2. Describe the type of catering and/or cycling offer that you think would work at Dalby Forest and:

Pace believes that to deliver the best service to the customer we should concentrate on our strengths therefore our expression of interest is for the Cycle Hire and Retail Outlet (CHRO). We are in a unique position in that we are based in Dalby Forest Courtyard and therefore have personal experience and insight into the location, its visitors and how best to develop its potential.

Fundamentally we think the term 'Destination' best describes our vision for the CHRO, making it an attraction in itself, a place with soul and character that customers see as a 'must visit whilst here' business not simply a cycle trail centre shop like any other. Our concept is to create a business that presents itself in sympathy with the building, the village and heritage of the forest reinforcing our localism strategy. As an old farm building we'd like to name the business 'Dalby Bike Barn' and internally amongst the modern bikes and accessories contrast with period photographs of foresters, forestry practice and equipment. We've organised the display of classic period chainsaws and tools as props on the walls and ceiling to create interest and a connection with Dalby's roots, all tastefully presented and lit.

Inside would be warm and welcoming, possibly with a wood burning stove, seating, magazines and local trail/ riding information and opportunities.

Strategic partnerships would be formed with the CTC, BC & UK Sport to best provide cycle education, guiding/ instruction and events/competitions thereby broadening the opportunities offered and the quality of this provision. Aligning CHRO with these bodies would develop Dalby into a Centre of Excellence across all cycling disciplines amalgamating our partners together for the benefit of the visitor and local community.

A. main activities or elements of the business, i.e. mode of operation/main income streams

CHRO would be managed by a core of experienced permanent staff (supported by seasonal workers as necessary) who have good local knowledge, understand their customers and who can give a fast, consistent high quality service.

Cycle Hire. Provide a new high quality fleet of both road and mountain bikes including children's cycles, trailers etc and also explore the possibility of having cycles for customers with special needs or disabilities.

Retail sale. Trail centre's are unlike any other cycle retailer and should be stocked accordingly. Essential and critical spares and accessories should be the core of products offered so as to keep the visitor riding. Complete cycles would also be offered and ride to work schemes introduced so as to increase sales and encourage commuting by cycle including Bike2Work Scheme and also Cyclescheme Ltd.

Cycle guiding, instruction and education. Pace would like to partner with the CTC and BC to provide the very best level of service and dovetail with their programmes such as 'Go-Ride'.

Events. Organise competitive and non-competitive events in the forest for all ages and abilities including Sportiv type events.

B. the projected audience (numbers and demographics)

An inclusive business attracting the experienced and inexperienced, both young and old, male and female, families or visitors with disabilities whether to ride on the forests trails or on its surfaced roads. We see great potential to attract larger numbers of touring and road cyclists to ride to the forest helping to boost visitor numbers whilst reducing environmental impact.

We would look to increase visitor numbers through targeted advertising, press features, events and a new Courtyard website in association with our partners. Over the past season Pace has taken a 'straw poll' from visitors and has a unique insight as to who visits the Courtyard and from where, and would look to increase visitor numbers from outside of the usual areas.

C. links to key government agendas such as big society, localism, health, education and climate change.

Big Society. Long before the government labeled time freely given up to support public projects as 'Big Society' Pace had been doing just that. For example organising the trail building workshop at Dalby given by the International Mountain Bike Association (IMBA), the setting up of IMBA UK (Adrian Carter of Pace was a director) along with establishing Yorkshires own trail building and advocacy volunteer group Singletraction. In addition Pace freely assisted with the development of the Dalby Cycle Trails and the Pace Bike Park in Dalby Forest.

Localism. Pace is a local brand designed and developed here in Dalby so we fully appreciate the benefits associated with supporting local products. Our proposals to develop the CHRO are rooted in localism (see item 2 above) and we would continue to stock and actively promote locally made products. Pace is also a financial sponsor of the community cycle park development in Newbridge Woods Pickering and works closely with local authorities to develop and promote the Moors To Sea Trail.

Health Education. We would work closely with local schools, clubs and other organisations promoting the known health benefits to all age groups through cycling in the forest.

Climate Change. By planning to increase the number of visits to the area by bicycle and thereby promote green tourism Pace would work to complement the strategic objectives of the FC, NYMNP and local government.

D. As well as developing our own business interest we would like to develop Dalby Forest to maximise benefits for the local community and economy. Please provide examples of how you would help achieve these aims.

We would like to explore a range of schemes and would work in close partnership with the FC to achieve these goals. The forming of a cycle club in the courtyard in Dalby based on the principles of inclusion and encouragement for riders of all abilities would reinforce our strategy to encourage more local children to cycle- and thereby engage their parents and the broader community.

Additionally Pace has already discussed with the local representative how the 'Go-Ride' scheme could be introduced here in Dalby providing local children with a competition venue, and would partner with the CTC to introduce further cycle education schemes beneficial to the local community.

We would actively seek ways to partner with local businesses (within Dalby forest and the Courtyard) and develop a strategy to work together and expand the services we offer so as to benefit the areas economy.

Pace has recently established the only live and online weather station in the North York Moors which is free to view and provides local businesses and the wider community with real time weather forecasting. We would expand this service introducing a webcam based at the CHRO.

3. Outline how you would ensure that the business is inclusive (so that all sections of society can access the site, activities and services) and in particular any ideas around engaging under represented groups.

Mountain Biking can too easily appear to be the exclusive preserve of the 'extreme athlete'. The experienced MTB rider is well presented at Dalby whilst the child, family or disabled rider is rather less so. Pace would work in partnership with the FC to help expand opportunities for this group of visitors and seek ways to help fund family trail development tapping into our close ties with the cycle industry, press and any funding available. The CHRO would actively develop provision for visitors with disabilities, exploring ways to fund adaptive cycles, tandem cycles adapted for cyclists with disabilities and off-road wheelchairs.

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Our staff have also worked with local authorities both helping to design cycle trails for riders with disabilities but also guiding disadvantaged groups within the community during cycling activities.

4. Briefly describe how your business would seek to minimise any environmental impacts associated with its operation on the site.

CHRO would recycle all its own cardboard and paper, would ensure all oils and lubricants used and retailed are bio-degradable (including the Bike Wash facility), would create a depository for used cycle tyres which could then be re-cycled (or used to surface wooden sections of the cycle trails and Pace Bike Park). We would explore the possibilities of donating all used cycle parts to charitable causes. Ideally the CHRO should be heated using sustainable materials ideally using a wood burning stove.

5. Provide details of any Health and Safety policies and risk assessments already in place within your business.

Pace has comprehensive Health and Safety policies for its existing business and these are approved by its insurers.

In addition Pace has;

Demo- Days Risk Assessments

Exhibition Risk Assessments

Event Organisation Risk Assessments

Mountain Bike guiding and instruction Risk Assessments and Health and Safety policies

Please tell us about your business.

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If applicable, address of ; -
Registered Office

Nature of Organisation; Ltd Company
(E.g. Plc, Partnership etc).

Number of employees: 6

**Length of time Organisation has;
been operating 25 years**

**Company Registration Number; 2388618
VAT Registration Number; GB 501013528
(Or alternative EU registration
number).**