



EXPRESSION OF INTEREST  
CYCLE HIRE BUSINESS OPPORTUNITY  
DALBY FOREST

January 2012

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## Question 1

Big Bear Bikes Limited (BBB), established in January 2009, is a cycle-based business and shop in Pickering. Its Directors are David and Jane Beeley, who have been residents of Dalby Forest since 2006. BBB is a 'full-service' cycle shop and we are main agents for Trek, Orange, Ibis, Genesis and Ridgeback cycles so we cover the whole market from £80 children's balance bikes to £8,000 road and mountain bikes. As well as cycle sales and service, we offer a large range of parts and accessories and cycle specific clothing, helmets and footwear. We are also a 'bike fit' specialist centre with a qualified physiotherapist and a 'Fox' suspension service centre. *Suspension service? cycle + road*

BBB is a member of the Association of Cycle Traders, the International Mountain Bike Association and is a 'Cytech' accredited business. We are a registered 'Cycle To Work' provider and are able to offer 0% finance on the purchase of bikes. We have a large fleet of hire bikes, mountain and road, and we have maintenance contracts for other cycle fleets in the area including a fleet at Low Dalby. We have excellent links with, and support, the local cycling clubs including the Malton Wheelers and the Whitby Wheelers with sponsorship and publicity, and we work closely with the Cycle Touring Club. *CR? B...*

We offer guided mountain bike rides, skills sessions and new bike demo rides for which we have a mini-bus that will take nine riders, their bikes and kit. In addition, we promote three mountain bike and one road, group/social ride each week. These are free of charge and open to all in order to make cycling accessible to as many as possible. In 2011 we held a mountain bike marathon event in Dalby which was a fund raiser for the Scarborough & Ryedale Mountain Rescue team.

## Question 2

The type of cycling offer that we think would work successfully at Dalby, is a mixture of paid and free cycling. Using our existing knowledge and experience, we would look to expand the current activities beyond mountain biking and develop a road cycling offer and an online offer. As part of the offer, there will be activities for all ages, genders and abilities (including the disabled).

By working with all segments of society, we believe we can maximise the visitor headcount to Dalby and therefore maximise income for ourselves, our Forestry Commission (FC) partner and the other businesses in Dalby Forest.

2A Our main activities would include: *?*

- Bike hire – mountain, road, children, disabled, families and groups, tagalongs, tandems
- Bike sales – all price ranges/specifications
- Parts/accessories/apparel/footwear sales
- E-Commerce sales via our internet shop in which we would like to stock FC products. This is not an ebay shop!
- Tuition – all levels of mountain and road bike skills
- Workshop – bike servicing/repair with high end specialist services eg suspension and hydraulic brake servicing, wheel building, frame alignment and custom bike building
- 'Bike Fit' service with trained physiotherapist
- Guiding – mountain and road bike
- MTB Instructors' courses – MIAS
- First Aid Training – Outdoor Instructors courses
- Cycle maintenance courses
- Charity events – fund-raisers run in partnership with charities
- Races – MTB & Road, all age groups.
- Fun events – MTB & Road, all age groups
- Cycling for the disabled

- Demo centre – road and mountain – low, medium and high value cycles
- School/college activities – hire/guided rides/skills/multi-discipline with other Dalby attractions
- Corporate events – hire/guided rides/skills/multi-discipline with other Dalby attractions
- Joint promotions with the Forestry Commission, other Dalby businesses and local businesses
- Rehabilitation hire - the provision of electric cycles in a safe, vehicle-free environment for individuals recuperating from illness
- Mountain and road bike training camps

Further, detailed information, would be provided at Stage 2 should we be included.

2B Our aim is to increase visitor numbers and income by targeting three distinct 'audiences'. These are a) existing visitors to the forest, b) existing visitors to the area who do not currently visit the forest, and c) new visitors to the area. We will look to build on our existing integrated marketing programme which already links website/facebook/twitter/print and uses electronic mailshot to reach large numbers. We will leverage the relationships with our existing commercial partners to drive more 'hits', and therefore visits to Dalby with inventive offers and promotions. Some of our existing major UK national partners are: Trek Bikes, Orange Mountain Bikes and Endura Cycle clothing.

In more detail:-

- Existing visitors - we will generate higher income through the increased range and quality of our offer, the experience and enthusiasm of our staff and our e-commerce site. Our existing customer care programme will be utilised at Dalby to ensure 'top box' levels of customer satisfaction and repeat business. Amongst existing cyclists we would look to position the Dalby cycle facility as a centre of excellence and cycling passion which will enable us to sell more high value services such as bike fit and suspension servicing. An excellent tool for this is the large BBB race team which takes part in a wide range of cycling events all over the country and at all levels from junior to elite. To further increase sales income and in agreement with FC we would like to stock some non-cycling stock suitable for walkers and other outdoor enthusiasts who visit the forest especially during the winter season when cycling is at its least busy.
- Existing non-forest visitors - we will provide all local accommodation providers with web and on-site promotional literature for Dalby and our facility. Using our mini-bus we will be able to provide transport to and from the forest to encourage these visits and we will not restrict passengers to cyclists.
- New visitors - we are members of 'Welcome to Yorkshire' and see this as an excellent organisation to work with on innovative marketing to increase visitor numbers to the area and the forest. We are already working with selected local accommodation providers to provide high quality, cycle-based packages for their guests. These partners will be using the packages in their own web and print advertising which will reach new or returning cyclists all over the country. In our advertising media plan, we will look to move beyond the traditional mountain bike press and broaden the reach of the cycling offer in Dalby. Similarly, we will work with cycling clubs and organisations to bring their members to Dalby with our extensive range of activities, offers, expertise and passion.

2C Our business vision and model for Dalby Forest aligns directly to key government agendas and areas of public concern in many ways. For example, the three main aims of the 'Big Society' are localism, volunteerism, and support.

Big Society

(USA)  
- 7 men  
- 12/13

Localism - The directors of the business have lived locally all their working lives and localism is applied to all aspects of the business especially purchasing. For example, we sell Orange Mountain Bikes, the only bikes to be manufactured in Yorkshire. We already give preference to employees who live locally by offering each of them a free bike to ride to work, access to our 'Cycle to Work' scheme for discounted bikes and a generous employee discount scheme so they can be well equipped.

Volunteerism – With the agreement of the FC we would like to propose that a Dalby specific trail maintenance club is established along the lines of similar clubs such as the Hamsterley Trailblazers. Whilst we are happy to work with all volunteer clubs we think that the size and prominence of Dalby Forest is such that it deserves its own club that will undertake primarily trail maintenance and then trail building as required. We will support the club with gift vouchers for members and the use of vehicles, equipment and a meeting place. We have recently floated this idea on our Facebook page and had an excellent response from those mountain bikers wanting to 'put something back'. Again with FC agreement we would like to support the Friends of Dalby volunteer efforts and help them to increase the size of the group if appropriate. We also support and work with the local cycling clubs such as the Malton Wheelers, the Whitby Wheelers, Malton & District Cyclists, the North Yorkshire Moors Mountain Bike Orienteers and we support the 'Newbridge Park' project in Pickering.

Support – We have focused our charity support on the Scarborough & Ryedale Mountain Rescue Team and held a Mountain Bike Marathon event, based in Dalby Forest last year with the North Yorkshire Moors Mountain Bike Orienteers. Should we be successful in the bid for the Dalby Cycle Facility we would be able to do more for charity and would commit and prove via an 'open-book' policy that we would not profit from charity events on FC land. We encourage cycle advocacy and recently took a leading, local role in the 'Save Our Forests' campaign.

In the area of Climate Change, we would continue to be the 'greenest' business possible. As cyclists, we recycle extensively and we review our suppliers' green and recycling policies. We actively encourage cycling to work and our employees use our 'cycle to work' scheme to purchase cycles.

2D We would help to develop Dalby Forest and maximise the benefits for the local community and economy by:

- creating jobs for local workers
- creating work experience placements for local students
- increasing tourism to the forest, and thereby revenue, for the tourism industry in Ryedale
- reinvesting any profits in the local economy as a locally owned business
- attracting more visitors to the forest with multi-business offers and promotions and in particular, working with the FC on joint ventures
- increasing the range of cycling activities and expertise available in Dalby, which will also attract more visitors and income
- continuing our fund-raising support of local organisations and schools

### Question 3

Our business model for the Cycle Facility at Dalby Forest would be inclusive and would reach out to the under-represented groups by offering:

- Free guided rides each week for women only
- Free weekly guided ride for the over 50s
- Discounted bike hire for local residents of Ryedale
- Discounted hire of tricycles, quad cycles and cycle guides for disabled cyclists
- Discounted mini-bus transport from Pickering to and from the forest
- Discounted hire of electric cycles for local OAPs
- Provision of electric cycles for rehabilitation purposes and to encourage cycling amongst the least able
- A review of disabled access at the Low Dalby centre and implement recommendations with the FC's agreement.

### Question 4

We would seek to minimise any environmental impacts from our operations on the site by:

- Locally recycling our own waste ourselves – cardboard, paper, rubber and metal
- Our major supplier, Trek Bikes has a recycling program for carbon-fibre, rubber and cardboard
- Spot checking that existing litter bins around the facility are not full up and emptying where needed
- Supplying hire bikes with branded water bottles which would discourage users from using their own disposable drinks containers that then litter the forest
- Supplying hire bikes with saddle bags for the storage of energy bar type products and then their wrappers when they have been eaten.
- Through on-site and on-bike signage and other methods, encouraging hire bike users not to litter in the forest and asking other riders to pick up any litter they come across
- Encouraging our employees to ride to work through the 'Cycle To Work' scheme and generous staff discount scheme
- Using bio-degradable and/or recyclable products in our workshop such as oils, lubes and cleaners
- Only selling bio-degradable and/or recyclable products
- Through our customer contact program, encouraging customers to regularly service their bikes and equipment so they repair rather than replace
- Bulk purchasing from local suppliers in order to reduce shipping miles
- Promotion of the National Parks' Moors Bus service to customers
- As part of the bike centre contract, it would be our duty to manage the bike washing facility and ensure safe disposal of any waste.

### Question 5

We currently have a range of risk assessments in place to cover work experience placements, workshop operations, guided rides, bike hire, cycle skills sessions and vehicle operation.

Big Bear Bikes operates within its own health and safety policy and holds public and employee liability insurances. To date, no incidents or claims have arisen.

We are happy to provide further details if required at Stage 2 of the tender process.

In summary, our vision and goals are aligned with the strategic goals of the Forestry Commission which include the use of forests for tourism, health and wellbeing, social inclusion, employment and education.

We are happy to borrow the mission statement from our lead supplier, Trek Bikes – “Help the world use the bicycle as a simple solution to complex problems. The bicycle is the most efficient form of human transportation. It can combat climate change, ease urban congestion, and build human fitness. It brings us together, yet allows us to escape and it takes us to places we would never see any other way. We believe in bikes.”

David & Jane Beeley  
Directors  
Big Bear Bikes Limited  
13<sup>th</sup> January 2012

## About your business

Please tell us about your business.

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If applicable, address of Registered Office	13 Yorkersgate, Malton, YO17 7AA
Nature of Organisation (eg Plc, Partnership etc)	Limited Company
Number of employees	5
Length of time Organisation has been operating	Three years
Company Registration Number (or alternative EU registration number)	07437661
VAT Registration Number (or alternative EU registration number)	944 0542 34