01

A presentation explaining the development of Mountain Biking and events in Neath port Talbot

Mountain Bike Events



02

INTRODUCTION

Why mountain biking?

Organising a successful event

Opportunities for students

Mark Napieralla

Previous Manager at Sports Development service in Neath Port Talbot. Physical Activity Sport Service (PASS)

Welsh / British Cycling

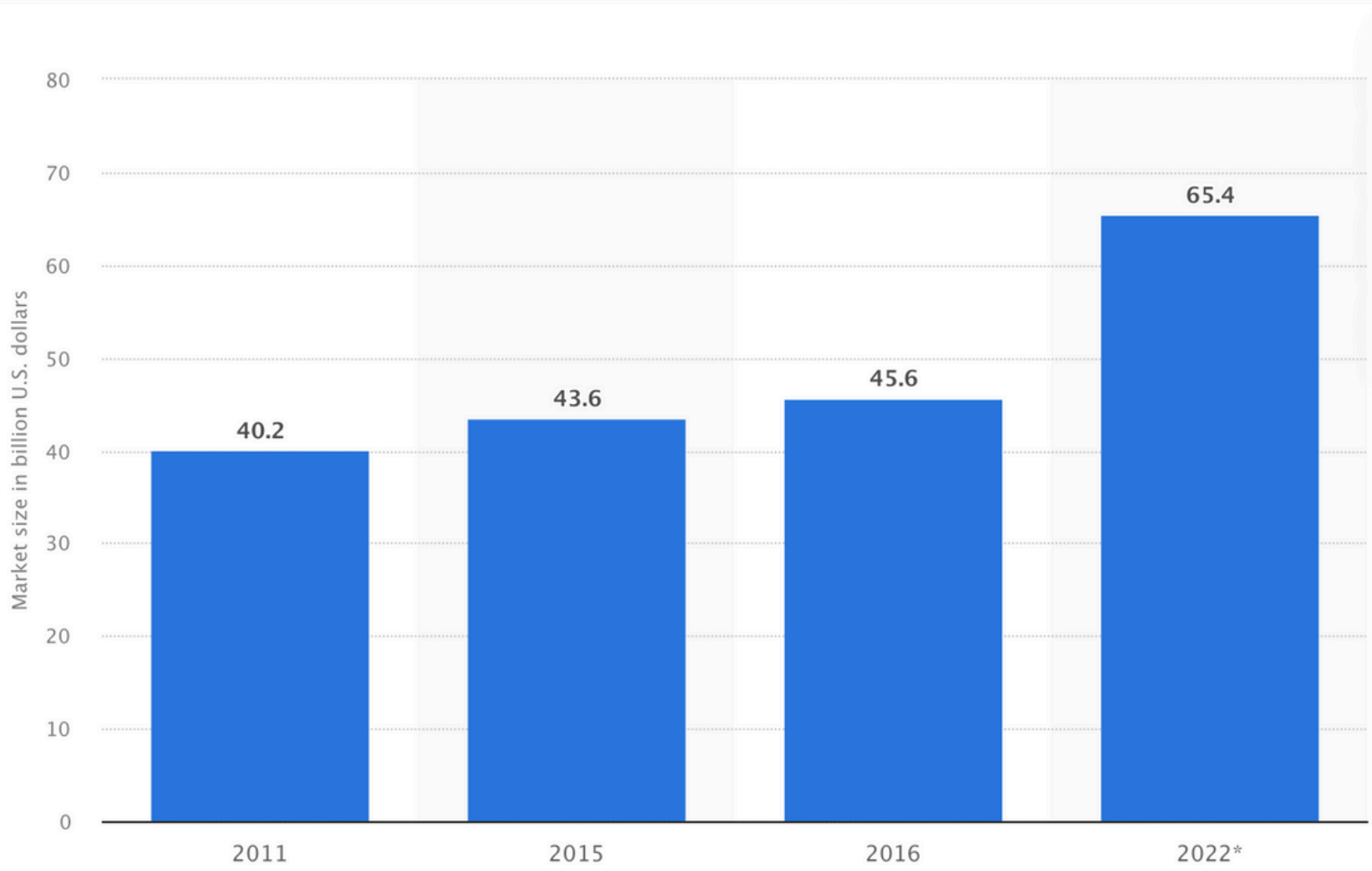
The national governing body for the sport in Wales and UK wide

Margam Mountain Bike Club

A community mountain bike club set up as a result of a mountain bike development plan

Global bicycle market size from 2011 to 2022

(in billion U.S. dollars)

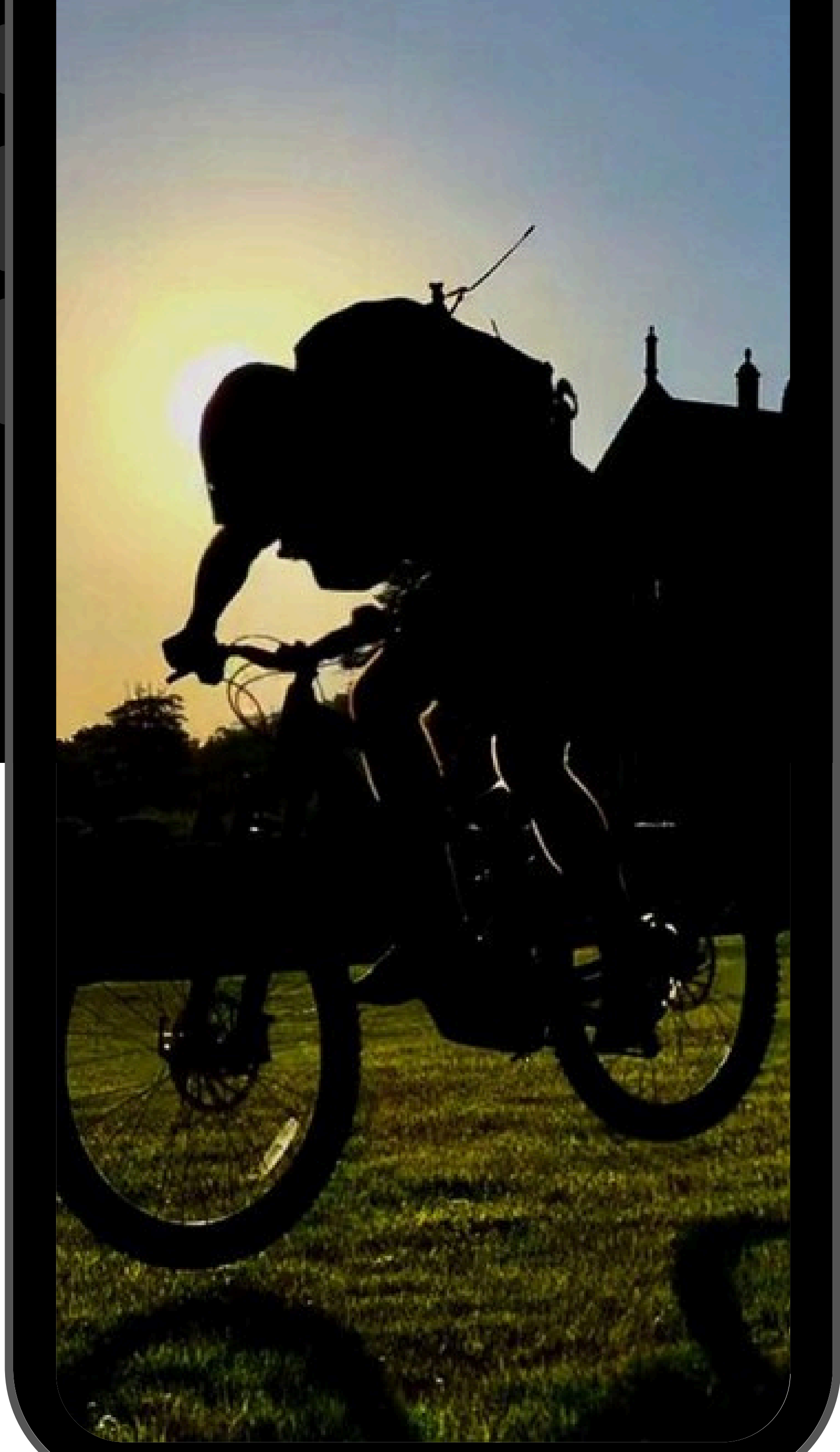


Details: Worldwide; Various sources

© Statista 2022

03 MTB

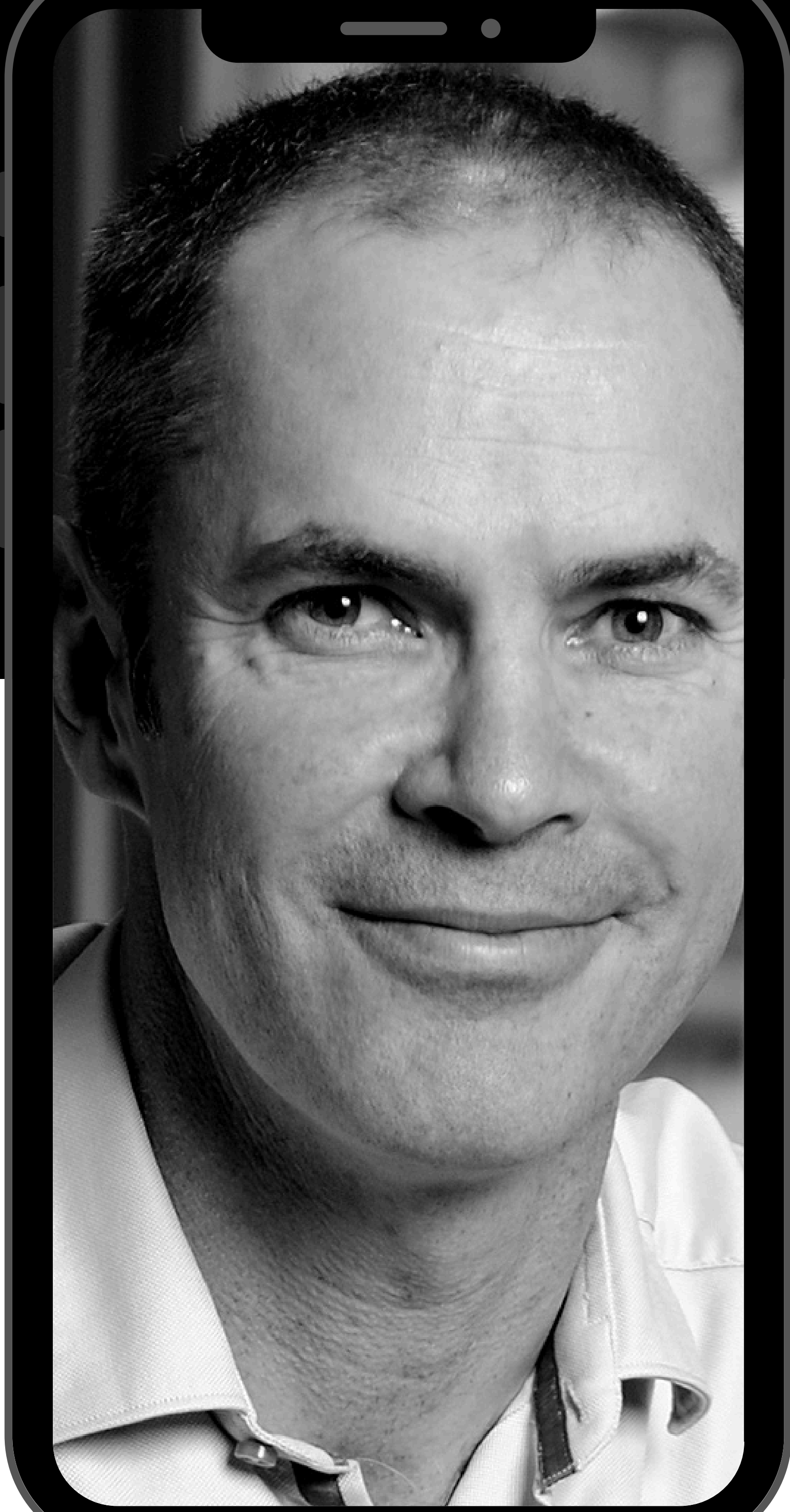
There has been a surge in bicycle sales in the last 6 years. EMTB has brought new people to the sport and returned previous participants.



The rise of MTB

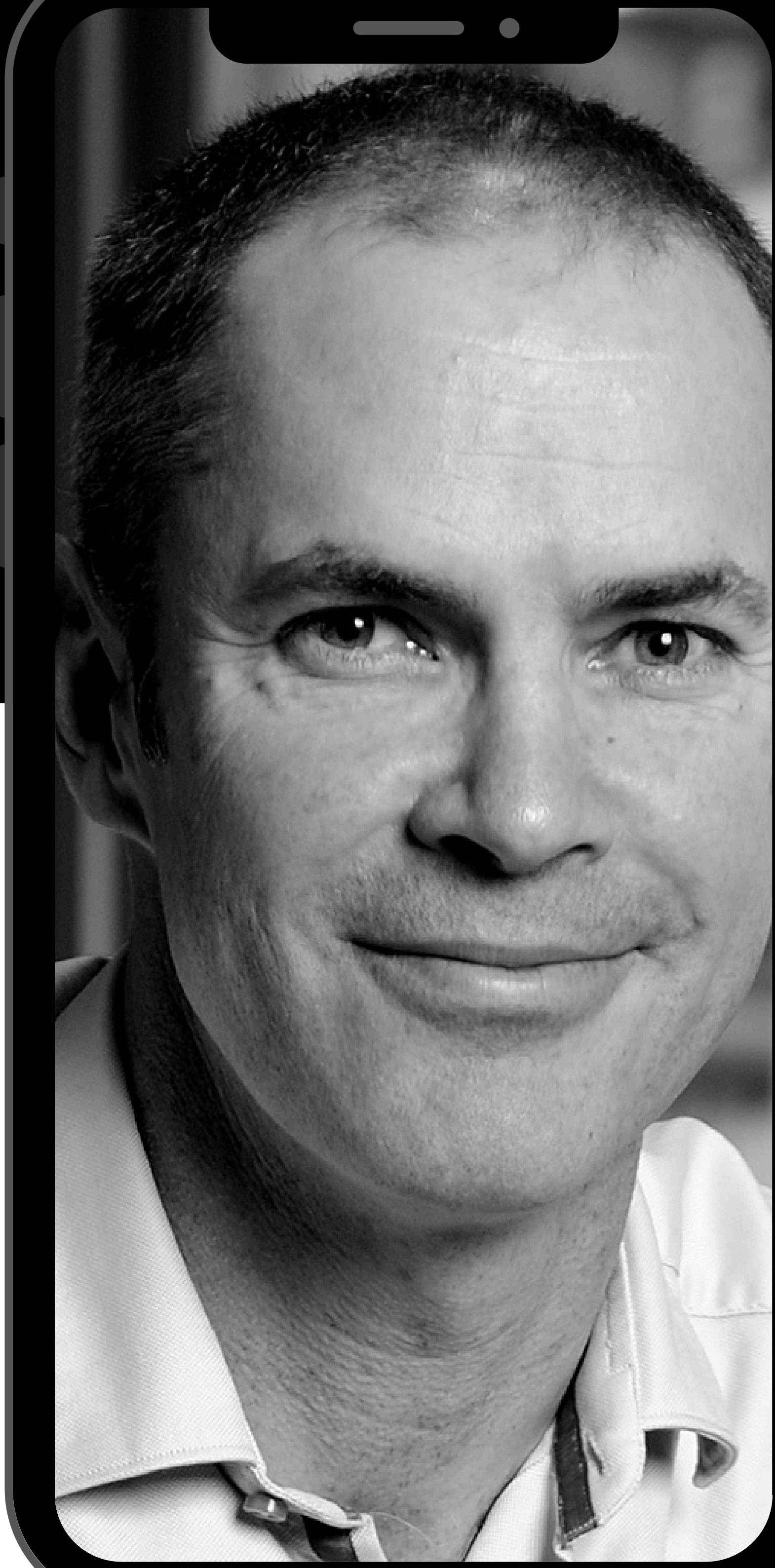
'Mountain Bikes are the most popular style of bike, receiving a whopping 2.4 million online searches a year' (Tredz, 2022)

04



05

Do you know who this is?



Nando's

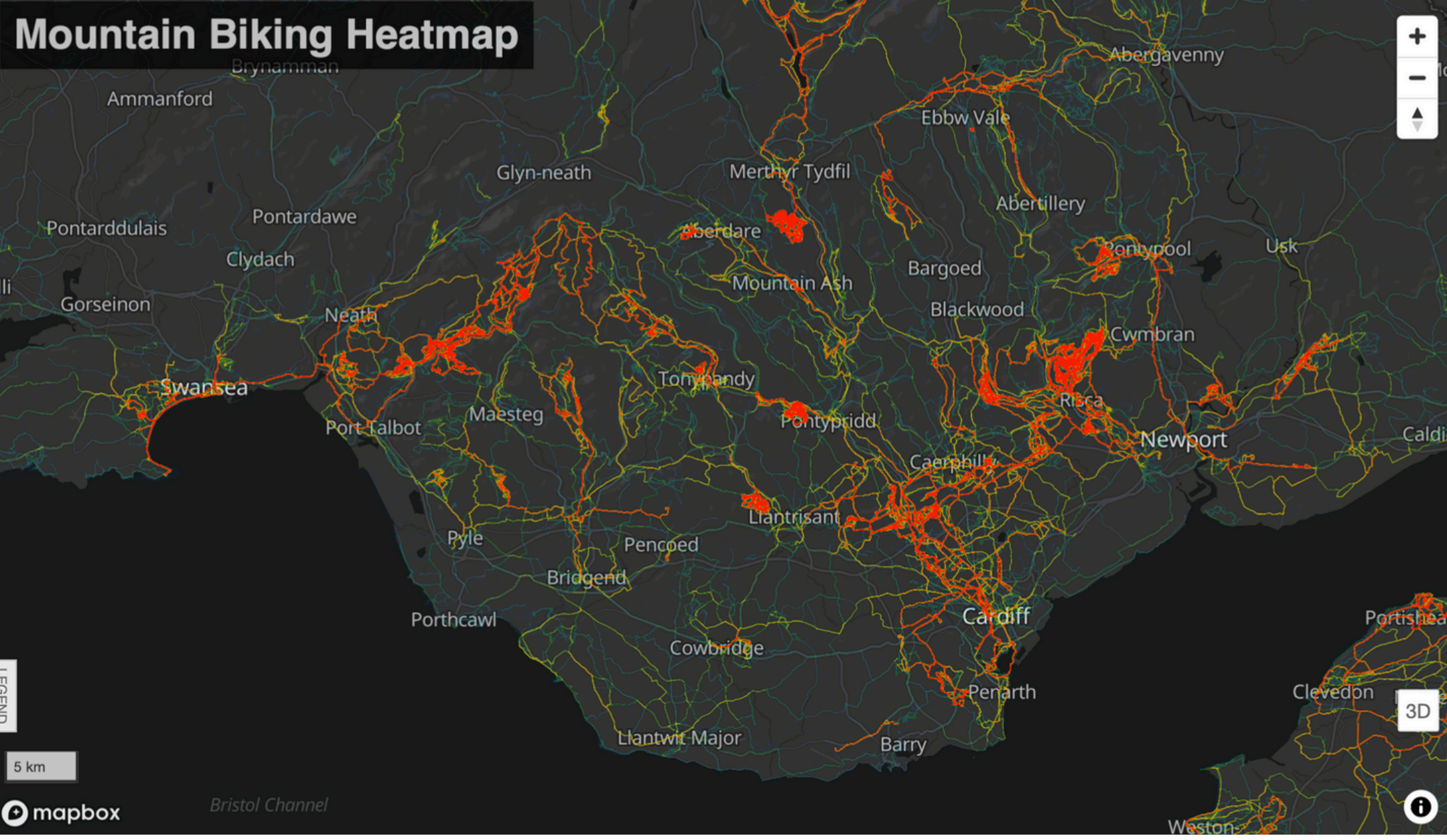
Richard Enthoven

06

Woolfenden Report 1960- Wales has:



"long and beautiful coastlines, mountains / hills- these are more used by the population of England. There is much needed development for local youths in Wales to make use of natural resources" (wolfenden, J. 1960)



07

MTB IN SOUTH WALES

This heat map from trail forks shows mountain bike usuage accross South Wales.

Many people travel to Neath Port Talbot to take part in this sport, the aim is to offer local people more opportuntiies and create events to build a competitive pathway in XC MTB





A PROJECT TO GROW MTB

A project was set up to grow mountain biking in Neath port Talbot

Balance biking learn to ride

3-5 year olds school and community based

5-7 year old sessions learning to pedal

7-16 MTB

Taster sessions with schools & specific groups holiday camps and a community MTB Club

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16 + MTB and EMTB

Taster sessions, female only sessions, family rides, adults attending community club, events, re - establish trails in Margam

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MTB VENUE: MARGAM COUNTRY PARK

The NPT Sports development team relocated to the park, a trail had been established for a world cup event but had been closed to the public, storage available for bikes, outdoor activities already being delivered, Margam Forestry with miles of trails linking to Afan.

View Promo Video



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1ST MTB EVENT

Dirt Crit

A small Cross Country (XC) event to encourage local riders to compete

The route

A small 5 km loop that is lapped 7 times

View video



11 Partnership and links

To create bigger and better events collaboration is needed. A partnership was developed between Welsh / British cycling, Margam Country Park and the Margam MTB community club / PASS NPT

HOW DO THEY ADD VALUE?

The link with BC brought with it a number of added benefits to take events to the next level:

1- Support before the event:

Insurance / risk assessment / online event registration tool / promotion / ranking points / championship status

2- Support during the event:

Commissaire / Start and finish line / timing / medals / sponsored tapes / media coverage

Su hwr rece (22 40km loop)

Sponsored by tredz online bike experts

MTB MARATHON WELSH CHAMPS 2022



Margam 40KM Half Marathon

A TIMED RECREATIONAL RIDE FOR RIDERS 14+ INCLUDING EMTB + MTB+GRAVEL BIKES

Sponsored by tredz online bike experts



Experience this breathtaking 40km loop in a timed recreational race around legendary Welsh cross country terrain and trails

Sponsorship

A headline sponsor can bring a number of benefits including money, prizes, exposure and support on the day- (demo bikes, mechanics, products to purchase)

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tredz® bikes

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APPROVAL FOR THE EVENT

PRE EVENT PLANNING AND PREEPERATION

ON THE DAY SET UP, ORGANISATION AND MANAGEMENT

POST EVENT CLEAN UP AND EVALUATION

Creating a successful event

A number of steps must be followed to create a successful event

Event Approval 15

A number of different tasks are needed to be completed and signed off before the event can be approved

SAG- Safety advisory group- The group will need their offical paperwork to be filled out wand in addition an event plan, risk assessment, traffic plan, counter terrorism plan and approval from the venue

Welsh cycling / British Cycling- They will need to see the event plan, proposed route and will require their own risk assessment

Sports development- Confirm that staff can support the event, ensure there are enough volunteers / marshalls available, staff briefing to update them on the event.

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Event Plan

GENERAL INFORMATION

DATE, VENUE,TIME

Who are the organisers, what are the responsibilities? Numbers attending, parking, catering, toilets

HEALTH AND SAFTEY

Risk assessment, traffic plan, counter terrorism, route plan and staffing

REGISTRATION OF EVENT

How will it be registered? Insurance, participant sign up, costs

PRE POST EVENT

Set up and take down information, roles and responsibilities, route sweep / clean, start/ finish arrangements.



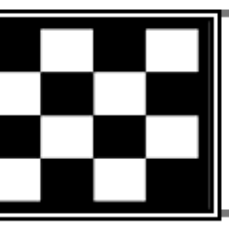
Start Area

Will be positioned at the end of the ockdown trail. There is a big grass area to use. Sign in desk under Gazebo next to Welsh Cycling Gazebo. There will be some turns to reduce speed and keep riders in the area for longer.

Riders colliding with other riders
Riders colliding with spectators

Sufficient space allowed/uphi
Crowd barriers to be used

Level of Risk			At Risk	
High	Medium	Low	Competitors	Officials
●	●	●	●	●



Finish Area

The finish area should be appropriate for the speed of the riders entering the area and the size of the event and completely cordoned off from spectators

As start area

As start area

Level of Risk			At Risk	
High	Medium	Low	Competitors	Officials
●	●	●	●	●

MP1

Marshal Point

Gate at Go Ape

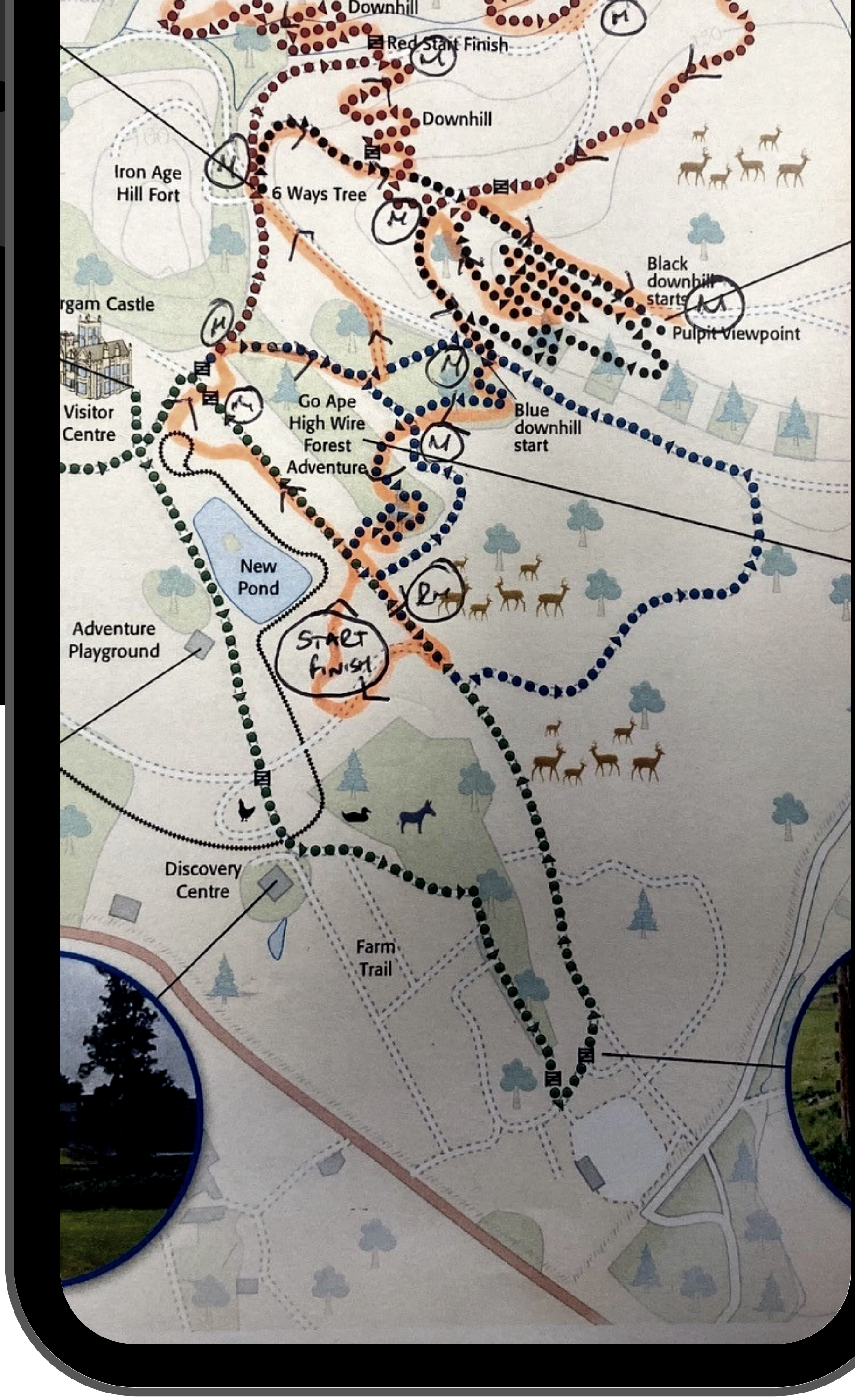
Low

Competitiors and public, pote
so marchall will point public a
the right direction

Level of Risk			At Risk	
High	Medium	Low	Competitors	Officials

RISK ASSESSMENT

Completing a risk assessment is essential, it will ensure the event is safe, that risks are highlighted and control measures are in place.



Staff Plan and Marshalls

Marshalls are needed at changes of direction, where the public may meet riders and at technical / dangerous sections

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MARKETING





A targeted paid campaign

To increase sign up a £250 advert through facebook was organised. This included a targeted campaign running a sponsored post for 4 weeks targeting a specific demographic:

Male / female, 18-70 years old, interested in MTB, OAA activities, UK wide.

facebook



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EVENT WEEKEND

Event - 1 day

Course set up

Meet BC / WC staff- Route approval / changes / start finish organisation
Feed station / technical area / signage / registration sheets / plan for marshalls / event box (stuff)



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EVENT WEEKEND

On the day

Course Check

Meet BC / WC staff- Organise start / finish set up, marshall and staff meeting, parking, event sign in, music, compere, timing chips and equipment, first aid, communications, start & finish, medal ceremony, pack away



EVENT WEEKEND

After event - clean up

Course Check - clear any rubbish / tapes / inspection

Update results, press release, social media, debrief, organise equipment and store for next event, return any items



The Future

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The aim is to run national events well in order to attract a european / world championship event at Margam Park. EMTB- Possible parrarel races, lots to consider



Success

BRITISH SERIES 2025

BRITISH CAHMPIONSHIPS 2026

EUROPEAN CHAMPS 2027 TBC!



Opportunity For students

Support the delivery of the British Cycling XC series 2025- Benefits- hands on experience, experience the event, free entry to Margam Country Park, Event Marshall role CV



THE COMMITMENT

1 or 2 days Marshalling at the event
Date- TBC- April 2025

Sign up - email me @ manapieralla@cardiffmet.ac.uk