

# CASE STUDY



## PUBLIC ENGAGEMENT:

The Mountain Bike Centre of Scotland is Scotland's national centre for mountain biking innovation and excellence. From our base in the Scottish Borders, we undertake

- market research
- product development
- knowledge transfer
- product testing
- product launches

We encourage knowledge transfer and public engagement by hosting a series of free public lectures on a variety of mountain bike related topics.

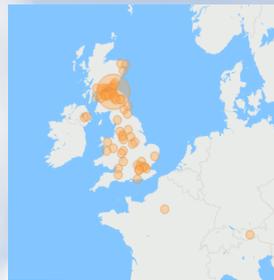


Throughout the lecture series there has been a wide variety of topics discussed. From cycling suspension to cycling nutrition, preparing the body for endurance to training the mind.

These lectures were delivered by a range of experts including:

- Ruth McKean BSc, MSc, PgDip RD
- Reynaldo Ilagan, Senior Product Manager Merida
- Dr Geraint Florida-James lead academic at the Mountain Bike Centre of Scotland, a reader at Edinburgh Napier University

## OUTCOME:



Beginning with our first free public lecture in December 2014, right through until the most recent in March 2016, we have presented eight lectures and have welcomed 417 people through the doors of the Mountain Bike Centre of

Scotland. These attendees have come from as far afield as France and Austria and from all over the UK., illustrated in the map above.

Here's what some of our attendees thought :

*"I really enjoyed the talk tonight, it was great, thanks for all the advice. Next years Enduro training will be so much better now I understand the foundations for a great training plan. Hope to make all future talks you have planned."*

Chris French 12.12.14

*"Extremely informational and insightful talk tonight. Have gained quite a few pointers in getting my fitness back up without overdoing myself. Geraint knows his game. Thanks to all for putting this on."*

David Lloyd Hudson 2.3.16

### **Danny Cowe, Business Development Executive**

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