

CASE STUDY



THE COMPANY:

TweedLove is an annual, two-week bike festival organised by event management company Hillside Outside Ltd.



For the past two years, TweedLove has hosted the UK round of the Enduro World Series—an international event bringing elite riders from across the globe to the world famous mountain biking trails of the Tweed Valley.

SUPPORT ACCESSED:

With the help of Mountain Bike Centre of Scotland, TweedLove secured a 6-month student placement through Edinburgh Napier University. The student, Rhian Anthony, was in the third year of the BA Hons degree in 'Festival and Event Management and Marketing Management'.

"We've been very lucky to have Rhian working on placement with us. Within days it felt as if she was an established part of the team and she immediately started working fast and efficiently on the (pretty massive) list of jobs we gave her. This has been a big help for us – not only do we not have to worry about giving work to Rhian, she actively problem solves and thinks things through using her own initiative. She's a great advertisement for the course she's doing, and is exactly the sort of person we would look for to join our team. Thanks Rhian, and thanks Edinburgh Napier University!"

- Neil Dalgleish, Director, TweedLove



"My placement is already providing me with an awesome foundation on which to build my future career in events. The support I am given by everyone in the TweedLove team is great, and I love that I am entrusted with so much responsibility. I have found that I learn best by being thrown in at the deep end, which is a regular occurrence at TweedLove, it's a perfect fit!"

- Rhian Anthony,

BA Hons student, Edinburgh Napier University

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 support businesses of all sizes in developing world-class mountain biking products and services.

Danny Cowe, Business Development Executive

Mountain Bike Centre of Scotland, Peel Tower,
Glentworth, EH45 8NB

Tel: 01721 722 172, Email: mtb@napier.ac.uk

