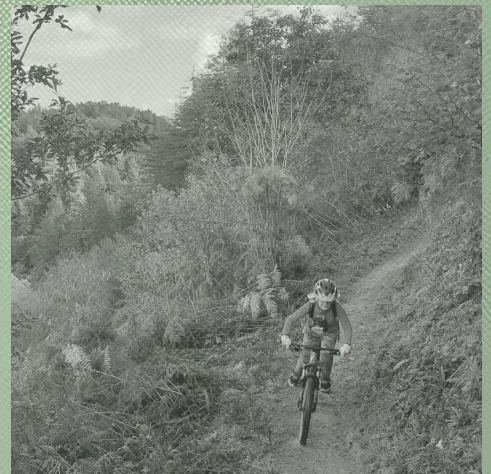




Trail Pot

National Mountain Biking Development Fund



The Trail Pot. Supporting the grassroots

The Trail Pot is a charity dedicated to developing, supporting and improving grassroots mountain biking.

As the only national charity in the United Kingdom supporting the development of mountain biking at the foundational level - the trail groups, volunteers and local organisations who make up the mountain biking community - we need the support of the entire community to make it work.

Over the next year we're filling the pot, raising as much money as we can to be able to begin looking at reinvestment at the grassroots.

And we're looking at where that foundation exists: where the people, and the passion is to drive mountain biking forward and promote the brilliance that we know is there at the very heart of this amazing community.

We just need you.



How it works

In very simple terms, we intend to raise a lot of money, then give it back to local projects.

And we've worked out a model to do that.

As SMEs (LBS, coaches, guides, cafes and similar) get behind us as Trail Pot supporters, we'll record which region's projects they're supporting.

Then, if 8% of our Trail Pot supporters are from Anglia, 8% of the overall pot each cycle will be allocated to Anglia. (We recognise that some mountain biking hotspots don't easily sit in a region - get in touch about your location if you're unsure).

Because the pot will be filled by others too - like big businesses and general donations - there will always be a good sized pot to share back.

This will allow us to equitably support projects when we're investing.

In simple terms, the more support there is for the Trail Pot from a region, the more of a share of the pot that region will get, but **every one** benefits from a bigger pot.

Our regions are:

- North West (Cumbria, Lancashire, Manchester, Cheshire and Merseyside)
- North East (Northumberland, Teesside, Durham, Newcastle area)
- Yorkshire and Humber (North Yorkshire, West Yorkshire, East Yorkshire, South Yorkshire)
- West Midlands (Shropshire, Staffordshire, Hereford and Worcestershire, Warwickshire, Birmingham area)
- East Midlands (Derbyshire, Nottinghamshire, Lincolnshire, Leicestershire, Northamptonshire)
- Anglia (Norfolk, Suffolk, Essex, Cambridgeshire, Bedfordshire, Hertfordshire)
- South West (Cornwall, Devon, Somerset, Bristol area, Wiltshire, Dorset, Gloucestershire)
- South East (Buckinghamshire, Oxfordshire, Berkshire, Hampshire, Surrey, West Sussex, East Sussex, Kent)
- Wales
- Scotland
- Northern Ireland

Even if just 1% of our support comes from one of the regions, there'll still be a significant pot of money to go around; 1% of £20,000 is still £200, and that's enough to buy a set of tools, or a web domain and insurance to help grow a grassroots trail group. Let's raise loads more.

Grassroots support = grassroots development.

We just need to fill the pot, and that's our focus for the next year.





Our reinvestment

Fund raising will be a continuous process; however the reinvestment will follow a regular yearly cycle.

Phase one - Raise funds

Phase two - Open applications window

Phase three - Shortlist applications

Phase four - Select and score applications

Phase five - Allocate funds

As a registered charity we're bound by rules governing how cash can be raised and must be reinvested. These are

1. **Core values and aims:** Beneficiaries or activities must demonstrate close alignment with the Trail Pot's aim and core values.
2. **Community Needs:** All projects must identify the needs and priorities of the local or target mountain biking communities within their bids.
3. **Impact and Sustainability:** Beneficiaries or activities will be chosen that can create a lasting positive effect on the community, environment, or mountain biking infrastructure.
4. **Clearly deliverable:** All bids should have clearly defined project milestones and resources in place to deliver them, alongside the planned mitigation of principal risks.
5. **Partnerships and additionality:** Bids that lever in other resources to increase the potential impact of any programme - including collaboration with local clubs, associations and entities - will be viewed more favourably..
6. **Environmental Stewardship:** Projects that promote responsible trail building and maintenance, as well as environmental conservation practices, will be prioritised. This helps ensure the sustainability of mountain biking trails and preserves natural habitats.
7. **Community reputation enhancement:** Projects which actively improve the reputation of mountain biking will be supported. A key element of the Trail Pot is improved image for the sport.
8. **Innovation and Creativity:** We will be open to supporting innovative and creative projects that have the potential to positively disrupt the status quo and bring new ideas to the mountain biking community.
9. **Transparency and Accountability:** In order to ensure that the Trail Pot's decision-making process is transparent and accountable, all bids will need to comply with a number of key housekeeping principles, including, an 'official' bank account being in place and (where relevant) written landowner permission available.
10. **Inclusivity and Diversity:** We will prioritise projects that promote inclusivity and diversity within the mountain biking community. We will support activities that aim to involve people from different backgrounds, ages, genders, and abilities.

All bids will follow the same application process to ensure fairness and transparency to all applicants.

Scoring will be undertaken independently by all trustees prior to final decisions being made.

Trustees will also seek to provide feedback on all applications into the Trail Pot where possible.



What's in it for you?

We realise we're asking you to support something that has never been done before and doing so requires a level of faith in the project overall.

And it's completely fair to want to know the benefits it will bring to you.

Aside from the knowledge that your support is playing a direct role in developing grassroots mountain biking activity, there are a number of other advantages to supporting The Trail Pot.

Your business' **support of a charity is something you should proudly shout about**. There's a growing awareness in the mountain biking community of the need to put something back. Getting behind The Trail Pot is a simple way of doing that.

By supporting The Trail Pot, you'll build your **brand identity and recognition**, and position it you as reliable and ethical. It's a great way to **differentiate you from your competitors** - a real mark of your ethics. We'll support you on this through our channels too.

By involving your customers in your charitable work, you can **build stronger relationships** and **attract new business**, and who's employees wouldn't want to be involved in putting something back?

You might be **eligible for tax relief** by supporting the Trail Pot - talk to your accountant about the huge benefits available.

Incorporating fundraising into your sales strategy can help build brand loyalty, and get people through the door.

And of course, supporting a charity demonstrates a business's social responsibility.





Work in the industry?

We need your help.

As a leader in the mountain biking industry, you have the power to shape its future. The Trail Pot—the UK's only registered mountain biking charity—is dedicated to growing the sport from the grassroots up. But we can't do it without your support.

By backing The Trail Pot, you're not just contributing to mountain biking—you're meeting your corporate social responsibility goals, potentially gaining tax benefits, and making a lasting impact on the sport's future.

We'd love for you to be part of this movement.

In return, we'll proudly highlight your support across our platforms, while you'll know you're playing a key role in developing the next generation of mountain bikers.

Will you help fill The Trail Pot?

We're aiming to raise £20,000 this year, and every contribution helps. Get in touch to explore how you can support, or donate today.



LBS? Cafe? Coach? Guide?

We want you to make The Trail Pot your company's supported charity.

The Trail Pot exists to improve mountain biking at the grassroots. It is the only national charity in the United Kingdom dedicated to supporting the development of mountain biking at the foundational level - the trail groups, volunteers and local organisations who make up the mountain biking community across the country.

With your support, we can begin to change mountain biking for the better from the ground up.

And you can play a vital role.

Companies like yours are the heartbeat of the riding communities they serve and support.

You're the eyes and ears of what is going on, and so you have a unique insight into what they need to develop.

As a supporter, you'll shape how The Trail Pot is used to develop mountain biking in the UK. Your influence over the pot will help us to share the pot out where it is needed.

And it won't cost you a penny. You might add 50p to your service charges. You could have a collection pot. You could round the pound up on the till. Whatever you do will help.

And we're a registered charity, so it'll help you too.

So get in touch and play a part in developing mountain biking at the grassroots.



Trail Association? Advocacy Group?

The Trail Pot offers new funding to support, expand, or create trail infrastructure, even if you already have resources. Our focus on grassroots mountain biking, sustainability, and inclusivity likely aligns with your goals.

The clear application process lets you plan confidently, with funds distributed regionally based on local support. Collaborating with other groups can boost your chances, and the annual funding cycle provides consistent, long-term support.

The Trail Pot raises your visibility in the mountain biking community, attracting more volunteers and donors. Even if you're not selected, feedback helps improve future applications.

You can use The Trail Pot alongside your current fundraising efforts, giving you a broader, stronger financial base. It's a valuable resource for groups looking to expand their impact.

Overall, The Trail Pot is designed to complement, not compete with, local initiatives. It aims to pool resources from across the mountain biking community, enabling larger collective impact. This could help fund projects that might be beyond the reach of local fundraising alone.

You don't have to choose between The Trail Pot and your own fundraising. By continuing your local efforts while applying for support from The Trail Pot, you can amplify the impact of your work. The national scope of The Trail Pot can also attract new donors—businesses and individuals who might not have been aware of your local project but are willing to contribute to a broader cause.

In essence, The Trail Pot can strengthen your fundraising by bringing in additional resources and new supporters, enhancing rather than replacing what you're already doing locally.

We can't wait to begin reinvesting.





Why us?

Who's the team behind The Trail Pot? Our Trustees are drawn from a mix of mountain biking, charitable and business backgrounds to ensure an informed and experienced governance of the charity.



Chris Maloney - Founder

An award winning campaigner, fundraiser, mountain biking ambassador and leader. Chris has been involved in mountain biking development for over 15 years. He set up Keeper of the Peak, and has been involved with Peak District MTB for the past decade, and as Chair for the last two. He was instrumental in raising funds to protect Cut Gate path and is dedicated to opening greater access for riders.

Chris brings a wealth of professional experience to The Trail Pot, with 20 years of working in communications in FTSE 100 companies. Based in Sheffield, he continues to champion the mountain biking community passionately.

Chris Heseltine-James - Trustee

Chris has extensive experience as a mountain biking coach, guide and leader. He's been a brand ambassador for a range of MTB companies and has been involved in mountain biking volunteering alongside his professional activities. Chris's extensive experience in local social government gives him a unique insight into developing and supporting communities and his skills in photography and videography, as well as marketing and production are invaluable to us. Nottinghamshire based.

Iain Thomson - Trustee

A skilled business leader, experienced charity founder and consultant, Iain's experience in developing organisations from the first seeds of an idea makes him an ideal trustee and counsel for the The Trail Pot. His over 20 years of working in local government, regional development and business consultancy give him a informed and experienced view of how to make the Trail Pot work. Hertfordshire based.

Richard Maloney - Trustee

A lawyer with over 25 years experience working in a multinational organisations, Richard's expertise, counsel and guidance is an essential contribution to the Trail Pot's Board of Trustees.



Who? What? When? Why? How?

Why shouldn't I just donate money directly to my local project?

The Trail Pot is a registered charity, so any money you donate benefits from tax benefits if you're a business, Gift Aid if you're an individual, plus, we can top things up with grants and charitable funds from elsewhere.

How do I become a supporter?

Just get in touch using the form on our site. All we ask is that to be a supporter as an LBS, coach or similar, you contribute a minimum threshold of £350 a year to the pot - how you do that is up to you.

Why £350?

The Trail Pot is about the local community. The LBSs, coaches, cafes and guides. Our supporters determine where the money is reinvested. But it has to be equitable. Six supporters contributing £5 shouldn't have more of an influence than one contributing £500. Talking to a few LBSs, £350 feels about right as a threshold to become a supporter.





Trail

National Mountain Biking



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