

trade^{and}industry

for all retailers & suppliers in hike & bike & travel & tourism

37th YEAR

a KSA business to business publication telephone: 0191 488 1947 e-mail: office@tradeandindustry.net December . 2017

NOT FOR THE FIRST TIME

Councils' myopia damages businesses

8,000,000 parking penalties are issued annually

In a street near you someone has just been hit with a penalty imposed by the local council: all that Customer wanted to do was enjoy a bit of shopping with you. The town hall has done a great job hiking business rates and if that's not enough of a hurdle in business then they are doing a very good job making customers jump through hoops on the way to your door. Rising input costs are already driving some businesses to below the Plimsoll line which makes the long stroll of the parking ticket plasterer salt in the wounds for Traders who are striving to keep town centres a good place to visit. Small retailers have more than enough to worry about without customers being put off from coming to town and being hit with a parking fine: it certainly means council parking regimes are stifling small businesses. "Councils are cutting their noses off to spite their faces when they try to fill revenue gaps with parking charges. They would do far more to boost local growth, their own coffers too, if they were to take a more generous approach to parking around local high streets" says Mike Cherry, the Federation of Small Businesses national chairman. "We know that introducing permanent short-stay free parking provides a huge shot in the arm for town centres. Doing so brings in shoppers and new businesses alike."

He was responding to new figures from the RAC Foundation which show that 8,000,000 local authority parking penalties are being issued annually across England and Wales, "Local authorities should put more time and energy into supporting the small business community and focus less on parking restrictions that damage growth in the long-term" he adds.

Just how off-putting their going to town is for the average shopper is demonstrated in the RAC Foundation's report called *Automated Road Traffic Enforcement: the Regulation, Governance and Use*, delivered in October. You can check how far up the league of downright shoddy Council rip-offs that your area suffers by turning to pages 35-40 of the RAC Foundation investigations and report. There is a lot more in this publication which shows that travel how you will, unless it is with the Alibaba Flying Rug Services then Authorities are setting up schemes to watch you, get you, fine you and stop you and your Customers doing almost anything except contribute to the Council Coffers.

On again reading this Report I couldn't find one mention of a fine for being in charge of a cargo-bike or bicycle . . . but perhaps I ought not really have mentioned that, seeing it will probably be picked up and used by Councils as just another stick to beat us all with . . . **Peter rl**

trade^{and}industry
news, views and reports brought to you by The Reliablys & their Helpers

this time featuring -

"what a Swedish brand does for the planet"

"changing the habits of a lifetime"

"EU sees Complaint on Chines e-bikes"

"who did best in rural enterprises"

"ninety nights testing the water"

"where to Show-go at start of 2018"

there's **more** to it, of course! read on . .

beingTHERE

events rolling from January
- bringing you opportunity to profit



part of a mix to help you plan for the 2018 season



people will be putting temptation your way

open air is so very good for you!

a must for family well-being

New analysis of existing data from Defra and Natural England and also with Fields in Trust

has recognised there is a valuable link between an individual's use of parks and green spaces to an improvement in health and their general health along with their life satisfaction, sense of worth, happiness and anxiety. On average, the more frequently park or green space trips are made is the higher an individual's well-being extends, visiting a local park or green space at least once a week brings most of the health and well-being benefits. There's a recommendation for parks and green space: if it is 'Five a day' for fruit and veg then it is 'Once a week' for parks, at least, reckons Fields in Trust. That has become the new operating name for the National Playing Fields Association, who have helped whole communities enjoy open air parks since being established in 1925 by King George V. Today the Trust's Patron is HM The Queen, with it's President being HRH The Duke of Cambridge.



"Fields in Trust really is a cause that is very close to my family's heart"

Royal Support



The new analysis shows there is great importance with parks and green spaces as venues for community connections - park usage helps reduce the risk of loneliness and open green green spaces are particularly important to families, who are twice as likely to be users than others. Now the creation of a "Parks Action Group" is a Government response following the Department for Communities and Local Government Select Committee Inquiry into the Future of Public Parks.

Parks and Green Spaces Minister, Marcus Jones MP, Parliamentary Under-Secretary of State, Minister for Local Government announced the creation of this advisory panel. It is chaired by the Minister and encompasses green space organisations tasked with applying their expertise to inform and involve a new cross-departmental group of government departments. This will be seen as the UK's parks face such dramatic reductions in funding for upkeep and maintenance and threats

from those people all looking to concrete over and build on the Nation's front lawns and green spaces. At the present time there are 2,600 of these vital lungs receiving recognition and help from Fields in Trust.

It's timely attention from a Cabinet Minister seeing how the UK's parks face dramatic reductions in funding for upkeep and maintenance. The vital role of local parks and green spaces, for play, for relaxation or for sport is identified as a growing concern in the face of mooted closures and land sell-off at the country's time of austerity measures. Opinion and support from all quarters such as Defra, Fields in Trust and the new Parks Action Group must spearhead the countrywide need to help ensure parks and green open spaces are protected from closure or the too-close attention of building developers. Because if not, when it's gone - it's gone!

The Minister's announcement came as the national vote organised by FIT was being rolled out: in the end it was accolades all round for Blackpool's Stanley Park, present when the winners of UK's Best Park 2017 were declared at an Awards evening at Lord's Cricket Ground on November 29. The hope from us here at **tradeandindustry** is that if a Park near you is threatened, then raise Kane, or maybe Cain!

Peter rl

not just another New Year

we're sincerely hoping You & Yours will have a good 'un

In remembering those times when Eurosport's ace bike race commentator David Duffield told us "nothing's over till the fat lady sings" - mostly after someone had escaped from the peleton, then that is how it felt to hear news of a Friday dawn flight to the North Sea Low Countries. Already that day BBC Radio 4's *Farming Today* had talked about the UK's post-Brexit Borders: but I reckon that if they turn out to be anything like the Scottish Borders then you will find them delightful and welcoming: but don't tell Brussels. Sprouts of new Trade growth are what people have been talking about so far, just wait a day or two (*a week at the most*) and it'll all change, you can bet. So let's hope green shoots won't get trampled on and the Brit Nation can settle down for a run of resounding New Year celebrations more or less forever and *better* than this 2017 on the wane. If it wasn't for politicians we'd all be happier!

have a good 'un is our Seasonal wish for You & Yours - and for much more than just the moment.

I'll even wish happiness on those doing the sort of job that louses up the good of the place and brings angst. People can change when they see a smile . . . so let's all smile. And do it together!

I guess some will say we couldn't do better for 2018 than we did, but let's still see what can change - opportunities are there for the taking, the bottom line includes a bright, happy and busy life supping from a more than half-full cup. Happily, we're a business sector based on people doing happy things and being there . . . our present to the future is what gives our presence real meaning.

That is the thinking as The Reliables put their style of reporting onto the pages of *tradeandindustry* - promoting the realities that make up the bike, hike, travel and the tourism wayof life. So many Trade facets, going the one direction towards helping people travel safe, and be happy and healthy, too. The stuff Retailers sell gets mixed with fresh air, sun, wind, even rain or the white stuff, uphill, down dale. No *Terms & Conditions* apply other than our responsibility to Customers and the Planet

and our integrity. The *Clause One* of that responsibility is to make sure people are happy with their lot and that the stuff from us all is fit for purpose and doesn't louse up things for anyone or anything, anywhere.

This summer we spent time meeting people who bike and hike for a holiday or for their weekend break, we found things were not always as they could and should be: our ninety day survey brought surprises never appreciated as being the case. Especially telling was how little the Trade is thought to interface with the Customer reaching out to the coalface of their activity.

Our Trade is a leisure based business and if there was just one New Year Resolution I'd suggest it would be to "go do as your Customers do, and do it with the stuff they buy from you."

So do have Yourself a very Happy and Successful 2018, You and Yours. As for other Seasonal thoughts, let's act together to make the places where we go more ready and able to be the places we'd all want our great-grandchildren's children to share.

Have a gr8 one-eight! from Peter rl, Kate Spencer and The Reliables too

some advice we've been asked to relay . . .
FIND a SANTA . . .
 check he's not been drinking . . .
tug his beard . . .
 if it moves more than his head
 then **HE's a FAKE**
BUT don't tell the kids!

tradeandindustry DATES to NOTE

- JANUARY.** editorial preparation is ONGOING to January 5
PUBLICATION January 8.
- MARCH** - editorial preparation & studio input to February 26
PUBLICATION March 5
- MAY** - editorial preparation & studio input to May 16. **PUBLICATION May 31**
- JULY** - editorial preparation & studio input to June 14. **PUBLICATION June 25**
 all advertisement material must be received by the Studio & Input date.
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being there . . .
 WHERE WILL YOU BE GOING

A host of must-have brands are showcasing offerings for A/W 2018 and sharing aisles with a rash of upstart brands who help your Customers get out there on snow, in the water, in the parks and on the street. **Slide runs** January 23-25 at the Telford International Centre.



for more information on events check with the organisers

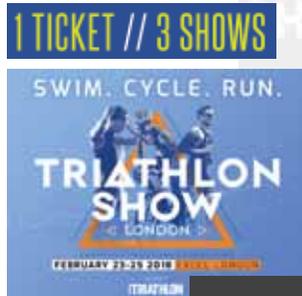


It's 30-up for the **ISPO BrandNew awards in Munich, January 28-31**. At the world's largest competition for sports start-ups is a reconceived ski tow frame and a customized wooden bicycle - see them and others in hall B4.



The Adventure Travel Show is geared to get people going - Traders meet an audience of perceptive families, inspirational talks and presentations from journalists and travel experts.
 London Olympia January 20 - 21
www.adventureshow.com

The London Bike Show is for all cycling disciplines



The Outdoor Adventure & Camping Show runs over four days on **February 23 to 25**. Tickets to this Show gives access to two other Shows.



happening in Towcester January 21-23
admin@corebike.com
 this is TRADE ONLY, a time for people with purpose who want to see Best of Class.



ROKS happens in Scotland with something over twenty or so companies hanging things out to see in **Edinburgh** on **January 9 and 10**.

- 24 FEBRUARY 2018 FORT WILLIAM RUNDURO
- 10 MARCH 2018 THE WEE TRIATHLON
- 17 MARCH 2018 SKI-AN-DURO
- 28 APRIL 2018 10 UNDER THE BEN
- 5 MAY 2018 MACAVALANCHE

Scotland for the Brave - plenty of action with a lot of Trade involvement. Snow and go, as much downhill as up and events that give a heady atmosphere in the land of Malts

January 14-16. **Silverstone**
"an opportunity to maintain and sustain customer relationships"



being there your choice, but do please check timings before making travel arrangements

shifting Retailers from a model they've operated for decades

the real need is to be agile and adapt to change

Today, with thousands of stores and a highly-competitive omnichannel environment, retail is tougher than ever. Margins are tight, customers have digital access to pricing and other information, and rapidly-shifting demographics constantly impact product mix and priorities. Retailers are also going through an unprecedented period of digital transformation that is shifting them from a model they operated on for decades to one that needs to be agile and adapt to change at a rapid rate. For retailers to stay ahead, every detail of customer behaviour and operations must be regularly monitored in real time. To do this, retailers must continually augment and explore new and existing technologies. But priorities can be lopsided. Investments into store systems reporting operational insights consistently rank lower in order of importance when compared with those that measure merchandising, marketing, supply chain, consumer and financial insights.

technology is available for retailers

imagining new KPIs for bricks-and-mortar success

What is a typical shopper journey? Does it start and end at the store entrance, or is it influenced by online activity? Do customers ask sales associates for advice, or go it alone? How many shoppers redeem loyalty offers? Retailers may have some gut instinct answers to these questions, but not many are able to quantifiably track and analyse consumer behaviour in order to validate such hunches. All they really know is that today's consumers are savvier than ever: they can shop any time, anywhere, and don't hesitate to switch brands if their needs are not met.

But whilst the complexity of modern consumer behaviour is undeniably advanced, so too are the tools to track, understand and respond to it. For retailers to stay ahead of the competition, there should be a growing focus on better understanding and acting upon customer behaviour data across all channels.

Increasingly, technology is becoming available to capture behavioural data, which can be leveraged to solve typical challenges that plague retailers. Despite this, most (if not all) of retailers' strategic decisions about how to operate stores still rely on legacy systems and key performance indicators (KPIs) that may no longer be fit for purpose. To truly benchmark store performance, retailers need to embrace a new set of KPIs that define bricks-and-mortar success.

the omnichannel influence

Creating a truly omnichannel shopping experience is pivotal to meeting consumers' needs. It's known retailers can strengthen a customer's relationship to a brand in the store through leveraging a connection that was established online. Whether this is through recognising a loyal customer when they enter, offering merchandise advice in person, or upselling during a 'click and collect' experience, each of these digitally initiated interactions prompts an opportunity for increasing brand loyalty in the store. Consumers have certainly come to expect a seamless experience when dealing with their retail brand of choice, and the extent to which this is executed in the store must be carefully measured with the right KPIs.

behavioural data

Another area of the in-store experience that requires the right set of KPIs to measure is how a store's merchandising and layout influence customer behaviour. Retailers need to deliver a remarkable in-store experience that differentiates their brand from competing brands. These days, intelligent devices can deliver vital data about how customers move about and interact with items in the physical store. From interactive kiosks to RFID tags, a host of technologies are available to help build better customer relationships, manage inventory, and optimise product placement. For the wise, data-driven retailer, these technological advancements present an opportunity to interact and monitor customer behaviour. Ultimately, these figures will enable stakeholders to optimise in-store operations and inform cross-functional decision-making – from promotions and inventory management, to sales training and visual merchandising. For bricks-and-mortar retailers to succeed in today's complex retail landscape, retailers must deliver the personalised and efficient services that consumers now expect. The winning strategy to make this happen rests on a solid foundation of new KPIs that are powered by advanced customer activity data.

For a full list of new retail KPIs download the latest report, entitled *A New Store Excellence Scorecard*, which was produced in partnership with EKN. This report includes a new store excellence scorecard, and strategic guidance on segmenting, building and analysing data to create remarkable store experiences. ShopperTrak empowers retailers and shopping centres worldwide to optimise the shopping experience and improve profitability through data-driven insights. www.shoppertrak.com

how sell-through fared

ShopperTrak is keeping you up to date

ShopperTrak Retail Index – UK National Weekly:

Change for week 47

20th November 2017 – 26th November 2017: 7.5%

Change for week 47 Year-on-Year: -3.5%

Retail Park Weekly:

Change for week 47 7.5%

Change for week 47 Year-on-Year: -1.8%

Commentary: The ShopperTrak National Retail Index is reporting an increase Week-on-Week of 7.5% and a -3.5% Year-on-Year decrease. The weekend showed a decrease of -3.0% Year-on-Year. The Year-to-Date trend reports -2.7% compared to the previous week. Furthermore, the figure recorded is worse than last year, -2.3%.

All regions realised a Year-on-Year decrease with The West Midlands and the Eastern region realising the highest decrease, -5.2%, followed by London, -4.7%. The region to realise the lowest decrease on the year were the Yorkshire Humber & the South East region, -0.8%, followed by the North East, -2.5%.

Most regions realised a week-on-week increase with the North East realising the highest increase, 20.2%, followed by Scotland, 17.0%. The Eastern region realised the lowest decrease of the week, 1.9%, followed by the Yorkshire-Humber, 5.0%. The East Midlands region suffered the highest decrease on the week, -13.3%, the only other regions to realise a week-on-week decrease were Northern Ireland, -4.9% and the South West & Wales, -2.8%. Report from Emma Hipkin

the click-and-collect challenge

Almost half (42%) of European consumers used a click-and-collect service in the past 12 months, according to the JDA/Centiro Customer Pulse Report Europe 2017. And in recent years the service's popularity directly influenced Christmas shopping patterns, with consumers increasingly relying upon the convenience and value it provides.

Real danger lies in disappointing loyal customers when they discover long queues and missing items at the click-and-collect points they are relying so heavily upon. European retailers have suffered high-profile disasters in recent years. For instance: When Tesco failed to keep up with demand for its grocery click-and-collect service in the run-up to Christmas they were plagued by angry comments on social media. More generally, last Christmas brought with it a spate of press reports about items not arriving at stores, long queues at click-and-collect points, and not enough staff members being present at service points.

For 2017, retailers need to have robust strategies in place to ensure that store associates are not overwhelmed by the extra demand for these services. Retailers with historic shopper traffic data will be well positioned to predict when the surges will come, how flow through stores will be affected, and what level of extra staffing is required to cope with this important new element of Christmas shopping.

Because click-and-collect is so convenient, and often free, Christmas shoppers absolutely love it. Retailers in Europe are likely to experience unprecedented demand in the weeks before Christmas, and those with the right insights and operational planning will have plenty to celebrate. However, those aiming to 'muddle through' could be in for a very rocky ride.

to be informed and up-to-date with all the latest insight from ShopperTrak, sign up for communications via email or phone.
info.emea@shoppertrak.com

phone: Solihull - 0121 711 4652 or 0121 711 8318
High Wycombe - 01494 460 460



luxury helmets for slopes and bikes

The number of UK specialist stockists selling Sawako is growing for what is a distinctly stylish line in cycling helmets, the brand designed to bridge the gap between luxury, utility, sport and safety was founded in the UK in 2006 by architect turned helmet designer Sawako Furuno. Her bicycle products are now followed by a new line of helmets for skiers and snowboarders who want to look cool on the slopes.

Increasing sales across Europe, Australia, Canada and the USA see the Sawako product displayed and sold through quality dealers along with high end boutiques in London, Paris, and NYC.

The new Snow Helmets comply with European safety standard CE EN1077 and American ASTM F2040, patterns are borrowed from the brand's best-selling cycling designs, with additional features like goggle strap, air vents, and chin guard to ensure the fit is as comfortable as it is sophisticated.



Sparkle and Glitter



Floral Green Ski

AD6343: "import prices are below the cost of production"

EU opens investigation into Chinese e-bikes

as a big import leap is anticipated the dumping question is again looked at . .

When the EU officially registered a Complaint into Chinese e-bike imports it added to ongoing probes into exports from China which raises trade tensions with Beijing, particularly with subsidy support provided by the Chinese state. China is reported to have said the commerce industry would defend its companies' interests. That has led to a report suggesting Europe has been told to respect World Trade Organisation rules and not to let EU business investigations lead to protectionism. This comes around two years after the European steel industry was clobbered by cheap imports.

That is a warning as the Chinese commerce ministry faces another round of objections to the way they conduct their global business. The European Bicycle Manufacturers' Association have found it necessary to make another Complaint which alleges illegal subsidies, for starters, saying this is harming European brands of e-bike product.

It is reported that the 2016 sales of more than 430,000 Chinese e-bikes, a 40% increase on the year before, is a figure likely to have doubled for 2017.

Following the Complaint, the EU Commission have stated in the *Official Journal* they see sufficient evidence for them to justify the opening of anti-dumping investigation, to be concluded within fifteen months. A related Complaint from EBMA alleges illegal subsidies and asks for registration of Chinese e-bike imports, which could then allow any eventual duties to be backdated. This latest in a string of probes into exports from China could raise trade tensions with Beijing, particularly with the subsidy inquiry into support that's provided by the Chinese state. China is reported to have said their commerce industry would defend its companies' interests.

Pedal bicycles already had already suffered EU frictions in European trading relationships with China since 1993. EBMA Complaints to the EU Commission resulted in decades of control mechanisms being placed and from the time of the original Complaint. There was then a whole raft of smoke and mirrors activity indulged which soured the ambience of manufacturers and distributor / importers in Europe and the Far East. This had EU customs departments officials positioned as referees in combating what the EBMA challenged as being outright dishonesty from China and the Far East.

There have been continuing tensions, more recent inventive strategies appear with China contending the bicycle ought be classed as a tariff-free green

product, which left the EU accusing China this amounted to the scuttling of a global environmental trade deal. In the case of e-bikes, European companies are stressing they risk losing its industry to China although they had been the ones who had pioneered the pedal-assist technology used in e-bikes; last year alone they are reckoned to have invested about a billion Euros in technological design and development for the sector. That is not a position which sits comfortably with the Collective of European Importers and here is what may well be the beginning of a long episode between them-us, you-me, claimants and counter claimants . .

AVOIDING FAKE NEWS As *tradeandindustry* reports this EBMA Complaint made to the EU our readers may want to note there are always *other* points of view to consider.

The Collective of European Importers of Electric Bicycles is one, with their comments outlined below on this page. The EU will eventually make known their final positioning.

As the only bicycle b2b editor attending the EBMA '90s launch of protest against Chinese dumping my exclusive report was followed by subsequent dismay and a continuing friction which disrupted the ambience of the Trade sector on many levels. It left too many suppliers and customers too far at odds for comfort. A Group representing bicycle importers was established to argue their case, rancour persisted, often allied to a "shoot the messenger" tinge amongst opposing parties and also at times when some journalists were seen to take sides, rather than just report the facts. Those people involved will recognise themselves.

That lightning can strike twice at the same place is bound to leave a Trade sector struggling to maintain a happy period of time in their international business, especially within the EU borders and for those with long term trading connections. The facts of the matter, though, can be checked whenever you care - there's fine detail contained in *The Official Journal of the European Union*, the daily official gazette on EU affairs.

Peter Lumley . *tradeandindustry* editor.

Collective of European Importers and
LEVA-EU - join forces in AD643

"if you are European, you know which camp to support"

encourage and help start-ups, co-operate with scientific and academic world, set up alliances

When the Collective of European Importers of Electric Bicycles requested LEVA-EU to assist them in their defence in AD643 against e-bikes from China, the organisation decided to accept the task after reading the Complaint. LEVA-EU concluded that the EBMA initiative is not aimed at growing the market. The Light Electric Vehicle Association in Europe - aka LEVA-EU - represents the strategic interests of light electric vehicle retailers, dealers, distributors, manufacturers and suppliers to promote the development, sale, and use of LEVs in the EU. This is the only trade association in Europe working exclusively for light electric vehicles and they are known to campaign for better technical regulations, paying attention in policies relevant to levs

Through Annick Roetynck, the LEVA-EU manager, the group contends the Complaint from EBMA is an attempt to ensure a bigger piece of the market for just some parties, so they reckon AD643 is meant to be read as a battle of the European manufacturers against Chinese manufacturers. "They are making the assumption that if you are European, you know which camp to support, because that is the camp that provides economic growth, jobs, and like. What's more, the EBMA believe that as a European you should fight against the Chinese makers and see their sole purpose as being to kill off the European manufacturers,

**"Our ultimate objective is to prove
how counter-productive it is to use trade defence
instruments for purposes other than what
they are really meant for"**

take all production to China and leave Europe with yet another economic and industrial wasteland".

There is opportunity in the e-bike market, reckons not only LEVA-EU but a lot of others - potential which unfortunately remains largely untapped. "Perhaps in 1993 the world was effectively still that simple, today the world has changed beyond imagination. The old demarcation separating "us" from "them" has become meaningless". Those who oppose the line of AD643 know European makers are importing components from outside Europe on an unprecedented scale. That's for own assembly, with others importing complete electric bicycles.

"Companies that cling to old industrial adages are missing out on this golden opportunity. With all due respect" adds LEVA-UK "Europe does not need to hold conferences or take initiatives about bringing production back to the old Continent". The organisation reckons though that Europe should encourage and help start-ups, co-operate with the scientific and academic world and also set up alliances with cities and citizens' organizations. "Should the conclusion be it's useful to start up production in Europe", they argue, "then fine but not by defying economic reality and re-shoring for the sake of nostalgia. Ironically, in trying to preserve their position, these EBMA companies attack the wrong enemy".

It is an interesting comment from LEVA-EU that as European industry files anti-dumping Complaints and works hard to keep existing measures in place, new markets are being opened, for free, every day all over Europe. "More urban and city centres push combustion engine vehicles out with congestion charge, every low emission zone, every sump is a gift to the LEV-business, but instead of tapping on that ever growing potential, a dumping complaint is filed, which prevents all parties in the sector to work on that potential".

The ultimate objective is to prove how counter-productive it is to use trade defence instruments for purposes other than what they are really meant for. "If LEVA-EU can achieve that by supporting companies going against this counterproductive initiative, then we improve chances to get the whole sector around the table and start a serious discussion about how to grow the market for all, rather than make a slice of the cake bigger".

INTERNET: trade.ec.europa.eu/tdi/case_details.cfm?ref=ong&id=2292&sta=1&en=

"Trade defence instruments, such as anti-dumping or anti-subsidy duties, are ways of protecting European production against international trade distortions."

TR

Making Tax Digital for business

a modern tax system

Millions of businesses are already banking, paying bills, interacting with each other and customers online. Making Tax Digital will help businesses to get their tax bills right the first time and reduce the £8 billion tax gap resulting from avoidable errors.

The majority of customers at HM Revenue & Customs will be getting a hand to get their tax payments correct - the ambition is for the UK to become one of the most digitally advanced tax administrations in the world, so modernising the tax system to make it more effective, more efficient and easier for customers to comply is well in hand. Millions of businesses are already banking, paying bills, and interacting with each other and their customers online. Making Tax Digital will help businesses to get their tax bills right the first time and reduce the £8 billion tax gap resulting from avoidable errors.

A modern tax system, based on digital technology will make it easier for businesses to get their tax right. Reducing the amount of avoidable errors will also reduce the cost, uncertainty and worry that businesses

will have to face when HMRC is forced to intervene



to put things right. The logic of digitising the tax system is widely recognised and millions of businesses are already banking, paying bills, and interacting online. Digitising routine business tasks such as record keeping is the next step and is one many businesses have already taken.

Ministers working on aspects of the Finance Bill have been mindful that not all tills operate in the same way and for their HMRC customers moving forward will see three million of the smallest businesses and landlords able to shift to the new digital system for keeping tax records at a pace that is right for them. The Treasury Select Committee has responded to MP's and the concern from businesses and professional bodies about the pace of change and is taking steps to ensure a smooth transition to a digital tax system. Making Tax Digital will help bring the tax system into the 21st century by providing businesses with a modern, streamlined system to keep their tax records and provide information to HMRC. Roll out for Making Tax Digital has been amended to ensure businesses have plenty of time to adapt to the changes. Businesses will not now be mandated to use the Making Tax Digital for Business system until April 2019 and then only to meet their VAT obligations.

The Financial Secretary to the Treasury and Paymaster General explained, "we have seen businesses agree digitising the tax system is the right direction of travel, however,

Sgian-dubh-ro at Nevisrange

"high as conditions allow"

An all new race format open to a field of 150 solos plus a some teams is being staged by No Fuss Events and Nevisrange on March 17, 2018. It's called Ski-an-duro (or more properly Sgian-dubh-ro) a classic mix of snow and ski-cross with mountain bike enduro thrown in. What they say is their first ever ski/board enduro and then a mountain-bike enduro race in March 2018 is an event in two stages where the combined time earns pole position through to

many have been worried about the scope and pace of reforms. We have listened very carefully to concerns and are making changes so that we can bring the tax system into the digital age in a way that is right for all businesses."

The moves will apply to businesses with a turnover above the VAT threshold, currently £85,000, and the smallest businesses will not be required to use the system, although they can choose to do so voluntarily, and also will be able to choose when to move to the new digital system. Under the new timetable businesses will not be asked to keep digital records, or to update HMRC quarterly for other taxes until at least 2020.

As VAT already requires quarterly returns, no business will need to provide information to HMRC more regularly during this initial phase than they do now. **TR**

the back row for the final mass start stage.

Stage One utilises many of the legendary stages at Nevisrange with the Stage Two the snowsport stage raced on the mountains terrain, maximising existing snow cover so that skiers or boarders face a course as demanding as conditions will allow. The Stage Three mass start race starts from as high on the mountain as conditions will allow, participants will race to the designated transition area before changing to mountain bike and descending the mountain using parts of the world famous mountain bike downhill course and other classic enduro routes on the mountain.

Another big test is for those who decide that a camping weekend is for them - the Friday thru' tent pitch is at Nevis Range car park, on hard ground, so what's needed as well as a winter weight insulated and comfortable sleeping mattress - there is no electric hook up to warm things! - plenty of genuinely robust rock pegs will come in handy. Those favoured by caravanners who anchor awnings on hard pitches at campgrounds are what to look for! **RW**

info@nofussevents.co.uk



SURFERS AGAINST SEWAGE

the world's all at sea

Although surfers have always been on Patagonia's radar, it is not their biggest profit centre. However it is the Ventura brand that identified before most that the plastic pollution in the ocean would become mainstream news and certainly the matter seems to be easily comprehended by the general public. It has registered especially with the connection to the cosmetic face-scrubs and fleece wash-offs, a topic to become major *Daily Mail* fodder.

Surfers Against Sewage has been lobbying the UK Environment

Secretary (Mr. Gove) to the extent that single use plastic, like packaging, could well be liable to heavy taxes in the future. Looking at ways to cut down on unnecessary plastic, or a channel to re-use it would surely be a good industry move, seeing we are an environmentally aware set, right?

Patagonia UK hosted a community event aimed at the network of grass roots activists on the day that the Surfers launched their public awareness campaign across the country and what the brand does well is allow their communication channels to carry original messages that appeal to both their corporate values and the hearts of their customers.

More could - and should - follow the scent. **CR**

a bit of tomorrow now

a world first in tent making

Innovative and ultra-lightweight, the Space SUL 1-2P tent introduction from VauDe has already picked up Awards, for users picking it up they'll discover it weighs a nothing more than 1400g. It's a tent to admire, seeing that it features seam-sealing technology to make it the world's first welded-seam flysheet tent on the market. It's listed in the Spring/Summer 2018 collection and has been designed for the backpacker, mountaineers and trekkers.

All seams are taped, not just waterproof but claimed as being twice as tear resistant as conventional quilting seams, plenty of headroom and lots of room inside it has a curved profile mesh covered windows and vents. Further technical details for the Space SUL 1-2P include it having a double-sided 3-ply coating to combat UV reflection and the makers boldly say the seamless tent has a 20% longer lifespan and comes eight times more tear resistant than go-compare offers. That 8-11kg tear strength compares to 1.3kg for most PU coated fabrics.

As with a lot of the thinking from the Tettngang the tent carries the VauDe Eco Finish, a water-repelling finish to get rainwater beading, no fluorocarbons are employed and that brings a clean environmental friendliness. That comes from the company positioning for a comprehensive sustainability strategy that runs through all segments of the VauDe operation. The target is to create a balance between the ecological, social and economic responsibility: it is working, too. The European Business Award for "Environmental & Corporate Sustainability" was won by VauDe in May this year, the top selection from 33,000 participants. www.vaude.co.uk **RW**

tradeandindustry

longest running trade journal for the sector, Outdoor TradeandIndustry derives from the original outdoor business magazine Camping & Outdoor Leisure Trader

our b2b is built around current affairs and seasonal activities and as even **THE RELIABLES** find it difficult to predict the news we can't offer you the "features list" - but there is a **PUBLICATION SCHEDULE THROUGH TO JULY 2018**

ask for it at office@tradeandindustry.net

bicycle tradeandindustry

Britain's longest running trade journal for the UK bicycle business was launched as the first UK bicycles-only Trade magazine by the current Owner-Publisher Team.

evidence found by archaeologists points to men starting to shave as early as 100,000 BC. Flint razors came into vogue around 30,000 BC. Previous to that masochists gripped facial hair with a clamshell and pulled. *Ouch!*

BEARDS: motley, but quite environmentally friendly

each shaver has cost us globe-encircling carbon miles

If we really wanted to care about looking after the planet then let's have a law banning shaving. One regulation in that law would state that beards must remain a beard and not be subject to any razoring at various regions of the face. Probably the St Nicholas character coming to a chimney near you soon will well and truly abide by every clause, but what about all the other guys you can bump into . . .

A bearded fellow is what the planet needs for sustainability: the average clean-shaved guy will run about three and a half million gallons of water just to lather up or lather down. Remember, people run the tap and get water which had been processed so it's fit to drink - using it to raze stubble obviously must stop. Then there is the soap or the can of *uncertain stuff* seen as a substitute, just getting it to the shavers will have cost us globe-encircling carbon miles. Here's a sales pitch for one brand . . . "a rich shave foam . . . a formulation enriched with Glycerin, Almond oil and menthol to deliver a smooth and comfortable shave . . ." Oh yes, and just how much has that all just cost the planet . . . let's face it, enriching the globe it just ain't doing! Then they splash on more irratational junk.

What about one of the tools for the job - that razor thing - yep, there are electric shavers but let's not talk about a gadget needing to be powered with electricity produced, even with "renewable energy" but surely without payback value to the planet. All that concrete and those high-walled dams to stop river flowing! With proper razors high quality steel goes into the blade that is employed to scrape at whiskers: obtaining that is with basic oxygen furnaces that currently produce about 74% of the world's steel, another 25% of steel is made in electric arc furnaces. The planet has suffered some pretty drastic surgery getting the coal to the coking plants for burning, and at best around 600 kg of coke is needed to produce 1000 kg of steel. And you don't get coke directly from the ground, do you! Possibly the one per cent of steel not produced by those two methods comes after rubbing two stick together and the operator trying not to get molten themselves: on second thoughts, though - is that the "1 per cent for the planet" that people talk about? Oh kay then!

There are some other facts and figures we obtained about the sharp edge of tools marketed to produce a clean shaven: a peer company producing steel is Sandvik, who say the tensile strength of their 13C26 razor blade steel is 1070 +/- 100 MPa (155 +/- 14.5 ksi). Employed to get to the finished stage of this martensitic stainless chromium steel so it works as the sharpest blade imaginable, that is quite a big resource being stumped up from the planet for the processes. During heating - to a temperature of 1000C - ferrite transforms into austenite and carbides are partly dissolved. Subsequently quenching to room temperature - oh! dash it, all that energy needed - will transform most of the austenite into martensite then during deep freezing of the material to -70°C even more austenite is transformed into martensite. Once finished through the processes the material is now very brittle and toughness plus hardness will be increased by a tempering treatment. That's the sharp edge of producing those razor blades my cheeks have avoided meeting since 1974. . . thereby hangs a tale, and yours? . . . I notice David Attenborough shaves.

WHY DO people shave . . .

vanity, cementing a conquest . . .

Apparently men with full beards are viewed as being more attractive for long-term relationships: that's according to a report from the *Journal of Evolutionary Biology*. The ebb and flow of men's beard fashions may even be guided by Darwinian selection, yet according to a new study the more beards there are, the less attractive they become - giving clean-shaven men a competitive advantage, say scientists in Sydney, Australia.

In the past growing a beard could cause quite a few problems, sprouting manly facial hair has also been taxed and if you got away from it being seen as a sign of rebellion against the church, then having a beard could even still get you killed. Mind you, my beard started to grow because I like cooked meals and hot brews.

Don't try this at home, but apparently removing long-term beard doesn't mean you are not recognised when you bump into a friend at the pub - as against growing a beard for disguise means you don't want to be spotted when you are on a spying mission. It's the eyes that do it and are responded to, it's difficult to camouflage the ears but coming face to face with a beard that's got the chop a lot of people find their brain is galloping after the answer to their own silent question: "what's different about him . . ."

What was different for my own stubble becoming a bear began in the Highlands on a cold March day after almost running out of stove fuel then not re-appearing in a public or family place for another two weeks: the beard was on! With Dennis Noble, first secretary of the Backpackers Club, on an east to west cross Scotland trek we both thought the other was carrying the spare one-litre Sigg of petrol. Neither was, so rather than give up on hot brews and cooking I told him "I will never shave again."

It was March 16, 1974 and the beard definitely didn't start out as like it looks today, don't tell anyone but - like a lot of others - I have had the decorators in!



KORS is networking time, no pressure and time to chat. Here John Manning is talking with Ralph White about Rosker's lines, but when asked about whiskers Ralph said his arrived after people kept accusing him of colouring his hair . . . "my having the beard shows I don't!"



Fake Santas and all that . . . *a new grotto game - just tug it and see*

For the hair on your face brigade The Beard Liberation Front is a British interest group which campaigns in support of beards, it was founded in 1995 by Keith Flett. Jeremy Corbyn has been Parliamentary Beard of the Year six times and everyone who likes "A Walk in the Woods" knows of Bill Bryson, his beard and all. It is the Campaign for Real Santas who promote the Grotto living Santa providing he has a with genuine organic beard: they've launched a 2017 initiative to promote this and is warning people to be aware of absurd false bearded Santas during the busy Christmas shopping period.

"The advice to people is to tug the beard of the Santa. If it comes away, then the Santa is FAKE."

Personalities in our Trade and sports circles include world class bike rider Bradley Wiggins and mountain man Chris Bonington, then you have two Bs - Belgium's Tom Boonen and David Beckham, former England Team footballer, whose beards have become trademarks. Mind you not everyone likes beards, and at UCI Professional Continental team Sport Vlaanderen-Baloise, the sports director Walter Planckaert tells they won't sign riders with beards - reasoning that his action preserves "the elegance of the sport." But let's not worry for him, there are plenty of cases where the beard really has been right for those people who hadn't been shaving any time recently: an original backpacking buddy Derrick Booth was a guy who'd carried his beard to the Grand Canyon as well as onto oil rigs when he was reporting the first North Sea gas fields opening up.

On trips like "Travels with a Donkey" and when partnering him on backpacking galivantations I can't ever recall Cameron McNeish weighing his pack down with shaving gear. As for *Lakeland Walker* editor John Manning, he walks a beard and is the guy who once accused me of stepping out of a taxi at Ruigh Aiteachain both in Glen Feshie - actually it wasn't what it looked like!

we asked Beardie Manning about his . . .

"I was an early seeder from the age of about 13: I was sent home from Grammar School to shave the fluff from my chin on several occasions, by a headmaster who ought to have been more concerned with my education, *but hey ho* . . . On leaving school the thing was allowed to grow wild - workmates in the kitchen unit factory where I worked briefly weren't swearing when they called me "Jesus" due to the long beard and sandals worn constantly. They wouldn't be allowed to do that these days though - some religions have rules, and anyway we don't swear in public. Do we!

"I have a sneaky admiration for folk who have time and inclination to groom but can't imagine why they'd want to. Similarly, I have an instinctive mistrust of folk who have time to groom but restrict it to chin and cheeks - just what are they trying to hide behind those moustaches or half-beards I wonder?"

For reasons I can't recall I lopped the lot off before my 2004 PCT hike. It grew back, of course and with a vengeance, and I had it lightly trimmed half-way, in Ashland. On completing the Trail when I reached Canada I had it all taken off again by a Chinese barber in Vancouver - and regretted it instantly. I kept the clean look for a few days afterwards and I still have the half-finished bottle of shaving gel: which gives you an idea of how much trimming has been done in the thirteen years since. Grooming is now with clippers - Number 3 on the beard, 3 and 4 on the head. Head costs me £5 at the Skipton Barber; the beard is free, by me. I keep the beard for two reasons: first, I'd rather spend that time having an extra slice of toast; second, I'm too lazy to shave.

Oh, and I'd look too much like my Dad if I did shave it off. **JM**

Your very own beard? Tell our readers the story of your hidden chin. send a few words with a picture to reliables@tradeandindustry.net

European Outdoor Summit

Treviso: there for not just pasta

the annual networking session for bosses of industry

It All Starts With The Consumer was the 2017 theme of the annual event which always has a bit of the future on the agenda, this time it was staged in Treviso in cooperation with the Italian Outdoor Group. It opened on a real positive note by giving an award to the retailers who had polled best in their contest: this revealed a thirty year established shop in Rome shared the bounty with a virtual retailer halfway to its first birthday.

The next two days delivered delegates mind stimulating presentations from the coach who took the Netherlands Baseball team (*I now know they have a National team!*) to becoming the World Champions in their



pictures arwe from the opening in Trevisoo, speeches followed by the Retailer award for winning a poll

sport, and through to workshops of particularly fine detail as with Omni Channel Fulfilment. This time it was detail that excelled: the main papers were reflective of some great decisions that brands have taken within the industry. This came with REI's #OptOutside campaign and efforts that went into the Patagonia prompted Utah versus the designated Bears Ears National Park. All this may well have spread a warm feeling amongst the audience but it didn't come over that it would inspire so much future thought.

The main theme of Care for the Environment, in which we both operate and spend our leisure time. is core to our industry and it keeps our idiosyncrasies from being replicated by others outside the understanding of what it really is about. The hard facts are that the outdoor industry has made great profit by selling the technical qualities of its product to those who like the fashion, yet if it is to take on the power that is coming from the High Street there needs to be a more coordinated and professional approach.

At conference it is very hard to present an array of subjects that both reflect the successes of the industry, inspire the way forward but also provide the technical for those who want to investigate further. For us all though, the EOS does this better than any other bringing together of the industry, although there is a chance the next big thing is already happening – and it is so much around us all that we cannot tell there is a difference to register. Yet. **CR**



where provenance is displayed

The railhead of **Product Made-in-Britain** was again in **Shoreditch** but the event seems to have run out of steam. Yes, although there is much goodwill towards the concept, the format of a larger show celebrating this has not remained in favour. Small Business Saturday however has pulled itself out of the Black Friday series of events to establish itself at the first Saturday of December. We saw bicycle with outdoors and outsider brands all represented at the Shoreditch show – people like Pashley, Moulton, McNair, and Trakke being the top of the pile. These are brands carrying more than a little uniqueness in their DNA.

Whereas the profit zone of British product means more to internationals than locals, provenance of product is more suited to local retailers. Calderdale's Totally Locally has also reflected this trend to spend money in a shop where the profits remain in their community, as against some Paradise Paper syphoning the funds away. In North America there has been great success with Cooperatives - Mountain Equip Co-Op and REI spring to mind, not so in the British trade although the John Lewis Partnership has proved the model on the High Street. Another disruptive retailer, Gather Outdoors, may well prompt a change. **CR**



mature, modern - the mix from British makers Pashley and Moulton

OTS is moving north. south goes ROKS

after lots of discussions a new set of boards are to be tread

Event City it is for the event that sees the 2018 Outdoor Trade Show leaving the Stoneleigh Halls to move into the Manchester venue. There was a tinge of sadness expressed by Marta Williams from the Outdoor Trade Show organiser's office, her telling it has been a good trip for the outdoor Trade group who'd based their show in the Midlands for over a decade. This had become a place where both the Show organisers and the supply platform of the Stoneleigh Park Estate more or less seamlessly had met the need for a community where camping and outdoor leisure gear could be racked on displays and also pitched outdoors on grass. It started small, then grew and people did think this was the place.

As a spectacle the 2017 OTS Halls glowed positively and on the green grass it boded well for tents and awnings, the pity was the daisy chain of people sprinkling the lawn broke. That footfall slipped in the immediately recent years of the Show certainly chilled the ambience and diluted things for the people who pitch business hopes at this annual Show. Despite the high volume of quality preview coverage given by the Press it seems there must have been some other reason or attraction keeping people away. There is the expressed hope that OTS going north to meet a ROKS coming away from Kendal gives more chance for the show to be an industry-tilting national event. The backers hope it can become the one Trade gathering in town that really convinces Retailers they can't miss being there. After all It is a Trade event without a tyre-kicking public getting in the way.

One thing is certain, every brand watches for ways to ensure Retailers are in the loop so there has never been a dearth of opportunity for the distributors coming together somewhere, fetching in a following that is not only attractive but is commensurate to outlay too. This is not unique to any one trade sector, there are the annual flurries of roadshows that must do the job for people or they would not happen the third time - but they only work for the brands there when the right

buyers decide to walk through the door. That's more or less how KORS came about, pretty niche in a way but effectively, despite there already being a national outdoor show run by the industry association. Harrogate wasn't doing things any more for them and we all know that ensured that the KORS idea was so good that more people wanted in than there was room to accommodate them in the local Sports Centre. Success breeds success and although there initially seemed something of a prickliness with a Them & Us atmosphere soon it happened that ROKS was accepted as much a part of Kendal as much as KORS. **Peter ri**

The energy channelled into ROKS spread to there being a beginning of the year happening in Scotland . . . in 2018 it is January 9 and 10 . . . where this time something over twenty or so companies will welcome visitors.

"in the best interests of all concerned - especially retailers"

In a sort of have your mint cake and eat it too the organisers of KORS have shuffled the dates for their long-running niche-ly nice specialist Trade gathering in Kendal: put July 10-11, 2018 into your diary so you get close up to what on past performances energises those who market and buy to sell to the public a whole mountain sized feast of adrenalin absorbing outdoor kit.

Despite their Kendal diary date being already announced it was just a short while after Stoneleigh became Manchester with the same dateline that the established Lake District offering gave the gentlemanly announcement that in the light of the date clash brought about with the OTS choice then the 2018 KORS show would move a week on from when it was originally planned to run the show.

In moving to July 10-11 - "both for exhibitors and visitors, seeing the OTS move had meant splitting people and resources between shows, the revised dates makes commercial sense" explain the Kendal organisers. "It enables Trade visitors to spend time uninterrupted at KORS. "Discussions with exhibitors and visitors had confirmed that this pragmatic move was in everyone's best interests, and it will ease pressure on logistics" is the way KORS puts it.

The REACH Centre re-brands

all about the science

Following eleven years in business a name change designed to better reflect their expanded scope of services and the company's international growth has been announced by The Reach Centre. Now named Yordas Group, the name is inspired by a famous North of England cave along with a love for their home area and its unique beauty. The cave was a renowned tourist attraction in the Victorian age of exploration but is also reckoned to have been used for human habitation in much earlier times. Found on what is now private land, the highlight here is an underground waterfall chamber at the back of the cave. Their new logo icon represents a molecular structure and thus the team's underpinning scientific expertise, it also represents a tick box for an ensured regulatory compliance.

Yordas now has partnerships and offices around the globe. In 2017 it has supported clients in over 40 countries worldwide providing scientific and regulatory support on numerous pieces of international legislation.

"Thanks are due to all our clients, suppliers and partners that have supported us on our journey, now we feel we have grown up - and we have outgrown our previous name" says Jonathan Lutywche, ceo. "I'm very excited about this change and we loved the past 10 years as The Reach Centre. The work we have done together with our clients, the learning, successfully mastering the challenges of new chemicals legislations and especially building the company that we are now I'm highlighting we have changed our name to Yordas Group but Clients can still rely on us to provide them with the highest standards of regulatory and scientific expertise."

Safety of consumer products is an absolute essential which tradeandindustry readers will understand, a fact reflected by the proliferation of global

regulations which help control and minimise threats to human health and the environment. Brands risk very severe consequences where non-compliance happens, there can be a drop in company share prices, a downturn in consumer confidence in brand loyalty or their product acceptance and product recall. Of these it is how consumers themselves are demanding greener, safer products that come with a high degree of corporate transparency that is a driver in the quest towards more sustainable products. Compliance is not just about following good practice, it also gives companies a competitive advantage in the marketplace. What the Reach Centre did, and now Yordas Group implement as an operation covers the wide variety of products in the typical retailer portfolio, all come impacted by many different chemical regulations which can mean such requirements are often not always aligned globally in the supply chain. From both the sustainability and the compliance perspective it matters that companies serving a marketplace have engaged a holistic approach to product stewardship. This means not only ensuring ad-hoc compliance locally, but looking forward to possible future regulatory action and so adopting the strictest local standard for a global chemicals policy, and when necessary even going beyond regulation which is a service gained by working with Yordas.

Because a robust product stewardship programme involves compliance one of the spin-offs is sustainability and across a product portfolio this can flag up a need for product substitution. Full co-operation and communication on compliance information is always challenging but clarity can be implemented to support a product stewardship programme through audits or chemical investigation.

That is a support function Yordas offer all the way across a supply chain and the brand's long-term sustainability is maximised through the Group's green chemistry with their employment of sound science.



Peter rl

World's deepest living organisms are feeding on man-made fibres

the chasms of our oceans reveal just how low the plastic has got

Individual animals dredged from the deepest places in the oceans confirm mankind has done what is a spectacularly rotten job for the planet, to the point where it is highly unlikely there are any marine ecosystems left in the world that are not impacted by anthropogenic debris. In other words, stuff us humans have produced and used which has become a killer.

From crustaceans found in the ultra-deep trenches that span the entire Pacific Ocean it gets as bad as one in two animal samples from the New Hebrides Trench getting serious gut-ache from eating plastics, worse still is the tally of 100% that are afflicted at the bottom of the Mariana Trench. The fragments identified in the stomachs and tissues of the creatures include semi-synthetic cellulosic fibres such as Rayon, Lyocell and Ramie, all microfibres used in products such as textiles, along with Nylon, polyethylene, polyamide, or unidentified polyvinyls closely resembling polyvinyl alcohol or polyvinylchloride - PVA and PVC. On the whole, quite a toxic mix.

It was far from easy to research this information, but very necessary as Research lead Dr Jamieson, tells: "We published a study earlier this year showing high levels of organic pollutants in the very deepest seas and lots of people asked us about the presence of plastics, so we decided to have a look. The results were both immediate and startling. This type of work requires a great deal of contamination control but there were instances where the fibres could actually be seen

listening to consumers

going ambient, being so very much British

Thirty years on from the launch of the St Helen's Farm goat's milk brand consumers can now get what they have been asking for - in the brand's distinctive one-litre blue and white livery you can now get a long life alternative which adds cream to the sales of what is the UK's most popular brand in fresh goat milk. St Helen's Farm has more than a 62% share of the fresh market, and the new lines are expected to shake up a category that will, for the first time, have an ambient goat's milk that is 100% British made.

Vicky Unwin, marketing manager at the east Yorkshire producer tells "The St Helen's Farm brand has achieved and maintained brand leader status by listening to consumers. That is a close relationship that leads us to a conclusion that we needed to offer a long life alternative. Now we package a British produced milk, the £1.80 packs will carry the 'Best of British Goats Milk' logo so the around

in the stomach contents as they were being removed". Using state-of-the-art facilities at Newcastle University and Shimadzu UK Ltd in Milton Keynes, the Team have observed what are the deepest possible records of microplastic occurrence and ingestion ever, with their findings showing that animals from six of the deepest places on Earth are found to contain man-made fibres and plastic in their stomachs.

Revealing their findings as part of Sky Ocean Rescue - a campaign to raise awareness of how plastics and pollution are affecting our seas - the team

... it is stuff us humans have produced and used which has become a killer ...

tested samples of crustaceans that had been recovered from within the ultra-deep trenches that span the entire Pacific Ocean - the Mariana, Japan, Izu-Bonin, Peru-Chile, New Hebrides and the Kermadec trenches.

These reach from seven to over ten kilometres in depth, including the deepest point which is Challenger Deep found in the Mariana Trench, 10,890 metres down; a comparison the other way would be the peak of Mount Everest which reaches 8,848 metres above sea level.

Explains Dr Jamieson; "We felt we had to do this study given the unique access we have to some of the most remote places on earth, and we are using these samples to make a poignant statement about mankind's legacy".

Peter rl

25% of consumers who buy fresh goat's milk can now purchase ambient as their stand by or for camping holidays and when travelling".

Appealing to those who shop for British product the St Helen's Farm brand has launched another Goats Brie, part of a raft of new initiatives from the east Yorkshire producer who had undertaken an extensive round of consumer research and insight into the goat dairy sector. Goats' milk is a £26m business, St Helen's Farm has a 62% share of the fresh sector with its range of whole, semi and skimmed lines, from their own and seven other family farms many of whom are based in Yorkshire. Discover the differences between cow and goats milk and learn about the health benefits of a goat's milk diet. www.sthelensfarm.co.uk/health-benefits/

"Goats' milk is highly nutritious, contains essential vitamins and minerals and is an ideal food for the whole family to enjoy. Mild and smooth tasting it is drunk by more people around the world than cows' milk and is already a key healthy fridge essential for thousands of people in the UK"

RW



CHALLENGE WINNERS

the best in rural enterprise

Rural businesses with get up and go in their DNA celebrated being part of the Rural Business Awards Ceremony, with winners of the UK wide 'Champion of Champions' selection sharing the spoils in thirteen different categories in sectors from manufacturing to professional services and sport to tourism. They were also there vying for winning slots that included being 'Employer of the Year' and 'Best Rural Start-Up.' Amongst the businesses which figured in the awards ceremony was an outdoors and country clothing brand from Northern Ireland. Speaking about the Rural Business Awards the Government's Rural Affairs Minister, Lord Gardiner tells "rural start-ups, farm shops and food producers are a vital part of the UK's economy, generating over £230 billion every year. It is fantastic to see the breadth of talent on display across our rural communities and I am delighted so many hardworking businesses have been honoured in these Awards."

APT Fabrics Ltd



This annual scheme, founded by countryside based business-women Jemma Clifford and Anna Price, is backed by the Country Land and Business Association and Amazon. Judging of nominations is in the hands of an independent panel drawn from the rural business sector, rural public sector agencies and rural charitable organisations. Yorkshire based businesses accounted for almost ten percent of the awards, for winners, runners up and high commendations, followed by Devon, County Down NI, Shropshire and West Sussex based businesses.

- there's a lot more on the internet telling you about the brand



a "really great product"

In the predominant business sectors covered by the tradeandindustry b2b the APT Fabrics Ltd clothing brand is celebrating being amongst the cream across the 2017 Rural Business Awards. Their speciality is described as being technically advanced outdoor thermoregulating waterproof clothing, and the judges felt that APT was simply a "really great product." In the Best Rural Clothing or Accessories Business category they received the runner-up accolade; the company were also given a Highly Recommended slot in the Best Rural Manufacturing Business category.

The Northern Ireland brand Aclimatise was created by APT Fabrics Ltd less than eight years ago and they confidently tell that their innovative clothing systems manufactured in the UK all result from their research and design technical and performance fabrics which is quite on a par with any of its competitors. Based in Newtownards they offer a bespoke service that can seek and find the perfect material for their Clients in as little as two weeks of preparatory functioning, they can follow that with training seminars for the parties.

Jemma Clifford, who co-founded the RBAs alongside Anna Price, said: "The Rural Business Awards give rural enterprises of all sizes the opportunity to showcase their success and the contribution they are making to our thriving rural economy. Just these firms who entered this year have combined turnovers well in excess of £70m. There are hundreds of companies entering the RBAs each year and the finals illustrate the best businesses the countryside has to offer in each of the 13 categories."

The overall "Champion of Champions" award as well as the hard-fought "Best Rural Tourism Business" award went to Hoe Grange Holidays, based in Derbyshire's Peak District. After curtailing their dairy production interests this working farm identified a lack of suitable holiday accommodation for those with mobility challenges or visual impairments and built an easily accessible and eco-friendly operation. The comfortable camping pods made from fsc timber and insulated are eco-friendly. Fitted with cutting edge infrared technology heating and led lighting, all the power comes from the farm's own extensive renewable energy supply.

Peter rl



an Award top seat

The correct horse riding undergarments are one of the most important investments a rider will make. That's right, riders should never wear inappropriate underwear and should aim for well designed, sporting equestrian underwear for the occasion!

This does not mean the traditional "Bridget J's" "Big Knickers", riders everywhere now have the luxury of selecting from the full designer range at Derriere Equestrian. Horses for courses as they say and Derrieres have become synonymous with the perfect style, comfort, performance combination for riders in every discipline. The company was the winner of the outdoors and country clothing brand category in RBA.

"The best fabric for exercise-friendly underwear is moisture wicking and breathable. For repetitive movements and seated sports, such as seen when riding, running, rowing and cycling, comfortable underwear should present with flat seams that are non-abrasive". Says Derriere "Our exercise-specific fabrics are better than plain cotton and provide essential hygiene properties. Our technical underwear is stretchy but supportive, which is great for horse riding. They also wick sweat far more efficiently than any cotton undies around. The bacteriostatic properties of the fabrics will also help to fight odour, and assist in the presentation of a healthy microbial environment. These factors are definitely worth considering when selecting riding underwear."

All the materials used in production are Oeko-Tex certified through the Italian manufacturing team, it's claimed that their fabric is the only brand in the world to be certified by ISO 9001. Oeko-Tex is an independent testing and certification system for textile products from all stages of production such as fibres, yarns, fabrics, ready-to-use end products, including accessories, addressed) along the textile value chain. The label 'Confidence in Textiles' refers to certification of environmentally friendly production facilities and for products tested for harmful substances.

Peter rl

looking at future trends

rich textile activities

The Department of Textile Industries was one of the original departments when The University of Leeds was founded in 1904, the Department thrived to become recognised as a leading textile centre for education and research, attracting students and visitors from all around the world. In today's world people say that same vibrant global alumni still exists and the department is very proud to be part of the Leeds Textiles "family". However some things change, as when in 2004 the Department of Textile Industries evolved into the School of Design, the continuing focus was for textiles and also embraced and integrated art & design, and graphics and design communication into the School portfolio. That has enriched their textiles activities with a distinct flavour, especially with the integration of textile technology with art, design, fashion and graphics.

Next up comes The Textile Institute World Conference in 2018 which follows a theme "Integrating Design with Sustainable Technology." Here the focus is on identifying and establishing ways for interdisciplinary engagement in the textile manufacturing and retail industry through the various fields of technology, design, sustainability, research and economy. From what is submitted to meet the amended December 15 deadline for a 200-word Paper Abstracts will be selected Oral or Poster presentations in the context of the Conference sessions. Research and implementations will cover those investigations which look to future trends and visions in textile applications. Bring it on!

www.tiworldconference.org

RW

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37th YEAR

keeping people in the

loop with hike, bike,

travel & tourism

" . . the only true measure of success is durability . . "

for the b2b contact: office@tradeandindustry.net we'll quickly respond

HOW THE USER SCENE OPERATES

your customers on campgrounds

Reverting to type I went looking to engineer the ambience of those years spent at the editorial helm of consumer magazines out of London, a few of us writers, photographers and editors had confounded the Trade by being enthusiastic in changing things towards the travelling light scenario, in that time the base line in outdoor living leaned more to camping in bungalow sized frame tents, trailer tents or caravans. Alternatively there were ridge tents, I also remember using the dome looking Igloo structure from the Pneumatic Tent Company: guess what - this 1960s version more or less erected itself as you thumped on the foot pump. Dare we ever say that something is new, folks? The new experience, yes, and for quite a number there's a steep learning curve, but generally the stuff you make and sell gets happily used.



... two don't mean it's summer . .

Never being shy of staying on campgrounds this 2017 season was opportunity for a re-run of back to basics caravan touring, and sharing pitches at campgrounds all around Britain, we soon came to realise that just about every day you can learn something

“ . . there's always a camper or two who will leash themselves to a canine or two . . ”

new. The times you are pitching in with some buddies is good, but sadly we had missed out on one very important sound bite until finally we did get the message : a cuckoo was on the rampage. That persistent alarm-call pest is one memory from Morvich in Scotland this June, the Camping & Motorhome Club site staff reckoned this one was persistently raucous. Then some weeks later in Wales, looking for wallowing Asian Water Buffalo near Cardigan Bay, that we heard another busy cuckoo announcing his presence and that he was now on a Brexit. He had little but the sea before alighting on the branch of a tree in Normandy or Brittany. For us, England had lost him already - across the whole of the country we'd missed hearing a cuckoo calling, and for two years at least, possibly three.

Crossing borders without a passport this migratory bandit is a tourist, in company with a whole host of friendly invaders coming to our shores and attracting a distinct following: but Twitchers want more! We met plenty of that human species roosting in camper colonies we frequented, and so a question: do you sell binoculars and the like in your shop? Before Brentwood's Field & Trek began catering big-time for hikers and campers they did good trade at their Heron Opticals operation, selling binoculars and the like to Twitchers, who also wear woolly hats, warm clothing, water-proofs and rugged footwear.

Our Easter 2017 kicked off tradeandindustry research into how the business of today's hike, bike and travel stacks up in the camping and caravanning fraternity, joining them we listened and watched their gear games. Spring to autumn we witnessed the impact of honey-pot times like Bank Holidays and school term-time breaks. Groupings then almost always relate to a "they're with us" take-up, people on campgrounds admitting they enjoy family camping and regularly are hosting grandchildren for the outdoors experience and a countryside learning curve. The outdoor or bike store with kit for kids will profit through impulse-buy £s: remember people just love buying presents for their grandchildren!

Weekends showed up as the definitive take-a-break time for the working population, who told us "it's nice to be in the countryside, even for a couple of days at a time." Shops could benefit by using a window display to sell the idea of a getaway, and you'll improve footfall and till-ringing by mounting an information "sell" to highlights being outdoors on campsites. In truth that's simply latching on to the way Government puts money into encouraging sport and healthy activities: when shops become a sounding board for getting into the countryside, that does everyone a favour, both end users and sellers alike. The socially observant operator turns shops into emporiums.

It wasn't just Brits on the Club sites where things happened; in full touring mode come early May there was plenty to show the holiday season had opened as cars with their yellow front vehicle registration plate announced the Dutch had arrived. Those avid campers often confuse you, some say they come from Holland whilst others fiercely deny that, saying their home is the Netherlands: but no matter - they speak rather good English and are good at welcoming us into their company. In Scotland we noticed a big proportion of Continental visitors, by far the majority were motorhome travelling, motorcyclists and scooter riders we saw quite a lot of - that brigade having tuned their camping to being motorised backpackers. Luggage carrying limitations on ptws are answered with small tents and by making good use of dining stops, one Belgian group told us they moved on every other day, but had found Club sites much less "real-countryside" than the private and farm-camping locations. They didn't require eh facilities so much, and that's very cool for the good of the environment.

My own experience of the scooter Rally scene tells that camping is the preferred stop-over, national events happening across the calendar attract very big followings with people gathering to admire vintage two-wheelers. You can see that tenting is so much their habit - catch a copy of Scootering magazine to see event programmes that brings camping business customers almost to your door. With powered two-wheelers from the golden age of factories in Italy changing hands for several £-thousands here's a user group prepared to put their cash where it matters: it matters they sleep comfortably so sell them good quality camping gear. Prepare to offer Rally-goers a shopping opportunity - people invariably run out of gas, or need to



the leaves were Spring green as we started out . . ninety days on autumn was in the air

replace the kit they forgot to stow! Promote your business directly to Rally organisers - they'll appreciate the thought and it will help your business prospects.

Journeying to where Picts and Vikings once toured with intent we interfaced tourists who display their motorhomes in a gaggle travelling narrow Highland roads, making frequent passing places so essential. That is my reason for choosing to tow a caravan: you fill in the no-tug days with your car or a bike, parking up on a camping ground instead of anxiously over-nighting in spots where "no camping" notices proliferate. On the island of Skye especially we noticed the very convenience of a motorhome has become somewhat an inconvenience to the Councils tasked with tidying left-behind litter. A tourism initiative for Scotland, The North Coast 500, is much more than a long road around the top end of the mainland, actually it's a tourist-friendly information and business scheme unifying the offer, keeping visitors in the loop. We drove chunks of the long coastal road at various times, and from Twitter leads it was easy to see it was grabbing the attention of tin-tent tourists, motorcyclists, scooterists, plus a gaggle of cyclists. We met pedallers who told that distances between coffee-stops and the off-sea winds presents quite a commitment but is attainable for sure, they need time to complete the NC500 so need to be resourceful when planning stages. The attraction of lightweight tents and Scotland's Right to Roam makes it easy-peasy to journey around Scotland's perimeter, riders reckoning its better going West to East: both for less sun in your eyes and a fair wind.

Overall, we found a different camping ground ambience once school holidays happen, the camping and tin tenting Clubs entice early or late season visitors with lower overnight pitch fees but the other side of that coin comes with the high-season rate: a mortgage for some. Put in a long spell of high season stop-overs, as with many coming to Britain to check on roots of their family tree, and you can do in a five figure sum. Telling your shop customers they get a "cheap holiday" when camping is not a good sales ploy in my book, I always argue that the independence of parking my Compass on a camping ground serves me better than using small hotels, guesthouses or b&b. In those sorts of places I can never know what it was that itched the previous occupant of the bedroom, and anyway the cheep I like is the local wildlife on the camping ground! "You are there for the nature of the place" is the comment we picked up time and again this summer, people getting the healthy outdoors kick.

There is one downside to mention though: those bloody sliding doors on campervans, they don't cheep they thunder-clap. Especially threatening are those that slam you awake to announce others are going for the 3am leak, occurring twice for every loo visit: often times two because one occupant has just woken the other! Please don't mention bumps in the night to your shop customers though, explain to them that people on camping sites always lead the life they want: get up - or go to bed - at whatever time they choose, and no-one has got to meet set times for meals. There isn't any better way to enjoy holidays and weekends, and for all that freedom they end up spending far less on a trip than even if staying in the grottiest of hotels.

That's the sort of regular comment we had in dialogue, other things that showed on the radar as we tugged around sites was that the green there took on a patchwork covering in the colourful shades of movable homes: tent hues don't change that much do they, and nowadays it's clear that not all tin-tents and motor-homes come finished white only! A few models of both types are beginning

This Brecon site is here because Dr Beeching stopped the trains running!

"there is nothing we can do about the weather, what we can do is alert our customers and help them to cope better"

to truly ape delivery transporters though, big slabs of wall lacking windows and some where 'van windows appear in a smaller profile, but surprisingly what isn't getting smaller - or quieter - is the problem in 'vans of leaki . . . sorry . . . water ingress. From what I heard this summer it is rain that menaces the camping pastime most - and yes it rained, once for over 30 hours non-stop in the Highlands - it is a burdensome worry and problem for too many new-caravan owners and campers. In a world where boat and dinghy makers manage to keep their bilges dry (*not a good advert for boats, seeing one sinking, so it tends not to happen!*) the campground chatter showed wet weather directly affects the demeanour of tyros who cite it as the main off-put for ever again going camping. Too-often I heard "if that caravan couple aren't dry in a caravan, what chance for us in the tent?" There is nothing we can do about the weather, what we can do is alert our customers and help them to fathom out how they can cope better: that's for makers and the sellers to contemplate and to put into the dialogue around the place. The term, I guess, is awareness and education.

Research often happened during the roundtable of the (male dominated) communal dishwashing sessions with broad topics raised amongst campers - "nice colour - Playtex or Marigold"? - tersely the reply came - "No, Leiheit: got them for my birthday!" Away from Fairy

Liquid and the like, the conversations about hard standings at sites centred on rock pegs and how to drive them home took on quite a new meaning. Rubber mallets, as with chocolate fireguards, are useless and once driven into hardcore a rock peg can be the very devil to recover.

A solid metal club hammer and a hefty claw hammer are just starter points it seems - one guy showed me his near foot long cuts of 12mm reinforce concrete rods as used on buildings: "they never let me down" he chortled. Later at Chester Fair Oaks site, which is as close to the Wirral, a Roman town, the motorway network and a ginormous crowd-thronged 'orrible shopping centre as you will find anywhere, I watched frustration bead the brow of a caravanner whose steel pegs keeled over at the knee as the mallet bounced. The family caravanner complained he was sold these tools for the job only that week, along with his new caravan and a huge awning. What a baptism of fire . . .

The Trade are pleased more people are now getting to love "other-season" camping and towing times, these tourists bring year round spend so very much like dog walkers do. On campgrounds you always notice there's a camper or two who leash themselves to a canine, or two, and tread away from their pitch three or four times a day. A lotta dosh gets spent to keep Pooch happy and dog-walkers - they are out there no matter the weather - they need truly reliable kit with real substance: your job! On a stay in the Borders at the Lauder Friendly Club site it got scary when I told a driver who'd just arrived that his electric leads were kissing the deck, he told me - "heavy on the springs, I've got six dogs in the van for tomorrow's show at Kelso." Replying "I remember a guy from Kent who used a Winnebago for his trips to dog

at Lochcarron, a Vespa rider with camping gear in an Ortlieb bag tops up his tank.



shows, name of Dave . . . " then before I could say that guy's surname the other fellow said "oh, Dave Wilsher . . . he's a mate of mine." Small world, caravans, camping sites, dog shows and the bicycle Trade . . . and who doesn't know Dave Wilsher!

There's the real connect of course, bicycles are ubiquitous, especially with motorhome tourists, prime suspects who know other wheels are indispensable for getting out and about without having to unhook an awning to get off-site for shopping and the like. Caravan showrooms who realise the potential for add-value sales, they display bicycles, especially e-folders, that's matched by 'van makers who now add a bike rack fitment at the rear. I remember talking to a couple seen lifting four flat sleeping-bag bundles from their Swift caravan, they unzipped each to reveal front and back ends for a pair of Moultons. "That keeps the 'van clean" I offered . . . "Nah, we are more keen on not chipping the bike paintwork". It takes all sorts, you certainly meet them - and learn - on a campground. Great bike for touring is a Moulton.

Walkers follow the most practised form of recreation on the planet and I've yet to find a camping site information booth lacking maps and leaflets about local paths. New arrivals head there, getting bearings on what's to do locally: this also brings a connect with local businesses. Campgrounds usually carry limited amounts of expendable kit for touring holidaymakers, so publicising your own outlet is the sure-fire way to gain customers. This can also lead to repairs, hire options and promote your brands; retailers calling on the local campground to network with the management puts themselves on the right pitch for customers, too. Like the time finding we weren't quite as well organised as imagined, and needing a local outlet for both bike stuff and for the caravan. Saving our bacon each time, the specialist suppliers also found us on a session of buying more than replacements! Guess who had left stuff at home!

A word I dislike is "staycation" because anyone with even a tiny drop of hike and bike and travel blood in their veins, then they will do all they can to cross the horizon. We saw that near the Old Man of Storr on the Isle of Skye, a calm mid evening without a flutter of a breeze and no Smidge in the glovebox:

. . . at Easter the shops were encouraging people to layer up . . .

we deferred getting eaten alive at the near invisible, but so very menacing midgie ambush. It was a pity to miss touching the foot of that awesomely loose and rotten basalt pinnacle, its peak first reached in 1955 by the mountaineering legend Don Whillans. Nearby we met two Essex lads, neither keen to face a Highland scourge on this one night stop-over; just over a week after leaving the south, driving to Orkney to put their kayak through some generous water and wanting to be back by the Thames in two days time, it was no "staycation" for them! Moving on, that's Essex lads for you!

Beginning our 89 nights of r&r - research and reporting, that is - started at Easter, the first long break of the year for many, and quickly noticed that the less than aware campground user discovers butane isn't a cold-snap proof fuel for cooking or heating. Advising campers to go for propane seemed the right move, and seeing it was chilly we noticed how the Edinburgh Woollen Mill and Moffat Outdoors shops were encouraging campers to layer up. In East Anglia and Cambridgeshire the clear blue skies, a sharp frost and a chilling breeze greeted us as campers a couple of weeks later. It didn't stop youngsters enjoying swings, roundabouts and playground games from breakfast time to dusk though, it's warming to think that this community of happy campers will carry that enthusiasm for outdoor and fresh air living into the next generation. You see so much more of this type of relaxed, "the children are safe" fun at The Friendly Club sites, something we've fully noted over the years. In fact of all the places young children can safely be left to their own devices, these campgrounds get our Gold Star Badge for relaxed family holidays and entertainment. And how interesting that around the country the Club now offer their Ready Camp, already-pitched family size canvas cabins that give people a realistic welcome to the camping scene. They call it glamping and at Cambridge one of these is in the ultimate family location for flat as a pancake cycling along safe routes. Happy must be the local bike shops and hirers - those and the people catering for waterways paddling as well as pedalling.

Gateway Scotland for us ran from the back end of May for a full four weeks

right: can only be Skye . . . we pitched five nights at the Torvaig camping site near Portree



“we’ve spent a summer talking to people on both sides of the counter”

you see so much more of this type of relaxed, “the children are safe” fun at The Friendly Club sites, something we’ve fully noted over the years. In fact of all the places young children can safely be left to their own devices, these campgrounds get our Gold Star Badge for relaxed family holidays and entertainment. How interesting that around the country the Club now offer Ready Camp, already-pitched family size canvas cabins that give people a realistic welcome to the camping scene. They call it glamping and at Cambridge one of these is in the ultimate family location for flat as a pancake cycling along safe routes. Happy must be the local bike shops and hirers - those and the people catering for local waterways paddling as well as pedalling.

Gateway Scotland for us ran from the back end of May for a full four weeks of being with campers who were buying sun hats and sun cream - along with Smidge! Oh, and umbrellas. At Killin the Outdoor Shop hires Giant bikes and also offers canoes and kayaks, with plenty of quality stock to sell. The two camping sites at this western end of Loch Tay attract riders to National Cycle Route 7, whilst walkers can puff a bit on the way to the summit of Sron a Chlachain fell and take in the view.

I reckon this as a Gateway because in no time at all you get around the corner, cross Rannoch Moor and plummet down Glencoe, on the A82 towards Fort William. Backpackers throng around Kingshouse Hotel, on the West Highland Way and also a stop-over on the TGO Challenge, coming out from the West Coast and heading east that is. A Trade success is seeing so much outdoor gear being used but why are so many, too many, walkers actually limping under a mountain of a rucksack that seems to show that businesses could be doing a bit more in the way of proper education: Retailers can help customers by pointing the would-be trekker towards The Backpackers Club, a group of in-tenting wanderers who have been playing the game since 1972, they organise weekend trips all around the country and have their own quarterly Club magazine: www.backpackersclub.co.uk

Tugging south from North East England to visit the Stoneleigh show really proved a point about budgets and travel: just before then the cost at Kendal in a brick



tent, when attending shows there, had been as much for one night as we’d pay to stay four nights with our Compass pitched at Warwick Racecourse. But then this is nothing so new: over the years, getting to Cologne shows and the run of visits to Munich and to Friedrichshafen, even Italy, that always cost less money than two of us, sometimes three, would have spent cramped into cheap flight seats. If ever there was any argument needed about the joys of camping and caravanning then that one calculation would convince even a stone gargoyle that it’s win-win for being independent and travelling as you wish, when you wish. There cannot be a better way to do business than selling the stuff that makes hike, bike and tourism the ultimate no-brainer. We’ve spent a summer talking to people from both sides of

the counter, there is nothing we can do to change whatever the weather is doing at the moment but for sure we do know how to turn the dawn into a glorious day and enjoy the evening as the sun sets over there in the west. Of those ninety days pitching our Compass around Britain, it was nearly too good for humans but it showed us a slice of humanity who know how to turn a campground into a heavenly place. With so much rewarding fun to be had, let’s get stuck in and spread the message. **Peter rl**



the classic Clan gathering

the cycling pitch on the outdoor patch that is Knavesmire, York

The annual cycle rally at York had its beginning when a group of cycletourists pooled resources and their enthusiasm to stage the inaugural 1945 meeting: it grew to be a true institution in the cycling world. It’s a brand that is unique and famous and talented, founding a community who shared a festival of camping and touring and road races with all the other facets of the cycling game joining for a celebration on the Knavesmire Race Course at York. For both local residents and those from much further afield, for the Trade who sell and the public who buy, this event has brought thousands of followers to what became the most cherished social event in the diary.

The rally idea was first discussed just a week before Christmas Day 1944, by the Hull & East Riding District DA of the CTC, nine months later the first Grand All-Yorkshire Cyclists Rally took place; five hundred may have been expected but a mammoth five thousand cyclists turned up for the one day event- the York wheel was spinning! In the late ‘50s I travelled from the south with my bike - for the train I didn’t have to ask anyone nor did I need book the ticket. In the ‘70s I visited the rally as *Practical Camper* editor to check out the Knavesmire tent scene, seeing a first single hoop USA Moss model in use. Come the ‘80s thousands arrived to camp there in tents, tin tents and motohomes and more than a handful left on the Monday morning. Huge crowds, fun!

In 2013 York Rally was pulled from the calendar, there was a lot of internet chat with people looking to blame or shame, yet the consensus was the Rally had become jaded with very high costs to be faced and there a shortage of supporters for the Trade tent. There had already been an ethos-change to the weekend gathering, brought about by grey figures who usurped the user-friendly, traditionally volunteer-run operation that York Rally had become. The industry association people had been hoping for a Millennium event to deliver them a generous pay-off for very little initiative or effort: their involvement precipitated the wheel-slip that punctured the vitality of the Knavesmire weekend. Uphill all the way from then, the struggle collapsed into the cancellation.

The Volunteers never really left the field though. Taking counsel they planned a rallying return to the Knavesmire, people with belief and energy put hands deep into their own pockets and staged York Cycle Rally in 2015, 2016 and 2017. What has emerged from that period of self-imposed duty is the understanding that to grow the event to being quite un-missable and to reach the happiness inherent in the previous weekends at the Racecourse then the task is how to attract funding. The current Team has been responsible for fundraising,

gaining sponsorship, input direct funding and have avoided ever claiming out of pocket expenses to ensure the Rally is there on the day. York goes ahead for certain, it’s an event designed to inspire cyclists of all ages, the York Team promises a fun free-to-attend weekend for cyclists gathering to celebrate their cycling, it’s a place to meet old friends and make new ones. The weekend programme sees various track cycle races, some counting towards official series, with live music, rides out into the local countryside, talks, with under cover Trade stands alongside Club and associations’ Membership presentations. In fact, just the way it always was when York Rally really buzzed - plus some. It’s an event for being there. **Peter rl**



youngsters are the future for cycling in all disciplines



much more than just everything-cycling, York Rally is a time for for the whole camping and touring fraternity

pitch in Rally Campsite bookings made before January 1, 2018 are at super earlybird prices. yorkrally.org - lots of news and information



pay-off comes from investing in development

and the truth is just as Vivian Wood said - "buy less, choose well, make it last"

There is an escalating demand for fabric developers now their area of work is seen as a leading side of a brand's appeal. Brands are waking up to how so similar product looks as designers regularly transfer between companies, working with fabric salesmen who will offer every part of their portfolio to any interested party. Only by investing the time to request further developments of the fabric converters will brands ever develop something unique to their company.

Places that are right at the very coalface of our business are where mind and matter meets. It happens that ISPO is still the main show for at industry level where some of the fabric developers and manufacturers are found individually in the main Halls, although they mainly group in C1 & C2. There is an added appeal in these two halls as fabric forums with presentations happen alongside the exhibitor booths.

The more interesting focus for Fabric Developers is at Performance Days, a twice a year event in Munich's MTC World of Fashion. Just how relevant Performance Days has become is that the next-up happening is to Munich's messe.

PD, as people now call it, is *THE* exhibition to attend – for both the fabric brand and a fabric developer. There are other fabric sourcing shows, some in the main city of Bavaria too, but this exhibition has risen to become the desired place to be and be seen. Before PD the show that offered the most for the sports industry was Premier Vision. There are two main reasons for the rise of Performance Days: its timing of April and November that matches phases in the design year, and being a Show without the distractions of marketing support. Each stand is a shell-scheme and the only gathering is the Oompah band party on the evening between the two days - free beer until the crates run out.

What Performance Days delivers is a relatively low cost Show for both brands and the visitors and uninterrupted time for continual conversations about the product, as opposed to big brand marketing. A restricting factor as the exhibition has grown in appeal is the space of the venue itself, at each of the last four years it has expanded the floor-space.



PERFORMANCE DAYS Team
(left to right): Lena Weimer, Marco Weichert, Lisa Lechner and Stefanie Sacherow

A year ago it filled available room, with now taking it to a Messe version they can expand to 300 stands or so.

At the separate booth

groupings the visitor finds an area with both a fabric showcase, Workshop Rooms and conference area. Similar fabrics are grouped at comparison tables, choices being Base-layers, Insulation, Two layer waterproof, and others with this offering opportunity for direct comparison of the fabric for feel and weight.

This sees a themed set of presentations delivered, in April 2017 the topic was Biodegradability with the headline presenter being the acclaimed designer Christopher Raeburn, of the Re:Made collection. This autumn's show featured Thermoregulation. Visitors once found the single day visit was fine, but as the show has expanded - a year ago, just over 100 stands and 1000 visitors; the last show saw nearer 200 brands & 2000 attendees. Performance Days has now become so busy that it would be difficult to cover the event in one day, which means designers and developers will make pre-booked appointments to chat to stands.

to enhance maximum performance

Thermoregulation, theme this time, sees many in the trade considering the subject just to be about insulation and whether new product keeps you warmer for less, or has better breathability than existing materials. On the day though the presentations broadened the subject to how to keep skin temperature to remain as close to 37 deg to enhance maximum performance. The roll of nature was examined with how hairs on the skin react, why perspiration occurs, and the roll of vasoconstriction vs. vasodilation. Having established the baseline, further presentations went onto detail smart materials and how biomimicry could be applied.

Perhaps the area that received the most encouragement was that of natural and synthetic materials working together to create a buffering zone. It's about extending the project that Primaloft has with Gold Blend to one that might include wool as it has properties than show heat absorption and feedback like a Phase Change Material. More attention is being paid to Flocus and wool these days as the natural fibres offer more than originally thought. Certainly current laboratory test methods do not encompass all the benefits that natural materials offer: everybody knows merino works great as a base-layer, yet somehow it always comes last when compared to synthetics.

As to the detail of fabric development it becomes easier if it's sub-divided into groups of attention. Fabric is normally divided into natural and synthetic, but there is now the Bio-synthetic group, seeing plants can provide the same elements as nylon and polyester. Further to this are issues of dyes and finishes, but now the majority of work is subject to influence from BlueSign (the original Swiss Environmental Auditing service from the turn of the Millennium) or nowadays the Sustainable Apparel Coalition, launched five years ago, along with specific attention for footwear and other arenas.

Perhaps the biggest area of interest is that prompted by problems. All of this

decade the worries about fluorine chemistry have led to the development of PFC-free Durable Water Resistant finishes. There has been much progress made towards the durability of the new formulations - some of it in the chemistry, some of it in the application methods - where the water-rejecting qualities have been outstanding, but they fail in oil resistance. This latter category means that sweat, suntan lotion, grass stains and the like will all result in the DWR being compromised, however with regular maintenance - such as washing in non-detergent soap, rinsing a second time, a quick tumble dry - the DWR's lifespan can be considerably extended.

The incoming problem is that of micro-plastics, which come off synthetic garments during the laundering process, that the media seems to be making out to be the worst side-effect ever. Textiles in garment use produce less micro-plastics than the wear from tyres, but more than the cosmetic industry; the biggest single source of micro-plastics in the ocean is from the breakdown of the Great Pacific Garbage Patch, the next biggest is the wear-off of marine emulsion paints.

durability - measured in three forms

It pays to remember the danger is mainly from the chemicals that stick to the fragments of plastics – a solution needs to contain the chemicals that are already in the sea. Not all natural textiles break down - wool does not degrade in the sea - but all textiles get worn by repeated washing. Perhaps the more important question is one of the overall footprints, with everything measured by carbon/ energy used, waste produced and the amount of water consumed. It is well known that re-manufacturing a garment produces more footprint than the chemicals to make the garment more durable. Durability is measured in three forms: physical durability is well accepted for sports garments, emotional durability is now the bigger influence, such as how long a garment is loved and worn for, along with fit durability, after all so many garments will not adapt as your body-shape changes - obvious with children outgrowing garments.

Looking closer within the topic of developments of fabrics and finishes currently being initiated in the sports industry we see the majority of attention is to lighter-weight fabrics with fabric deniers of below 10 now easily possible, that even as a 3 layer-waterproof. We know that 7 denier yarns are windproof and can weigh 19 gms/m². These yarns being used are also becoming stronger and the medium term future will see elements of Graphene used.

The subject of body odour is becoming more important and there are essentially two ways to solve it: silver or chemicals. The former is what has been used throughout time, but the small particles do not bind well to the fabric, which detach and enter the water system; whilst the latter produce more side-effects associated with synthetics. The natural way to fresher smelling clothing is to use wool: the finest merino can be used in the warmer temperatures, or the possibility of silk in hot climates. In wool the 'no-pong' factor is at least three times as long as untreated garments

New ways of weaving and bonding fabrics are being developed; in the near future there will be multi-layer fabric that has been woven together - hence no line of stitching to fail. The other factor that advances in this area produce is the elimination of adhesives so delamination problems will be avoided, and remembering that glues generally are chemicals based. In insulation there have been developments to create a wool ball that can be air-filled, like Down feathers, whilst this latter with a hydrophobic treatment is still the outstanding weight for warmth filling

Progress towards better recycling is also a consumer desire, although the footprint for the end-of-life of fabrics is less than 5% of the overall amount. To facilitate this it is better not to have fabric mixes and blends, like polycotton – although there has been progress in this area to separate the components too.

The subject of Design takes greater influence these days as so much product appears to be the same with just feeling it is the only indication of the quality of materials used. As so much purchase by consumers has become virtual, when combined with junior designers swapping brands on a regular basis this leads to product that looks identical. Some brands just deconstruct the category leader's product and re-assemble it, so negating the role of the designer altogether in favour of a production co-ordinator and a fabric specifier.

What a designer can and does do is bring a genuine story to the product; this is normally reflected in a much cleaner design that is more fit-for-purpose, than the safe garment that seems to appeal to as many people as possible. In a world where the homogenous approach has become unpopular as people want to stand out from the mass, it is surprising that some design still follows this direction: unless it is part of the race to be the lowest cost provider, of course.

The influence of good design also determines so much of the emotional durability of the product. If there are concerns about preserving resources for future generations then the mantra must be to design as Vivian Westwood declared "buy less, choose well, make it last"

Charles Ross

groundbreaking pledge for the planet

Products that come completely fossil free, that are sustainably and ethically made, and being natural too - these are promised by Scandinavian brand RÖJK. "By 2020, all our products will be 100% biodegradable and natural" is the message. "Yes, you read it right the first time. Unless we can make our products one hundred percent biodegradable and natural, we will not put them into production. Others may fight over who can bark the loudest about using recycled synthetics, and sure they may be better than non-recycled ones, but they are neither biodegradable nor natural and they still contribute to a demand from the supply chain. This is not the way to rid our oceans and forests, or even food, of microplastics"

Today, says RÖJK "we make all our products in Europe, and we make a substantial portion of both fabrics and finished products in Sweden, which creates jobs and leads to shorter shipping distances and minimized carbon footprint. It also puts us on top of the entire production chain. We are, however, not going to say no to production outside Europe if it means that it can benefit the environment even further. This can, for instance, mean minimized shipping distances and carbon footprint by moving the sewing of a garment to a location close to where the fabric is produced, instead of shipping the ready fabric across the planet for sewing, then shipping it again to a warehouse. However, we will always strive to work on the most local level possible, for the benefit of the planet and our home environment alike".

"We also promise that all our packaging materials will be 100% biodegradable no later than 2023. Bags, boxes, hang tags and so on are typically regarded as trash since they have no second-hand value. Due to this, they often end up in nature, which increases the importance of them being fully biodegradable. That ambition doesn't end with fabrics, zippers, draw cords and the like, it also includes all colours used in the dyeing process, meaning we will not be using any synthetic colours or chemicals. Instead, we will mainly be getting our colours from recycled foods such as nuts, vegetables, spices and so on from the food processing industry".

The best thing consumers can do for the planet is to care for their clothes, mend them when it's needed. And when the old hoodie or jacket has reached the end of its life cycle then it's ready to be recycled, or put it in the ground so vegetables can grow from it. And should it for some reason end up in a forest or lake, it will eventually break down and become one with the soil rather than pollute it.

www.rojksuperwear.com



a speeding bullet approach

clothing aerodynamics

helping bike racers take the top step on the podium

So what has the World Formula 1 motor race Champion have in common with go-faster bike racers - Scottish brand Endura and Drag2Zero will answer it comes with testing sessions in the Mercedes-AMG Petronas wind tunnel. That's where they got it right with the design of the D2Z Encapsulator Suit.

At the heart of it all it is their many successes on the podium that shows publicly through for the technological gains embodied in a product that has brought top race results, not only on the indoor track but also for the road racers, tri-aths and testers riding the international, national and local time-trial courses: the product suits a winning style, even if the rider still has to pedal!

Endura are at the front line of all this through endeavour and after adopting a new and fresh perspective on where they wanted to head. They have exploited a technology that none of the rivals try - and "the results have been phenomenal" says Jim McFarlane, the founder and md at the company.

The team which has brought to the market both the race and award winning D2Z Encapsulator Suit has worked at building a knowledge bank which delivered results, with data compiled by the aerodynamicist Simon Smart that showed the Suit works right across a range of speeds: above all that is the noted game-changing innovation which sets the bar so high.

The knowledge bank and the data came from the sweat of top bike racers, Drag2Zero's Simon Smart and his team of aerodynamics experts in Brackley, all of it honed into winning wearables by the Endura development and production teams. None of this happened overnight and it represents very high levels of investment from the company.

A lot of energy was used to test and evaluate strategically-placed 3D chevrons and prove this reduced the drag through the air at speeds for a specific rider wearing a D2Z Encapsulator Suit.

For the time trial discipline, and for speeds between 46kph and 58kph, the designers incorporated a pocket for the dossard, so no safety pins and flapping plastic then! Racers ride an aero-specific saddle buffer where the 1000 series Italian stretch pad is made with a single block of foam. In make-up the high stretch fabric here has an antibacterial finish that doesn't wash out, and the rider balances on a perforated foam base reckoned to ensure good blood flow and offer better wicking which facilitates a dryness that makes this one of the most advanced pads you can sit on a saddle.

That's just one aspect of the work and product offerings Endura put into the market place: take that last mentioned part of a D2Z Encapsulator Suit - that very specifically designed suit pad is just one from 22 versions that they will stitch into the riding garments for womens' and mens' riding for efficiency and comfort. www.endurasport.com Peter rl

not quite as far back as the starting point of bicycles being ridden fast - Alf Engers would not have allowed a toe-strap to flap - but with a slow shutter speed helping to hide things this photo shows aerodynamics was once just the word . . .



the cycling action man

Caught taking a pair of bolt cutters to a chain securing his bike after another owner had accidentally locked their bikes together, Channel 4 presenter Jon Snow didn't hang around for too long. The tv personality, who is president of the CTC organisation - aka Cycling UK - went straight a local bike shop to pick up a new chain then pedalled off to reach his next interview on time. **TR**

working for Light Electric Vehicles in Europe

advocacy issues & SME

LEVA-EU is the only trade association in Europe that works exclusively for light electric vehicles. LEVA-EU gives its members a voice in European LEV advocacy. LEVA-EU monitors all EU legislation and policy-making that may be relevant to LEV-companies. In consultation with its members, LEVA-EU selects those issues, which are most relevant to the LEV-sector and develops and implements a European advocacy strategy. See this section of their website, <https://wordpress.com/page/leva-eu.com/215>, for current advocacy issues.

LEVA-EU offers its members free information on relevant European funding programmes such as the SME Instrument, which includes business innovations grants and free-of-charge business coaching, whilst the Fast Track to Innovation is aimed at supporting close to market innovation activities. Members can be assisted to seek relevant project calls and for potential project partners. Who can join LEVA-EU? Any company, organisation or an individual with an interest in the European LEV-market and wishes to contribute in the framework of LEVA-EU to the promotion of LEVs are eligible.

European enquiries, please contact Annick Roetyncck at LEVA-EU: leva-eu@telenet.be

HOW ANOTHER HALF LIVES

the brakes on spending!

Just when it had looked things were revving well with the combined registrations of powered two-wheelers in the EU reaching 1,051,606 units in the first 9 months of 2017, trade actually detuned with a -1.6% misfire, compared to same period of the previous year, and that has misted the visor. It all showed through with the latest registration figures released by European Association of Motorcycle Manufacturers, a performance reversal against commonsense understanding that two wheelers are the better bet for unclogging city and town centres. Someone hasn't read the script . . . is it the public?

Bicycle sales have dropped too, so could it be people are just loving to sit in a tin box for their travel - but then hang on, notified car registrations have fallen off a cliff, too. Could it be *everyone* is stopping their spend?

It could be read as a headwind for some, but figures show that registrations increased in some of the largest ptw European markets including France (206,596 units, +4.1%) and Italy (197,159 vehicles, +5.7%). However buying slumped in Germany (149,334 vehicles, -11.3%), in Spain it was (120,302, -5.8%) and the UK (85,505 vehicles, -15.7%). This latter statistic may mean the UK industry has a lower import bill but that is no comfort for either shops, distributors or even the Chancellor. EU Motorcycle registrations reached 771,327 units during the first 9 months of the year. That represents a decrease of 5.1% compared to the same period of 2016. New registrations in the moped segment - almost an e-bike - reached 280,279 units (+9.3%). **RW**

The EOG has contracted a leading European Provider of Electoral services, tasked with the administration and oversight of a ballot process

it's all about partnership

When OutDoor kicks off in Friedrichshafen June 17, 2018 it will be the 25th anniversary of the Show and a beginning of a celebration marking the knowledge that the Trade knows where it is going.

By then the European Outdoor Group will have concluded the operation Vision 2020 which is to map out the long-term future of Europe's Trade fair for the industry. Already, undeniably it has focus, seeing how the Bodensee OutDoor fair in 2017 demonstrated that the Show partnership of the Friedrichshafen Messe and OEG had evolved to grow the size and adapt a style that highlights global fashions and developing trends across an industry where adrenaline interfaces with the fabric and the foundation of an overall business plan. That overall plan contributes just as much to the social awareness of being there outdoors as it does for brands' commercial instincts to profit from consumer needs.

When it comes to OutDoor and EOG, the people who count important numbers reckon that in 2017 just a bare twenty of the top 500 European retailers missed out on having a presence - and picking up presents - at the outdoor and recreational product bonanza the organisers juiced with a mix of think-tank and conference sessions. In a year when international travel anywhere carried the community risk akin to crossing a busy highway when blindfolded, then that mere four percent sample is a pretty impressive figure, I would have thought. Trade visitors totalled 21,412, those joined by over a thousand of the accredited media representatives reporting on this years OutDoor.

What comes next is a 2018 OutDoor in June being beefed with thought and consideration of how to make it better on the eye, more fruitful to the need and with more close-by accommodation: Eriba Citywill expand by a whopping third, that bigger number increasing the offer of affordable nights for staying at the show. There will also be the expanded shuttle services to carry exhibitors and visitors to and from the venue. www.outdoor-show.com

a path to the future

In November EOG reported progress on their Vision 2020 project to map out the long-term future of OutDoor, an updating since a final report and recommendations were accepted by the association's membership in June. The position agreed was that while core trade show functions will remain the key components of OutDoor, and the way that they are delivered along with other aspects of the show's format, will change. That opened the way for EOG to begin a process of inviting applications from potential trade show partners, looking to develop the future direction and shape of OutDoor. That involved screening applicants from which five were asked to submit proposals for OutDoor, selected were Messe Friedrichshafen, Messe München, Messe Hamburg, Fiera Milano and Messe Stuttgart. For this stage EOG contracted a leading European Provider of Electoral services and tasked them with the administration and oversight of the ballot process, which confirms all proposal details are being evaluated by an external

WHEN THE BATTERY FLATTENS

e-mobility still matters

big EU money being put into bettering the car option

One of the UK's energy giants along with Denmark based e-mobility service provider Clever has a three year plan to establish a network of 180 ultra-fast charging stations for electric vehicles in seven of the countries stretched between Italy and Norway. The plan is seen as a flagship project and has received ten million Euro in funding from the European Commission in Brussels. With the EU countries beginning to make pledges to phase out petrol and diesel-fuelled cars and with the eyes of consumers and car manufacturers on electric vehicles this has sparked an interest with the companies who, early days it may well be, see a global shift in transport solutions. *But come on, what about bikes?*

For those who just imagined the supplier wanted only for you to switch to them for your domestic and business energy it seems E-On have become an international e-mobility company that has brought into their loop Clever. This is a group which operates 1,500 or so gas stations in locations across Scandinavia and northern Germany, who will set up the new highway stations to recharge car batteries in as little as 20 minutes. The two companies come together in the wake of Volkswagen AG, BMW AG and Mercedes-Benz parent Daimler AG announcing

and independent committee. Following that their findings will be deliberated by the EOG's board of directors in December to see how ideas meet the criteria agreed earlier. The final set in the match will be played out by those in the final shortlist of exhibition centres, with them invited along to present to the membership during the association's Annual General Assembly on January 27, 2018.

After that, there-in lies the detail of what visiting Suppliers and the Retailers can anticipate they'll find at an OutDoors occasion for their future rounds of aisle meeting and greeting. For the present though in 2018 it is to Bodensee that visitors will head and already there is a good idea of what people will encounter at OutDoor Friedrichshafen in June: the offer includes The German Bouldering Cup, a move that salutes climbing now being part of the Olympics, that is going to heighten media interest in bouldering and other disciplines, that is bound to broaden exposure of the brands who are exhibiting at OutDoor. It is anticipated that the Lifestyle Collection feature will bring more exhibitors and segments, regular fashion shows, and Trade content. The equipment and the expendables and support used in varying facets of outdoor sport, as well as leisure preferences for the country-going public, is what OutDoor is about - activities such as trail running, standing on water, well, almost if you don't spot that aided by having a paddle and a board. The world of wheeled tourism is a big marketplace all the way to bikepacking: stuff like that will attract people to Friedrichshafen in the summer. www.outdoor-show.com

In the coming years an EOG's OutDoor could look different to the Shows we have followed, there may be altered specifics and organised in a way that accommodates changes in the public's perception of what is outdoor lifestyle. The end user has a lot of influence and how they prefer to enjoy themselves goes all the way to the bottom line, and the way the Trade picks up on that are definite ponderables. I am one of those who remember when an explanation was needed to describe what a backpacker did, or used, and how much pure innovation there was in the hip-belt system introduced by CampTrails, for instance, and with white the fabric colour at the introduction of Helly Hansen's Lifa it was the users who pointed out there were problems.

Since before Edward Whymper or Thomas Hiram Holding did things which attracted such a following there has always been an outdoor living and travel lifestyle: think military, think foot warfare, think rows of single pole tents! Cologne was once the show centre and international marketplace for just about all camping and outdoor leisure traders, a basecamp for British manufacturers who then moved on to Munich; almost settling in there, before the climbing and lightweight brigade moved to the Zeppelin Halls on Bodensee. Of that relocation I have often wanted to have confirmed what a lot of people suggested - that the boss of one of the brands headquartering just down the road would at least be sleeping in his own bed rather than one in Bavaria. I have always preferred to have my own bed when working at shows, and tow a caravan for that purpose, so if what they were saying is true then good on you Albrecht for freethinking back there, twenty five years ago. As for where people will be pitching for OutDoor shows a few years down the road . . . EOG members will be happy they are getting to have their say. Not everyone will agree with that decision. **Peter ri**

they were teaming up to offer a charging network of about four hundred recharge points. *Are they recharge points that two wheelers will be able to use?*

E-On and Clever say their partnership will also establish stations in Norway with YX, the Norwegian service station chain which operates around 750 refuel stations in Norway and Denmark. As far as e-vehicles are catered for the announced 180 sites will be the first wave of charging stations to be spread across Europe. The strategic partnership has the ambition to offer 150 kilowatt (kW) charging at more than 400 sites in a network that allows current and future e-mobility users to drive seamlessly through Europe. Casper Kirketerp-Møller, ceo of Clever, tells: "we are not just putting up charge points but designing charging stations with customer needs in focus, we believe that the combination of being able to cater for almost any car brand, securing the right locations and offering customers well thought through solutions will be part of convincing people that EVs are a real alternative to conventional cars." *Hey, bicycles do well in towns!*

The 180 stations will be spread across seven countries, including the UK, with the first wave of the project in Sweden and the plan is for the sites to be placed every 120-180 km along motorways. Work is in hand in both Germany and Denmark and the facilities are promised to enable battery charging for a 400 km range in under half an hour. So time to go get a coffee then!

RW

