



OUTDOOR trade & industry

Britain's longest running outdoor Trade journal



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20mph city-wide could do more than slow traffic - it could make us better neighbours

FOOT OFF THE PEDAL

The UK charity Sustrans' campaign Quality Streets wants Bristol to lead the way in improving all of the UK's neighbourhoods by extending a 20mph speed limit in residential areas. Bringing wider effects on community and health.

Adrian Roper, Sustrans' regional director reckons having 20mph as a city-wide limit has wider implications for residents than simply making traffic less dangerous. "Neighbourhoods with slower traffic have more social interaction, people know their neighbours, kids get out more in their street to play, be active and socialize and there is a sense of a community". More people cycling, more people walking, a great result.

Sustrans presented the results from three years work with local communities to improve streets with inexpensive, cost effective re-designs aimed at minimizing speeding traffic, rat-running, and anti-social behaviour. The findings show that speeding traffic is consistently rated as the greatest problem in communities with residents feeling that their roads were not pedestrian friendly, were unsafe for children to play in and not somewhere to meet.

On top on this, the safety implications are also clear - with more than half of road deaths and serious injuries occurring on roads with 30 mph speed limits, reducing limits to 20mph means there is a 97% chance of survival if hit by a car. The campaign asks local authorities to address not only the issue of speeding traffic, but look more laterally at street design to help improve social interaction and public health as well as create better environments for more everyday in-town hike and bike activity.

The Quality Streets campaign has attracted support from organisations - Friends of the Earth, the British Heart Foundation, the Faculty of Public Health, Campaign for Better Transport and Play England. The trade and business sector can also add their voice: Lobby your local councillor before the end of February at: www.quality-streets.org.uk



Vaude Attenberger

OUTDOOR GIANTS FLEX THEIR MUSCLES AT ISPO

What is probably the world's biggest clothes rail has the wrap lifted on February 6-9 in Munich where Ispo exhibitors show their ranges. Big for the hike, bike and ski market a lot of the 2011/2012 intros on display will make it to a High Street wearing.

The two brands illustrated here - Vaude and Craft (below) - both bridge the user sectors that includes the professional sports racers to ice, climb and ski activities, or the town rider who wants fashion with the function.

Craft introduce a lightweight, elastic and windproof XC jacket line



electric bicycles the solution

petrol price pumps up the demand

A survey conducted in conjunction with Leeds University revealed that 38% of Powabyke riders replace their cars with the bikes, use them ten times more than a conventional bicycle, whilst 77% percent of riders use them daily! The canvassing result of 3,000 Powabyke customers backs what the Bath based e-bike manufacturer had long known: commuters are the biggest buyer of electric bikes.

The dramatically rising costs of conventional travel is fuelling the interest and from the start of 2011 there was a flurry of activity for Powabyke indicating there is a real perceived need for the vehicles they sell. With three major distribution deals to sell Powabykes in Ireland, Sweden and Denmark coming off, the UK dealerships have also been calling Powabyke daily with enquiries for stock in January. The new range of X-byke models are proving in demand and also the popular trikes - a new batch of which will be available in February. Frank Curran, sales manager at Powabyke tells Trade & Industry "The phones have been ringing and there is a definite increase of interest for this time of the year."

Whilst conventional bikes are still a popular choice as an alternative cheap commute, Frank Curran points out there is no guarantee people can arrive at work feeling fresh. The e-bikes remove the effort required and importantly they remain one of the only ways to use a self propelled transport system without spending money on tax, insurance or a special driving license. Richard Forsyth, Marketing Manager for Powabyke says: "Electric vehicles in general are growing in popularity but electric bicycles have now reached a point of development where they are reliable, extremely cost effective and look good as well. With petrol prices now rising to ridiculous levels the electric bikes make more sense than ever before. People now recognise the e-bike is the best solution to prevent wasting money at the petrol pump."




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BICYCLE trade&industry

Britain's longest running trade journal for the UK bicycle business was launched as the first bicycles-only Trade magazine by the current owner-publisher Team.
OUR YEAR 32

OUTDOOR trade&industry

longest running trade journal for the sector, Outdoor Trade & Industry derives from the original outdoor business magazine Camping & Outdoor Leisure Trader
OUR YEAR 22

SCOOTERS trade&industry

dedicated to urban transport topics and linking lightweight electric powered bicycles and petrol driven two wheel personal vehicles for town & country travel solutions.
OUR YEAR 10

looking down to Reine



EDITORS DESK

the alternative pitch

When Ispo opens in Munich there'll be much to take in, and a lot of people treading the aisles may well find it hard going. I mean that kindly, as the tight schedule and a slipped appointment happens with even the best laid plans. Ispo is a Trade happening where just about every sport and adrenalin activity has multiple answers and offers, discovering a new opportunity needs a bit of luck and timing.

A while back I ventured on these pages there's a lot to be gained from seeking the alternative pitch - catering for people multi-tasking in the fresh air. Ispo is a place where the breakthrough can show, as there is no real difference in the leisure aspects associated with the trekking culture and that of pure and simple bike riding for getting to places. Clothing, especially, is where much suits each side.

The needs for outdoor living on two wheels comes much from the same kit locker as mountain-movers need. The cross-over merchandise is there in many a Workbook, and that is how Trade & Industry checks the market.

The photos here are from our hike and bike lifestyle, Lofoten travel is dramatic, the getting up - and down again - something of a challenge.

But that's the sort of trip your customers often have in mind.

Peter Lumley
editor



photos: Peter Lumley - KSA

building communities

A conference to address challenges facing the outdoor industry now and in the future takes place at Solihull on March 3. Sponsored by the Camping and Caravanning Club, and aiming to identify opportunities, the Outdoor Industries Association one day event brings together high profile speakers from industry and government. There is also a series of interactive workshops addressing key issues that face organisations operating in the outdoors, along with numerous networking opportunities.

The theme of the conference is 'Building future communities - connecting and growing the outdoor industry'. Starting at 10am, the morning will see the launch of the OIA's key campaign for 2011, a web based platform that will engage with the general public and offer major opportunities for outdoor businesses to build their profiles, and reach a wider audience and generate growth. The morning will conclude with a keynote presentation by a representative from the Department of Business, Innovation and Skills, covering the future of manufacturing in the UK.

Louise Ramsay, chief executive of the OIA, comments: "This event will set the scene for the OIA's year and that's why we have chosen it as the ideal occasion to launch our very exciting new consumer facing internet project, which has huge potential for not only the association's members but for the wider outdoor industry".

"That is why I encourage companies that are not OIA members to also attend and be part of what is shaping up to be a key event in 2011."

Outdoor Industries Association
phone 0131 333 4414.

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Eschler is the clever Swiss operation where function and fashion are knitted together in fabrics that delight. The company has a heritage in spinning athletic knitwear and now comes their new product for winter 2012/13, the Nordic patterned jacquard fabrics made of 100% Polyester and produced in different weights.

The Swiss makers achieve a natural look by using various applications: on first sight, the synthetic fabrics can hardly be told apart from wool qualities. They are used as outer material for laminates and perfectly complement Eschler's "Technowool" product range. With a unique combinations of state-of-the-art technology and style the year 12-13 collection has been engineered with close fitting skiwear in mind, and the Swiss company presents a range of highly functional 3-layer laminates. On the outside, Eschler utilizes fabrics with appealing surface structures. On the inside, the different qualities range from smooth jersey material to cosy micro-fleece.



These foam laminates are a special Eschler construction: they offer great stretch quality, being hydrophobic on the outside and bring the best air permeability when being worn.

The embossed designs present a special highlight in Eschler's fashionable skiwear collection, bringing sophisticated high/low and shiny/matt effects. Smooth, homogeneous surfaces can be diversified with the embossing technology. Their various soft, elastic fabrics are engineered particularly for accessories.



strong Nordic flavour and bold checks in synthetic fabrics that can hardly be told apart from wool qualities. photo far left: soft, elastic fabrics are engineered particularly for accessories

www.eschler.com



the new high performance Gore-Tex Active Shell Laminate making it lighter for the faster

The search for high performance garments for highly aerobic activities such as running, biking and training has stressed both makers and users since ever. The weigh nearly nothing goal has also been both the need and the aim of producers for a market that wants weather beating qualities with the comfort of a warm hug rather than a clammy embrace. To answer the call W.L. Gore has now brought forward what is reckoned to be the never before seen level of comfort performance in waterproof apparel.

"With our Active Shell laminate technology we have succeeded in bridging the gap between extreme breathability, lighter weight and optimum weatherproof protection. This is the first, totally waterproof garment that really does feel comfortable next to your skin during highly aerobic uphill activities," says Martin Lankes, product manager at Gore, who is a passionate alpine athlete. The system features a streamlined 3-layer construction, and this new class of waterproof and windproof garments are now in the pipeline for garment sell-in for the winter 2011/2012 season.

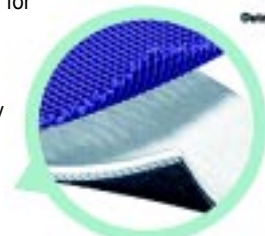
There are polyester fabrics with knit surfaces, giving a jacket weight of 280 grams. For fast alpine ascents there are woven nylon shells weighing 330 grams. Gore say they have worked closely with the manufacturers' designers to ensure that the intended lightweight and highly breathable garments, such as jackets, short-sleeved jackets and short-length trousers, all produced with Active Shell laminates and without any superfluous features. "By means of a most exceptional new product, an exclusive lamination technology and a comfort based approach to garment design Gore is able to guarantee the outstanding performance of the end product" they tell. The minimalist, compact design means maximum breathability and lighter weights.

The reports say Gore has succeeded in producing a good-looking product with key functional features such as extreme breathability and light weight united with the comfort of guaranteed durable waterproof protection. The makers have utilised new and exclusive laminate technology, with the new Active Shell laminate to combine a lighter, thinner Gore-Tex membrane with fine denier performance textiles to deliver the ultimate 3-layer solution for the active consumer.

On the liner side, a completely new lamination technology integrates the backer textile directly into the Gore-Tex membrane allowing for extreme breathability and excellent next to skin comfort.

Garment producers of Active Shell garments for winter 2011/2012 include: **Outdoor:** adidas, Arc'teryx, Berghaus, Haglöfs, Marmot, Millet, Montura, Mountain Equipment, Norröna, Patagonia, Peak Performance, Tilak, Trangoworld.

The running/cycling sector: adidas, Castelli, Löffler, Scott, Specialised, Gore Bike Wear, Gore Running Wear



Lining integrated in GORE-TEX membrane



"this is the first, totally waterproof garment that really does feel comfortable next to your skin during highly aerobic uphill activities," says Martin Lankes, product manager at Gore, who is a passionate alpine athlete.



bike, hike, climb. enjoy warm, dry digits



The 3layer construction keeps water outside the system so next-to-skin layers and the laminate wick and breathe unrestricted - just like a hardshell jacket does. Arc'teryx use patent pending Tri-Dex Technology which is reckoned to give an unparalleled anatomic fit. The removable liner glove is made of high loft Polartec fleece. USP is an unparalleled anatomic fit and great tactility. Models Vertical SV Women's and Men's Gloves

Nomad and Clubman - a message there!

plenty of get away *pleasure* at roadshow series launch for 2011 travel

This is the time of year when traditionally the Birmingham bike maker presses the button on models that help touring types get their fun out of Dawes. The brand's iconic Galaxy has enjoyed a long-term orbit, with Ultra and Super and Reynolds key words in the name. Now rising star Nomad has appeared on the 2011 horizon, a 653 framed mount with a 26" or 700c options in the four frame sizes.

Internal is another key word - the Dawes designers have opted for internal cable routing and the Shimano Alfine 11 speed internal hub. Tubus front and rear, Marathons on Alex rims and with two bottle cages point to a bike for going places: the Nomad.



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Clubman, above.
Nomad, left.
Galaxy, right.



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battery quality tested by external experts

The TranzX PST batteries BL03 and BL05 have recently successfully passed the Battery Safety Standards and Certification Organisation's laboratory testing and gained the scheme's confirmation seal. The certified batteries are labelled with an inspection sticker signaling to retailers and consumers alike that the technology has undergone quality assurance testing.

JD group, the people behind the TranzX PST has opted for additional battery quality testing by external experts to officially guarantee the safety of all of its batteries. For this, JD worked together with BATSO and they recommend dealers bring up these advantages as they sell through the TranzX e-bike collection.

The advanced Li-ion batteries used with

the brand product family are based on an improved battery management system (BMS). Through technical enhancements, the risk of deep discharges or losing capacity is significantly reduced. It continues to be important to charge the batteries every three months, however some minor variations from the usual charge cycle no longer risk causing deep discharges that would require specialist attention. That's a good selling point at the customer interface, and JD say this advanced technology is integrated into all of the TranzX PST batteries being utilised for 2011 sell-in.



the TranzX PST Low-Step model has design features that broaden market appeal



seeing how it's done: Ministers check UK bike building success story

The Manufacturing Growth Review got off to a good start, among the wheels of fortune turning in the West London factory of Brompton Bicycle Ltd. The Rt Hon Nick Clegg MP, deputy dawg at No.10, came on site with Rt Hon Dr Vince Cable MP, Secretary of State for Business, Innovation and Skills, and saw first-hand how Brompton has been championing UK manufacturing ever since full-time production began in 1987.

The company has not only invested heavily in state of the art machinery but also developed the training of young people through an in-house apprenticeship scheme. The visit was launch pad for the Manufacturing Growth Review, a government scheme to promote manufacturing in the UK and encourage more young people to consider careers in engineering and manufacturing.

Brompton Bicycle's managing director William Butler-Adams said of the ministerial visit: "We are always delighted to get involved with any kind of initiative that encourages people to take a second look at engineering and manufacturing as a career. Many people are all too quick to write off UK manufacturing as dead and buried but if you look a little closer you'll find a lot of small, entrepreneurial companies that are exciting, innovative and prosperous."

During their visit the politicians saw a newly installed CMM machine in operation, and discussed with members of the brazing team the ins and outs of training to be a fully fledged framebuilder.

SASUNTOUR



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big brands from a big region

where the turnover around 1 billion € per year

Some of the most important and respected names with their place in the fresh air culture that is outdoors, come from Scandinavia. From five Nordic countries - Norway, Sweden, Finland, Denmark and Iceland - this grouping of brands brings a real Scandinavian Village atmosphere to international Trade fairs, with their next up outing being in Munich at Ispo.

The Scandinavian Outdoor Group put their trading "age" at something over 1880 years of gathered experience and whilst we are in the numbers game it's a distance of over 1,360 miles from Stockholm or Oslo to the tip of the Scandinavian land mass at North Cape. It's further out west of course to Iceland - brand base for 66° North - sitting a bit south-west of the Lofotens.

Ten years ago SOG was in its infancy as an industry initiative founded to serve outdoor retailers, and the media, in export markets. In January 2011 there are three dozen member companies with a united turnover of more than 1 billion € per year - about £860 million. Each member of the Scandinavian Outdoor Group has had to prove financial stability and export maturity as well as a high brand image, a high product quality and a high level of service and business ethics.

Outcome, says SOG, is that it's more fun to do business with the Scandinavians, united and with well respected outdoor gear manufacturers who contribute not just the merchandise for a Trade sector buy join to lobby on global industry issues. www.scandinavianoutdoorgroup.com

Devold Didriksons Ecco Feelmax Fjällräven Gränfors Haglöfs Helsport Hestra Gloves Hilleberg Norröna Optimus Point 65 Primus Scandinavian Touch Seger Silva Houdini Icebug Isbjörn of Sweden Light my Fire Lundhags Klättermusen Nanok of Norway Sätilla of Sweden Tenson Tentipi Thule Trangia Woolpower Viking



SOG people often have their brainstorming sessions in real life outdoor offices, and this one may even have a turf roof! below: Hilleberg Akto in action.



it places where you are - the sign in Narvik that shows you are well above the Arctic Circle, a long way from home! below: Rondane landscape with the geological phenomena in Dørdalen - seen middle distance here, rather like a railway embankment, all graded and level



fly there to hike, or even bike

Vast mountain ranges, valleys and fjords, where under a tenth of the country's area is arable, that is Norway. And it's big! Touching the sky is the Jotunheimen with Galdhøpiggen, the highest mountain in Norway. Go far north and there is Akka - "the old woman" as some know it, and so familiar. You can glimpse it for days as you move through the Padjelanta and into Stora Sjöfallet National Park in northern Sweden. One way here is from Bodø.

A nice offer is that for two months in the summer you can hop into Norway and transfer on Widerøe operated flights, there you may fly on more or less as much as you want. That's with a Explore Norway Ticket which can be booked up to 2 hours prior to local departures, but be aware there can be limited availability to the most popular destinations.

The Explore Norway Ticket gives you the freedom to fly to 40 destinations in Norway, which means you can experience as many of the spectacular wonders as you like - and there are so many.

For sure Norway has unlimited possibilities!

<http://www.wideroe.no/explorenorway>

above: Padjelanta Wilderness, and Norway meets Sweden. Right: fly by Widerøe and see more.



Reine, which is close to where the the road runs out along the Lofoten. The top photo was taken at after 11pm - when the day had almost run out. below: racks where the Lofoten fishing fleets bring their cod catches to hang and dry in the cold air, ready for market



some Ispo intros in a nutshell

BRUNTO SOLARIS Convenient, compact, flexible and lightweight is the high-performance solar panel set - there are two sizes - has a USB port for charging or operating electronic devices having a matching USP port. Lightweight, foldable CIGS-solarpanels generate a maximum output of two watts (Solaris 2 - 114g) and four watts (Solaris 4 - 174g). Can be carried in luggage or attached outside for continuing power generation and are said to have high efficiency, both in direct sunlight and heavy overcast, and all at a reasonable price.



PRIMUS STENA STOVE comes portable and is a table top gas powered burner with optional barbecue feature. Runs on low priced 250g CassetteGas cartridges with an integrated piezo ignition, regulated with the same type of knob just like the stove at home. Automatic shut-off if it overheats. The output is 2300 watts, the weight 1.7 kg. Intended use is outdoors or in, - that is, just about everywhere!

NEW ARC'LINE Designed for resort-based skiers and riders seeking a sleeker, more style-oriented silhouette, this Arc'teryx Sariss intro offers a combination of high performance fabrics with innovative features like mesh-backed Powder Guard Vents, detachable hoods and detachable powder skirts. All Mountain is another range of versatile garments offering warmth, freedom of movement, and snowsport-specific features for all-day riding comfort, anywhere on the mountain.

CRAFT THERMAL TOP Body-mapped thermal layer top comes with a host of technical details and state-of-the-art fabrics. The Lightweight Thermo!Cool fabric incorporates two different fibres said to efficiently support the athlete in regulating body temperature during activities. Polyester hexachannel fibre on the inside is designed to quickly wick moisture from the skin to the outside. On the outside hollow fibres provide warmth by trapping additional air.



hike and bike clothing sales expand

Expansion for the British brand Craghoppers on the international market is happening out of larger facilities in Hamburg. A year that saw 35% increases brought the need for more office and showroom space, to showcase the growing range of travel and outdoor products and the latest POS materials available to customers. Oliver Robens, country manager for Germany, Austria and Switzerland said exports to a dozen countries increased by 60% last year, representing 5% of Craghoppers total sales.



a new name,
same values

In line with a strategic move towards consumers, the EOG Association for Conservation has gone for a name change. The aim is to adopt a name change to a title that can be easily recognised and immediately understood for what it is and what it aims to do. Step forward the European Outdoor Conservation Association, with a new EOGCA logo.

Holger Bismann, President of the Association and Managing Director of Patagonia Europe said, "I am delighted with the positive response we have had to the new name. Founded 4 years ago, awareness of conservation issues is growing and the momentum of the Association is really gathering pace. I am very excited by what we are going to be able to achieve in the name of conservation" Every cent - penny even - of member's fees goes straight back into grassroots nature conservation projects, adds Holger Bismann. "Initial feedback has been positive, but the real test will come when the name of the Association starts to become known in consumer circles, as will be the case this spring".

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January 2011. The start of a new era for Storm, who have now joined forces with sister company Storm DFX to provide an improved level of client support and use of other aspects of the business.



Retail support. The Key to it all: part of the growing plan for Storm is to provide retailers an easy to understand product range and the support to sell through. For retailers the key is simplicity all the way.

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also comes durable and rugged in a machined aluminium case that is anodized for corrosion resistance. What's hidden inside the case is the intelligent energy source management system that monitors the balance between brightness and power usage.



That's reckoned to give a much prolonged battery life. The Maglite XL50 LED flashlight is powered by three 3 AAA batteries, included with the selling package: rrp is around £44.99 and ok to order now.



beanies, base layers neck tubes, all made in Britain

Antartic travellers, Premier League footballers and Scoot riders are among the customer types who are doing great for a Leicester factory. "We are so very optimistic for 2011" says Derek Laxton, Managing Director of Sub Zero Technology. "The recession has not really affected our market so far, truth is we have boosted exports by over 35% over the past 7 months".

The Sub-Zero kit, made in their Leicester factory, is for those who want to keep warm, dry and comfortable, even in really demanding environments. The domestic market is very buoyant and probably because Sub Zero offer a product that is different from everybody else's. Then there is the unexpected boost in demand driven by the football industry - players wearing neck tubes and snoods over the winter season have brought an exponential growth in sales of Sub Zero's Meraklon Neck Tubes and Factor 2 Neck Warmers.

The company has sold more over the past 4 months than over the past 5 years! Derek Laxton again - "It came to a point just before Christmas that our manufacturing was all switched to Neck Tubes. Now to follow that up we are bringing out new ranges in response to the demand from export customers and from our UK independent retailers. It is a very exciting time currently at Sub Zero and we cannot wait to show our new lines to people at the Trade shows".

Velum from Berghaus. Just 312g in Men's L, made with Gore-Tex Active Shell



versatility for the mountain mover

Berghaus, a launch partner for the new Gore-Tex Active Shell fabric, brings a highly technical lightweight climbing range of shell products to the market for autumn/winter 2012. The genuinely leading garments are a result of a 30 year partnership with W.L. Gore over the last 30 years, which helps the brand incorporate the latest technology into their product portfolio.

The new men's and women's Velum jackets, the Velum smock and the Velum pant, they say. "All offer outstanding performance with versatility for serious activists.

The Velum smock is constructed combining minimalist seaming and lightweight zips with a 'Bergonomic' cut, ensuring harness compatibility and

excellent arm lift. The helmet compatible hood features a single handed adjustment system that was developed and tested by Leo Houlding during the Asgard Project. The smock weighs in at just 312g for the men's size Large.

The Velum pant has the sort of versatility needed across wide range of mountaineering end uses. The fully separating side zips ensure that it is easy to put on and take off when wearing crampons or skis.

The lighter, thinner membrane and new lamination technology that is Active makes the new collection ideal for high octane, even punishing outdoor activities enjoyed by people like Philippe Gatta. Climber and ultra distance trail runner Philippe, joined the Berghaus team in 2010 has been climbing and running in extreme conditions around the world.

anti-slip sole, classical, cool - in black

Denver is the new boot specifically designed for in town riders, part of the Stylmartin Urban Series that includes new unisex products. The brand is trying to reach the best compromise among practicality, safety and fashion trends. Their offer also includes a model with a classical touch, one overlooked in the past.

Denver is made with an anti-slip sole, waterproof materials, with malleolous protection, and has an appealing new aesthetic design. It looks very classical and cool because it's only available in black leather. Available through DPC Distribution

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Twenty one years ago, a British company set out to create the most technologically advanced outdoor apparel. Innovative clothing that provided good looks, performance, durability and comfort at an affordable price. Now twenty one years later Keela is trusted and used by Mountain Rescue, Emergency Services, Tactical Forces and Outdoor enthusiasts around the world.



above: smart look of the Tatina ladies jacket

far left: the new body hugging Titan

two-toned ladies Pulse fleece



the wear all the time mens ADS base layer



protection for men & women

Draggin Jeans is an Ozz operation who have pioneered the use of Kevlar to reinforce fabric and now introduce leather-look stretch denim jeans. The new C-EvoT is reckoned to be the most protective pair of jeans in the world. There is a wide selection of jeans in styles to suit both men and women.

www.thekeycollection.co.uk

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under northern skies - books by locals

Trailguides is a small independent publisher who specialises in books for the outdoor market. Currently the book list is split into two product streams, running titles and walking titles.

Within running the coaching publications for trail and fell runners have gained an enviable reputation for not only telling you what to do but how to do it. This unique approach has led to their products being sold world-wide from Norway to New Zealand and along the way have gained a reputation for expertise in their chosen subject.

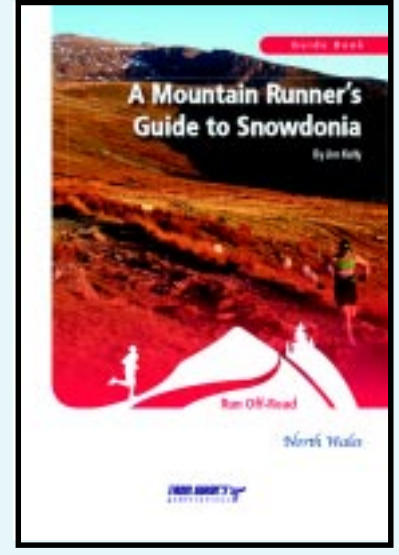
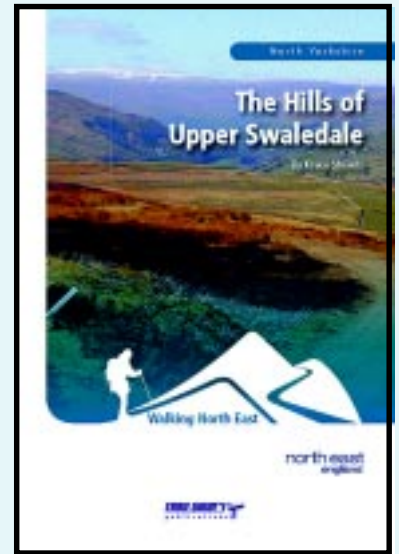
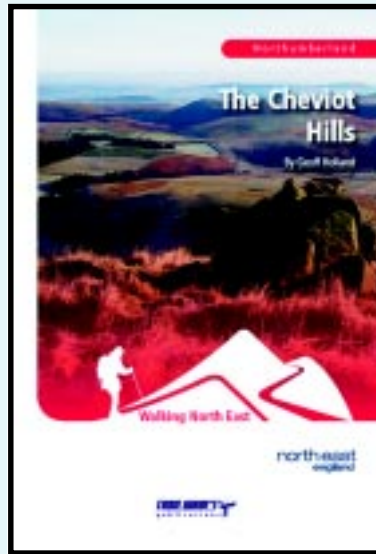
The walking publications from Trailguides, in the main, cover the North East of England but are now starting to cover other areas of the country. They take the approach of small, local guides written by authors who both know and love the countryside about which they write. These books don't just take the reader on a walk, they take you on an adventure where the author describes and explains the landscape, the history and the culture of this corner of England. Sometimes a walk can be more than just a walk and that is what these books aim to do.

Walks from Stanhope. Eight walks based on the town of Stanhope, the capital of Upper Weardale. These walks explore the history and the countryside of the high moors that surround the town and the valley floor upon which it sits. This is an area that is steeped in memories, from the Bronze Age with its lofty burial cairns and field walls, to the Romans who treated it as a hunting preserve, the border raiding of the Scots invader and the more modern industrial use of lead mining and quarrying. This popular publication is in the process of being re-printed into a new colour second edition and will be available from the end of March.

available direct from the Trailguides website at www.trailguides.co.uk

Retailer gain discounts for hard copies for resale.

The books can be obtained via branches of Waterstones and any other bookshop by quoting the ISBN number.



"bikepacking" makes it full circle

Madison is to exclusively distribute the Easton Mountain Products range of tents, trekking poles and other technical outdoor gear to the UK market. Some retailers have already seen product presentations and the brand figured well at the ExCel Outdoor Show. Retailers will get close to the EMP action at the upcoming iceBike trade show. Since 1922, EMP has engineered some of the very best in technical outdoor gear for serious users. Lead item for the Madison launch is The Kilo Tent, getting its name from weighing less than a kilo - 910g in fact.

Madison's move is a direct response to the rising trend of cycle camping in the UK, and demonstrates their continued forward-thinking philosophy that contributes to their market-leading position. Madison's ceo Dominic Langan said: "We are already seeing a rise in cycle touring holidays or "bikepacking" and the more adventurous cycle expeditions. Easton Mountain Products are ideal for this market and the company is delighted to be bringing them to the UK and Republic of Ireland."

In the supporting product lines, Easton performance-engineered trekking poles offer secure adjustability in all-carbon, aerospace aluminum, and aluminum/carbon hybrid constructions. The CTR-80 Adjustable Trekking Pole features a durable all-carbon construction with three-tier adjustability.

In the cycle touring sector Madison also are exclusive distributors of Pacific Outdoor Equipment cycling panniers and bags for the UK and Republic of Ireland. POE uses its own proprietary construction and welding techniques, whilst using eco-friendly materials to produce market leading waterproof bags. Its three ranges – City, Expedition, Lightweight – ensure there's the right bag for any cycling situation.

The Rixen & Kaul bike mounting hardware are used on all panniers and saddle bags, where Duraflex buckles provide legendary durability whilst retaining a high content of recycled materials.

www.madisonb2b.co.uk

"Bikepacking" Those who remember Robin Adshead and his witty, hands-on approach to getting people into a Travelling Light lifestyle, will also remember his book *Bikepacking for Beginners*, the Oxford University title that followed his *Backpacking in Britain* photo classic. He was a star contributor in our activist group's near labour of love for gaining sustainable travel and adventuring good Trade attention.

The bikepacking ethos is a style of outdoor living with roots in Edwardian times - before the motorised masses took to touring. Today it is Backpackers Club and others such as Rough-Stuff Fellowship and the CTC is where the hardcore user resides in groups that do their thing in-tents-ly.

camping trailer a dingo's delight



Tilmann Waldthaler

isn't telling if he'll be walking the dog during his break back home in Australia - but if he has a four legged friend then you can bet there'll be a story in how he found the way to get the mutt to go riding with him.

Tilmann is the bearded one here, chatting to Weber's Heribert Bayreuther at Eurobike last Fall. Weber is famed for the Monoporter luggage carrier, one that global mile-eater Tilmann has tugged behind his Koga on many a long trip.

Weber have now introduced a Pooch-mobile, the ideal transportation for the dog-tired who wants carrying out to their walkies, or carying home afterwards.

more trailer information

www.weber-products.de



HMRC is planning to clamp down on small businesses tax payments and record keeping

avoid being caught out and hit in the pocket

The Forum of Private Business warns

small firms to keep proper financial records or face fines in excess of £3,000. Despite recently promising a 'light touch' approach to mistakes made in the process of implementing the 2.5% VAT rise, HMRC is planning to clamp down on firms for what it calls 'significant record keeping failures', as well as probing likely unpaid taxes.

Firms are expected to keep records going back at least six years. Information including invoices, bank statements, receipts and cheque stubs will have to be supported by up-to-date accounts books and detailed analysis. The Forum's Accountancy Adviser, Matt Holmes, who is the Managing Director of Liquid Accounts Ltd, warned firms to be prepared.

"HMRC is planning to clamp down on small businesses tax payments and record keeping from the middle of 2011," he said. "But it is important that firms act now to get their houses in order – for many this will represent a lengthy administrative headache. "Obviously entrepreneurs will want to make sure they are not caught out and hit in the pocket at a time they can least afford it, but the key is to focus on creating business intelligence that you can use to your benefit, rather than just keeping records for the tax man because you have to."

Writing in the Forum's member newsletter, Mr Holmes' three top tips to business owners for better book-keeping – and avoiding a hefty fine – are:

1. Seek advice – if you are struggling for time or don't have the expertise make use of freelance bookkeepers or virtual assistants. There will be a cost involved but you will be buying peace of mind and precious time to concentrate on making money for your business.
2. Embrace mobile technologies – there are smart phones and numerous apps to enable you to keep on top of your finances, including one that allows you to photograph and record expense receipts.
3. Consider new, cost-effective online accounting packages that allow you to store and analyse much more information compared to older desktop programmes and manual filing systems.

Mr Holmes added: "HMRC's decision to clamp down

on struggling firms rather than provide further support to help them is unfortunate but it is a fact that small businesses are much more likely to succeed by keeping good accounting records. It allows them to keep on top of their cash flow and plan ahead. "Most online accounting packages will let your accountant and bookkeeper access accounts remotely, which gives you the choice of doing as much or as little of your own accounting as you're comfortable with or can afford.

"It also means that they can be on hand to help you solve problems or rectify mistakes and to give you advice throughout the year and not just at your year end. And doing things this way might also save you money on your accounting bills as there will be less for your accountant to do at key times."

Support for small firms

In 2008, HMRC launched its Business Payment Support scheme, which has recently been extended for the duration of the present Parliament. Popularly known as 'Time to Pay', the scheme allows struggling businesses to defer tax payments. However, recently business owners have expressed concerns that HMRC is taking a harder line despite the fact that they are willing – but unable – to pay.

Forum member Geoffrey Rogers, of Geoffrey Rogers Chartered Accountants and Tax Consultants in Plymouth, believes small firms – charged with creating jobs and driving economic growth – want to comply with their tax requirements but are not being given enough support to do so. He said: "With banks still not lending, late payment on the up and other factors hitting cash flow, many small businesses are still facing an incredibly tough financial climate and signs that HMRC is set to pull the rug from under them are worrying.

"It's typical that HMRC is going to fine small businesses for not keeping 'proper records' when it does not offer any real definition of what this means. Without clarification, and certainly without better education, in many cases, fining small businesses for poor record keeping would be like punishing a child

with learning difficulties for poor reading.

"Once again we are looking at the big stick being favoured instead of the carrot, which is, I'm afraid, typical of HMRC's current approach.

HMRC's poor service

Many entrepreneurs will be dismayed that HMRC is taking a tougher approach to small business administrative issues when it appears to have many of its own. The Forum's submission to the Treasury sub-committee inquiry into 'the administration and effectiveness of HMRC' identifies numerous weaknesses in the organisation's service.

Forum members believe HMRC's administration of the UK's tax system affecting small businesses is slow and inefficient, with many online systems deemed too complicated, and have called for reforms to PAYE, the speed of HMRC's internal procedures and the treatment of customers. The Forum is also calling for a major root-and-branch simplification of the tax system to make it easier for small businesses to negotiate their tax responsibilities – which HMRC says is its 'main aim'. In addition, the Forum has recently urged the Government's probe into tax avoidance to address a VAT loophole where large companies are able to relocate to the Channel Islands in order to avoid paying VAT, distorting competition with smaller firms and amounting to tax abuse.

Background

The Forum has joined forces with Liquid Accounts Ltd to provide small businesses with the ability to manage their finances and accounting systems using leading online accounting software and cloud computing technology.

Forum members have access to a range of exclusive benefits. For more information call 0845 612 6266 or visit the Forum's website.

A not-for-profit organisation, the Forum of Private Business provides a personal, friendly and highly tailored service to its members – with the primary purpose of helping them run their businesses more profitably.

The Forum helps owners and managers of small and medium-sized businesses to comply with regulations via its dedicated member helpline, 24-hour legal advice line, and guides Practical Health and Safety and Practical Employer.

For the membership package, visit www.fpb.org/membership or call 0845 612 6266.

new Vaude man has all the sports covered

Now responsible at Vaude as their new Country Sales Manager is Stefan Schmidhuber. He holds the strategic management of all sales activities in the USA, North Europe and parts of Eastern Europe and will take over the position from Tobias Mayr.

Tobias Mayr who leaves VAUDE after five years to accept new marketing challenges at a mechanical engineering company.

Stefan Schmidhuber has worked three years in International Sales and as a trained ski instructor and ski touring guide for the German Alpine Club, he is always on the lookout for challenging summits and untouched powder slopes. In the summer time he enjoys mountain biking, and can be found tackling tough Via Ferrata routes.

His position as Country Sales Manager, means he will promote the further expansion of Vaude marketing and distribution channels in the USA, Canada, Great Britain, Scandinavia and parts of Eastern Europe. "For years, Vaude has been experiencing a continuing, strong double-digit growth rate in international sales," Lutz Vetter, Head of Export and responsible for Central and Southern Europe regions, reports. "With Stefan we have found an experienced man to expand our international activities, a man who embodies both business expertise and mountain sports competence."

The markets in Eastern Europe, Asia, Australia and New Zealand will continue in the hand of Country Sales Manager Bernd Dietrich.



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