

# Roam Scotland Overview Plan

MAY 2024

ROAM SCOTLAND BIKEPACKING SOCIETY (RSBS)

**RSBS Purpose:** to increase access to the joys and health benefits of group bikepacking rides

## Our aims:

1. To **coordinate** 7-day and 2-3 day open-access, free-entry, self-supported, non-competitive group rides, to increase opportunities to experience group bikepacking and all its rewards.
2. To complete the **development** of x5 7-day & x5 2/3-day **routes** and **ride guides**
3. To **raise money** primarily from donations, to cover costs and increase access to bikepacking
4. To **involve members** in the work of the society, making Roam Scotland sustainable into the future.

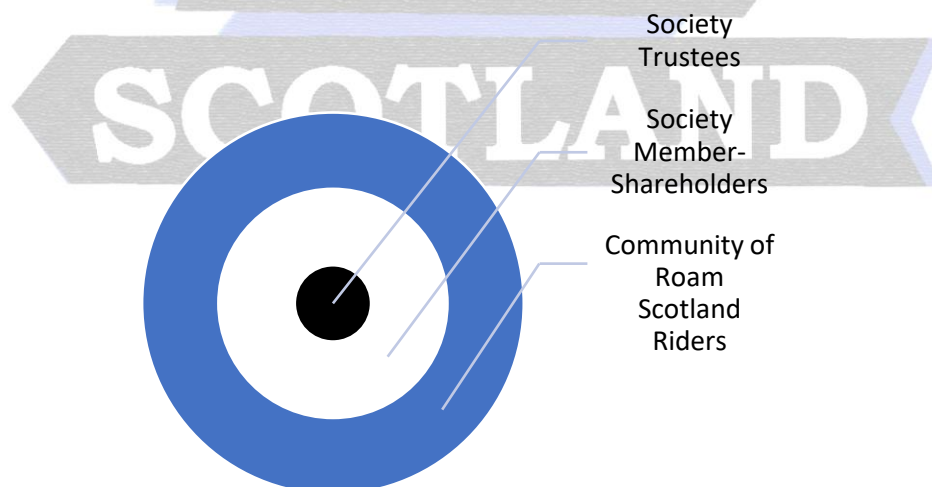
## SOCIETY ORGANISATION

### Structure

The society is a legally incorporated community benefit society (CBS) – see [here](#) for more info. A democratically run society of individual shareholders who's members participate in the work of the society.

Trustees will lead the organisation of the society, its finances and it's legal requirements. Trustees are elected to a maximum 4 year term. The member-shareholders of the society will contribute what they can to help meet the aims of the society. Members are expected to make some contribution, however small or large.

The work of the society members, is to serve the wider community of Roam Scotland riders (past & future) of which they are also members.



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## Shares & Membership

Society shares are an investment for social benefit, rather than an investment for personal financial benefit.

- Anyone from anywhere (>18 yrs), who is interested in exploring Scotland on a bike and contributing to the work of the society, can become a member.
- Becoming a member involves becoming a shareholder, a stakeholder in the society:
  - Shares are valued at £1 per share
  - Minimum shareholding is 25 and maximum 100 shares
  - All shareholder-members have equal voting rights
  - Share investments may be withdrawn
  - No interest is paid on the value of shares

## Member participation:

Member participation is central to being a community benefit society.

- Members can contribute by, for example:
  - posting on Instagram and the RS Facebook group about Roam Scotland
  - participating in society meetings and voting
  - providing new information to add to a Ride Guide
  - testing and reporting on un-tested sections of routes in development
  - writing reflections or making films about RS rides
  - becoming a ride coordinator to facilitate a Rally or a Wild Weekend ride
  - offering professional skills to help trustees with the work of the society
  - creating a new RS route and guide
  - standing for election as a trustee

## Membership benefits:

- Priority entry to RS Rallies & RS Wild Weekend rides
- Access to all Roam Scotland (RS) routes & ride guides
- Access to the RSBS club membership on *Ride With GPS* route building platform
- An RSBS member badge-patch thingy
- Joining the members WhatsApp group
- Democratic power to influence the future of RSBS
- The reward of investing in spreading the joy of bikepacking!

## BUSINESS PLAN OUTLINE

### Revenue:

- Primary revenue stream from ride entrants **voluntary donations**
  - Estimated **£2,500+/year** (based on previous years) from x1 Rally & x1 Long weekend rides/yr

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- Secondary revenue stream from individual **shareholder-membership** investment of £25-100 per member
  - estimate 20-30 members, estimated one-off revenue **£500-£3000**
- *Possible* Tertiary revenue streams in future:
  - A **shareholder-membership offer** for other **bikepacking organisations** with similar values eg. Apidura, Edinburgh Bike Cooperative etc.
  - RS **merchandise sales** eg. cycling jerseys, t-shirts, cycling caps etc.

## Costs:

- **Basic recurring costs:**
  - RS website hosting & tech support = £432/yr
  - RS patches = £200/yr
  - RWGPS club account = £200/yr
  - Annual fee FCA = £60/yr
  - Trustees Indemnity Insurance = £115/yr
  - Public Liability insurance = £77/yr
  - +25% for unexpected costs £271
  - **TOTAL = £1355/yr**

## Spending priorities when surplus revenue available:

- retain a **financial reserve** of £500 for withdrawal requests and unexpected costs
- **donating** excess revenue to **cycling related charities** working to increase access to cycling for disadvantaged groups
- providing '**Ride grants**' to entrants who need financial support to help with the costs of joining a RS ride
- *possibly* paying for a **hostel** for a social gathering on RS rides (reducing costs for all)
- *possibly* supplying **beer** from a local brewery at a hostel (enhancing the social bonding!)

## Provisional five year ride schedule:

2024

- East & Cairngorms rally ride, May 2024

2025

- Far North rally ride, May 2025
- Edinburgh wild weekend ride, Sept 2025

2026

- Gathering\*(see below), Glenmore-Aviemore, May 2026
  - Gathering Wee Ring ride (12 day)
  - Gathering Cairngorms ride (5 day)

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- Gathering Central Highlands ride (5 day)
- Gathering Northern Highlands ride (5 day)

2027

- Spine rally ride, May 2027
- Aviemore wild weekend ride, June 2027
- Fort William wild weekend ride, September 2027

2029 onwards:

- rotating through each of the Rally & Wild Weekend routes, allowing people to work towards gathering the full set!

## **Gathering idea\***

*The idea of a Gathering is to have 4 rides, in the best areas for gravel riding, all starting and finishing simultaneously at the same place, probably Glenmore (by Aviemore). Potentially hiring out the large Glenmore hostel or Glenmore lodge over 2 days, for a social get-together and recovery rides, perhaps some talks about bikepacking.*

