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OUTDOOR trade & industry year 25

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OTS at STONELEIGH promises BONUS BUYS

lots of first timer brands

The **tin tent way of life** that is caravanning helps sustain two mammoth membership national Clubs - so plenty of customers to go for there! Amongst newcomers to the OTS exhibition roster is Devitt Insurance, long term provider of caravan and motorhome dealer insurance, and retailer cover. Amongst the awnings providers are the Bradcot company, on the green along with Gateway Leisure Products. Raclet join too: an iconic brand with a heritage stretching back many decades.

Norwegian outfit Unikia are a company with product development of over a hundred innovative products to talk about. For wet days Feetz bring along their Pocket Wellies, overshoes designed to be the perfect emergency alternative to wellies - lightweight and portable. There's a Scandinavian presence too - Rukka rainwear and Nokian waterproof footwear. This latter brand is something of a classic with the Bogtrotters mini-welly brought into favour by Chris Brasher and his buddy Paddy. There's been a pair residing in the footwear locker of the Trade&Industry mobile base, the Concerto, for years.

Here comes the time to source new lines and gain Industry awareness through the simple exercise of dialogue. This is a good time to indulge the new Tuesday to Thursday timing for OTS, to go quarter the inner cavern of the show or saunter the grass plain of Stoneleigh's outdoor kingdom. You'll find plenty that'll sell-through to all followers of the hike, bike & sustainable touring way of life. Hundreds of tents, lots of clothing and novel gear.

the OTS in halls & on grass, around 130 top companies will be declaring their intent to help you stock shelves

the CYCLE SHOW at NEC has everything to help dealers pick the right gear & wheels. Free Trade entry: cycleshow.co.uk/bti

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Tuesday 9th September: 9am - 5pm (halls open until 4pm)
Wednesday 10th September: 9am - 6pm (halls open until 7pm)
Thursday 11th September: 9am - 5pm

"DEFINITELY THE BEST OTS EVER, VERY WELL ORGANISED INDEED."
ANTHONY DREARY, *STATIONERY INC & CO*

"THIS WAS MY FIRST VISIT TO THE SHOW AND I WAS IMPRESSED BY THE QUALITY OF THE STANDS AND THE ENTHUSIASM OF THE EXHIBITORS I MET. IT WAS A GOOD LEARNING EXPERIENCE FOR ME."
DAVE WELLS, *BEAT SHIRT*

"AN EXCELLENT SHOW."
SEAN TAYLOR, *OLD ASSET*

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OUR YEAR 35

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OUR YEAR 25

OUTDOOR trade&industry year25

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BICYCLE trade&industry year35

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from October 1 - no 'taxing' time

With social media getting hot on the keyboard over changes to DVLA's lifestyle, it has fallen to road safety charity the Institute of Advanced Motorists to coast in with some clarification of new rules. After October 1 this year there'll be no more paper tax discs issued, so removing the windscreen clutter which has been the great reading room for traffic wardens. As Simon Best, IAM chief executive, tells: "As with all new systems, it will take a little time to get used to".

Vehicle owners will still need to buy vehicle tax to keep it on the road, there'll still be a DVLA reminder and you can continue paying using the previous methods. Being introduced is payment by continuous direct debit, and that means no more risk of forgetting to pay, and so driving an untaxed car. The direct debit will continue as long as there is a valid MOT for the vehicle.

Owners will apply online to tax the vehicle using the 16 digit reference code from the vehicle tax renewal reminder (V11) or 11 digit reference number from the log book (V5C). One major change is that vehicle tax will no longer be transferred with the vehicle and should you sell on a vehicle after October 1, and notify the DLVA, there is an automatic refund for any full months remaining on that vehicle tax. You will now always have to buy new vehicle tax when you purchase a new or used vehicle.

And that old tax disc - it'll no more be on show, it can be binned - although keeping it as a

souvenir, should you be feeling sentimental over the disappearance of an iconic part of UK motoring life, could this open up a new collecting craze.

Final thoughts from Simon Best, "moving more processes online will make things very difficult for those without regular internet access, and it will be interesting to see if some people think that without a visible tax disc it will be easier simply not to buy one. We'll see in time how effective this has been in catching those who avoid paying."

more on the website <https://www.gov.uk/government/news/vehicle-tax-changes>



HERITAGE PHOTO. Thousands heard the roar of a WWII Lancaster bomber in Teesside skies this August when Middleton St George Memorial Association welcomed Canadian flyers to their County Durham wartime base. Pictured here is Len Brunton (right) a lone survivor of a returning from mission, crashed Lancaster.

"I was the rear gunner" he told me when we first met at SPOGA Cologne, 1970 time. Len represented Reliance Products, Winnipeg, and was a regular UK visitor. Tony Anthony is here with him at COLA, Harrogate

photo: Peter Lumley,KSA Archives

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GREAT OUTDOOR BRANDS

Burton McCall will be exhibiting at the Outdoor Trade Show, Stonleigh Park, Warwickshire, 9th to 11th September. Visit us in hall 2, stand 59 to see our range of brands including CamelBak, Jetboil, Stanley and Maglite, plus many more.

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RYGGSÄCK N:o 1 - 100% Made in Sweden

the prize that's manufactured is set to be used for 100 years

Celebrating a 100-year history bound with the Swedish tradition of craftsmanship, the Haglöf family and all of Haglöfs' skills, sees a unique product emerging that has been manufactured as a limited edition. The intention is that it will be handed down from one generation to the next.

As Haglöfs approaches its centennial, there has been a lot of discussion about how this milestone should be celebrated. It was decided fairly early that the product that would be used for the celebration would be the backpack, since Wiktor Haglöf once upon a time started his business around backpacks. The task of designing this backpack was given to Håkan Nyström and his team in the Hardware business area.

When Håkan and his team started to discuss how they would move forward, they quickly agreed on one thing: the backpack must be 100% Made in Sweden, which meant that all of the material, suppliers and production must come from and be carried out in Sweden. In the globalised world in which Haglöfs exists today, this has been a major challenge.

The inspiration for RYGGÄCK N:o 1 was one of the first backpacks that Wiktor Haglöf introduced in 1916, which was at that time called Ryggsäck N:o 6. It was a simple, stylish backpack with a large main compartment and two smaller pockets on the front of the pack. Using this design as a starting point, Haglöfs' designers and product developers began to work with the new backpack, giving it a modern silhouette and lines that are more in agreement with contemporary aesthetics.

Some of the fundamental features of the product that emerged during the design process were that it should be a timeless product and more or less indestructible: it should last for at least 100 years and that it should age with dignity. Producing a backpack in 2014 that is 100% Made in Sweden proved to be both easy and difficult – for the reason there are not very many suppliers to choose from. For example, there are no manufacturers of zippers, plastic buckles or Velcro in Sweden, and several product details that normally do not require a second thought forced the task group to think outside the box. Many of the solutions that were developed were the result of going back in time giving Haglöfs the privilege of working closely with many talented Swedish craftsmen and craftswomen.

"We are proud to present RYGGÄCK N:o 1 – a product that is undeniably worthy of representing our first 100 years. Achieving our lofty goals has been a true challenge, but it is with no doubt in my mind that I can say we have achieved nothing less than a masterpiece," says Håkan Nyström, head of the Hardware business area.

RYGGÄCK N:o 1 is advanced in its simplicity and packed with technical finesses – but mainly it is made to go the distance, and the intention is for it to be passed on to future generations. There is a label on the inside of the lid and the idea is that each owner will write his or her name and the years the pack has been used. This will make it possible to follow the backpack's journey across the generations – maybe even for 100 years.

RYGGÄCK N:o 1 is produced by SACCI in Dalarna – the company that Wiktor Haglöfs' sons, Rolf and Hans Haglöf, started in the mid-1970s after they sold Haglöfs Ryggsäckfabrik AB. They continued to work with the production of backpacks and support systems for the military, health care and forestry industry, and they were even at one time a temporary manufacturer of backpacks for Haglöfs. By collaborating with the Haglöf family, the company has not only come full circle but it has also had the opportunity to produce RYGGÄCK N:o 1 not far from the place in Dalarna where everything started all those years ago.

"Working solely with Swedish suppliers and materials produced in Sweden is a big deal. And to draw the backpack to a close in the way that we did by having the possibility of working with the Haglöf family – and knowing that Wiktor Haglöfs' son, Hans Haglöf, at the age of 84 has been involved in the production of every backpack – is nothing more than unique," concludes Håkan Nyström.

These words from Sara Skogsberg Cuadras

live on screen

Three hours of action from the opening stage of the 2014 Friends Life Tour of Britain race in Liverpool will be on the ITV channel. It'll mean that on Sunday, September 7, Britain's biggest annual professional cycle race gets underway in front of the biggest possible audience.

Niall Sloane, ITV's Director of Sport, tells: "Following our extremely popular coverage of this year's Tour de France, we're delighted for the first time to bring ITV viewers live coverage of the first day of the country's major cycling event. Daily the event is on ITV4, which complements the channel's extensive cycling offer."

Live daily coverage will then switch to ITV4 from Stage Two, Knowsley to Llandudno, onwards, with three hours of action being shown daily, while ITV4 will retain the popular one-hour highlights show each evening, with both programmes hosted by Ned Boulting.

Race Director for the Friends Life Tour of Britain is Mick Bennett: "The addition of the ITV coverage for Stage One is a great boost for the race, our partners and of course the many hundreds of thousands of spectators who tune in to watch the race each day. We hope that being on ITV for the Liverpool stage will expose the race to new audiences, who will continue to tune in across the subsequent seven stages. With the route, and the line-up of teams and riders we will have on the start line in Liverpool, there is sure to be great action, in some fantastic locations, for ITV viewers to enjoy."

The race runs from September 7, with Stage One, Liverpool; Stage Two Knowsley to Llandudno; Stage Three, Newtown to the Tumble; then on Wednesday September 10 it's Stage Four, Worcester to Bristol; Stage Five, Exmouth to Exeter; Stage Six, Bath to Hemel Hempstead; Stage Seven, Camberley to Brighton. On Sunday, September 14, comes the individual time trial Stage Eight, raced in London.

Snugpak NEW PRODUCTS

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Stand 41 (indoors) and Grass Block 53-6 (outdoors)

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or visit www.snugpak.com

Leading British sleeping bag manufacturer, Snugpak, is unveiling a range of new products at this year's Outdoor Trade Show (OTS) - all of which will be showcased on the Yorkshire brand's new purpose built stand in Hall 2 (41). The new products, which are suitable for outdoors, bushcraft and military markets, complement Snugpak's existing range of sleeping bags, clothing and travel products.

One of the highlights for 2015 is the Stasha - an ultra-lightweight shelter that can be packed away to a remarkably small size and stashed away in pockets, making it completely portable - *see pictures*. The shelter features looped webbing and grommets in each corner so it can be staked out or attached with four guy ropes, which are also provided, allowing it to be configured in a different number of ways. Two plastic snaps allow the shelter to be folded to make an improvised bivvi.

A new Quart System (all weather sleep system) will also be launched, which includes a Softie 3 sleeping bag, a TS1 Liner and a Bivvi bag. The latest addition to Snugpak's popular tent collection is The Cave, a spacious and functional four-person tent which weighs just 2.3kg with a pack size of 46x20cm.



how to improve the odds of getting a good new employee and gain a future industry star

Charles Ross has long been associated with training the next generation of designers who come into the outdoor Trade and also of helping to create work teams for various brands. *Outdoor Trade&Industry* asked him to outline some wisdom on the subject. Here comes the observations.

There is no magic formula, but there are plenty of things that brands can do to attract the people who will be able to affect the progress that brands seek. The outdoor industry is different to other fields of employment and with subtle tuning, applications will be attracted. This mainly applies to those not at Director level; the great news is that when the new blood comes in and demonstrates ability then it does get promoted: several of my former students are now at that level with big, small & self-employed companies.

The advice to companies is actually to look at their own staff first. Those employees were attracted to join you in the first place: so was it just a convenient position for their status (they lived nearby, or the like), or was it something that they desired, feeling your company shared their values? Then - have you since overloaded this person with tasks, realising they were keen to volunteer to do and to learn? Stunting the opportunity for their personal ability to flourish and stand out, maybe?

All the designers I know want to design, but hate the specification sheets and production hassles. They get so bogged down in the latter that they don't get to show their real qualities. The next suggestion to address is that you set out to create a great company: everyone has read *'Let My People Go Surfing'* - it all makes sense to think that way!

I advise my graduates to get in touch with the companies that they admire, and even before vacancies are advertised: this helps increase the chance of them being selected, and also as ours is a relatively small trade then you often will bump into the same people in future roles. Designers - as a general rule and especially when compared to the sales team - often lack personal confidence and do not push themselves forward enough. But then if, when, they do take the initiative (going outside their normal comfort zone) to start conversations, then it will put them in a good light. Communication is becoming all important and if the individual cannot open a conversation with a fellow industry member, then often their effectiveness will be doubted.

Other subject graduates can also make superb designers (like Sam Stephenson of Mountain Equipment & Tony Simpson), but the quality that I would say makes a new employee worth grabbing hold of is their passion for the outdoors. Both Sam and Tony were keen users of the gear, choosing to work in Independent Retailers. From a design point-of-view it is not necessarily the individual being a gear-freak, but someone who has adapted the gear they own to create something more appropriate for their use than the market offers (this includes great gear at a cheaper price like ice-climbing marigolds). The best shop to find future industry stars working is at Outside, whilst the best chain has been Taunton Leisure: both retailers known as having roots in their being Independents, and thinking thus.

At the beginning, education started to get involved through Jane McCann's Performance Sportswear Design Masters at the University of Derby: and when she moved on it closed an avenue of good provenance for the industry. Falmouth University's BA in PSD was started by Patrick Gottelier; London College of Fashion have their Fashion Sportswear course; Manchester Metropolitan Uni are investigating a similar course. There are several Product Design courses that have produced good equipment orientated people - Brighton/ Loughborough/ Glasgow/ Sheffield/ Falmouth (again). The Performance Clothing Centre at Leeds has produced the textile visionaries of the future (Dave Brook passing onto Mark Taylor, with Julie Gretton and Katie Beverley involved). Across in Annecy the University of Savoie has specialist Sales + Design courses for the sports trade, which are taught in English.

It is well known that what is special about design is the environment that it happens around, which is more than about just the people you work alongside. There have been some great design teams (Cal & Ange at Calange; Richard & Helen at Rab; Anne & Jacqui at Sprayway; Debbie & Tom at Finisterre); groups work so much better than individuals as what really counts are the ideas developed when your colleague adds to your initial suggestion.

Sprayway had a good team at the turn of the Millennium; Pentland have the most magnificent design headquarters in London. It is not necessarily a situation where the team are best of friends (but fierce rivals can create too much angst for full productivity); the important thing that can't be duplicated at a different company, is the interchange between the team members that sees concepts gain strength.

There will always be exceptions to this and some cases that spring to mind are Tim Fish/ Richard Dannah/ Julie Greengrass/ Gerry Arcari - something I put down to them having a brilliant mind, along with the ability to create their own special environment.

The design agency Elmwood created a line of thinking in this area known as Advantivity - something that I very much buy into. It is about gaining competitive advantage through creativity; for instance - letting the designers produce something original, rather than getting the marketing team to spin stories of relocated zips and change of colour blocking.

As to the Millennial Generation (those born after 1985, post Gen X) they are attracted to those brands that have stronger ethical and environmental values than the generations before them. For these design artists it is more important to do something to tackle the future of the world problems than just make money (as chances are they are in big debt already from their further education); this also corresponds to a brand's future consumers interests

Those that have sponsored projects at University get a great following: just look at the affection for Lowe Alpine rucksacks at Falmouth!

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by sunlight



rugged, durable, extremely effective

new brand for Burton McCall portfolio - Goal Zero.

Only months beyond their 2010 company launch, German operation Goal Zero forged to international recognition when they supported families suffering from the Haiti earthquake by sending batteries and lights. Similarly, help was crucial to the families living in the 2011 aftermath of the earthquake and tsunami in Japan. Then in 2013 Hurricane Sandy left thousands of families struggling, a time when Goal Zero quickly helped out by providing portable power, solar panels and lights. Goal Zero's aid continues every year, not only after horrific natural disasters but also to countries less fortunate than most, and where such help brings hope.

There is a wide range of products coming from Goal Zero, and you can check it out at the OTS Show on Burton McCall's booth, Stand 59. The gear is for virtually any challenge you may face, whether this is charging your smartphone or GPS unit, or even to power your television and fridge simultaneously. Every product is meticulously designed to be rugged, durable and extremely effective.

Trade enquiries, contact Elizabeth Harding,
e-mail elizabeth.harding@burton-mccall.co.uk



Goal Zero
system
powers
gear and
gadgets



low minimums, fast turnaround

Mycoala have long offered a range of personalised product to their retailers and this season is no exception. We've been working on methods to reduce the MOQ required by bringing more production facilities in house and adding more product lines to the offering as well. The new lines are targeted towards outdoor and travel retailers and include Aluminium drinks bottles, thermal travel mugs. Of course, regular mugs in ceramic materials are also to be offered, ideal for your customers to slurp their instore brew whilst emphasising your shop logo! Another interesting line, is our new polymer mug, super strong, yet lightweight with the look of a ceramic product. This can be supplied in a huge range of 'stock' prints for retailing to your customers, or personalised for your promotional use. We can produce all these products with low production minimums and fast turnaround, so if you have an idea, let us help you produce a fantastic product.





eighty miles of fortification from coast to coast in North East England

facing a future of fragmentation and unaccountability?

the World Heritage Site and National Trail - all at risk, say Group

The closure of Hadrian's Wall Trust at the end of July marks the end of a sorry tale, say a local group of Wall enthusiasts. Coming out fighting for the cause, the Group comprises many who have put personal efforts into a labour of love and concern for the World Heritage Site and its tourism offer. Voluntarily and diligently they have helped shape the stewarding outlook and attitudes, actions and care of thought for the famed Roman structure and the Path. WallTogether is that independent organisation, established to expand and strengthen grass roots communication about the Hadrian's Wall Heritage Site. Secretary is renowned author and artist Mark Richards, and the group meets regularly, to discuss and join debate in other places, working to emphasise and highlight their inner - and more widely seen - concerns.

There is considerable angst in WallTogether, them critical of actions seen as tainting the jewel in the crown of Northern England's tourism offer. They reckon that centrally organised, by "official" figureheads, brought un-cost-effective, supposedly crowd pleasing flamboyant shows, that certainly did not get to setting 'the Wall-world' alight in any durable, self-sustaining way.

It is common knowledge that faith and money run out for Hadrian's Wall Trust, the "official body", and today the Hadrian's Wall area could be in a worse state than ever, says WallTogether. "We know from experience that without a Wall-wide approach the marketing message is not nearly strong enough and the National Trail maintenance is piecemeal. The component parts of the Trust have been scattered, with Northumberland taking the lion-share. The failure to communicate or engage with local communities at this crucial time has only served to frustrate the caring, and worsen the local situation".

To address this obvious future of fragmentation and unaccountability, WallTogether is determined to voice the need for Wall-wide joined up thinking. "We will be at the forefront of the debate on key issues like the AD122 bus service and how the National Trail is maintained. When necessary we'll be asking the awkward questions and seeking solutions that actually respond to businesses, the local community, and genuinely serve the visitor".

"It's not just about money, it's the current apparent lack of intelligent commitment to ensuring a Wall-wide approach that lies at the heart of our concern" says secretary Mark Richards (community@walltogether.org.uk). Group activists add they are profoundly sad and frustrated to, at last, seen formal and final plans for the management of the UNESCO World Heritage Site. "The ideas are so dissected and distributed among so many organisations with diverse and competing needs both in their interest and their own vision of the future of the tourism offer in their own particular jurisdictions".

Us too, at *Trade&Industry*, have real concerns writes Royally acclaimed international tourism award winner Peter Lumley, is series editor at KSA. "It's an absolute nonsense that there is no central location for intending Roman Wall Country visitors and the businesses they wish to interface. How damn daft there are three "location points" for the Wall websites and other marketing and communications operations. Three so-called "Destination Marketing Organisations" handle visitor and business enquiries within the World Heritage Site. For the west end of the Wall people contact Cumbria Tourism; the central Northumberland section is handled by Northumberland Tourism; whilst the North Sea end of Hadrian's Wall is accommodated by the NewcastleGateshead Initiative.

Pity the visitors coming to the region when they try to link into services, sights and the like. In our own research - remember, we work and live in the region so have "local knowledge" - spending an hour chasing and checking for details of renowned Vindolanda, or of Steel Rigg, brought a blank-blank from the websites. Were I an intending incoming tourist looking to plan a holiday in the Wall region I guess my reaction would probably be to head for Roman Bath in Avon or Chester, both places where the visitor is truly welcomed.

As to the folding of HWT, sadly, nought but scorn was poured upon the departing Linda Tuttiert, who had written "the team at Hadrian's Wall Trust has been proud to look after the care, protection, communications, marketing and creation of investment for the Hadrian's Wall World Heritage Site over the last seven years". Amongst the WallTogether band of brothers there is unashamed dismay that so much promise for future development along the Wall was flicked into being stuck between one party or another, all pursuing their very own agenda for attracting business and visitors only to themselves.

Since August 1, various separated departments have a responsibility to salute the Hadrian's Wall Country flag; and if any readers are not happy with attention to their enquiry then do advise reaction to Mark Richards - community@walltogether.org.uk, or *Trade&Industry*.

want help or information - then try here

Visitors to The Wall: <http://visithadrianswall.co.uk> website is looked after by the NewcastleGateshead Initiative. **For queries** relating to the Hadrian's Wall Path National Trail - David McGlade, Northumberland National Park, who may be contacted on telephone: 01434 605555.

Hadrian's Wall World Heritage Site Management Plan: John Scott, Northumberland County Council: john.scott@northumberland.gov.uk

Those interested in helping along The Wall:

Trail Volunteering, David McGlade at Northumberland National Park on (01434) 605555. **Heritage Volunteering,** Kerry Shaw at Tyne & Wear Museums on 0191 232 6789.

Where to stay in Hadrian's Wall Country visit: www.visithadrianswall.co.uk

WallTogether secretary Mark Richards community@walltogether.org.uk.

Where is Sycamore Gap on Hadrian's Wall? Planning a two month trip to Europe, an American from Ohio posted on the internet that among his "must see" places was somewhere very special to him. "The location was used in my favorite movie of all time, Robin Hood, and I would just love to see it in person". And where, exactly, is that tree hiding? Near Milecastle 37, perhaps?

"The first problem is pinning down the exact location of Sycamore Gap. I found one source that said it was east of the 38th Milecastle and another source saying it was the 39th". Well, forget avoiding a walk along steepish paths, fella: Sycamore Gap is right where the land rolls and rolls, from Housesteads it's a fair walk west to hug that tree - found west of Milecastle 37 for sure. Get to Milecastle 39 and you've missed it!

the builders just didn't realise, right!

The Romans did a lot for tourism, building a barrier 80 miles long, coast to coast across Northern England (which it *wasn't* then called!). A monumental Hadrian heritage that is so crammed full of opportunity. After 2,000yrs it offers much for tourists - to saunter, peer at and even dig into. Taken during a bike tour, the picture here identifies the best chunk of Hadrian's Wall when you look for where all the best action is found.

Droves of bikers, hikers and passengers on AD122, the Wall bus service, head for this section. The best bit for me has always been Vindolanda, a jewel of a place with ongoing excavations, their Museum of Chesterholm, indoors and out, a Roman temple and masses of carved stone memorials, even a milestone. Check out fashion and footwear from 2000 years ago!



so you're working a Show - and it ain't just around around the corner!

nowadays travel don't come cheap, so make the most of that costly ticket outlay

off-booth activity

Just as everyone stepping into a shop is a tourist - sooner or later - then it is true that every business journey *ought* bring much the same reward. It may be that I just got very lucky with my career choice: for me travel, tourism and work have been closely linked ever since my first reports on cycling went onto the pages of the Essex weekly newspaper at my first job, *writes Peter rl.*

You have every chance to make that ideal stick for yourself, and it's surprising how easily it will come to think quality time when planning a business trip. Tourism is at the very heart of the trade that occupies our time in the bike and hike business - so it makes sense to experience what your ultimate customers will be doing with the merchandise that drives a lot of your work time.

It's not about swanning off for days, it's about having your head in better shape for brainstorming or discussion time with your colleagues and customers - suppliers too.

An opportunity to get some sanity into your business life, that's your call!

just go be a tourist

take the hint! - shows at Stoneleigh and Birmingham nec give you a local opportunity to check out Kenilworth Castle - the place that history didn't pass by built specially for a Queen - and then base for Lancastrian operations in the Wars of the Roses

Stand close to where Robert Dudley possibly held the hand of the first Queen Elizabeth, in the 1570 erected Kenilworth Castle. It's a ruin of a building now, for within 90 years of its commission for the exclusive use of the Queen, by Earl of Leicester Dudley, Parliamentarian occupants took down much of the building and sold the stone, timber, lead, fixtures and decorations.

Making war is a costly exercise! Kenilworth has been at the front line of war, the castle a centre of the six-month long Siege of Kenilworth in 1266.

That episode is reckoned to be the longest siege in English history, the castle being a base for the Lancastrian operations in the Wars of the Roses. Until now, the building's interior has only been visible by looking up from the basement - and seeing that the principal rooms were two storeys above your head it hasn't been too easy to see where the Tudor court assembled and cavorted. Now newly installed platforms allow visitors a better appreciation of its scale, taking them up to 18m high.

What has never been seen for centuries are the views of the so-green land, a Warwickshire countryside that is so heartily for bike and hike activity. You

can, however, be amongst the first to appreciate views now seen for the first time in 350 years.

KenilworthCastle is one of the jewels of the properties that English Heritage manages and it plays host to a huge number of events every year.

www.english-heritage.org.uk

don't shoot the messenger - chopping of his hands will do!

A thing about retreating into a castle then pulling up the drawbridge is that visitors often find it hard to be welcomed. The beauty of living inside Kenilworth Castle kept people happy and contented - that is until the spat between Simon de Montfort and King Henry III erupted.

Kenilworth Castle may not look much of a stronghold today, but was a place of considerable military might, and in 1265 few places came stronger. Simon de Montfort's rebellion against King Henry III came to naught when his troubled life ended at Evesham, and his supporters holed up at Kenilworth, firmly shutting the drawbridge.

King Henry III wanting an end to things Simon de Montfort, laid siege on the castle in a stalemate lasting six months. The holed up gang often got violent and on one occasion exacted real nastiness on a King's - hapless - messenger. They chopped off his hands.



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photo: Peter Lumley/KSA Archives



HERITAGE PHOTO. At one time almost every consumer outdoor magazine back cover was the domain of Peter Storm. The truly British clothing brand was a company making traditional warmwear, waterproofs and business founder Noel Bibby, who died in 1989, is reckoned to be the man who produced the first over the head, down to the knees, bit of rainwear kit. The pictures here are from a Press gathering where md Paul Bibby proudly introduced the scribes to the workforce, to fabric working procedures employed - and then got down to making coffee. In the picture is Pat Constance (left) who was the authority of the time on camping stoves, and how they performed. Hazel Constance (centre) was recognised as the expert seamstress, quite able to design and make gear for outdoors use. Hazel was at one time the Historian for the Camping & Caravanning Club, and the couple were enthusiastic backpackers, cycle-campers and travelled widely, too, in their home-designed but commercially manufactured motorhome.



HERITAGE PHOTO. Testing time for a tent sitting on a rooftop in Paris demonstrates the ravages of early-70s atmospheric pollution. It was not a one-off either, as I saw, with the test being run to discover how new fabrics were nudging out high grade cotton. This one didn't nudge! Nowadays manufacturers may lean on wind tunnels and test laboratories - but can that show what sunlight and smoggy air may do?

photo: Peter Lumley/KSA Archives



GIFT YOUR GEAR, IT BELONGS OUTDOORS
Gift Your Gear is an award-winning nationwide initiative that provides outdoor clothing and equipment to UK community organisations, youth groups and charities working with young people in the outdoors.

helping kids get outdoors

give unwanted gear a new lease of life!

Young people need to get outdoors for their physical and emotional wellbeing. The sun doesn't always shine. It's hard to enjoy your early experiences in the outdoors when you're cold, wet and uncomfortable. Good gear is comforting, and the Gift Your Gear award-winning nationwide initiative provides outdoor clothing and equipment to UK community organisations, youth groups and charities working with young people in the outdoors.

Partnering with Rohan, Gift Your Gear has a September scheme where unwanted outdoor clothing of any brand, when taken to a Rohan shop during the month of September, gains admission to discounts for product bought that day. Founded by Sarah Howcroft, Gift Your Gear has been set up to encourage people to donate outdoor gear they no longer want or need. Sarah, is keen to increase the number of groups Gift Your Gear can help, currently standing at over 250 community organisations, youth groups and charities who work with young people in the outdoors.

Gift Your Gear: giftyourgear.com

facebook.com/GiftYourGear twitter.com/giftyourgear

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*the lot of the trade show exhibitor is to smile, and don't they - all over the place!
as Eurobike happens it's almost one down, three to go, for everything bicycles*

demo time EUROBIKE



scene at Demo Day - two on a bike, even two on two bikes - Trade and Press took to pedalling around



Innovations Test Day draws 2,642 trade visitors (was 2,318 last year) whilst 784 journalists from around the world flock to Friedrichshafen

On Bodensee the curtain rose on the best of bike innovations for the 2015 season. Eurobike changed the venue for Demo Day to the grounds and the forest around the Messe complex. It could be described as a "going green" operation - with the shuttle bus service of previous years no longer needed.

For this eighth edition of Eurobike Demo Day, there were 147 exhibitors to present their product innovations to industry and media representatives from 42 countries. Although they were never sure how things would work out the Show organisers opted to run this test event on the day before the flagship bike exhibition opened.

"The prologue was a success. Thanks to the move, the hoped-for logistics simplifications really paid off and our customers are very satisfied with the new concept," summed up Messe Friedrichshafen ceo Klaus Wellmann at the close of Demo Day. In addition to a forty percent increase in the number of exhibitors, the event registered increased visitor participation (the most visitors ever) and a strong international character.



busy-busy Demo Day - 147 exhibitors showing wares

THE UK'S #1 CYCLING SHOW

NEC Birmingham

25-28 September 2014 (25th Trade & Press only)

nec - THE CYCLE SHOW

A famous Italian professional road bicycle racer, currently racing with UCI ProTeam Cannondale, is the ribbon cutting hero for the Cycle Show at NEC. On Friday September 26, Ivan Basso will officially open the Show in front of visitors, there for the biggest Show of the series yet. The success of this annual event has built steadily from the first days in Islington, on via Ex-Cel and now to the nation's peer exhibition centre.

Ivan Basso is reckoned to be one of the strongest stage race riders, and has worn the Pink of the winner at the Giro d'Italia in 2006 and then in 2010. At those Grand Tour races he was first with Team CSC, then in the Liguigas jersey for 2010. People recognise Ivan Basso as being among the best mountain riders, able to ride others off his wheel when the going gets steep.

For 2014, the Cycle Show expands into a new hall, where new exhibitors include Fisher Outdoor, Paligap, Extra UK, Silverfish UK, Halfords/Boardman and Beacon. Promised is a bumper crop of 2015 bikes to harvest, all on show and ready for inspection on the Trade & Press Only day - Thursday September 25. It's a day when Ivan Basso will be talking to the specialist visitors. On the riding front, for Trade & Press is the opportunity to test the latest urban and commuter bikes on the Dare2b outdoor city test track.

Padua - ExpoBici

in the words of Albert Einstein:

"We believe that Life is like riding a bicycle, to keep your balance you must keep moving". Here in Padua we want to continue growing ExpoBici, in stature and reputation.

ExpoBici is the Italian appointment with the Bicycle and its World, "a fundamental meeting for all those companies trading across the Italian and international markets, Padua is the hub for all those that want to grow and make bicycle use and culture more widespread". The organisers employ a formula that combines b2b along with b2c. The validity of that exercise is proven - visitor numbers rise year by year,

as does the number of exhibitors leading to ExpoBici now ranking as just about the most friendly, yet dynamic, offer in the exhibition calendar.

ExpoBici puts together a professional operator meeting with a precious time for promoting quality consumption, an occasion of great visibility for the entire bicycle sector. This truly is where the sporting scene wheels along effortlessly with pleasure riding and tourism, The constantly increasing number of visitors is testimony to the renewed interest of sector professionals, ensuring the exhibition functions as a great Italian showcase of trends and innovations for bike enthusiasts.

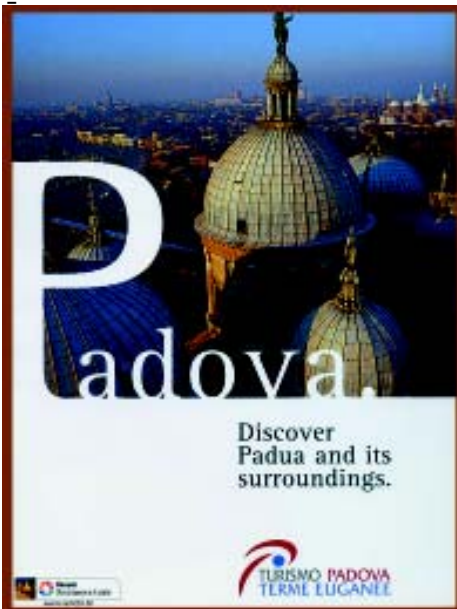
In just six editions, Padua ExpoBici organisers have created the not-to-be-missed appointment in Italy of biking passion, an essential meeting point for the market, companies and enthusiasts. Say the organisers: "We've thought up, planned and created this event, it's based both on our ideas and the input given to us by the sector. We have created close ties to give a unique occasion to those companies that decide to invest in ExpoBici every year".

The plan for 2014 seeks to advance awareness for the international market, and also support young entrepreneurs and start-ups with plans that grow products made in Italy. We set out to give additional stimulus to young people who, with their ideas and products, will learn how to create new business opportunities and educate the public that the bicycle is the leading means of transport for the future.

ExpoBici takes place in Padua from September 20-22. Not to be missed!

<http://ticketing.padovafiere.it/biglietteria/lista>

BY TRAIN: Padua is positioned along the Turin - Trieste railway line and is well-served and easily reached by train. It is just 2 hours from Milan, an hour and a half from Bologna, and only 20 minutes from Vicenza and Venice. From the Padua Railway Station, the Exhibition Center is just 500 m away, to the left, with the station behind you. The easiest entrance for those arriving by train and on foot is at Hall 11.



HERITAGE PHOTO. It was planned as the most lavish touring bicycle ever - Claud Butler (then a South London maker) spec'd a super model draped with everything-expensive, in 1983 time. To launch the project they let a bunch of wheely happy media people loose in the wilds of Scotland. The Cape Wrath was born, the bike ridden by Coast star Nick Crane (right)



photo: Peter Lumby/KSA-Archives