



Cookstown
DISTRICT COUNCIL

COMHAIRLE CHEANTAR NA COIRRE CRÍOCHAÍ
DISTRICT COUNCIL OF COOKSTOWN



Davagh Forest Trails

powered by ChainReactionCycles.com





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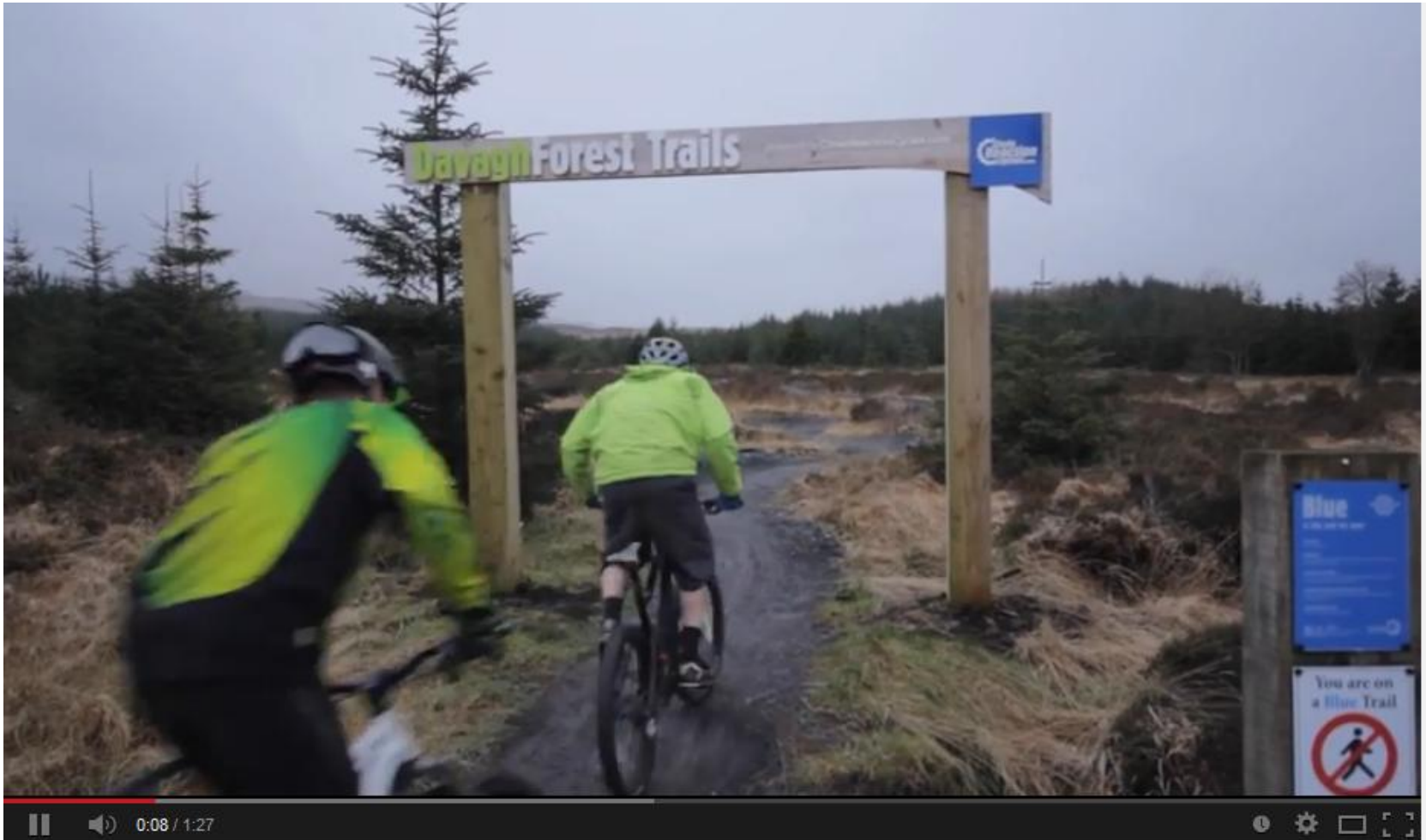
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DISTRICT COUNCIL O COOKESTOWN



Liam Glavin Head of Leisure Services



The adventure starts here...





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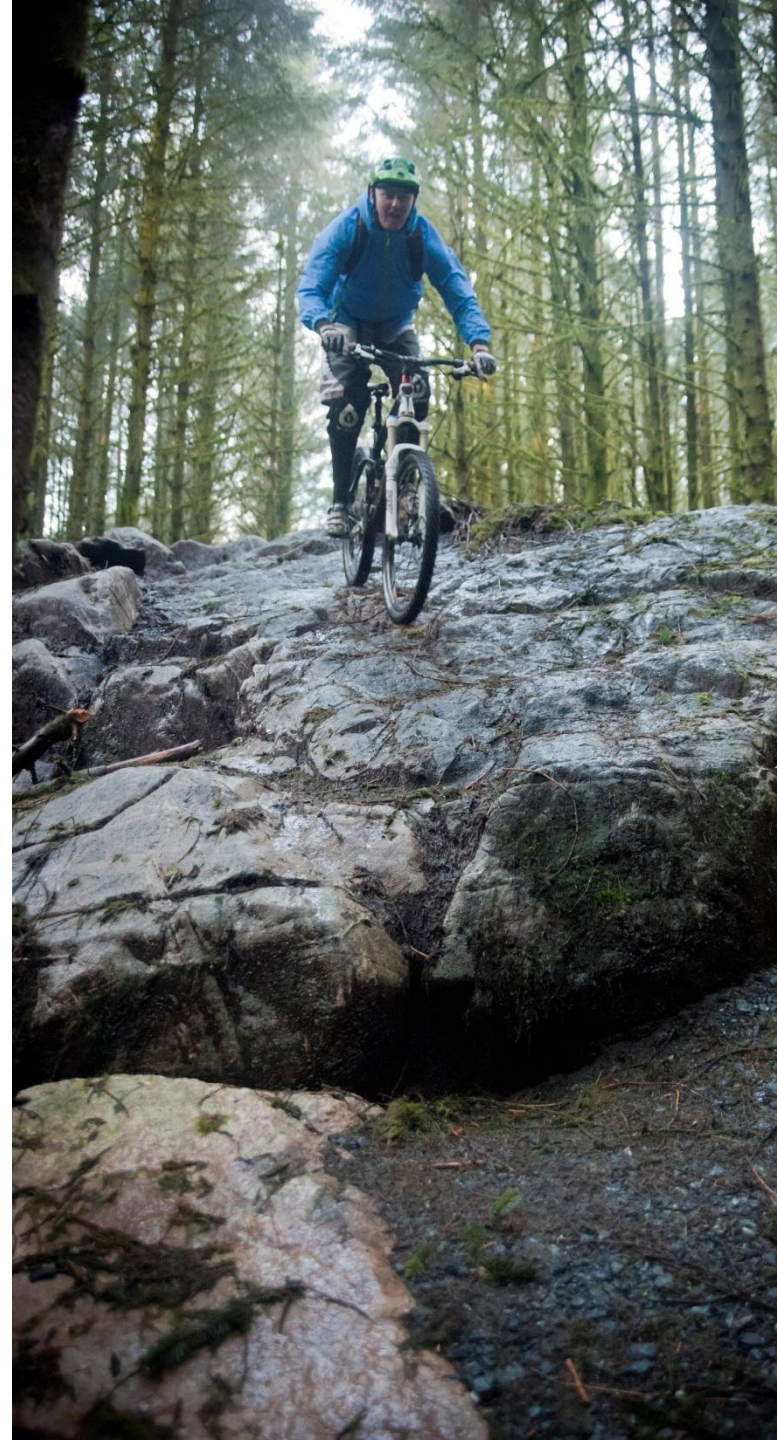
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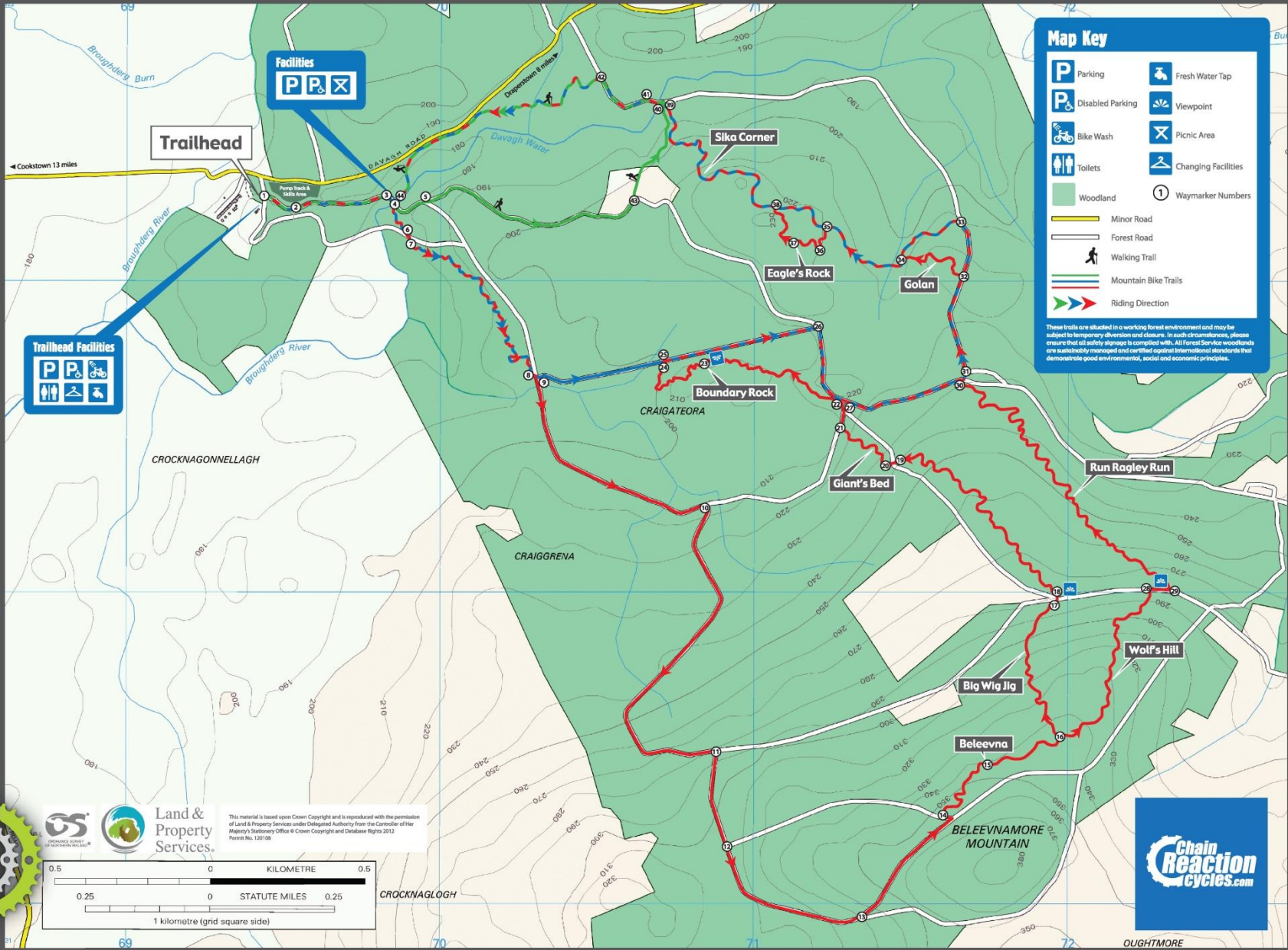
davagh
forest trails

A COOKSTOWN DISTRICT COUNCIL FACILITY



- 10 years in the making
- £500,000 of investment
- Over 24,000 riders in the first year – 10,000 over target





Map Key

Parking	Fresh Water Tap
Disabled Parking	Viewpoint
Bike Wash	Picnic Area
Toilets	Changing Facilities
Woodland	Waymarker Numbers
Minor Road	
Forest Road	
Walking Trail	
Mountain Bike Trails	
Riding Direction	

These trails are situated in a working forest environment and may be subject to temporary diversion and closure. In such circumstances, please ensure that all safety signage is complied with. All Forest Service woodlands are sustainably managed and certified against international standards that demonstrate good environmental, social and economic practice.

Facilities

Trailhead Facilities

0.5 0 KILOMETRE 0.5
0.25 0 STATUTE MILES 0.25
1 kilometre (grid square side)



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- * Benefiting our Local Communities**
- * Legacy for our Rural Areas**
- * Funded by CDC & SWARD (RDP)**
- * Delivered by CDC**



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- **ORNI, CDC, DDC & N&MDC**
- **Joint marketing initiative** (Social media, joint promotions, magazine, press, outdoor advertising)



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Mary McKeown Tourism Manager (Marketing) Cookstown District Council



Marketing Campaign for MountainbikeNI

- Increase / Reinforce Brand Awareness to MTB Enthusiasts in ROI & GB
- Showcase Northern Ireland as a Short Break MTB Destination
- Capture & Engage GB & ROI Mountain Bikers





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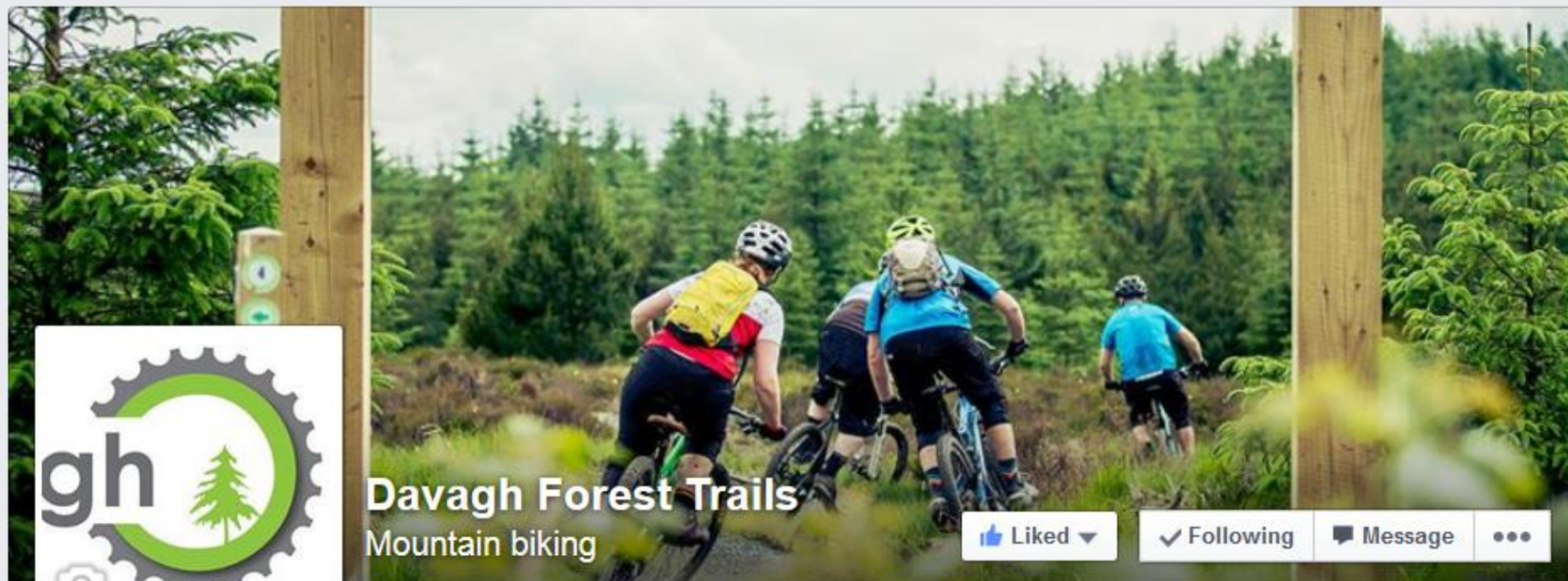


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Facebook



[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More](#)

PEOPLE >

Status Photo / Video Offer, Event +



3,229 likes
926 visits



What have you been up to?



DAVAGH FOREST

TRAILS

GETTING THERE

BIKE HIRE

TUITION & GUIDING

EVENTS

WHERE TO STAY

WHERE TO EAT

SEARCH TRAILS CENTRES

SEARCH BY TYPE

B&B (6)

Caravan & Camping (2)

Hotel (3)

Self Catering (6)

SEARCH BY RATING

2 star (1)

3 star (2)

4 star (2)

SEARCH BY DISTANCE TO TRAILHEAD

Between 1 and 5 miles (4)

Between 5 and 10 miles (8)

Over 10 miles (4)

AN CREAGÁN ★★★

Self Catering, accommodating a maximum of 9 people.



Offer
Displayed
Here

APPARO HOTEL + RESTAURANT

Hotel, accommodating a maximum of 20 people.



CROCKNAGREE COTTAGE ★★★★★

Self Catering, accommodating a maximum of 8 people.



GLENAVON HOUSE HOTEL ★★★

Hotel, accommodating a maximum of 130 people.





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Traditional Marketing & Social Media Combined

Mountain Biking
UK
Magazine

WHAT
MOUNTAIN BIKE

mbr
MOUNTAIN BIKE RIDER

Singletrack
mountain bike magazine

IRELAND'S ADVENTURE MAGAZINE
OUTSIDER

NORTHERN IRELAND



#KodakCorner



#DavaghRocks



#CastleWheelin

OUR TRAILS ARE

TRENDING



powered by 

 MountainBikeNorthernIreland
 MountainBikeNI
 MountainBikeNorthernIreland
 Follow @mountainbikeNI



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Mountain Bike NI PR value for this article = £1 million

*This is probably the best bit of
purpose built trail we've ridden.
Anywhere. It is rare that we're lost
for words to describe a trail but
Wolf's Hill is pure perfection*

Singletrack
mountain bike magazine





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#davaghrocks



RETWEETS
7

FAVORITES
4



12:29 PM - 12 Aug 2014 - Details

Collapse

Reply Retweeted Favorited More



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Traditional Advertising (print)

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A COOKSTOWN DISTRICT COUNCIL FACILITY

20th & 21st April 2013
DELIVERED
Davagh Forest Trails, Cookstown

Sat 20th April
NIMBA Ride Out
NIMBA Members Only

Chain Reaction
Cycles
Demo Day

Bike Hire & Skills
Courses
Outdoor Concepts

Sun 21st April
Davagh Enduro
Michael Regan
facebook.com/
DavaghEnduro

Bike Hire & Skills
Courses
Outdoor Concepts

Great views at high speed
Discover Your Hidden **HERITAGE**
TALKING POINT
BAGGINS STONE CIRCLES
WARRIOR CROSS AND ST. COLLEMAN'S ABBEY
Cookstown
www.davaghtrails.co.uk

JCDecaux

Davagh Kids' Mountain Biking Club*

OUTDOOR CONCEPTS
OFFICIAL TRAILHEAD PROVIDER TO DAVAGH MOUNTAIN BIKING TRAILS

Every Saturday morning in June
Main Davagh Forest Trailhead Car Park
Young riders (ages 7-10): 10 - 11.30am
Older riders (ages 11-14): 11.30 - 1pm
Price: £15
- Fully qualified mtb coaches
*must bring own bike and helmet

Info@outdoorconcepts.co.uk
+44 (0)28 9073 7271
www.outdoorconcepts.co.uk

Follow us on:
YouTube Facebook Twitter Flickr

Contact us for more information

08 NOV 2014
DAVAGH DUATHLON
RUN - BIKE - RUN

ENTRY FEE £25
(includes goodie bags and refreshments)

Elite Race: Run - Mountain Bike [Red Trails] - Run
Sport Race: Run - Mountain Bike [Blue Trails] - Run

Start Time: 11am at Davagh Trailhead
Online Registration: www.trilimits.co.uk (Opens 03 Oct 2014)
On the day: 08 Nov 9.30am - 10.30am at Davagh Trailhead

Further details from:
Bob Davison: robertdavison2@btinternet.com
John Howard: john.howard@cookstown.gov.uk

Trailheads | davagh | Cookstown DISTRICT COUNCIL



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Billboard Campaigns

'know no boundaries'

davagh forest trails boundary rock

located in the
Sperrin Mountains
14 miles from
Cookstown



#davaghracks
@MountainBikeNI

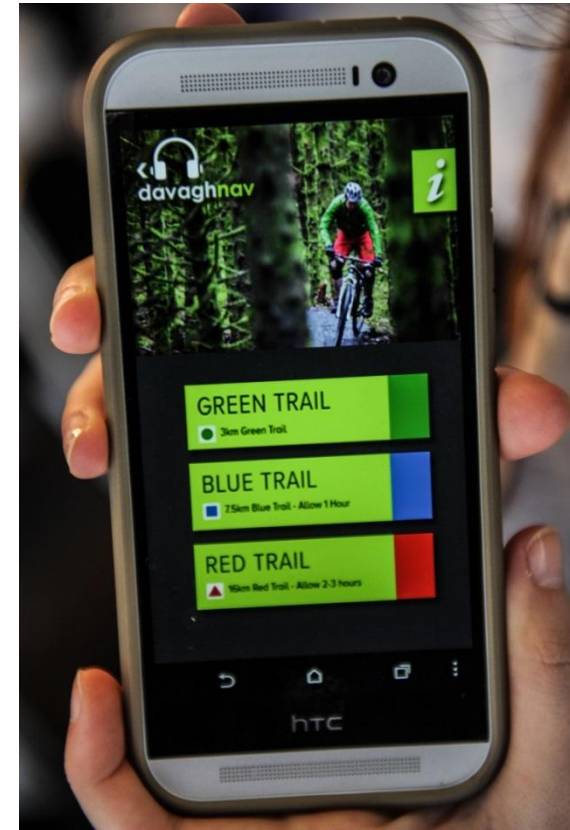


pump track - skills area - bike hire - coaching

For more information contact Cookstown Visitor Information Centre on 028 8676 9949
or visit www.facebook.com/davaghtails



Partnerships Cookstown High School





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John Howard Trail Ranger Maintenance Cookstown District Council





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Pump Track and Skills Area

Green Trail – 3km Walking & Mountain Biking

Blue Trail – 7.5km Mountain Biking

Red Trail – 16km Mountain Biking

Orange/Black Features – Eagles Rock/Boundary Rock



Facilities at the Trailhead



skills area - pump track – changing unit – toilets – bike wash – picnic area – information panels

Facilities at the Trailhead



skills area - pump track – changing unit – toilets – bike wash – picnic area – information panels



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Outdoor Concepts provide: Bike Hire / Coaching (Individual / Group) Refreshments

Events:

Mountain Biking - Running – Walking - Motorsports

08 NOV 2014
DAVAGH
DUATHLON
RUN - BIKE - RUN

ENTRY FEE £25
(Includes goodie bag and refreshments)

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John Howard e: john.howard@cookstown.gov.uk



Trail Maintenance

- Web based inspections – via CLOUD
- Frequency – Fortnightly or after extreme weather conditions
- Mountain bikers reporting issues via social media and email



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Partnerships

- Broughderg Area Development Association
- Emergency Planning
- Davagh Nav
- Mountain Bike NI – Volunteer days
- Northern Ireland Mountain Biking Alliance
- User Forum



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Lessons Learnt

- Partnership working
- Maintenance
- Enhancing the Product
- Communication





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Thanks for listening

For more information on
Davagh Forest Trails visit

www.mountainbikenl.com

www.facebook.com/davaghtrails

