

## **The Trans Euro Trail Community Interest Company**

We declare that the company will carry on its activities for the benefit of the community.

### **The Community:**

In the UK, across Europe and further afield motorcycle adventure backpacking (the use of road legal motorcycles carrying lightweight luggage on multi-day trips on legal unpaved roads) is growing in popularity.

As an activity it provides the opportunity to explore away from the main tourist areas, visit remoter rural areas, experience local cultures, sites and landscapes while, by carrying one's essential baggage on the bike, not tying one to established hotels or pre-booked packages. It can be physically tiring, can carry an element of calculated risk, requires the development of new physical and navigational skills but is open to all who have or can obtain a licence to ride a motorbike.

Many people dream of such a way of travelling. Walkers may move from day trips to backpacking along the now established network of long distance footpaths, whether it be France's GR routes or the UK's Pennine Way, Coast to Coast or West Highland Way. Cyclists, too, may choose to graduate from local rides to long distance ones either in the UK or abroad. Indeed horse-riders can also follow the established Pennine Bridleway in the UK. There are many official and unofficial guidebooks, internet resources and maps for all these groups.

While there exists a 6,000 mile coast to coast route in the USA for adventure motorcycles (the Trans America Trail) and a 15,000 mile coast to coast route in Canada (the Trans Canada Adventure Trail), aspirant and experienced adventure motorcyclists in Europe have struggled, up to now, to create the same on our continent - a legal route open to all that provides a richness of adventure and experience without compromising on sustainability, respect for communities and the environment.

However, over the past 2-3 years, riders from across 30 European countries have worked voluntarily and in their own time to research, check, create and adjust the Trans Euro Trail (TET) - our community's equivalent of a long distance footpath. Free to access to all via the internet, maintained and updated by local riders, the people that use the trail and the communities it passes through, it is truly of the community for the community.

Since "going live" in July 2017, the worldwide community of adventure motorcyclists - whether they be dreamers, beginners or veterans - have welcomed the Trail with social media alive with the idea and hugely positive coverage in print media across Europe.

Unanticipated but immensely satisfying benefits to all involved have been the interaction of members of a geographically widespread and international community

that have in the past not been aware of each other, whether it be through advice on preparation for a trip, offers of assistance in times of need on the Trail, invitations to join up for a section of the Trail or simply the offer of friendship and camping space on someone's farm or garden.

Rural communities from the north of Sweden to Bulgaria, Portugal to the UK, Albania to Poland have met riders using the Trail, provided service and friendship and seen the value of this additional and perhaps new income stream to economies which are often marginalised, struggling to survive and keen to diversify to survive.

In a climate of economic uncertainty, it has created a new market for retailers of specialist equipment with the specific needs of TET Riders being met by small businesses across Europe and further afield through the sale and development of new equipment and clothing. Small businesses are seeing opportunities in logistics, guiding and bike preparation and rental for the TET.

National organisations such as Codever in France and the Trail Riders Fellowship in the UK which are devoted to the responsible and sustainable use of unpaved legal roads by motorcycles have received increased publicity since the release of the TET. This in turn leads to an increase in membership and thus funds and impact to sustain their work of advocacy for shared use of unpaved legal roads and assistance in the maintenance of unpaved roads.

### **Activities and Related benefit:**

**Activity 1:** Co-ordinating, maintaining, distributing, publicising and championing a free-to-access and download from the internet GPS-based route from the North Cape in Norway to the Straits of Gibraltar in Spain using legal predominantly unpaved roads.

**Benefit 1:** Until the release of the TET, the community of motorcycle trail riders depended on online resources of dubious validity and reliability or their own personal researches on maps to create routes to ride and explore Europe. By providing a free to access route that has been checked by fellow members of the community to maximise sustainability, scenic opportunities and legality, they will be able to be responsible and appreciative motorcycle tourists without the worry about infringing laws or local concerns over sustainability. In effect, we are creating the motorcycle equivalent of a long distance footpath such as the UK's Coast to Coast walking route or the North Coast 500 - opening opportunities and experiences to all.

**Activity 2:** Encouraging responsible motorcycle tourism

**Benefit 2:** By focussing on the three tenets of "Respect for Communities", "Respect for the trails" and "Respect for the Environment" by promoting them through a Code of Conduct translated into all the languages of Europe and highlighted and championed on our website and social media fora, we hope to encourage responsible trail riding and, in

turn, through the behaviour and cash spend by Trans Euro Trail travellers, generate acceptance and a welcome in the wider general community of responsible motorcycle trail riding tourism as a valuable additional tourism activity in rural areas.

**Activity 3:** Be contributors to and not just users of our environment and trails by contributing, should any income surplus allow, to non-political groups working to maintain responsible motorcycle access to unpaved roads in Europe

**Benefit 3:** In many cases, tourists and travellers are simply users of local facilities and, while they do spend locally, it is not so common for them to contribute directly to efforts to maintain and develop the infrastructure and the rights of use that they take advantage of. Non-political organisations exist to address this very issue. In the walking world, it may be the Alpine Club or the Ramblers Association. In the Cycling world, Cycling UK. Similar groups serve those in the trail riding community. For example: in the UK - the Trail Riders Fellowship, in France – Codever, in Spain – Amver and so on. These organisations serve their communities, working towards promotion and advocacy of responsible, sustainable shared use of off pavement roads and trails and provide financial and/or volunteer work groups to help maintain these routes. In turn, not just trail riders but local communities and all other users of these routes benefit from an improved infrastructure.