



Case Study: Road and Track / TT Dynotune

Early in 2006, Jim Rothery took over the lease on a disused and derelict garage on Bank Street in the centre of Longtown. By July - and with help on funding from the Longtown Market Town Initiative - he had secured and renovated the property and set up Road and Track Motorcycle Repairs with another bike enthusiast, Geoff Devlin.

In October 2006, Paul Denton set up TT Dynotune within Road and Track – again with support on funding from the Market Town Initiative - and the three of them have been attracting motorcycle enthusiasts from across the north of England and southern Scotland ever since.

“About 500 or so motor bikes per day go through Longtown on a summer weekend and we are tapping into that market by offering maintenance, performance measurement and advice.”

Jim Rothery

Longtown Market Town Initiative involvement

Jim and Paul have had a grant each towards their two halves of the business with Jim receiving support on the renovation of the derelict garage and Paul winning part funding for the acquisition of the Dynojet machine, the only one within a 100 mile radius.

“News of the Dynojet facility has spread by word of mouth and through the manufacturer’s own website. Customers have varied from track racers wanting to sort out the balance and ride-ability of their machines through to classic bike enthusiasts who want to check and adapt their fuelling. One bike could be on the machine for anything from 20 minutes through to 3 days. The part-funding has enabled us to offer this facility and the two businesses have a brilliant synergy, attracting motorcyclists from miles away.”

Paul Denton

Achievements

One of the most obvious achievements is the renovation of a derelict shell into a specialist garage and business. There is considerable sound insulation and ventilation equipment associated with the TT Dynotune business and Paul is happy to have had no complaints about noise from any of their Bank Street neighbours.

Jim, Geoff and Paul together have combined their different skills with engines, mechanics and computers with a tremendous enthusiasm for performance motorcycles to create a business that is now creating spin offs for others in the town. Not least of these is the Sycamore Tree Café at the end of the road, already a landmark for riders coming through but now offering even more reasons for them to stop and spend time (and money) in Longtown.

"We've built up a good reputation both locally and further afield now and it is great to get referrals from some of the motorcycle dealers in the area who have been very supportive. There was an indication of how the business has grown earlier this year when we sold and fitted almost 60 tyres in seven weeks."
Jim Rothery

Challenges

With so much investment in the past year, one of the main challenges is building up the volume of business and recouping some of those costs, especially when there are plenty of opportunities for further promotion but they all cost money.

"We have a couple of branded bikes that we take to events and we now have the van branded too but event signage, directional signs from the main road and leafleting at events are all future possibilities."

Paul Denton

Future plans

As the business grows, Jim would like to create a new full time job in addition to the three of them currently working in the garage. Paul would also like to extend the marketing to include limited sponsorship of a couple of young riders to build awareness of the business at race events.

"Longtown is an ideal location for our sort of business and our neighbours have been very welcoming. Access to the Market Town Initiative funding has enabled us to develop the premises and invest in equipment that is now attracting people into the garage and into the town."
Paul Denton

If you run a business that is making the most of the A7 traffic through Longtown and you think there could be opportunities for joint marketing, get in touch with Jim or Paul on 01228 792479.

Nature of business: Motor cycle repairs, enhancement and maintenance.
Address: 6 Bank Street, Longtown, CA6 5PS
Telephone number: 01228 792479
e-mail/website: info@ttdynotune.co.uk / www.ttdynotune.co.uk

