



## MEMBER FOCUS | Hafod Trails

**Q** Can you provide an overview of the business and what you offer and to whom?

We are a family owned and run Mountain Bike Uplift Venue. Meet the team; I'm Charlie and together with my brother Alex, and my husband Tom, we are Hafod Trails. We are also incredibly lucky to have the support of my parents Mike and Jane - Dad was uplift driver extraordinaire last season. Tom and I have 3 kids, and they love nothing more than showing folks round their 'back garden' and can usually be found enjoying some food from the Grub Hub at lunchtime!

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**Q** Are there any challenges you face in 2025 in the industry or want to raise awareness of?

I'd like to think we are pretty adept at overcoming challenges, and we are no strangers to hard work. In the world of Hafod Trails, Storm Darragh was a good example of this, the damage we sustained was extensive and the clear up took three of us 7 weeks, working 7 days a week, although we did take a few days off over Christmas. 7 weeks is a long time when you are a fledging business and whilst we are behind schedule, we are back bringing the winter upgrade plans to life. In the wider industry - mountain biking has real transformative power in society and offers profound benefits. It is very important to us at Hafod Trails to make what we do as accessible as possible to as many people as we can and we're in a fantastic position to be able to do that. I am incredibly proud to be a regional champion for Project FIAS (Fostering Inclusive Action Sports). I believe the Framework developed by Project FIAS is intrinsic to the MTB industry fulfilling its potential and this amazing sport leading the way to proper inclusivity and accessibility.

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**Q** You have been with the Mutual since 2024? how did you hear about AIM (if you can remember!) and what do you see as the benefits of being part of the Mutual?

AIM was recommended to us by Gwenda and Joe at Dirt Farm, so a huge thanks to them, as we have been really impressed with AIM from the word go and haven't looked back since! Everyone we have dealt with at AIM has always been approachable, knowledgeable and helpful. - Thanks Charlie

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**Q** There are many bike parks in Wales, what would you say you do differently at Hafod Trails.

Being a small, family run business does give us the flexibility to do things slightly differently. We'd like to think we're inclusive, family friendly, innovative and always questioning the best way to do things - not just accepting the norm is the best way! The uplift vehicles and trailers are without a doubt a huge unique selling point for us. Little things can make a big difference too - we have a shelter at the top of the trails, there's also going to be unisex toilet facilities at the top of the hill for the 2025. It is all about our fantastic community at Hafod Trails, we harbour a friendly, encouraging and supportive vibe. The smaller number of visitors, compared to the larger bike parks makes you feel like you are one of the family by the end of the day.

**Q** Do you have any exciting projects lined up for the future? Have you had to diversify into new markets?

We are planning and developing some new trails which will be built and opened during the 2025 season - all of which we're very excited about! We are also looking to expand our coaching offering this season and are hoping to host a few special events and races, so watch this space.

**Q** The Mutual offers cover to a wide range of activity providers, do you enjoy other activities not on two wheels, and if so is there something you would like to try?

We're generally pretty busy here, leaving little time for 'other activities' but luckily all of us are into MTB, so we try to get out for rides as often as possible in the beautiful Brechfa Forest which is just across the road from us. So, beyond that, we do not have much time for anything else, but hopefully when (if) things get less busy we will look to other members for new hobby inspiration.



Hafod  
Trails

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**Don't forget to join the AIM Members' FB group.**

[facebook.com/groups/798451153625523](https://facebook.com/groups/798451153625523)

*The AIM Facebook group has been set up exclusively for our members. The idea behind this group is that it as an opportunity to share thoughts, ideas, and problems you may be encountering.*

*It is aimed at owners, managers, and staff in senior positions at your centres who may benefit from being kept informed of industry issues and who may want to have some input. Please feel free to invite such members of staff to join this group. You must be an AIM member to join and please state your Member name when you request to join.*

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