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| PRCC.28 14/15 |
| Committee - Prosperous Communities |
| Date 14th October 2014 |

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Subject: British National Cycling Championships

Report by:

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Purpose / Summary:

To update Members on the current plans for the 2015 British Cycling Championships and for Members to consider a request for £5,000 by way of financial assistance.

RECOMMENDATION(S): That Members note the positive impact of the National Cycling Championships being held in West Lindsey and **AGREE** to provide a financial contribution of £5,000

IMPLICATIONS

Legal: None

Financial : FIN/70/15
There is no current budget to accommodate the £5,000 requested. However, there are current forecast budget underspends which could be used to accommodate the request.

Staffing : None

Equality and Diversity including Human Rights :

Risk Assessment :

Climate Related Risks and Opportunities :

Title and Location of any Background Papers used in the preparation of this report:

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

Introduction

- 1.1 The Velo Club Lincoln Grand Prix have been awarded the 2015 British National Road Race and Time Trial Championships. The national race will take place on Sunday 28th June 2015.
- 1.2 The route includes the Lincoln Grand Prix circuit and also a 30 mile loop taking in extensive parts of West Lindsey including Scampton, Ingham, Glentworth, Kexby, Sturton-by-Stow and Saxilby.
- 1.3 Entries for the championships can be expected from most of the well-known names in British cycling and it is anticipated that in excess of 50,000 spectators will watch the race on the route.
- 1.4 Media interest in the event and the area is expected to be high and the race itself will be televised, bringing an enormous amount of exposure and economic benefit to the community and District at large.
- 1.5 Officers from WLDC are taking an active role in promoting and helping to organise the National event. We are also encouraging communities on the route to get on board with street dressing, roadside displays, welcome signs, special pub menus, B & B offers and providing volunteer stewards. The latest edition of the West Lindsey News also promotes the race and highlights the opportunity to apply for funding through the Community Chest to support any events on the race day.

Request for Financial Support

- 2.1 The organisation of a National event is a massive undertaking both in operational and financial terms. The budget for putting on the event is expected to be in the region of £250,000. Support is being sought from a range of organisations both in the public and private sector. Significant financial support has already been provided by East Lindsey District Council, City of Lincoln and Lincolnshire County Council.
- 2.2 Whilst the Velo Club appreciate the Officer support provided by the Council they have approached us with a request for a £5,000 contribution to the event.
- 2.3 In return for financial assistance the Council will benefit from:
 - 4 x 2m barrier brandings at prime television camera slots
 - Advert in souvenir programme and official programme
 - Logo on official posters and merchandise.
- 2.4 We currently have forecast budget underspends which could be used to fund this request if the payment was made by the end of this financial year.

Recommendation

- 3.1 Taking into account the benefits of having the National cycle race route through West Lindsey it is recommended that Members approve and authorise the request for £5,000.