



BOARD MINUTES

Out of Cycle Meeting - September 2021

Minutes of the 13th meeting of the 2023 Cycling World Championships Limited

Board

Held on Thursday 14 September 2021 at 1715 - 1745 via video conference

PRESENT

Paul Bush OBE – The “Chair”
 Susan Ahern
 Alexandra Innes
 Danielle Every
 Steven Elworthy MBE
 (together, the “Directors”)

Nick Peel
 David Hornby
 Bettina Sizeland
 Billy Garrett
 Colin Edgar

IN ATTENDANCE

Trudy Lindblade, CEO
 Stuart Turner, Major Events Advisor
 Paul Stark, Head of Governance and Business Services
 Jonathan Rigby, Director of Commercial, Marketing and Communications (CMC)

Ken Neilson, VS Director of Corporate Services
 Gayle Biggart, VS Head of Legal
 Campbell Forsyth, VS Head of Procurement

APOLOGIES

Rupert Dickinson
 Shanaze Reade

Stewart Harris

MINUTES

Annika Wolf, Project Executive

1. Welcome, Introductions and Apologies

1.1. The Chair welcomed Directors and those in attendance.

2. Notice and Quorum

2.1. The Chair noted that due notice of the meeting had been given and that a quorum was present. Accordingly, the Chair declared the meeting open.

3. Declarations of Interest

3.1. The Board noted that Glasgow representatives Billy Garrett and Colin Edgar were present to participate in discussion but would not be involved in decision making. Both Glasgow representatives agreed to be comfortable with this.

4. **Chair’s Opening Remarks** - The Chair noted no further remarks.

PROPOSAL PAPERS

5. Glasgow Principle

- 5.1. The Board noted Item 5.1 Glasgow contracts legal advice, including Appendix 1 Legal advice from DWF and Appendix 2 Business Case. The paper was taken as read.
- 5.2. The Chair asked the Board to consider the legal advice received, the business case demonstrating Glasgow’s competence to deliver and value for money, the proposed process to progress the Glasgow Principle, as well as risks and issues.
- 5.3. Billy Garrett thanked the 2023 UCI Cycling World Championships (2023 UCI Cycling Worlds) and Glasgow teams for their work on the proposal which reflects Glasgow’s role in and



relationship with 2023 UCI Cycling Worlds. He was pleased with the outcome and advised he was confident Glasgow could deliver not only the event but also associated policy elements.

5.4. **DECISION:** The 2023 Cycling World Championships Limited Board approved the process for awarding contracts to Glasgow as outlined in Item 5.1 and its appendices, subject to any further amendments that may be required. It was further agreed this decision should be submitted to the VS Board on 16 September 2021 for ratification.

6. Sponsorship including Value in Kind Approach

- 6.1. The Board noted Item 6.1 Sponsorship including Value in Kind (VIK) Approach for 2023 Cycling World Championships Limited, taken as read.
- 6.2. The Chair referred to the single item meeting of a Board Sub-Group which had preceded this Board meeting to make a recommendation on this matter.
- 5.5. The CEO thanked the 2023 UCI Cycling Worlds and VisitScotland (VS) Corporate Services teams for their work on the sponsorship approach.
- 6.3. Three routes for sponsorship sales have been identified - cash, hybrid (cash plus up to 25% budget-relieving VIK and budget-relieving VIK-only. It was clarified the Commercial teams' focus would be on securing cash sponsorship. Legal advice on all three scenarios was provided by Gowling WLG (UK) LLP and was included in the paper.
- 6.4. At the request from the Board Sub-Group, two actions are to be progressed by Management: Clarification of the definition of VIK and further discussion of the VIK percentage rate and its flexibility in a hybrid scenario..
- 6.5. It was advised that, having considered 2023 UCI Cycling Worlds' governance structure, the Board Sub-Group was comfortable to recommend the pragmatic approaches to all three scenarios as outlined in Item 6.1.
- 6.6. The Board was reassured by the Director of Commercial, Marketing and Communications' statement that he was comfortable with and had no major concerns about the approach to hybrid and VIK-only scenarios proposed. No legal concerns were raised.
- 6.7. The Board stressed the importance to implement and follow clear checks and balances to maximise commercial impact while minimising legal risk.
- 6.8. **DECISION:** The 2023 Cycling World Championship Limited Board approved the proposed approaches to all three possible routes for sponsorship sales as outlined in Item 6.1. It was further agreed the decision on the sponsorship approach including VIK should be passed on to the VS Board on 16 September 2021 for ratification.

7. **Any Other Business** No other business was raised.

Details of next meetings

- Thursday 18 November 2021
- Strategic planning date tbc

8. **Close of meeting** - There being no further business, the Chair declared the meeting closed.

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