

2023 CYCLING WORLD CHAMPIONSHIPS LIMITED

Minutes of the 8th meeting of the 2023 Cycling World Championships Limited (2023 CWC Ltd) Board

Held on Friday 12 March 2021 at 0900-1000 via video conference

PRESENT

Paul Bush OBE – The “Chairman”	Rupert Dickinson
Colin Edgar	Susan Ahern
Danielle Every	David Hornby
Steven Elworthy MBE	Nick Peel
Bettina Sizeland	Shanaze Reade
Billy Garrett	Alexandra Innes
Stewart Harris (together, the “Directors”)	

IN ATTENDANCE

Trudy Lindblade CEO	Verity Blanchard
Stuart Turner	Robbie Clyde
Derek Bearhop	Jonathan Rigby (Item 5)
Julie Pearson	Kevin MacCuish
Rebecca Edser	Vicki Miller

APOLOGIES

Esther Britten

MINUTES

Annika Wolf

1. Welcome, Introductions and Apologies

- 1.1. The Chairman welcomed the Directors and those in attendance, as well as Vicki Miller (VisitScotland, Director of Marketing and Digital). Apologies noted from Esther Britten (UK Sport).

2. Notice & Quorum

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

3. Declaration of Interests – No further declarations of interest noted.

4. Chair’s Opening Remarks

- 4.1. The Chairman noted excellent work had been undertaken by the 2023 CWC team to provide additional information for the brand identity as requested at the last Board meeting.

PRESENTATIONS/PROPOSAL PAPERS

5. Brand Identity

a) Presentation by Director of Commercial, Marketing & Communications

- 5.1. The Director of Commercial, Marketing and Communications presented an update on brand identity including local authority and stakeholder consultation feedback, consumer research outcomes, legacy logo update, recommendations, and next steps.

b) Discussion and approval

- 5.2. The Chairman advised positive endorsement of the legacy host logo was received from the UCI.

- 5.3. The Board welcomed the update provided and was content that comments raised at the last meeting had been satisfactorily addressed. Engagement with local authorities and stakeholders had received positive feedback, and support from VisitScotland was noted.
- 5.4. **ACTION: It was requested engagement with potential host Local Authorities should continue to build on momentum and to secure financial contributions.**
- 5.5. **DECISION: The 2023 CWC Ltd Board agreed the 2023 UCI Cycling World Championship brand identity and the legacy logo as well as next steps as outlined in the presentation.**
- 5.6. **DECISION: The 2023 CWC Ltd Board agreed clear guidelines to be developed to confirm event naming, location and usage, for all partners and stakeholders to adhere to through the development of brand guidelines.**
- 5.7. **ACTION: Director of Commercial, Marketing and Communications to lead preparations for the launch of the brand identity prior to 25 March. Partners are to be informed of plans as soon as practical.**
- 5.8. **ACTION: Director of Commercial, Marketing and Communications to work with the 2023 CWC team and VisitScotland colleagues to develop full brand identity guidelines including clear instructions on how to refer to the event and the ‘across Scotland’ location.**
- 5.9. **ACTION: A Marketing and Communications Working Group is to be established based on the Themed Years format as soon as possible and before the next Board meeting.**
- 5.10. **Commercial collateral to now be updated in line with agreement, working with Inside Edge.**
- 5.11. The Chairman thanked the Director of Commercial, Marketing and Communications, the CEO, the 2023 CWC team, VisitScotland and partners for their contributions in ensuring the successful agreement of the brand.

REPORTS

- 6. **Finance Update**
 - 6.1. The CEO and Major Events Advisor noted good progress had been made with the Glasgow funding agreement with small number of clauses remaining to be finalised. No issues are anticipated and Glasgow confirmed that this was also their current view.
 - 6.2. **ACTION: The CEO and Major Events Advisor to provide an update to the Chair of the Audit and Risk Committee, with regards to cashflow and timeline for conclusion of the Glasgow funding agreement w/c 15 March.**
 - 6.3. The CEO advised the UK Sport payment was processed on 8 March.
- 7. **AOB – No other business raised.**

Details of next meetings

- Tues 13 April 2021
- Thurs 20 May 2021
- Tues 6 July 2021
- Thurs 26 August 2021
- Thurs 18 November
- Strategic planning date tbc

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

.....
The Chairman