

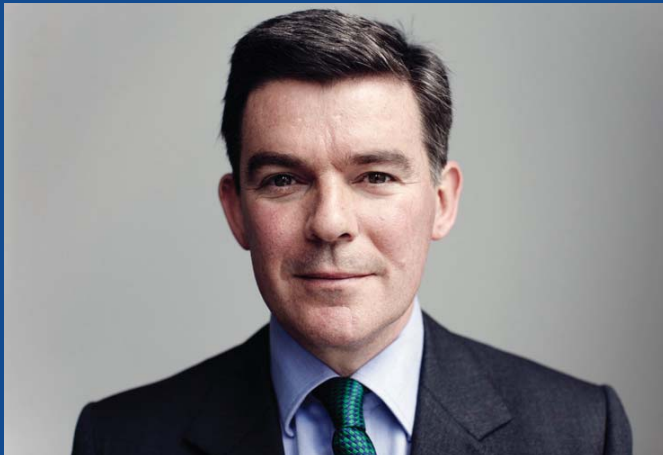


2015 ICF Canoe Slalom World Championships

Why choose Lee Valley White Water Centre, London, Great Britain?



Letters of Support



HUGH ROBERTSON MP
Minister for Sport and the Olympics

I am delighted to give my wholehearted support to the British Canoe Union's bid to host the ICF 2015 Canoe Slalom World Championships at London 2012's White Water Centre.

The UK's desire to host World Class Sporting Events is stronger than ever. UK Sport, the body charged with supporting events, is already working closely with the BCU to develop strong and credible plans for staging a World Championships to remember.

I am committed to supporting the British Canoe Union in their bid to host this event and ensuring that, should the bid succeed, it is a great success.

A white handwritten signature of Hugh Robertson MP on a dark blue background.

HUGH ROBERTSON MP
Minister for Sport and the Olympics



BORIS JOHNSON
Mayor of London

I am writing to underline my support for the British Canoe Union's bid to stage the 2015 ICF Canoe Slalom World Championships and to emphasise the case for London as host city.

Through my major events team, London stands ready to play its part in facilitating existing and new partnerships to promote the event to both the domestic and overseas audience and to ensure the World Championships are an outstanding success.

We join the UK Government in expressing our full support to the British Canoe Union at this exciting time and very much hope to welcome the ICF Canoe Slalom World Championships to London in 2015.

A white handwritten signature of Boris Johnson on a dark blue background.

BORIS JOHNSON
Mayor of London

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1

General Information

- 1.1 Provisional Dates
- 1.2 Event Title
- 1.3 Candidate City
- 1.4 Airports, Rail Network and
Roads to the Venue/City
- 1.5 Map

“ In 2012 London will become the first city to host the Summer Olympics three times. ”

1.1 Provisional Dates

What are the dates that you propose, specifying the Opening and Closing Ceremony and competition days?

The BCU would look to host the 2015 ICF Canoe Slalom World Championships between Wednesday 9th and Sunday 13th September 2015.

Opening Ceremony

Tuesday 8th September 2015

Closing Ceremony

Sunday 13th September 2015

Competition Days

Wednesday 9th – Sunday 13th September 2015

1.2 Event Title

What is your proposed event title?

2015 ICF Canoe Slalom World Championships, Lee Valley White Water Centre, London. If our headline Championship Sponsor requested to have their brand as a part of the event title, we would consult with the ICF, prior to any agreement.

1.3 Information about the Candidate City

Can you provide general information about the candidate city such as major statistics, weather and main features?

London is the proposed host city for the ICF Canoe Slalom World Championships at the 2012 legacy facility for Canoeing, the Lee Valley White Water Centre.

The IOC awarded the 2012 Olympic and Paralympic Games to London largely due to its commitment to legacy. By awarding the 2015 ICF Canoe Slalom World Championships to London, the ICF would be making a clear statement to the IOC of its commitment to legacy, by being the first sport to grant a world level event to a 2012 legacy facility.

The Lee Valley White Water Centre is located to the North East of London. It lies within the Borough of Broxbourne, Hertfordshire, and on the boundaries of Waltham Abbey, Essex and the London Borough of Enfield.

(A) London

London is one of the most diverse and exhilarating cities in the world. It combines a long and colourful history with its modern day status as one of the world's leading financial, business and cultural capitals. As the engine room of the UK's economy the city has grown to be well-connected, cosmopolitan, culturally open and cutting edge. London's international accessibility, infrastructure, logistics, expertise and enthusiasm to host global events is reaching a new peak in the build up to 2012 and beyond.

Major Events in London

London is a magnet for some of the world's most prestigious sporting and cultural events. Teeming with historic buildings and packed with iconic backdrops, the city immediately gives events a pulling power that few others can match. For years, regular annual events in London such as the Wimbledon Championships and the London Marathon have captured the imagination of the world. Events such as the Grand Départ of the Tour de France, the first ever NFL season game to be held outside of North America, and the ATP's move to bring the World Tennis Tour Finals to London from Shanghai, are all evidence that the largest sports, rights holders and sponsors are choosing the UK capital as the most exciting destination for major events.

The London 2012 Olympic and Paralympic Games will provide the city with an incredible opportunity to showcase the capital to a global audience and to profile the range of world class sporting facilities on offer. The ICF Canoe Slalom World Championships in 2015 would be held in the new 2012 Olympic venue, the Lee Valley White Water Centre, where two new canoe slalom courses have been built for the Games.

(B) Broxbourne, Hertfordshire

Broxbourne is a commuter town in the Broxbourne borough of Hertfordshire in the East of England with a population of 13,298 in 2001. West of the town are Broxbourne Woods, a National Nature Reserve.

(C) London Borough of Enfield, Greater London

The London Borough of Enfield is the most northerly London borough and has a history of armaments manufacture.

(D) Waltham Abbey, Essex

Waltham Abbey is a market town of about 20,400 people to the north of London.

(E) Weather Information**Historical monthly averages for September**

The month of September presents a generally sunny climate for the 2015 ICF Canoe Slalom World Championships, and with an average high temperature of 20°C (67°).

To maintain relevance to current weather trends the following information has been calculated using data collected over the past two decades. The climate profile is taken from closest available data source to the Lee Valley White Water Centre:

- **Temperature**

Throughout the month of September daytime temperatures will generally reach highs of around 20°C (67°F). At night the average minimum temperature drops down to around 13°C (55°F).

- **Relative Humidity**

The average daily relative humidity for September is around 70%.

- **Precipitation**

The average monthly amount of precipitation is 49 mm.

- **Wind**

The average daily wind speed in September is 13 kp/h.

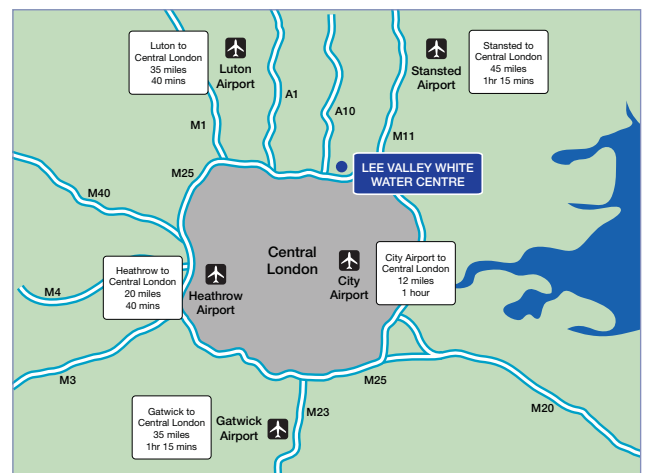
- **Visibility**

On average less than 1 day in the month of September is affected by foggy conditions.

1.4 Location of Airports, Rail Network and Roads to the Venue/City

Can you provide us with a map explaining and showing the location of the major transport hubs as well as the venue?

London is one of the world's best-connected cities. With five international airports serving over 300 destinations, high-speed rail links to continental Europe and an extensive public transport network, London is capable of dealing efficiently with large numbers of participants and spectators no matter how they choose to get here.

(A) Airport Network**(B) Rail Network**

Eurostar operates frequent daily high-speed services connecting Paris and Brussels to London. Journey times range from 2 hours 15 minutes from Paris or 1 hour and 51 minutes from Brussels. Trains arrive at St Pancras International station in central London.

As well as the sophisticated motorway network within the UK, London is also the hub of the UK's rail network, with frequent services to all regions from the city's centrally-located mainline railway stations. Rail services in the UK are run by a number of private train operating companies.

1.5 Map of the Location of the Venue in relation to Major Cities in the Country

Can you provide us with a map explaining and showing the location of the major transport hubs as well as the venue?

London is one of Europe's best connected cities, with a range of public transport options offering quick connections between all city venues, hotels and attractions.



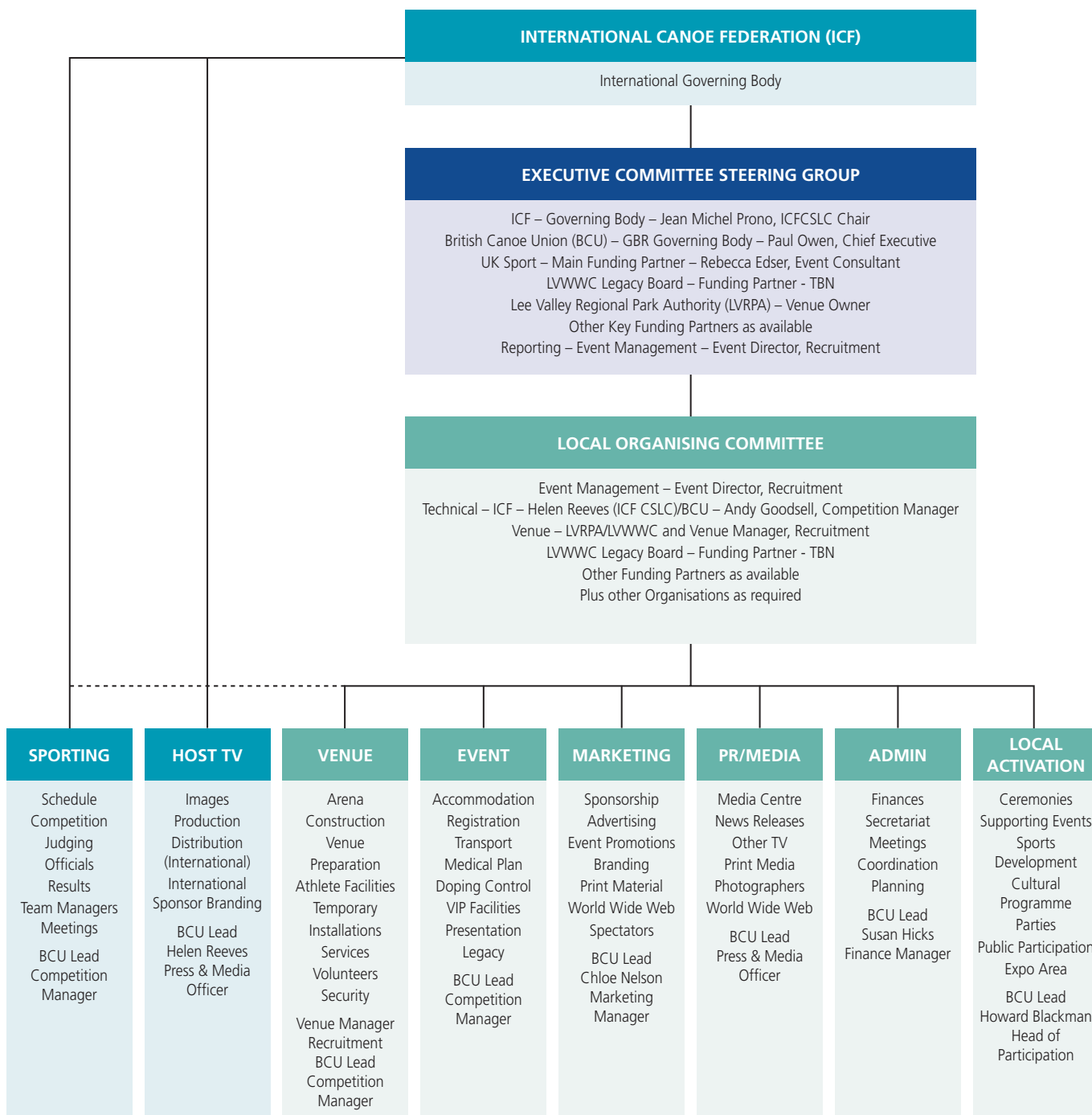
2 Legal Aspects

- 2.1 Organising Committee
- 2.2 Key Personnel
- 2.3 Laws and Customs
- 2.4 Relationships and Support

2.1 Outline the Structure of the Organising Committee

What legal structure will support the Organising Committee?

Management Structure – 2015 ICF Canoe Slalom World Championships – LVWWC, London, GBR





2.2 Name Key Personnel with Background Information, Roles and Responsibilities within the OC

A specific Event Director will be engaged to deliver this event on behalf of the Executive Committee Steering Group. They will start their role in 2014 and be supported by the National Governing Body staff listed below:

Key BCU Employees

- Albert Woods – President
- Paul Owen – Chief Executive
- Andy Goodsell – Competition Manager
- Helen Reeves – Press & Media Officer
- Chloe Nelson – Marketing Manager
- Anne Hounslow – Chair
- Ken Trollope – Event Management
- Martyn Setchell – Paddler Representative
- Susan Hicks – Finance Manager
- Howard Blackman – Head of Participation
- Julia Robertson – Volunteer Development Officer

Responsibilities

- President of OC
- Chair of OC
- Competition Organiser
- PR & Media
- Marketing
- Communications
- Results Management
- Competition Course
- Finance Management
- Sports Development
- Volunteer Services

2.3 Laws and Customs

Are there laws, customs or rules in the country that could limit or restrict the organisation of the ICF Event?

There are no restrictions which could limit the organisation of the 2015 ICF Canoe Slalom World Championships within Great Britain.

Who and what will be the contact organisation for immigration issues?

The British Canoe Union will issue an official invitation to athletes, officials and support personnel from national federations where the participants are categorised as UK 'Visa Nationals'. Additionally, the BCU will liaise with UK Border Agency and their overseas Embassies to assist with the 'Sports' visa application process.

Visa Invitation Requests – Contact Details:

- Andy Goodsell, BCU Competition Manager
- Tel: +44 845 370 9528
- Mobile: +44 7976 515258
- Fax: +44 845 370 9501
- Email: andy.goodsell@bcu.org.uk

2.4 Relationship and Support from Local, Regional, and National Governments

Which are the public and sport authorities that support your candidacy?

(a) National Government

The BCU have secured the full support of the UK Government.

UK Sport



The nation's high performance sports agency responsible for investing over £100 million per year in high performance sports, supporting Britain's best Olympic and Paralympic athletes.

UK Sport is a National Lottery Distributor with the mission of "working in partnership to lead sport in the UK to world-class success", and has 3 core responsibilities which include the coordination and bidding of major events.

(b) Regional Government

The Lee Valley White Water Centre is located adjacent to a number of Regional/County authorities and the event has the support/funding from the following regional partners, towards the 2015 ICF Canoe Slalom World Championships.

MAYOR OF LONDON

Mayor of London - Greater London Authority

Through the work of his major events team (Events for London) the Mayor is committed to working with International Federations such as the ICF and rights holders to welcome new major events to the city.

Support from these organisations has been secured at Board level.

East of England Development Agency



EEDA is working with other regional and local partners to take advantage of the opportunities arising from the 2012 Games for the economy and people of the region.

Visit London



Visit London works in partnership with the Mayor of London to promote London to international and domestic visitors. The Events for London team within Visit London acts as the central point of leadership and expertise to the world's leading International Sports Federations, National Governing Bodies, rights holders, organising committees, broadcasters, sponsors and media.

LVWWC Legacy Board



The Lee Valley White Water Legacy Board members are representatives from the Lee Valley Regional Park Authority, 2 Country Councils (Essex and Hertfordshire) 2 District Councils.

Lee Valley Regional Park Authority

Hertfordshire County Council

Essex County Council

Broxbourne Borough Council

Epping Forest District Council

London Borough of Enfield

Waltham Abbey Town Council

Hertfordshire University and Sports Village

3 Immigration and Custom Procedure

3.1 Visa Requirements

3.2 Customs Regulations

3.1 Visa Requirements

Are you able to confirm that the entry visas required to enter into your country will be waived for participants and the officials that will have a role to play at the event?

A UK 'Sports' Visa will be required for athletes, officials and support personnel from countries which UK Border Agency has categorised as 'Visa Nationals'. The British Canoe Union will issue an official invitation to athletes, officials and support personnel from national federations where the participants are listed as 'Visa Nationals'.

Additionally, the BCU will liaise with UK Border Agency and their overseas Embassies to assist with the 'Sports' visa application process. The full list of current countries categorised as 'Visa Nationals' can be found at:

www.ukvisas.gov.uk/en/doineedvisa/visadatvnationals

Participants will not need a visa if your passport or travel document is from either:

- (a) a country in the European Economic Area (which includes all EU member states plus Iceland, Norway, Liechtenstein) or Switzerland.
- (b) a country outside the EEA and not on the list of 'Visa Nationals' and you are coming to the UK as a visitor for six months or less.

Competitors will be made aware that visa applications should ideally be made well in advance of travel (at least two months) to ensure there is sufficient time for the visa to be processed. Details of where to apply can be found at:

www.ukvisas.gov.uk/en/howtoapply/wheretosapply

3.2 Customs Regulations

Can you guarantee that the customs procedures will be alleviated for all participants and that measure will be put into place to facilitate the process (e.g. Sport and medical Equipment)?

UK Customs procedures are regularly reviewed and follow European Union legislation, where applicable.

The British Canoe Union will provide support and guidance to support this process, particularly in connection with licensed Sport and Medical equipment, however, we are unable to guarantee all exceptions.

4 Financing

- 4.1 Financing
- 4.2 General Budget
- 4.3 Financing of Construction or Renovation of Infrastructure
- 4.4 Projected Cost of Athlete and Officials Accommodation
- 4.5 Summary of Operational Budget
- 4.6 Potential Event Main Supporters and Sponsors

4.1 Financing

Can you please explain how the ICF Event will be financed?

The BCU will finance the 2015 ICF Canoe Slalom Championships as follows:

| | Euro | (GBP) |
|---|-------------------|---------------------|
| Public – National/Regional/Local Government | €1,017,647 | (£865,000) |
| Self Generated Income | €211,765 | (£180,000) |
| Private Income – Commercial | €147,059 | (£125,000) |
| British Canoe Union | €147,059 | (£125,000) |
| Total Income | €1,523,529 | (£1,295,000) |

GBP £ v Euro € Conversion Rate - €1.00 = £0.85

4.2 General Budget

Can you please provide us with a general budget for the Event?

The event budget contains all expenses to host a world class ICF Canoe Slalom World Championship, and is summarised below:

| Revenue | Euro | (GBP) |
|---|-------------------|---------------------|
| Public – National/Regional/Local Government | €1,017,647 | (£865,000) |
| Self Generated Income | €211,765 | (£180,000) |
| Private Income – Commercial | €147,059 | (£125,000) |
| British Canoe Union | €147,059 | (£125,000) |
| Total Income | €1,523,529 | (£1,295,000) |

| Expenditure | Euro | (GBP) |
|----------------------------------|-------------------|---------------------|
| Event Administration | €105,882 | (£90,000) |
| Volunteers | €64,706 | (£55,000) |
| Insurance | €42,353 | (£36,000) |
| Hospitality | | |
| Includes: | | |
| Sponsors Village | €5,882 | (£5,000) |
| Venue Security | €17,647 | (£15,000) |
| | €100,000 | (£85,000) |
| Venue | | |
| Includes: | | |
| Facility & Pumping | €176,471 | (£150,000) |
| Marques & Grandstand | €94,118 | (£80,000) |
| Toilets & Showers | €23,529 | (£20,000) |
| Sports Presentation | €70,588 | (£60,000) |
| | €567,059 | (£482,000) |
| Ceremonies/Special Events | €55,294 | (£47,000) |
| Marketing and Promotions | | |
| Includes: | | |
| TV Signal | €235,294 | (£200,000) |
| Venue Dressing | €29,412 | (£25,000) |
| | €541,176 | (£460,000) |
| Legacy | €47,059 | (£40,000) |
| Total Expenditure | €1,523,529 | (£1,295,000) |

GBP £ v Euro € Conversion Rate - €1.00 = £0.85

4.3 Financing of Construction or Renovation of Infrastructure

Who will finance the cost of the infrastructure or the cost of upgrading the sport equipment to the ICF norms?

The Lee Valley White Water Centre has been built to host the Canoe Slalom events for the London 2012 Olympic Games and was the first purpose-built new venue for the 2012 Games to be completed. The venue was opened by HRH Princess Anne, The Princess Royal, on 9th December 2010. As part of the London 2012 legacy plan for the Lee Valley White Water Centre, a budget provision of €1,176,471 Euro (GBP £1,000,000) has been ring fenced for post Games landscaping. Additionally within our event budget a provision of €117,647 Euro (GBP £100,000) has been allocated towards temporary infrastructure including grandstand seating for these Championships.

GBP £ v Euro € Conversion Rate - €1.00 = £0.85

4.4 Projected Cost of Athlete and Officials Accommodation

What is the anticipated cost of accommodation for the athletes and the officials?

The Lee Valley White Water Centre is located close to a wide range of hotels and budget accommodation, including a University campus and self catering units. The anticipated daily rates/per person for accommodation costs are as follows:

| Bed and Breakfast Accommodation (price per room/per night) | Single Occupancy | | Twin Occupancy | |
|---|-------------------------|--------------|-----------------------|--------------|
| | Euro | (GBP) | Euro | (GBP) |
| Marriott Hotels 4★/5★ | | | | |
| Waltham Abbey | €94 | (£80) | €129 | (£110) |
| Cheshunt | €94 | (£80) | €129 | (£110) |
| Hanbury Manor | €118 | (£100) | €165 | (£140) |
| Theobalds Park – Cheshunt 4★ | €94 | (£80) | €129 | (£110) |
| Premier Inn 3★ | | | | |
| Waltham Abbey | €71 | (£60) | €94 | (£80) |
| Enfield | €71 | (£60) | €94 | (£80) |
| Hertfordshire University – Hatfield 3★ | €56 | (£48) | | |
| Travel Lodge – Cheshunt 3★ | €65 | (£55) | €82 | (£70) |
| Comfort Hotel – Enfield 3★ | €65 | (£55) | €82 | (£70) |
| Gilwell Park – Chingford 3★ | €65 | (£55) | €82 | (£70) |
| Self Catering/Hostel/Camping (price per person) | Euro | (GBP) | | |
| YHA Youth Hostel – Cheshunt | €24 | (£20) | | |
| Gilwell Park – Chingford | | | | |
| Lodges | €24 | (£20) | | |
| Camping | €12 | (£10) | | |
| Lee Valley Campsite – Chingford | €12 | (£10) | | |
| Lee Valley Camping and Caravan Park – Edmonton | €12 | (£10) | | |

GBP £ v Euro € Conversion Rate - €1.00 = £0.85

4.5 Summary of Operational Budget

Please provide a summary including expenses and revenues.

Budget - ICF Events - 2015 ICF Canoe Slalom World Championships, London, GBR

| REVENUES | | EXPENSES | |
|-----------------------------|-------------------|--|-------------------|
| | (€ - Euros) | | (€ - Euros) |
| PUBLIC | | EVENT ADMINISTRATION | €105,882 |
| FEDERAL | €882,353 | VOLUNTEERS | €64,706 |
| DCMS - UK Sport | €882,353 | INSURANCE | |
| REGIONAL | €100,000 | INC Finance & Legal | €42,353 |
| LVWWC Legacy Board | €58,824 | HOSPITALITY | |
| Other Regional Partners | €41,176 | VIP & Officials Services | €31,765 |
| LOCAL | €35,294 | Security & Accreditation | €29,412 |
| Local Partners | €35,294 | Medical Services | €25,882 |
| | | Transportation | €12,941 |
| TOTAL PUBLIC | €1,017,647 | VENUE | €176,471 |
| | | Tents and Equipments | €94,118 |
| SELF GENERATED | | Site Set Up | €23,529 |
| Participation Fee | €58,824 | Food and Beverage | €35,294 |
| Fundraising | €96,471 | Race Officials | €47,059 |
| Food and Retail | €17,647 | Lifeguards and Operatiosn Staff | €49,412 |
| Merchandise Sales | €3,529 | Equipments | €58,824 |
| Other items | €35,294 | Storage and Transportation | €11,765 |
| | | Audi-Visual Equipment | €70,588 |
| TOTAL SELF GENERATED | €211,765 | CEREMONIES & SPECIAL EVENTS | |
| | | Entertainment | €11,765 |
| PRIVATE | | Security | €11,765 |
| Sponsorships | €117,647 | Awards | €11,765 |
| Programme Advertising | €11,765 | Protocol and Ceremonies | €20,000 |
| Media Sponsor | €11,765 | MARKETING AND PROMOTION | |
| Other Items | €5,882 | Marketing | €47,059 |
| | | Advertising | €17,647 |
| TOTAL PRIVATE | €147,059 | Promotion Materials | €47,059 |
| | | Media Services | €235,294 |
| British Canoe Union | €147,059 | Video and Photography | €52,941 |
| | | Contingency | €141,176 |
| TOTAL OTHER | €147,059 | LEGACY | €47,059 |
| TOTAL REVENUE | €1,523,529 | TOTAL EXPENDITURE | €1,523,529 |

GBP £ v Euro € Conversion Rate - €1.00 = £0.85

4.6 Potential Event Main Supporters and Sponsors

Please provide an update to date of the potential supporters and sponsors of the Event.

As a global financial centre and a dynamic and creative city London represents an exciting opportunity for the sport of canoeing and its partners. There is huge potential to secure a high profile sponsor from within England. There is a unique opportunity leading up to the London 2012 Games to negotiate with London 2012 Tier one and two sponsors who are interested and have aspirations to realise the legacy opportunity beyond London 2012.

The BCU is developing a list of potential supporters and sponsors, which is wide and varied from the banking and technology sectors, to the sport, food and beverage sponsors and supporting networks, linked to the London 2012 Olympic Games 'Official Partners and Supporters'. Combined with government, agency and organisational support, it is felt that the hosting of the 2015 ICF Canoe Slalom World Championships would be met with positive response from the private sector.

5

Sport Event Hosting Experience

- 5.1 Past Events
- 5.2 Officials and Judges
- 5.3 Test Event

“ The Lee Valley White Water Centre is a new purpose built facility for the Canoe Slalom events of the London 2012 Olympic Games. ”

5.1 List of Past Events Organised in the Host Area

What international events have taken place in the host area over the last 5 years, events not limited to the world of canoeing?

Canoeing in the Host Area

The Lee Valley White Water Centre is a new purpose built facility for the Canoe Slalom events of the London 2012 Olympic Games, officially opened in December 2010. The following ICF events are currently confirmed at the LVWWC:

- 2011 Canoe Slalom London Invitational Event – Olympic Test Event
- 2012 Canoe Slalom – London Olympic Games

The last canoe slalom event the BCU hosted was the 2009 ECA Canoe Slalom European Championships at Holme Pierrepont, Nottingham.

Other Events in the Lee Valley Regional Park Authority Area.

In addition to the Olympic cycling, hockey and tennis venues that will host national and international events, the Lee Valley Regional Park also hosts over 500 events a year through its parklands and other sporting venues and include international competitions in athletics, horse riding and ice skating.

London – World Host

London stages a range of iconic international cultural and sporting events and is set to welcome even more in the build up to, and in the years following the London 2012 Olympic and Paralympic Games.

In 2009 London hosted big-name events like the ITU World Triathlon Series, the ATP World Tour Final, the ICC World Twenty20 Cricket and the FIG Artistic Gymnastics World Championships.

In 2010 the city welcomed the Women's Rugby World Cup and later in 2011 will host the UEFA Champions League Final and the BWF World Badminton Championships.

5.2 Number of Experienced Officials and Judges

Does the candidate city have sufficient experienced officials, judges, referees to allow for the smooth running of the event? If not, how will it acquire that expertise?

The BCU has an experienced pool of 45 IJCSL Officials currently registered on the ICF database and 21 nationally (BCU Canoe Slalom) accredited senior officials, together with numerous sports specific volunteers with Canoe Slalom technical experience. Additionally we will utilise the volunteer database from London 2012 to engage with the local volunteer workforce involved with the Olympic Games to continue their volunteer development towards the 2015 ICF Canoe Slalom World Championships.

5.3 Test Event Planned

Can you guarantee that you will plan for at least one test event, 6 to 12 months before the actual competition?

Yes, we can guarantee that we will organise a suitable test event, in consultation with the ICF, 6 to 12 months prior to hosting the 2015 ICF Canoe Slalom World Championships.

6 Sport/ Competition Information

- 6.1 Competition Venue and Sport Infrastructure
- 6.2 Technical Aspects of the Course
- 6.3 Training Facilities
- 6.4 Contingency Plan
- 6.5 Schedule of Competitions



6.1 Description of Competition Venue and Sport Infrastructure

Can you describe the competition venue and the sport infrastructure?

The Lee Valley White Water Centre, formerly known as Broxbourne White Water Canoe Centre, will be the venue for Canoe Slalom during the London 2012 Olympic Games. Located 30km north of the Olympic Park, within the 26-mile long, 10,000 acre Lee Valley Regional Park in Hertfordshire.

Two new canoe slalom courses have been built for the London 2012 Olympic Games:

- 300m Olympic Course
- 160m Legacy Loop
- 10,000m² lake constructed

After the London 2012 Olympic Games, the two courses and the facilities building will remain but the temporary seats will be removed. The Centre will become a venue for canoeing and kayaking for the local community and visitors, and be suitable for beginners to elite athletes. It will also be a major leisure attraction for white water rafting. It will be owned, funded and managed by Lee Valley Regional Park Authority. The centre will offer an extensive sports development programme, run in partnership with the British Canoe Union.

6.2 Presentation of the Technical Aspects of the Course

Can you confirm that the organiser will provide technical aspects that equal or surpass the ICF standards?

The Lee Valley White Water Centre has been built and designed to host the Canoe Slalom events for the London 2012 Olympic Games, and under the close supervision of the IOC and ICF to ensure that the venue equals or surpasses the ICF required standards for a World Championship level event.

Please specify the Technology Plan.

Lee Valley White Water Centre is unique – it's the only venue of its kind to have two white water courses. Both courses are pump fed from the lake which is filled from an aquifer, guaranteeing clean white water at all times.

The Olympic Course – Grade IV rapids

- 300m long white water course, with a 5.5m descent from the start pool to the finish pool
- 5 pumps delivering/pumping up to 15m³/s

The Legacy Loop – Grade III rapids

- 160m long white water course, with a 1.6m descent from the start pool to the finish pool
- 3 pumps delivering/pumping up to 10.5m³/s

The Lake

- Total water 9000m³ filled from aquifer
- Depth 1.8 (1.2m when both courses running)

Results Management

Race timing will be conducted under contract with SiwiData (ICF Results Management Provider), to ensure optimum integration with the Host Broadcaster graphic requirements and on site Sports Presentation provider to link to giant screens. Additionally, this will provide the provision for a live web-based result service and web streaming, linked to the ICF results website.

Communication between the all parties will be via the most appropriate means and include back up contingencies:

- Wi-Fi Internet
- 2 way radio
- Direct hard wire telephones
- Mobile/Landline telephones
- PA system

6.3 Training Facilities available nearby

Can you provide a list of venues available for training purposes within a one hour flight or a reasonable driving distance.

The nearest artificial white water training facilities are as follows:

Distances from LVWWC (Auto route distances provided by Google maps)

| | | | |
|--|--------|-------------|----------|
| Holme Pierrepont, Nottingham | 204 km | (127 miles) | 135 mins |
| Cardiff International White Water Centre | 276 km | (171 miles) | 182 mins |

Local flat water training facilities exist at:

Distances from LVWWC (Auto route distances provided by Google maps)

| | | | |
|----------------------------|--------|-------------|--------|
| Local Canal/River networks | 0.5 km | (0.3 miles) | 2 mins |
| Herts Young Mariners | 4 km | (2.5 miles) | 8 mins |

The following high performance land based training facilities (Gym/fitness centres, free weights' provision, Swimming pools and Physiotherapy services) exist at:

Distances from LVWWC (Auto route distances provided by Google maps)

| | | | |
|---|---------|--------------|---------|
| Waltham Abbey Sports Centre | 3.1 km | (1.9 miles) | 7 mins |
| Albany Leisure Centre – Enfield | 3.5 km | (2.2 miles) | 6 mins |
| Grundy Park Leisure Centre – Broxbourne | 3.9 km | (2.4 miles) | 7 mins |
| Monster Gymnasium – Broxbourne | 4.3 km | (2.7 miles) | 8 mins |
| Lee Valley Athletic Centre | 8.8 km | (5.5 miles) | 13 mins |
| Hertfordshire University – Sports Village | 25.3 km | (15.7 miles) | 25 mins |

6.4 Contingency Plan

What is your plan for alternative location in the event where a change of location would be needed?

The Lee Valley White Water Centre has been purpose built and has its own sources of water supply from underground bore holes. The venue is therefore not subject to local river/flood threats. Although the LVWWC is generally reliant on 4 pumps the centre has a built in contingency of a spare pump and can provide sufficient flow rates utilising just 3 pumps. A standby generator power supply would be available for the unlikely event of mains power failure. Additionally, the venue is floodlit and additional lights to provide a suitable level for competition could extend the competition window, if required.

For other threats towards the cancellation of the World Championships (Terrorism/Pandemic/Volcano Ash Clouds etc) the BCU would seek UK Government advice and liaises with the ICF to secure an alternative venue or to reschedule the event.

The following artificial white water courses could provide a contingency, in the unlikely event of a major facility failure at LVWWC:

Distances from LVWWC (Auto route distances provided by Google maps)

| | | | |
|--|--------|-------------|----------|
| Holme Pierrepont, Nottingham | 204 km | (127 miles) | 135 mins |
| Cardiff International White Water Centre | 276 km | (171 miles) | 182 mins |
| Tees International White Water Centre | 388 km | (241 miles) | 246 mins |

6.5 Schedule of Competitions

Please provide us with a preliminary competition schedule (in line with ICF regulations).

As part of our ICF 2015 Canoe Slalom World Championships proposal, we would look to host a comprehensive training programme to allow all teams an opportunity to train at the LVWWC. Our proposal would include:

- 3 x 5 Day Training Camps
- 7 day ICF Olympic Development Camp
- 9 days of Official Training
- 5 days of Competition

Full details of our provisional bid proposals are as follows:

(a) 5 Day Training Camps

The dates for these Training Camps would be agreed in consultation with the ICF and integrated into the ICF International Canoe Slalom Calendar, to ensure maximum participation from National Federation teams. Examples of dates (as a planning guide only) are as follows:

Camp 1 8th – 12th June 2015
 Camp 2 22nd – 26th June 2015
 Camp 3 13th – 17th July 2015

(b) ICF Olympic Development Camp

24th – 30th August 2015
 Restricted to Nations included within the IOC/ICF Talent Programme

(c) Official Training Phase

31st August 2015 – 8th September 2015
 Official Nations training in groups

(d) Competition Phase

9th – 13th September 2015
 (Event Timings/Programme subject to ICF/Host Broadcaster agreement)

| | | | |
|---------------|-------------|-----------------------|-----------------------------|
| 9th Sep 2015 | 10:00-12:30 | 1st run qualification | C2 Men and K1 Women |
| | 12:30-15:00 | 2nd run qualification | C2 Men and K1 Women |
| 10th Sep 2015 | 10:00-13:00 | 1st run qualification | C1 Women, C1 Men and K1 Men |
| | 13:00-16:00 | 2nd run qualification | C1 Women, C1 Men and K1 Men |
| 11th Sep 2015 | 10:00-12:30 | Team qualification | All Categories |
| | 12:30-15:00 | Team Finals | All Categories |
| 12th Sep 2015 | 10:00-12:00 | Semi-Finals | C2 Men and K1 Women |
| | 13:00-14:30 | Finals | C2 Men and K1 Women |
| 13th Sep 2015 | 10:00-12:30 | Semi-Finals | C1 Women, C1 Men and K1 Men |
| | 13:30-15:00 | Finals | C1 Women, C1 Men and K1 Men |

7 Sport Presentation and Services

7.1 Spectator Experience Plan

7.2 Spectator Services



7.1 Spectator Experience Plan

What is the bid committee's plan with regard to spectator experience?

The British Canoe Union is working with LOCOG and the UK Government to maximise the exposure for Canoeing through the London 2012 Olympic Games. There is a unique one off opportunity for Canoeing to continue this exposure and interest by holding the biggest Canoe Slalom event in the same city that will see 60,000 people attend the Canoe Slalom events at the London 2012 Games.

We believe that London will provide an unrivalled platform for one of the ICF's most prestigious competitions. We will use the 2015 ICF Canoe Slalom World Championships to attract new audiences to the sport of canoeing and to encourage greater investment into canoeing and youth development programmes, as well as the next generation of canoeing enthusiasts. The target number of spectators is 10,000 people per day.

The event strategy to attract spectators would target 4 key sectors – Local, Regional, National and International:

Local – Attract local paddlers and non paddlers to come and watch through local promotion and engagement in the Lee Valley Area. This can be achieved through local schools, local authorities offering discounted tickets and through local media.

Regional (London and South East) – The South East of England has a population of around 20 million across 14 counties. This represents approximately a third of the country's total population and a large proportion will be within a 90 minute travel time of the competition venue. The LVRPA has a database of its existing 4.6million visitors each year which would also be utilised to promote these Championships.

National – Attracting paddlers from across the country to participate in this 'sporting festival' through Home Nation magazines, websites and sponsors.

The British Canoe Union has secured Tesco (a major international supermarket) as a headline sponsor of GB Canoeing. Promotion of the 2015 ICF Canoe Slalom World Championships and promotion of ticket sales could be supported by value in kind support from Tesco.

International – The proximity of London as a major visitor destination is a great opportunity to attract visitors from around the World to take in the event alongside the existing tourism products that London offers.

Prior to and during the 2015 ICF Canoe Slalom World Championships the BCU will develop an educational strategy, linked to our multi-media presentations to outline the rules of Canoe Slalom to the wider general public.

Spectators will also have the opportunity to participate in Canoeing and Canoe Slalom as part of our Go Canoeing strategy, prior to and during these Championships. The Championship Course would also remain in situ following the 2015 ICF Canoe Slalom World Championships to allow the canoeing community to test their own skills and compare ability against the best athletes in the World.

What is the plan for the spectator experience at the competition?

The BCU would contract a company (Great Big Events or similar) to provide the on-site audio and video Sport Presentation for these championships with the aim of creating the most exciting and informed spectator experience possible.

This would include the provision of a 40m² large screen, live commentary and remote cameras; similar to the provision provided during the 2009 ECA European Canoe Slalom Championships.

Grandstand seating will also be provided (maximum venue capacity = 10,000).

Merchandise will be available to order online as well as onsite during the competition period.

Spectator car parking (2,000 spaces) will be located adjacent to the LVWWC, within the showground field. Additional overflow parking/park and ride facilities will be established within the local areas of Waltham Abbey, Broxbourne and Enfield. A range of car parks hosting over 2000 vehicles for park and ride facilities both in local towns and in the Regional Park could be identified within 5 miles of the venue.

The existing excellent public transport infrastructure would also be encouraged/utilised to assist Spectators to travel to/from the LVWWC venue. Lee Valley White Water Centre is easy to reach by road and public transport. Local bus services stop at the site, together with comprehensive walking and cycling networks. Following the Games, we will evaluate the transport system utilised by the ODA/LOCOG during the Games and take forward best practice to ensure congestion is managed and minimised.

7.2 Spectator Services

What services are you planning for spectators onsite (Food and Beverages, Transportation, Information desk, merchandising, etc.)?

Support services for the spectators on site will include quality food and drink outlets within the venue, together with an Expo/Retail area established within the venue arena.

Comprehensive information services will be located in key locations around the competition arena. Language and interpreter services (German, French, Spanish and Russian) will be provide within the Championship venue to ensure that all spectators have equal access to information.

“ Almost 350,000 people have registered an interest for canoeing tickets for London 2012. ”



8

Athletes Area at the Venue

- 8.1 Athletes Area
- 8.2 Services for Athletes
- 8.3 Boat Hire

8.1 Athletes Area Characteristics

Can you please describe the Athletes Area characteristics you envision at the venue?

The following facilities will be provided to all accredited athletes and team personnel during the Official Training and Competition phases (unless otherwise stated) of the 2015 ICF Canoe Slalom World Championships:

Athlete's Village

Large marquee for meetings, work and relaxation space for teams; toilets and shower facilities available around the competition arena and within the main centre building.

A dedicated on site restaurant for athletes and team personnel would be provided within the Athlete village to cater for the demands of the athletes and team personnel; offering the purchase of a wide selection of menu/nutritional choices.

Boat Storage

Canoe/Kayak storage racks within the Athlete's Village.

Whitewater Training

Training session will be allocated to accredited team athletes, in blocks for the following two white water courses:

- Olympic Course (Official Training phase only)
- Legacy Loop – Includes use during official competition phase

Flatwater Training

No limits to local flatwater facilities for accredited team athletes.

8.2 Services for Athletes

Can you please describe the services you envisage for the athletes?

The following services will be provided to all accredited athletes and team personnel during the Official Training and Competition phases (unless otherwise stated) of the 2015 ICF Canoe Slalom World Championships:

Video Service

During the competition days, we will provide video signal to competing teams with timing, following the full runs of each athlete. There will also be large TV monitors located within the Athletes Village, to allow teams to watch the competition.

Internet Access

Wi-Fi internet will be provided throughout the Athlete's Village and Lee Valley White Water Centre complex/arena.

Mineral Water

Mineral water will be provided free to accredited athletes (Competition Phase only).

Refreshments

Quality food and drink outlets will be provided within the athlete's village throughout the training and competition days.

Language and interpreter services (German, French, Spanish and Russian) will be provided within the Championship venue to ensure that all athletes and support personnel have equal access to information.

8.3 Boat Hire: Available Quantity and Rental Fees

Can you please provide ICF with the plans you have with regard to Boat Rental?

The BCU will provide sufficient plastic canoe slalom canoes/kayaks to support the Nations included within IOC/ICF Talent Programme. These will be available free for the duration of the ICF Olympic Development Camp, Official Training and Competition phases of the 2015 ICF Canoe Slalom World Championships.

The BCU will also look to identify a manufacturer to provide a canoe/kayak hire service, together with a provision for boat repairs to be undertaken during these Championships.

9

Accommodation

- 9.1 Location
- 9.2 Type and Standards of Accommodation
- 9.3 Provisional Cost
- 9.4 Food Catering
- 9.5 Map of Accommodation

London's accommodation market is large, diverse and thriving. Ongoing investment will see up to 120,000 rooms available in the city within one hour of the Olympic Park, by 2012. In addition there is wide range of accommodation to suit all budgets available in close proximity to the competition venue and close to major transport hubs.

All of the recommended hotels will have had significant experience in hosting sports teams and will be well equipped to respond to the needs of individual teams and players including parking for team coaches and additional function space for press meetings, kit storage, team briefings, physio and massage rooms.

9.1 Location in comparison to the Competition Venue

Please indicate the location of the accommodation and the time and distance needed to reach the competition venue.

Below is information on accommodation located in close proximity to venue that has been identified as suitable by the BCU.

| Distances from LVWWC (Auto route distances and times provided by Google maps) | | | |
|---|---------|--------------|---------|
| Marriott Hotels 4★/5★ | | | |
| Waltham Abbey | 5 km | (3.1 miles) | 7 mins |
| Cheshunt | 5.9 km | (3.7 miles) | 8 mins |
| Hanbury Manor | 20.7 km | (12.9 miles) | 22 mins |
| Theobalds Park – Cheshunt 4★ | 4.3 km | (2.7 miles) | 7 mins |
| Premier Inn 3★ | | | |
| Waltham Abbey | 3.2 km | (2 miles) | 4 mins |
| Enfield | 3.3 km | (2.1 miles) | 6 mins |
| Hertfordshire University – Hatfield 3★ | 24.4 km | (15.2 miles) | 23 mins |
| Travel Lodge – Cheshunt 3★ | 5.6 km | (3.5 miles) | 9 mins |
| Comfort Hotel – Enfield 3★ | 10.1 km | (6.3 miles) | 15 mins |
| Gilwell Park – Chingford 3★ | 5.8 km | (3.6 miles) | 10 mins |
| YHA Youth Hostel – Cheshunt | 3.9 km | (2.4 miles) | 8 mins |
| Lee Valley Campsite – Chingford | 9 km | (5.6 miles) | 15 mins |
| Lee Valley Camping and Caravan Park | 8.8 km | (5.5 miles) | 13 mins |

9.2 Type and Standards of Accommodation

Please indicate the range of prices of the accommodation that is secured for the event as well as the number of rooms per category and the services provided at each hotel.

| Bed and Breakfast Accommodation (Price per Room/per Night) | Single Occupancy | | Twin Occupancy | | Rooms |
|---|------------------|--------|----------------|--------|-------|
| | Euro | (GBP) | Euro | (GBP) | |
| Marriott Hotels 4★/5★ | | | | | |
| Waltham Abbey | €94 | (£80) | €129 | (£110) | 166 |
| Cheshunt | €94 | (£80) | €129 | (£110) | 143 |
| Hanbury Manor | €118 | (£100) | €165 | (£140) | 161 |
| Theobalds Park – Cheshunt **** | €94 | (£80) | €129 | (£110) | 141 |
| Premier Inn 3★ | | | | | |
| Waltham Abbey | €71 | (£60) | €94 | (£80) | 99 |
| Enfield | €71 | (£60) | €94 | (£80) | 104 |
| Hertfordshire University – Hatfield *** | €56 | (£48) | | | 1,600 |
| Travel Lodge – Cheshunt *** | €65 | (£55) | €82 | (£70) | 120 |
| Comfort Hotel – Enfield *** | €65 | (£55) | €82 | (£70) | 34 |
| Gilwell Park – Chingford *** | €765 | (£55) | €82 | (£70) | 41 |

| Self Catering/Hostel/Camping | Euro* | (GBP)* | Capacity | |
|--|------------------|--------|--------------------|--------|
| YHA Youth Hostel – Cheshunt | €24 | (£20) | 114 | |
| Gilwell Park – Chingford | | | | |
| Lodges | €24 | (£20) | 199 | |
| Camping | €12 | (£10) | 6,000 | |
| Lee Valley Campsite – Chingford | €12 | (£10) | 120 pitches | |
| Lee Valley Camping and Caravan Park – Edmonton | €12 | (£10) | 160 pitches | |
| Additional Meals | Lunch Meal Euro* | (GBP)* | Evening Meal Euro* | (GBP)* |
| Marriott Hotels 4★/5★ | | | | |
| Waltham Abbey | €12 | (£10) | €18 | (£15) |
| Cheshunt | €12 | (£10) | €18 | (£15) |
| Hanbury Manor | €12 | (£10) | €18 | (£15) |
| Theobalds Park – Cheshunt 4★ | €12 | (£10) | €18 | (£15) |
| Premier Inn 3★ | | | | |
| Waltham Abbey | €8 | (£7) | €12 | (£10) |
| Enfield | €8 | (£7) | €12 | (£10) |
| Hertfordshire University – Hatfield 3★ | €8 | (£7) | €12 | (£10) |
| Travel Lodge – Cheshunt 3★ | €8 | (£7) | €12 | (£10) |
| Comfort Hotel – Enfield 3★ | €8 | (£7) | €12 | (£10) |
| Gilwell Park – Chingford 3★ | €8 | (£7) | €12 | (£10) |
| *Price per Person | | | | |

9.3 Provisional Cost of Accommodation by Type (i.e. Technical Delegates, Judges and Officials, Dignitaries)

Which hotel will you designate as the technical Delegate, Jury, judges and officials, dignitaries and teams?

Technical Delegates

Marriott Hotel Waltham Abbey/Hanbury Manor

Jury

Marriott Hotel Waltham Abbey/Hanbury Manor

Dignitaries

Marriott Hotel Waltham Abbey/Hanbury Manor

Theobalds Park - Cheshunt

Judges and Officials

Marriott Hotel Waltham Abbey

Premier Inn Waltham Abbey

Teams

- (I) Nations included within IOC/ICF Talent Programme

Gilwell Park – Chingford (Lodges)

YHA Youth Hostel – Cheshunt

- (II) All other Nations

Theobalds Park – Cheshunt

Marriott Hotel – Cheshunt

Premier Inn – Waltham Abbey/Enfield

Hertfordshire University – Hatfield

Travel Lodge – Cheshunt

Comfort Hotel – Enfield

Gilwell Park – Chingford

YHA Youth Hostel – Cheshunt

Lee Valley Campsite – Chingford

Lee Valley Camping and Caravan Park – Edmonton

What are the conditions for accommodation (e.g. what is provided for the ICF, the judges and the teams)?

- ICF Complimentary full board accommodation (Jury/Technical Delegates)
- Judges Subsidised full board accommodation
 Marriott Hotel €82 Euro (GBP £70) per person/per day
 Premier Inn €59 Euro (GBP £50) per person/per day
- Teams (I) Nations included within IOC/ICF Talent Programme
 Complimentary self-catering accommodation
 (II) All other Nations
 Costs responsibility of National Teams

Accommodation Services in Local Proximity

Old Shire Lane
 Waltham Abbey
 Essex
 EN9 3LX



Tempo Bar & Thyme Restaurant –
 Breakfast, Lunch, Dinner
 Internet – Wired & Wi-Fi, On-site parking
 Fitness Centre & Swimming Pool

Halfhide Lane
 Turnford
 Broxbourne
 EN10 6NG



Grill Restaurant – Breakfast, Lunch, Dinner
 Internet – Wired & Wi-Fi, On-site parking
 Fitness Centre & Swimming Pool

Hanbury Manor
 Ware
 Hertfordshire
 SG12 0SD



The Zodia Restaurant, Oakes Grill, Oak Hall &
 Cocktail Bar, Vardon's – Breakfast, Lunch, Dinner,
 Internet – Wired & Wi-Fi, On-site parking, Fitness
 Centre, PGA Golf Course & Swimming Pool

Lieutenant Ellis Way
 Cheshunt
 Hertfordshire
 EN7 5HW



Restaurant – Breakfast, Lunch, Dinner
 Internet – Wi-Fi, On-site parking, Fitness Centre

Sewardstone Road
 Waltham Abbey
 Essex
 EN9 3QF



Restaurant/Pub – Breakfast, Lunch, Dinner
 Internet – Wi-Fi, On-site parking

Innova Park
 Corner Of Solar Way
 Enfield
 EN3 7XY



Restaurant/Pub – Breakfast, Lunch, Dinner
 Internet – Wi-Fi, On-site parking

Hatfield
 Hertfordshire
 AL10 9AB



Restaurant & Bar – Breakfast, Lunch, Dinner
 Swimming Pool, High Performance Gym (excellent
 free weights'), Physiotherapy, Internet – Wi-Fi,
 On-site parking

Park Plaza
 Great Eastern Road
 Cheshunt
 Hertfordshire
 EN8 8DY



Restaurant/Pub – Breakfast, Lunch, Dinner
 Internet – Wi-Fi, On-site parking

52 Rowantree Road
 Enfield
 EN2 8PW



Restaurant & Bar – Breakfast, Lunch, Dinner
 Internet – Wi-Fi, On-site parking

Gilwell Park
Chingford
London
E4 7QW



Restaurant – Breakfast, Lunch, Dinner
Hotel Accommodation, Internet – Wi-Fi,
Self Catering – Lodges and Camping
On-site parking, Toilet and Shower Blocks

Windmill Lane
Cheshunt
Hertfordshire
EN8 9AJ



Self Catering – Cabins, Meals & Bar available
Internet – Wi-Fi, On-site parking

Lee Valley Campsite
Sewardstone Road
Chingford
London
E4 7RA



Self Catering – Camping, On-site Shop
On-site parking, Toilet and Shower Blocks

Lee Valley Camping
and Caravan Park
Meridian Way
Edmonton
N9 0AR



Self Catering – Camping, On-site Shop
On-site parking, Toilet and Shower Blocks

9.4 Type of food service/time available/ menu choice for all Participants by Type

What are you planning with regard to the nutrition and meals provided to the teams?

All of our selected hotels will offer a wide selection of menu choices to suit an international cliental (athlete and religious diets); and can cater to any specific requirements, upon request. Breakfast and evening meals will be taken within the participants chosen hotel, lunch may either be taken within the hotel, pack lunch provision or utilised the catering provisions within the LVWWC; typical hotel meal times are as follows:

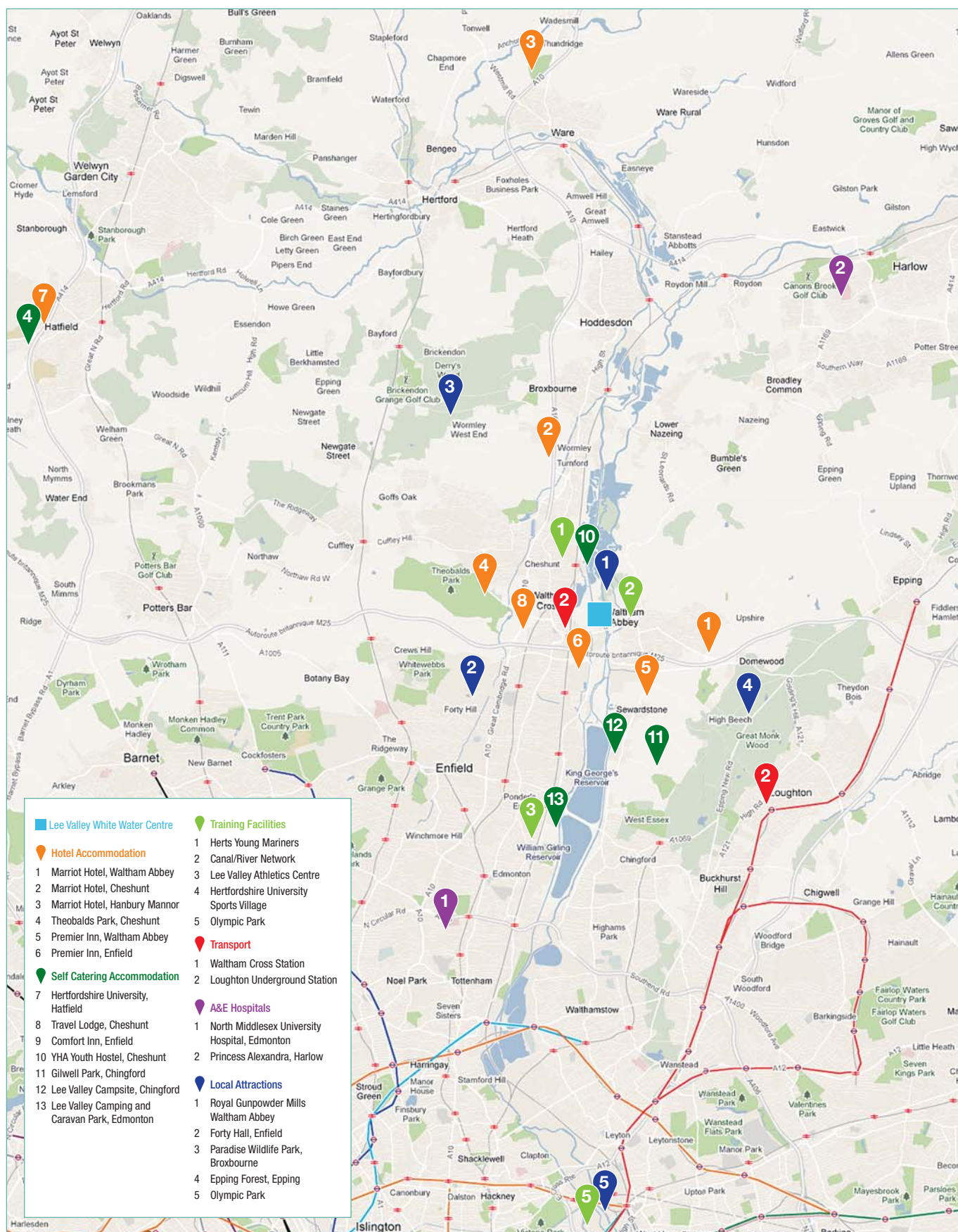
- Breakfast 06:00 to 10:00
- Lunch 12:00 to 14:00
- Evening Meals 17:00 to 22:00
- Selected hotels 24 hour room service

Within the LVWWC venue comprehensive catering facilities will be position at key centres around the venue; including a dedicated on site restaurant for athletes and team personnel would be provided within the Athlete village. Catering for both the demands of the athletes, team personnel and spectators; offering a wide selection of menu/ nutritional choices, throughout the venue opening hours.

9.5 Chart or Map of Accommodation for all Participants

Please provide us with a map that includes all hotels for all participants.

(A) Lee Valley White Water Centre – Central Locations



10 Transport

- 10.1 Airport
- 10.2 Transfer arrangements for Arrival and Departures
- 10.3 Transport during the Competition
- 10.4 Transportation for Leisure
- 10.5 VIPs and Dignitaries



There are 5 international airports and a train system that connects London under the sea to the heart of Europe and direct rail connections to major cities throughout over the UK. With a £17bn investment infrastructure leading up to the 2012 Olympic and Paralympic Games, accessibility to the Olympic Park and Lee Valley White Water Centre will be excellent.

10.1 Airport Description

Please provide us with a brief description of the airport including but limited to the distance to the main accommodation and venue.

Distances from LVWWC (Auto route distances provided by Google maps)

| | | | |
|-----------------|-------|------------|---------|
| London Stansted | 40 km | (25 miles) | 35 mins |
| London Heathrow | 66 km | (41 miles) | 45 mins |
| London City | 37 km | (23 miles) | 40 mins |
| London Luton | 50 km | (31 miles) | 40 mins |
| London Gatwick | 99 km | (61 miles) | 70 mins |

Ferry Terminals & Channel Tunnel

Distances from LVWWC (Auto route distances provided by Google maps)

| | | | |
|-----------------------------------|--------|-------------|----------|
| St. Pancras International Station | 24 km | (15miles) | 38 mins |
| Channel Tunnel – Folkestone | 137 km | (85 miles) | 95 mins |
| Dover Derry Terminal | 148 km | (92 miles) | 105 mins |
| Ramsgate Ferry Terminal | 139 km | (87 miles) | 105 mins |
| Harwich Ferry Terminal | 115 km | (72 miles) | 90 mins |
| Portsmouth Ferry Terminal | 166 km | (103 miles) | 115 mins |

10.2 Transfer arrangements for Arrival and Departures and Provisional Costs

Please provide us with a breakdown of the transfer cost between the airport and the accommodation.

Airport Transfers can be provided to/from the following airports, for personnel utilising the official designated accommodation as follow (Single Journeys):

| | 1 – 3 passenger's | | 4 – 7 passengers | |
|-----------------|-------------------|-------|------------------|-------|
| | Euro | (GBP) | Euro | (GBP) |
| London Stansted | €29 | (£25) | €41 | (£35) |
| London Heathrow | €47 | (£40) | €65 | (£55) |
| London City | €29 | (£25) | €41 | (£35) |
| London Luton | €35 | (£30) | €53 | (£45) |
| London Gatwick | €71 | (£60) | €94 | (£80) |

The above are estimated prices. Prices for larger teams, available upon request.

Transportation for Teams to/from the official designated accommodation to the competition arena can also be arranged. Prices available upon request.

GBP £ v Euro € Conversion Rate - €1.00 = £0.85. *All personnel arriving/departing on same time/airport.

10.3 Transport of Athletes and Officials during the Competition

Please provide information concerning the transport services that will be provided to the athlete, VIPs, judges, etc. During the event.

VIP's and ICF Family

Complementary transportation as follows:

Transfers to/from London Stansted/City/Heathrow Airports to the official designated hotels.

Transportation to/from official designated accommodation to the competition arena.

Officials/Judges

Complementary transportation as follows:

Transfers to/from London Stansted/City/Heathrow Airports to the official designated hotels.

Transportation to/from official designated accommodation to the competition arena.

Athletes/Team Personnel

Cost of airport transferred are detailed within section 10.2.

Nations included within IOC/ICF Talent Programme

Transfers can be arranged to/from the London Airports at own cost to the official designated hotels.

Transportation to/from official designated accommodation to the competition arena.

All other Nations

Transfers can be arranged to/from the London Airports at own cost to the official designated hotels.

Transportation can be arranged to/from official designated accommodation to the competition arena at own cost.

10.4 Access to Transportation for Leisure

Please describe the transport systems available to the visitors and public in the candidate city.

The LVWWC is ideally situated and serviced by a good public transport network (Bus, London Underground and Train networks):

(I) Local Bus Services

Numerous local bus services 212, 213, 240, 250 and 251 all stop at the entrance to the LVWWC.

(II) London Underground and Mainline Train Networks:

Distances from LVWWC

(Auto route distances provided by Google maps)

Waltham Cross 1 km (1 mile) 2 mins

Mainline Service to London Liverpool Street Station

Loughton 10 km (7 miles) 13 mins

London Underground

Central Line to London Liverpool Street Station

Tottenham Hale 14.5km (9 miles) 20 mins

London Underground

Victoria Line to Kings Cross/St Pancras Station

Will free public transportation be available to accredited participants?

The BCU will open dialogue with the local authority public transport providers to offer free/discounted travel to all accredited personnel.

10.5 Car Service for VIPs and Dignitaries

Organisers need to provide transport for VIPs, which includes sponsors, suppliers and the ICF family.

Transportation for VIPs, including sponsors, suppliers and the ICF family; will be via a fleet of appropriate vehicles. This will include transportation to/from Airport, Competition Venue and Official Accommodation; to cater for the championship programme, social and supporting activities.

Please describe the different levels of transportation anticipated.

Luxury Cars, People Carriers, Mini-buses, Coaches

“ The transport infrastructure improvements in place for London 2012 will strengthen London’s position as one of the most accessible cities in the world. ”



11

Ceremonies

11.1 Opening Ceremony

11.2 Closing Ceremony

11.3 Victory Ceremony Concept



**11.1 Opening Ceremony
Location and Capacity**

What is the capacity of the venue that would be used for the ceremony?

The Opening Ceremony will be held on Tuesday 8th September 2015, in accordance with ICF Protocol guidelines. An official Civic/VIP reception will follow the Opening Ceremony.

The venue for the opening ceremony will be subject to agreement with our local partners, utilising either the LVWWC or an alternative suitable key local town centre or iconic venue:

| | |
|-----------------------|---|
| Broxbourne | Town Centre Venue |
| Waltham Abbey | Town Centre Venue |
| Enfield | Town Centre Venue |
| Royal Gunpowder Mills | 300 years of 'explosive' history |
| Forty Hall | 17th Century Jacobean Manor House and Grounds |

We would aim to have a capacity similar to that of the LVWWC (10,000 spectator capacity) to ensure maximum profile and promotion to the ICF and World Championships

Please describe briefly the layout.

The Opening Ceremony will follow ICF Protocol guidelines and include a presentation of the athletes, entertainment aspect (local sporting/cultural promotional event) and official speeches/presentation. The total time duration for this ceremony will be approximately 30 minutes. The final layout and outline of the Opening Ceremony, including entertainment and catering provisions, will be agreed in consultation with the ICF and local partners.

**11.2 Closing Ceremony
Location and Capacity**

What is the capacity of the venue that would be used for the ceremony and please describe briefly?

The Closing Ceremony would be held at the Lee Valley White Water Centre on Sunday 13th September 2015; in front of the grand stand seating (10,000 spectator capacity) and follow the ICF Protocol guidelines. The Closing Ceremony would take place immediately following the final Victory Ceremony of the 2015 ICF Canoe Slalom World Championships.

11.3 Victory Ceremony Concept

Please describe the concept you envision for medal ceremonies in line with the ICF Protocol Guide.

The Victory ceremonies would be held in accordance with the ICF Protocol guide and form part of the live TV programme production, utilising the onsite Audio and Visual Sport presentation facilities. The Victory/Flower ceremonies would take place within the LVWWC Competition arena in front of the main grand stand/VIP area, immediately following the finals events for all medal ceremonies.

Additionally, we will look to host the formal ICF medal ceremonies, for the Friday 11th & Saturday 12th September 2015 medal events; subject to agreement with the ICF and our local partners, utilising a suitable key local town centre or iconic venue; to provide additional exposure to the ICF, Sponsors, Partners and the World Championships:

- Broxbourne, Waltham Abbey, Enfield
- Royal Gunpowder Mills, Forty Hall

12 Promotion and Marketing

12.1 Promotion Strategy and Program

12.2 Marketing Strategy and Program

12.3 Legacy

12.4 Event Concept and Vision

“ London is consistently heralded as the perfect platform for hosting major events largely due to its ability to draw huge global press and international media. ”

12.1 Promotion Strategy and Program

What program and activity are you hoping to plan to engage the population and increase the visibility of canoeing and ICF?

Pre event media strategy

A strategy to engage and excite key national and regional media pre event will be developed before the event; including a central London event supported by the Mayor and Visit London. The strategy would include promoting GBR Olympians and World Championship medallists.

Promotion

A mixture of communications channel will be used to promote the 2015 ICF Canoe Slalom World Championships and would include; social media (Facebook/Twitter), websites, cross publicity and promotion with key stakeholders, posters, flyers etc:

- Publicity road shows, including Kayak Ergo challenges in local city/town centres.
- Development sessions will be provided free of charge for local schools and club based paddlers.

Media Promotions

London is consistently heralded as the perfect platform for hosting major events largely due to its ability to draw huge global press and international media. The enormous international media based in London who excel in taking sports news to the world will engage one of the first World level competitions to be awarded to a London 2012 Olympic legacy facility. Any media coverage of major sporting events in London tells the story about sell-out games and where communities in London are supporting their national teams from all over the world.

City Promotions

Visit London is the official visitor organisation for London promoting the UK Capital internationally, throughout Britain and to Londoners targeting leisure and business visitors. Visit London will provide public relations and marketing support to drive awareness of the 2015 ICF Canoe Slalom World Championships and ticket sales, including special features on www.visitlondon.com and www.visitbritain.com, social media, e-newsletters and editorial in the London Monthly Planner. We will also seek to integrate discounts and ticket offers for other London attractions during the spectator's stay.

The Mayor of London has access to a number of advertising and promotional channels such as www.london.gov.uk, the information-based posted sites on the London tube and bus network and the travel page in the free, daily newspaper distributed to commuters. These communication channels could be leveraged to promote the 2015 ICF Canoe Slalom World Championships in London subject to further discussion and approval.

Through the Mayor's Sport Unit at the GLA, the event could also be promoted through additional London Community Sports networks.



What will be the spectator audience promotional strategy?

The ticketing strategy would be linked towards the longer term objectives of increasing the school links and visitor numbers to Lee Valley White Water Centre by targeting key groups; Schools, Youth Organisations, London 2012 Ticket registrations, Partner Databases etc, by:

1. Increase the profile of the Canoeing and Canoe Slalom within the London, East and South East regions and the UK.
2. Use of city/town centre locations and schools and development partnerships to add to visitor numbers for the event.
3. Work with the Mayor's Office and Visit London to produce a come and see it strategy for the events together with an opportunity to tryout the sport of Canoeing within the Lee Valley and Olympic Park areas. This will add to the atmosphere and sustainability for the event and to the participation profile of the sport.

London 2012 – Ticketing

Almost 350,000 people have registered an interest for canoeing tickets for London 2012. A large number of these spectators will be new to canoeing and will be attending because it is an Olympic Games. Canoeing has an incredible opportunity to convert these spectators into regular canoeing fans and what better way to have the next major event on the horizon at the Olympic Canoe Slalom venue. LOCOG will pass the database of Canoeing ticket purchases to the BCU for ticketing promotion for the 2015 ICF Canoe Slalom World Championships and this data will provide a central point for promoting ticket sales.

Partner – Ticketing

The British Canoe Union has secured Tesco (a major international supermarket) as a headline sponsor of GB Canoeing. Promotion of the 2015 ICF Canoe Slalom World Championships and promotion of ticket sales could be supported by value in kind support from Tesco, including:

- Distribution of tickets through its stores (645 Tesco Extra and Superstores), point of sale materials (in local stores).
- promotional ticket giveaways to its 13 million Clubcard (loyalty card) members.
- Targeted PR and Media campaign (Tesco's headquarters is located 400m from the Lee Valley White Water Centre).

The event strategy to attract spectators would target 4 key sectors – Local, Regional, National and International:

Local – Attracting local paddlers and non paddlers to come and watch through local promotion and engagement in the Lee Valley Area. This can be achieved through local schools, local authorities offering discounted tickets and through local media.

Regional (London and South East) – The South East of England has a population of around 20 million across 14 counties. This represents approximately a third of the country's total population and a large proportion will be within a 90 minute travel time of the competition venue.

National – Attracting paddlers from across the country to participate in this 'sporting festival' through Home Nation magazines, websites and sponsors.

International – The proximity of London as a major visitor destination is a great opportunity to attract visitors from around the World to take in the event alongside the existing tourism products that London offers.

12.2 Marketing Strategy and Program

To generate additional revenue the Organising Committee is bound to put in place a marketing approach, what will be the actions of the OC?

The BCU is currently developing our Marketing Strategy based upon the following principles:

The BCU will appoint a functional area head who will liaise with partners to develop a strong and compelling marketing strategy. The strategy will build on existing knowledge of the sport in combination with skills and expertise of Visit London, UK Sport, Lee Valley Regional Park Authority and other partners. The strategy will build on interest from London 2012 to drive and promote the Championships as one of the not be missed World Sporting events. At the heart of the strategy will be ticket promotion, media coverage and to raise the long term profile of the sport.

12.3 Public Opinion and Legacy to the Area

What is the public opinion toward the sport event and what is the legacy that will be left to the community once the event is over?

The plan supports the need to engage with the community across the region and will develop programmes for canoeing and rafting aimed at schools, colleges/universities and various community groups. The plan will also provide opportunities for people to participate in paddlesports regardless of skill level and by working in partnership with local water sport centres and clubs, the facility can offer provision from grass roots through to elite level.

The LVWWC will cater for entry level paddle sport, development sessions for the club and competition infrastructure within the LVRPA area as well as serving the performance and competition elements of canoeing (Canoe Slalom, Canoe Freestyle, Wildwater Canoeing and Canoe Polo).

There is a positive public opinion towards the LVWWC, London 2012 Games and the legacy of major events like the 2015 ICF Canoe Slalom World Championships, and the benefits these bring to the local area:

- The Lee Valley White Water Centre will provide the area with a major leisure attraction and will be a catalyst to the wider regeneration of this part of Hertfordshire and nearby Essex.
- The Centre will benefit the area through business, employment, education, tourism, culture, volunteering and sporting opportunities.
- The entire area will benefit from having a world-class sporting venue that will enhance existing leisure attractions in the area creating a destination for people across the region and improving the local economy. In legacy local suppliers will be used to support events and visitors will boost local accommodation.
- The LVWWC is being built in one of the most deprived wards in Hertfordshire; this venue provides different activities through a variety of programmes from regeneration of the area to education programmes and activities.
- LVRPA are working with the East of England Development Agency, Herts Ready for Winners and partners in Broxbourne and Waltham Abbey to ensure that the visitor experience and opportunities are maximised both during the Games and in legacy. This will ensure the continuous promotion of the Centre and surrounding activities for visitors to benefit from across the region and beyond.

A five year plan running from 2013 to 2017 has been developed by LVRPA in partnership with the British Canoe Union (BCU)/Canoe England and wider partner organisations. The plan reflects key priorities for the BCU, the development of paddlesport generally and ensures maximum community legacy benefits long term.

Highlighted within the plan is the need to engage in club development and recognises the key role clubs play in providing sporting opportunities. The development of coaches and volunteers remains a priority and some challenging targets have been set around getting more coaches qualified and to a higher level.

12.4 Description of the Event Concept and Vision

Can you describe the overall concept of the event and bring to the forefront the reasons why ICF should support your national federation candidacy?

Our goal is to build on the excitement from hosting the Olympic Canoe Slalom event and continue to engage new audiences to participate and watch our sport.

Through our partnership with UK Sport and the Lee Valley Regional Park Authority, we are committed to building a portfolio of major international sporting events at the LVWWC and strengthen London 2012's Olympic legacy pledge.

The overarching aim will be to deliver a long term legacy impact to the people and communities around the LVRP area; in terms of increasing participation in sport and physical activity, raising standards of performance and excellence and enhancing LVWWC's reputation as a destination for major events.

More specifically, through this portfolio of events we will seek to maximise opportunities for:

- Raising the profile of Canoe Slalom and the LVWWC around the world
- Increasing participation in canoeing and sporting activities
- Developing local schools, clubs, academies and national development squads for canoeing
- Building sporting partnerships and links which can be fostered with visiting teams/squads and the legacy for sporting developments and beneficial programme exchanges post Olympics Games
- Providing opportunities for the public spectators to enjoy the world class sporting event experience and attain a sense of ownership and ability to participate at the LVWWC venue
- Promoting the outdoor activity sector within the area
- The promotion of LVRPA as a key destination for sport and activity, together with a celebration of its unique and proud heritage and culture



13

Media: Press, Radio, Internet and TV

13.1 Event Broadcasting

13.2 Host Broadcaster

**13.3 Press Centre and
Broadcast Centre**

13.4 Look and Image

13.1 Event Broadcasting

What arrangements are you planning to ensure the best possible worldwide broadcasting of the event?

We have a budget provision of €235,294 Euro (GBP £200,000) towards the HD quality live TV production for the whole competition period of the 2015 ICF Canoe Slalom World Championships to ensure the following:

- Facilitate the promotion nationally and internationally
- Ensure the production standards of the international live signal and provide recordings of International signal to ICF
- Co-ordinate exclusive access for international live signal and transmission to broadcasters
- Provide through the Host Broadcaster footage free of charge to the ICF
- Provide tailored service to teams who do not have a media resource

GBP £ v Euro € Conversion Rate - €1.00 = £0.85.

What is planned for the press, internet, TV, photographic coverage?

The Media Centre will have a capacity to cater for 200 media personnel, with the provision to provide Live and On-Demand internet broadcast and video-on-demand capability to select individual competitors.

The Media Centre will facilitate the expectations of the Press, for a World Class sporting event, with designated areas with clear course side views. Photographers will also have course side access and suitable bandwidth internet access within the Media Centre.

Prior to and during the Championships we plan to have a internet based news, highlights, interview sections within the Championship website, together with an on-line photo gallery.

13.2 Host Broadcaster

Which network is interested in broadcasting the international feed in line with ICF Broadcasting Contract?



The BCU has a good relationship and connections with the BBC and have started negotiations with BBC Sport personnel regarding live TV broadcast coverage/scheduling within the UK, see letter of support.

What level of service will be provided (number of cameras, satellite OB equipment)?

Subject to the geography and design of the Competition Course, the following facilities, personnel and programme requirements shall constitute the minimum standard required of the Host Broadcaster responsible for the television production, 'live' international signal and recordings of the 2015 ICF Canoe Slalom World Championships:

**Origination and Format:
High Definition (HD) with HD Graphics**

Outside Broadcast Facilities

Thirteen cabled cameras + microphones on all cameras

| | | |
|-----------|-------------------------------|---------------------------------|
| Camera 01 | Pre-start Introduction | Low Legs tripod + LW 20-1 lens |
| Camera 02 | Start/Top Section | Sheffield Plate + 70-1 lens |
| Camera 03 | Top Section | Low Tripod + 12-1 lens |
| Camera 04 | Top Section | Tripod + 20-1 lens |
| Camera 05 | Middle Section | 8m Jimmy Jib + LW 20-1 lens |
| Camera 06 | middle section | Low Tripod + 70-1 lens |
| Camera 07 | Middle Section | Tripod + 20-1 lens |
| Camera 08 | Finish Section | Super Slow Motion + 70 - 1 lens |
| Camera 09 | Finish Section | 8m Jimmy Jib + LW 20-1 lens |
| Camera 10 | Finish Line | Sheffield Plate + 20-1 lens |
| Camera 11 | Post Finish Reaction | Tripod + 12-1 lens |
| Camera 12 | Panorama & Course Overview | Hoist + 86-1 stabilised lens |
| Camera 13 | Interviews & Medal Ceremonies | Hand Held + 12-1 lens |

Digital VTRs – all to record with 'time of day timecode'

| | |
|---|---------------------------------|
| VTR 1 Digi Beta TX Dirty (with graphics) | Host Broadcaster Copy |
| VTR 2 DVCAM 50 TX Dirty (with graphics) | ICF Archive Copy |
| VTR 3 DVCAM 50 TX Clean (without graphics) | Highlights & Graphic Repairs |
| VTR 4 DVCAM 50 ISO Camera 10 | |

DVE

One channel of DVE

Slow Motion Replays

2 x 6 Channel EVS

3 x DVD Recordings

DVD 1 for the BCU

DVD 2 for the ICF

DVD 3 for the ICF archive with BITC
(‘burned’ in time of day timecode)

Audio

Microphone for Start Line Beeper

Microphone for Finish Line Horn

Supplementary Microphones for crowd atmosphere

Radio Microphone for Interviews & cable back-up
microphone

Communications

Keyed talkback to SIWIDATA TV timing and
graphics operator

Keyed talkback to Public Address Speaker

Keyed talkback to Event Control

6 x Radio Talkback sets

Monitors

2 x 14" monitors for SIWIDATA Timing & Graphics
operator

1 x 14" monitor for Public Address Speaker

1 x 14" monitor for Event Control

2 x 14" flat screen monitors for
ICF Commentator Position

3 x large plasma/lcd for Press and VIP Rooms

2 x large plasma/lcd monitors for Athletes Zone

ICF Commentator Facilities

1 x 2 person commentator unit & head set
microphones: Glensound/similar

Feeds

TX dirty feed to SIWIDATA Timing & Graphics

2 x TX dirty feeds to Top and Bottom Section Big
Screens

Power

1 x Twinset Dual System Generator

13.3 Press Centre and/or Broadcast Centre

Provide us with the level of services that will be available at the Press Centre and the Broadcast Centre.

The Media Centre will be facilitated to cater for Press and Broadcast media and will be fully serviced to host up to 200 media personnel, meeting the needs and demands of the various media organisation visiting a world class sporting event, including Wi-Fi, printing, copying services and refreshments.

Commentary/Reporting boxes giving clear views of the competition area would also be provided.

The Press and Broadcast Centres will include the following facilities as a minimum:

- Clear views of Competition Area
- Designated Media Grandstand seating area
- TV Screens and Competition Information
- Hot and Cold meals/snack
- Wide choice of beverages

13.4 Look and Image

What are the plans to increase the look and image of the ICF event and canoeing to attract more media, more sponsors and therefore increasing the visibility?

The BCU would work with the ICF to provide a suitable 'World Class' look and image of the 2015 ICF Canoe Slalom World Championships and canoeing to attract more media, more sponsors and therefore increasing the visibility of our Olympic sport. For the 2009 ECA European Canoe Slalom Championships, we worked with SLS Group to create a positive 'Look and Image' and would look to utilise a similar service for these World Championships, working in close collaboration with the ICF.

A budget provision of €41,176 Euro (GBP £35,000) has been allocated towards the look and image of the 2015 ICF Canoe Slalom World Championships.

GBP £ v Euro € Conversion Rate - €1.00 = £0.85.



14 Medical Provision

- 14.1 Anti-doping Control
- 14.2 Collaboration
- 14.3 Medical and Physiotherapy Support
- 14.4 Local Hospitals



14.1 Anti-doping Control

Can you guarantee that you are able to provide doping control according to the minimum standards of ICF?

The BCU can guarantee that the Doping Control measures will be conducted in accordance to the (WADA International Standards) ICF standards.

14.2 Collaboration



What organisation has been approached to collaborate with ICF?

The BCU would work with UK Anti-Doping (UKAD) as the UK NADO, to collaborate with the ICF.

Which laboratory will most likely provide the service?

The Drug Control Centre at King's College London (WADA Accredited Laboratory), currently analysis the majority of samples collected on behalf of UK Anti-Doping.

What is the minimum number of controls that can be done?

The BCU will provide a minimum of 20 individual urine samples in accordance with the current WADA International Standard of Testing, during the 2015 ICF Canoe Slalom World Championships.

We would also look into the feasibility/relevance of blood sample collations, subject to ICF agreement.

14.3 Medical and Physiotherapy Support at the Competition Venue

What services will you offer at the venue?

On-site medical support, in accordance with ICF standards will be on site throughout the official training and competition periods and we will liaise with all the relevant local authorities towards any emergency requirements. Course side rescue teams will be in position during the Competition phase of the World Championship programme.

Physiotherapy support will also be available during the official training and competition phases of the World Championship programme.

14.4 Location of Local Hospitals

Please provide a list of the medical facilities close to the venue or accommodation.

The following Hospitals include full medical facilities including Accident and Emergency departments:

Distances from LVWWC
(Auto route distances provided by Google maps)

| | |
|--|----------------------|
| North Middlesex University Hospital – Edmonton | 12.9 km (8 miles) |
| Princess Alexandra – Harlow | 14.5 km (9 miles) |
| Barnet & Chase Farm Hospitals NHS Trust | 21.5 km (13.4 miles) |
| St Albans City Hospital | 29.3 km (18.2 miles) |
| Queen Elizabeth II Hospital Welwyn Garden City | 31.9 km (19.8 miles) |

15 Security

15.1 Security at the Venue

**15.2 Involvement of Public
Authorities**

London is a world leader in delivering large-scale safety and security services, with a population of 7.5 million and a regular calendar of major cultural, sporting and sate events.

We are dedicated to providing the safest security environment for the 2015 ICF Canoe Slalom World Championships; taking forward any best practise and lessons learnt from the Olympic Canoe Slalom events and adapting them to these Championships.

15.1 Security at the Venue

What security plans will you put into place to ensure the security of all participants and equipment?

Security services will be present within the Competition Arena/LVWWC 24 hours per day for the duration of the official training and competition phase of the World Championship programme.

At the venue?

This will include a closed perimeter fence, with restricted access controls to key areas of the LVWCC site, including the athlete's village, boat storage and technical areas.

Access will be controlled via the accreditation passes.

At the Accommodation Sites?

Suitable security arrangements will also be incorporated at the official athlete accommodation sites.

How will you control access?

Visitors/Spectators will be granted access to the venue via ticketed control.

15.2 Involvement of Public Authorities

Will you collaborate with the security authorities of the region?

The BCU will work in close co-operation with the local and regional Police, Fire and Ambulance authorities, to ensure the security of the Championship arena, LVWWC and surrounding accommodation facilities, safeguarding the athletes and spectators for the duration of the World Championships.

England has secure and swift border controls and is well-versed on discrete protection of VIP's and other high profile personalities and visitors. London also offers internationally renowned health and medical services – the city has long been a global centre of scientific excellence. The city's Emergency Operations Centre is the largest in Europe, and its emergency health protocols have been designed – and constantly tested – to meet the challenges of major public events.

Will they provide the organisers with services?

London's police, emergency and intelligence services will work together to provide a safe, secure and enjoyable environment for athletes, team personnel and fans and all other client groups at these World Championships. The Metropolitan police service is a world leader in major event safety and security and British security forces at the forefront of counter-terrorism strategy and operations, underpinned by respected intelligence expertise.

16 Social Program

16.1 Receptions and Social Activities

16.2 Spouse Program

16.1 Receptions and Social Activities

Please describe the receptions that are planned during the event.

A detailed social programme for the whole of the ICF family will be organised throughout the Official Training and Competition phases of the World Championships, linking into the local cultural/community activities.

Examples of the Social programme will include:

- Civic Reception for VIP, ICF Family, and Team Leaders
- Banquet for Officials/Judges and ICF Family
- Local Music/Cultural Festivals
- Piazza Nights
- Shows and Cinema Screenings

Nearby local attractions include:

Distances from LVWWC (Auto route distances provided by Google maps)

| | | | |
|---------------------------|---------|--------------|---------|
| Royal Gunpowder Mills | 0.85 km | (0.5 miles) | 2 mins |
| Lee Valley Park Farms | 4.1 km | (2.5 miles) | 7 mins |
| Myddelton Houser Gardens | 5 km | (3.1 miles) | 8 mins |
| Forty Hall | 5.7 km | (3.6 miles) | 12 mins |
| Paradise Wildlife Park | 11.3 km | (7 miles) | 15 mins |
| Epping Forest | 15.4 km | (9.6 miles) | 21 mins |
| Olympic Park | 19.4 km | (12.1 miles) | 34 mins |
| Hatfield House | 23.7 km | (14.7 miles) | 26 mins |
| Lakeside Shopping Centre | 39.5 km | (24.5 miles) | 32 mins |
| Knebworth House | 43.2 km | (26.8 miles) | 34 mins |
| Bluewater Shopping Centre | 50.4 km | (31.3 miles) | 40 mins |
| Cambridge University | 74.8 km | (46.5 miles) | 55 mins |

16.2 Spouse Program

Please describe if plans are underway to organise a spousal or family program.

A Spouse and Family social programme will also be organised. Spouses will also be permitted to participate in all the organised Receptions/Banquets.

17

Language

17.1 ICF Official Working Language

**17.2 Language and Interpreter
Services**

17.1 ICF Official Working Language

The official language of ICF events is English. Considering this, will material and documents be provided in other languages?

The official language for the 2015 ICF Canoe Slalom World Championships will be English. We will also publish key important material and documents in French, German, Spanish and Russian.

17.2 Language and Interpreter Services

To ensure that all delegation have equal access to information will the candidate city plan in having language and interpreter services?

Language and interpreter services (German, French, Spanish and Russian) will be provide within the Championship venue to ensure that all delegations have equal access to information.



18 Operations and IT

18.1 Operation Centre

18.2 Event Management Software

18.3 Event Website

18.1 Operation Centre

Operation Centre at events can be useful and an opportunity to involve all the stakeholders and increase the communication between all parties.

The Operations centre would be located within the main LVWWC building.

Please describe any plans you have concerning onsite communication and crisis management.

A detailed Crisis Management Plan and Event Management Plan will be developed prior to the 2015 ICF Canoe Slalom World Championships; taking into account current best practice and available intelligence, together with taking forward any best practise and lessons learnt from the Olympic Canoe Slalom events and adapting them to these World Championships.

On site communication will be via 2 way radios/mobile phones/Wi-Fi and PA systems as appropriate, to ensure the delivery of the Crisis Management Plan can be carried out appropriately.

What is the structure of the decision making?

The Crisis Management and Event Management structure of the decision making process will follow the Management Structure outlined within section 2.1.

18.2 Event Management Software

What are your plans with regard to using management software for certain areas of your event?

The BCU would aim to utilise the following management software products:

- ICF approved Accreditation System under licence for these Championships linked to the ICF on-line entry system
- Siwidata would be contracted to provide the competition timing and TV graphics production
- Microsoft Project software would be utilised for planning and managing resources

18.3 Event Website

Can you guarantee that a website dedicated to the event will be created and meet the ICF minimum requirements?

Yes we can guarantee that our dedicated website for the 2015 ICF Canoe Slalom World Championships will be created to meet or surpass the ICF minimum requirements.

We have already purchased the following URL which will be developed into a dedicated World Championship website meeting the current demands and requirements for a World Class Championship, including on-line entry, video and web streaming facilities.

www.CanoeLondon2015.com
www.CanoeLeeValley2015.com

Additionally, we will utilise Face Book, Twitter and other social networks to fully reach out and promote these prestigious Championships to the global public.

19

Sustainable Development

19.1 Sustainable Development Plan for ICF Event

“ The IOC awarded the 2012 Olympic and Paralympic Games to London largely due to its commitment to legacy. ”

By awarding the 2015 ICF Canoe Slalom World Championships to London, the ICF would be making a clear statement to the IOC that Canoeing is committed to legacy by being the first sport to grant a world level event to be hosted in a legacy facility from the 2012 Games.

19.1 Sustainable Development Plan for ICF Event

What initiatives are you planning to take with regard to sustainability?

The Lee Valley White Water Centre is a new facility, built to host the Canoe Slalom events for the London 2012 Olympic Games. The long term aims of the LVWWC are three fold:

- (I) It will be a great fun day out for thousands of people every year enjoying adrenalin pumping white water rafting. It's only 40 minutes from central London. The Centre will be home to the Team GB Canoe Slalom squad and have thousands of people enjoying canoe and kayak activities, have a huge range of clubs, groups and schools along with elite paddlers.
- (II) To provide a world-class sports venue to host the Olympic canoe and kayak events for the London 2012 Olympic Games where up to 12,000 spectators each day will watch five days of intense Olympic competition.
- (III) The Lee Valley White Water Centre will provide the area with a major leisure attraction and will be a catalyst to the wider regeneration of this part of Hertfordshire and nearby Essex. The Centre will benefit the area through business, employment, education, tourism, culture, volunteering and sporting opportunities.

This LVWWC will open to the public on 22nd April 2011; in partnership with the LVRPA the BCU will establish a series of sustainable development programmes to meeting the demands of canoe/kayak development locally, regionally, nationally and internationally, to ensure that the venue continues to be known as a World Class iconic sporting venue hosting both World Class International and Community sporting events.

Key aspects of the LVWWC legacy development plan are as follows:

- Talent Identification and School development programmes
- Local/Regional/National/International competition events strategy
- Sponsor opportunities cultivated with local accommodation, facility, and service providers to engage with them in the provision of services and support for visiting athletes/teams alike
- Athlete/Club/Coach/Volunteer Development programmes

The BCU understands that its operations and processes in hosting the 2015 ICF Canoe Slalom World Championships can impact both positively and negatively towards environmental, social and economic factors. Our intention is to manage the event in a way that minimises negative impacts and maximises the positive long term impacts to social, environmental and economic factors.

In recognition of the above we will work towards hosting these World Championships; within the British standard for sustainable event management (BSI 8901) – a framework for planning and managing sustainable events. The framework aims to:

- Improve sustainability within your budget
- Reduce carbon emissions and waste
- Encourage the re-use of equipment and infrastructure
- Have a positive the social impact

A five year plan running from 2013 to 2017 has been developed by LVRPA in partnership with the British Canoe Union (BCU) / Canoe England and wider partner organisations. The plan reflects key priorities for the BCU, the development of paddlesport generally and ensures maximum community legacy benefits long term.

Highlighted within the plan is the need to engage in club development and recognises the key role clubs play in providing sporting opportunities. The development of coaches and volunteers remains a priority and some challenging targets have been set around getting more coaches qualified and to a higher level.

20 Participation Fee

20.1 Participation Fee

20.2 Services

20.1 Participation Fee

Please provide a detailed breakdown of the Participation Fee projected that will be charged to the teams.

A Participation Fee of €118 Euro (GBP £100) will be charged for each accredited athlete and team official, to cover the duration of the Official Training and Competition phases of the 2015 ICF Canoe Slalom World Championships (31st August – 13th September 2015).

GBP £ v Euro € Conversion Rate - €1.00 = £0.85.

20.2 Services

Please provide a brief description of the services that will be included in the Participation Fee.

The Participation Fee includes the following service provisions, which will be provided to all accredited athletes and team personnel during the Official Training and Competition phases (unless otherwise stated) of the 2015 ICF Canoe Slalom World Championships:

Athlete's Village

Large marquee for meetings, work and relaxation space for teams; toilets and shower facilities available around competition arena and within the main centre building.

A dedicated on site restaurant for athletes and team personnel would be provided within the Athlete village to cater for the demands of the athletes and team personnel; offering the purchase of a wide selection of menu/nutritional choices.

Video Service

During the competition days, we will provide video signal to competing teams with timing, following the full runs of each athlete. There will also be large TV monitors located within the Athletes Village, to allow teams to watch the competition.

Boat Storage

Canoe/Kayak storage racks within the Athlete's Village.

Security

On-site security personnel 24/7.

Medical

Athlete's Village/Lee Valley White Water Centre complex/arena – General medical provision.

Olympic Course – Waterside Rescue Cover (Competition phase only).

Internet Access

Wi-Fi internet will be provided throughout the Athlete's Village and Lee Valley White Water Centre complex/arena.

Car Parking

Car parking for accredited team vehicles close to the Athlete's Village.

Mineral Water

Mineral water will be provided to accredited athletes (Competition Phase only)

Whitewater Training

Training session will be allocated to accredited team athletes, in blocks for the following two white water courses:

Olympic Course (Official Training phase only)

Legacy Loop – Includes use during official competition phase

Flatwater Training

No limits to local flatwater facilities for accredited team athletes.

21

VIPs and Dignitaries

21.1 Facilities and Services



21.1 Facilities and Services

Please describe the VIP Area and the services provided for the VIPs at the venue.

A fully serviced VIP hospitality area will be established within the Competition arena to cater for 200 ICF/BCU guests and dignitaries. The area will include the following facilities as a minimum:

- Clear views of Competition Area
- Designated VIP Grandstand seating area
- TV Screens and Competition Information
- Hot and Cold meals/snack
- Wide choice of beverages

Office facilities will also be available for these who require such services.

Annexes:

Letter of Support from the different Level of Governments

- 1.1 Department for Culture, Media and Sports
Hugh Robertson MP
Minister for Sport and the Olympics
- 1.2 Greater London Authority
Mayor's Office
Boris Johnson
Mayor of London
- 1.3 UK Sport
Baroness Sue Campbell CBE
Chair
- 1.4 Lee Valley Regional Park Authority
Shaun Dawson
Chief Executive
(owner and operator of the LVWWC)
- 1.5 BBC Sport
Barbara Slater
Director of BBC Sport

Overview of Business Plan

- 2.1 Business Plan Overview

1.1 Department for Culture, Media and Sport

Department for Culture, Media and Sport
HUGH ROBERTSON MP
Minister for Sport and the Olympics

2-4 Cockspur Street
London SW1Y 5DH
www.culture.gov.uk

Tel 020 7211 6299
Fax 020 7211 6249

CMS 165590/mk



department for
culture, media
and sport

José Perurena López
ICF President
Avenue de Rhodanie 54,
CH 1007
Lausanne,
Switzerland

7 February 2011

Dear José

2015 Canoe Slalom World Championship

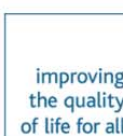
I am delighted to give my wholehearted support to the British Canoe Union's bid to host the 2015 Canoe Slalom World Championship at London 2012's White Water Centre.

The UK's desire to host World Class Sporting Events is stronger than ever. We aim to build on the unique opportunity presented by hosting the 2012 Olympic and Paralympic Games by creating a lasting legacy across all sports, from hosting major events to developing the grassroots and boosting public participation. Sports themselves can greatly benefit from both the developed infrastructure and the developed public awareness only an Olympics can give.

By 2015 we will have huge experience of hosting world class events, as well as the Olympic and Paralympic Games and the 2013 Rugby League World Cup, the Commonwealth Games is also being hosted in 2014 in Glasgow. In 2009 the BCU hosted the European Championships in Nottingham and in 2010 they were awarded a leg of your Canoe Slalom World Cup for 2012. I am determined that the skills and expertise gained as a result of hosting these events is not lost; from officials, local authorities, communities and local businesses as well as the volunteers who make these games a success. UK Sport, the body charged with supporting events, is already working closely with the BCU to develop strong and credible plans for staging a World Championship to remember.

I am committed to supporting the British Canoe Union in their bid to host this event and ensuring that, should the bid succeed, it is a great success.

HUGH ROBERTSON MP



1.2 Greater London Authority

GREATER LONDON AUTHORITY

Mayor's Office

José Perunena López

ICF President
Avenue de Rhodanie 54
Lausanne
CH 1007 Switzerland

City Hall
The Queen's Walk
More London
London SE1 2AA
Switchboard: 020 7983 4000
Minicom: 020 7983 4458
Web: www.london.gov.uk

Date: 10 FEB 2011

Dear President López

I am writing to underline my support for the British Canoe Union's bid to stage the 2015 ICF Canoe Slalom World Championships and to emphasise the case for London as host city.

The international accessibility of London is a huge asset in its ability successfully to host major events and welcome over 26 million visitors per year. London has a fantastic and growing reputation for hosting international sporting events. Our passion for sport and wealth of culture help to make us the world's most exciting city to host events of world-level stature.

Following the London 2012 Olympic Games and Paralympic Games, our city will also boast a new and exciting event landscape and one that we are striving to exploit as part of our commitment to the 2012 legacy. The 2015 ICF Canoe Slalom World Championships could be one of the first world-level events in an Olympic legacy venue, the Lee Valley White Water Centre, after the Games. Not only will it build on the enthusiasm and excitement of the Games in 2012 for spectators, volunteers and local communities, but also help to grow the profile of the sport amongst international media and sponsors.

Through my major events team, London stands ready to play its part in facilitating existing and new partnerships to promote the event to both the domestic and overseas audiences and to ensure the World Championships are an outstanding success. The diversity of London's communities alone will ensure that there is a warm welcome and enthusiastic support for all participating teams.

We join the UK Government in expressing our full support to the British Canoe Union at this exciting time, and very much hope to welcome the ICF Canoe Slalom World Championships to London in 2015.

Yours sincerely



Boris Johnson
Mayor of London

Direct telephone: 020 7983 4100 Fax: 020 7983 4057 Email: mayor@london.gov.uk

1.3 UK Sport

direct line +44 (0) 207 211 5103
email sue.campbell@uksport.gov.uk



José Perurena López
 President
 International Canoe Federation
 Avenue de Rhodanie 54
 CH 1007 Lausanne
 Switzerland

10th February 2011

Dear Mr López

World Canoe Slalom Championships 2015 Bid

Through hosting the 2012 Olympic and Paralympic Games and the 2014 Commonwealth Games, the UK will invest significantly in developing world-class venues, major events expertise, high performance and sports development systems. UK Sport's 2013-2018 major events programme will seek to exploit and profile this investment to position the UK as the world-leader in hosting major international sporting events, while also providing a lasting legacy to the UK. The 2015 Canoe Slalom World Championships has been highlighted as an event that we would like to be a part of this Olympic, Paralympic and Commonwealth legacy.

UK Sport co-ordinates and participates in the UK's efforts to bid for and stage major events on home soil. By working in partnership with national governing bodies, we distribute a significant amount of Lottery funding each year through the World Class Events Programme to support the bidding and staging costs, as well as providing specialist technical support.

UK Sport has recently worked with governing bodies to identify their major event hosting ambitions for the UK Sport 2013-2018 major events programme; as an outcome of this process the World Canoe Slalom Championships 2015 was identified as an event of key strategic importance.

The UK Sport Board recently reviewed the British Canoe Union's application for support towards the World Canoe Slalom Championships 2015 and I can confirm that an award of up to £750,000 has been made to support the staging of this event.

We look forward to working with the British Canoe Union during this exciting time and hope to welcome the World Canoe Slalom Championships to the UK in 2015.

Yours sincerely

Baroness Sue Campbell CBE
 Chair
 UK Sport

UK Sports Council
 40 Bernard Street, London WC1N 1ST
tel 020 7211 5100 **fax** 020 7211 5246 **web** www.uksport.gov.uk

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The National Lottery®

Working in partnership to lead sport in the UK to world class success through:

- world class performance;
- worldwide impact;
- world class standards.

1.4 Lee Valley Regional Park Authority



Paul Owen
British Canoe Union
Bisham Abbey
National Sports Centre
Bisham
Near Marlow
Bucks
SL7 1RT

16th February 2011

Dear Paul,

As owners of Lee Valley White Water Centre, Lee Valley Regional Park Authority is delighted and proud to support the British Canoe Union's bid for the 2015 ICF Canoe Slalom World Championships.

We are happy to support the World Championships by providing the venue, giving you access to our expert operational staff and keen volunteer base, using our existing mechanisms to promote the event far and wide and leveraging our sports development programme to promote paddling to a wide variety of audiences.

We see this prestigious event as the natural progression of the world class Centre.

As you know Lee Valley White Water Centre will host the canoe slalom events for the London 2012 Games. But uniquely it is offering a 2012 legacy even before the Games begin as the only brand new Olympic venue to open ahead of the Games.

Our plans will capitalise on the tremendous wave of interest in the Games to reach thousands of people this summer who will come to the Centre to enjoy white water rafting and canoeing on the outstanding rapids.

This Centre – which has two separate courses, aimed at the widest possible range of paddlers – is already drawing plaudits. Just two days ago The Times newspaper called it "magnificent". The water is fed from an aquifer and constantly filtered and treated, and – as the courses are pumped – the highest quality white water is absolutely guaranteed.

After the excitement of the Games where 60,000 people will watch the world's best battle it out for gold, we will reopen Lee Valley White Water Centre and, again building on this euphoria, will bring new people into paddle sports as well as being the home base for Team GB.

The 2015 World Championships would be the perfect stepping stone to the Rio 2016 Games, cementing the Centre as a hugely popular visitor attraction and an outstanding venue for white water canoeing and rafting, further guaranteeing interest in these sports.

We are working with a host of partners nationally, regionally and locally to ensure all aspects of the Centre are a success before, during and after the Games and we can count on the support of communities around the Centre. We are leading a project to maximise the economic benefits of the Centre and see the Championships as a key part of this strategy to guarantee its long term future.

I'm happy to help in any way I can and wish you and the BCU the best of luck.

Yours sincerely

Shaun Dawson
Chief Executive

Lee Valley Regional Park Authority
Myddelton House, Bulls Cross, Enfield, Middlesex EN2 9HG
Telephone: 01992 717 711 Fax: 01992 719 937
www.leevalleypark.org.uk



1.5 BBC Sport

British Broadcasting Corporation Room 5060 Television Centre Wood Lane London W12 7RJ
Telephone 020 8225 7168 Fax 020 8576 7744



Barbara Slater - Director of Sport

16 February 2011

Paul Owen
Chief Executive
BCU
18 Market Place
Bingham
Nottinghamshire
NG13 8AP

Dear Mr Owen

Many thanks for letting us know of the BCU's plans to bid for the 2015 Canoe Slalom World Championships on the Olympic course at Lee Valley. BBC Sport is very pleased to support this bid and sure that if successful you will deliver a fantastic edition of the Championships. Canoe slalom provides excellent television pictures and with GB's paddlers doing better each year the domestic story is compelling. I think we have proved with the 2009 European Championships that BBC and BCU collaborate well to deliver excellent programmes.

The plans you have in place already for the host broadcast show us that the TV plans are built on very firm foundations. If you are successful with the bid we will be very keen to sit down and discuss how we can best showcase the event for British viewers. We would obviously be keen to discuss suitable dates for the Championships that would make sure it has maximum impact in the sporting calendar and on BBC screens.

You have our very best wishes with the bid and I hope we can look forward to more detailed discussions on the Championships once you have secured them

Yours sincerely

A handwritten signature in black ink that reads 'Barbara Slater'. The signature is written in a cursive style with a large, looping initial 'B'.

Barbara Slater
Director, BBC Sport

2.1 Business Plan Overview

(a) Summary of Event

The opening of the Lee Valley White Water Centre (LVWWC) now provides an excellent opportunity to develop the Canoe Slalom, discipline within London, East and South east regions with a moving water facility now within a 60/120 minute drive to this world class facilities.

(b) Sport Engagement

We currently have 38 Top Club accredited clubs and 21 clubs working towards accreditation within this London, South East and East Regions. The hosting of the 2015 ICF Canoe Slalom World Championships would provide the opportunity to continue to build on the increased interest within Canoeing and Canoe Slalom, following the venue hosting Olympic Games events, linking into the regional/community participation objective of the Lee Valley Regional Park Authority.

The LVWWC has the opportunity to continue engage and inspire with the 'local' population and its Olympic legacy firsts:

First brand new venue for the London 2012 Olympic Games to be completed – 9th December 2010, officially opened by HRH the Princess Royal

First brand new venue for the London 2012 Olympic Games to be opened to the public – 22nd April 2011

Increasing the capacity of Canoe Slalom within the London, East and South East regions both in terms of canoe slalom participation and within the sports specific volunteer development – local event organisational skills and technical competence has been a key long term objective of the BCU. The building of the LVWWC is a significant asset to help achieve and develop these objectives and build on the legacy objectives of the London 2012 Olympic Games.

Within the Sport England 2009/13 Development Plan the key outcomes are to increase the Participation and Talent Pools, with a particular focus toward Female participation and development of the Canoe classes with a focus on the Canoe Sprint and Canoe Slalom disciplines.

The hosting of these World Championships will support our continued objective to a Long Term plan of Development Opportunities with a focus on the recruitment, development, deployment and retention of local volunteers to support major BCU National and International events in the future within England:

Our key development areas are:

(I) Club Development

Increase the local canoe clubs' and exiting academy and schools structures capacity to deliver local canoe slalom competition events

(II) Paddler Development

Increase the sport development of Canoe Slalom within the London, East and South East regions both in terms of canoe slalom participation and within the sports specific volunteer development enabling

- a. Increase in the number of National ranking canoe slalom Division 4, 3 and 2 (Regional) events for the 2016
- b. Host promotional land based (Kayak Ergo) road shows in City/Town Centres to promote the 2015 ICF Canoe Slalom World Championships events and sign post new participates in to Canoeing

(III) Coach Development

Increase the number of BCU qualified coaches within the London, East and South East regions, focusing on the development of level 2 and 3 qualification and the Canoe Slalom sports specific and foundation coaching modules.

Develop Lee Valley White Water Centre as a centre for BCU coach development to deliver all coach education for the region at the venue, develop coach mentoring schemes at Lee Valley White Water Centre and provide support for coaches at all levels.

(IV) School/HE/FE Development

Integrate a programme of school development/education sections at grass roots and feed this into the Canoe England Talent Identification programme for Canoe Slalom that supports the work of the Regional Academy structure. Links are being developed with the local Town and Borough Councils to enhance this objective and expand within the County networks. Which includes:

- a. Identifying key clubs with increased capacity for development to host Canoe Slalom Talent Identification programmes with the local schools and develop Lee Valley White Water Centre as a centre of excellence and training venue
- b. Hosting inter-school land based (Kayak Ergo) Championships and Talent ID session to promote the 2015 ICF Canoe Slalom World Championships events and sign post new participants in to Canoeing

(V) International Development – IOC/ICF Development

The BCU in support to the IOC/ICF Talent Identification Programme will host a specific 7 day 'IOC/ICF Olympic Development Camp' for new and developing National Federations, with the aim to identify potential athletes who may qualify for the Rio 2016 Olympic Games and beyond. Our support would be linked to equipment loan, coaching and accommodation provision during our organised training and competition phases.

Additionally, the BCU would work to support the ICF's 50/50 by 2020 vision for gender balance within the competition programmes and 'Champion' the inclusion of the C2 Women's class as a development event within the competition programme, to support our own existing development programme.

(c) London 2012 Olympic Legacy

The Hosting of the 2015 ICF Canoe Slalom World Championships will demonstrate the continuing legacy of the 2012 Olympic Games in many ways:

- It will provide a great commercial opportunity for the Lee Valley White Water Centre as athletes from across the globe look to book training time ahead of the championships.
- The Olympic venues at Athens and Beijing have not been used since the Olympic Games to host an ICF World Championship Canoe Slalom event which is a concern for the long term legacy of Canoe Slalom as an Olympic sport. The hosting of a major championship on the 2012 Olympic venue is an important milestone to demonstrate the lasting legacy of the Olympic Games to the Local, National and International community.
- Engagement with the local community around the Lee Valley White Water Centre is an essential part of maximising the legacy of the event. By securing an event in 2015, the momentum achieved at the Olympic Games stands a greater chance of continuing to have a positive impact on the local community in terms of participation, economic benefits and retaining volunteers and clubs.
- Continued engagements with the NTO's, SSO's and generic volunteers utilised within the Olympic Canoe Slalom events for the delivery of the 2015 ICF Canoe Slalom World Championships.

(d) Economic Benefits – Spectator Reach

The ticketing strategy would be linked towards the longer term objectives of increasing the school links and visitor numbers to Lee Valley White Water Centre by targeting key groups Schools, Youth Organisations, London 2012 Ticket registrations, Tesco Clubcard members etc, by:

- (I) Increase the profile of the Canoeing and Canoe Slalom within the London, East and South East regions and the UK
- (II) Use of city/town centre locations and schools and development partnerships to add to visitor numbers for the event
- (III) Work with the Mayor's Office and Visit London to produce a come and see it strategy for the events together with an opportunity to tryout the sport of Canoeing within the Lee Valley and Olympic Park areas. This will add to the atmosphere and sustainability for the event and to the participation profile of the sport

The event strategy to attract spectators would target 4 key sectors – Local//Regional/National and International:

Local – Attracting local paddlers and non paddlers to come and watch through local promotion and engagement in the Lee Valley Area. This can be achieved through local schools, local authorities offering discounted tickets and through local media.

Regional (London and South East) – The South East of England has a population of around 20 million across 14 counties. This represents approximately a third of the country's total population and a large proportion will be within a 90 minute travel time of the competition venue. The LVRPA has a database of its existing 4.6million visitors each year which would also be utilised to promote these Championships.

National – Attracting paddlers from across the country to participate in this 'sporting festival' through Home Nation magazines, websites and sponsors.

International – The proximity of London as a major visitor destination is a great opportunity to attract visitors from around the World to take in the event alongside the existing tourism products that London offers.

London 2012 – Ticketing

Almost 350,000 people have registered an interest for canoeing tickets for London 2012. A large number of these spectators will be new to canoeing and will be attending because it is an Olympic Games. Canoeing has an incredible opportunity to convert these spectators into regular canoeing fans and what better way to have the next major event on the horizon at the Olympic Canoe Slalom venue. LOCOG will pass the database of Canoeing ticket purchases to the BCU for ticketing promotion for the 2015 ICF Canoe Slalom World Championships and this data will provide a central point for promoting ticket sales.

Tesco – Ticketing

The British Canoe Union has secured Tesco (a major international supermarket) as a headline sponsor of GB Canoeing, promotion of the 2015 ICF Canoe Slalom World Championships and promotion of ticket sales supported by Instore customer promotions.

The event will be ticketed for all days; a full review of our ticketing strategy will be conducted, following the London 2012 Olympic Games, based upon the principles and lessons learnt from their strategy.



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Nottingham
NG13 8AP

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