

17 August 2011

PRESS & MEDIA CO-ORDINATOR

Report for North West Region Annual General Meeting 2011

Website

The British Cycling North West Region website www.bc-nw.co.uk provides Region specific information and also carries Region news and press releases as appropriate.

The site has again been used as the primary distribution channel for information relating to this Annual General Meeting, with CV's and Reports available to download and print as required, resulting in a considerable saving in both printing and postage costs for the Region.

Whilst every effort is made to keep the site up to date, ultimately it is reliant upon the timely receipt of information, both from other Region Board members and elsewhere.

As an additional resource, a North West Region Race Officials Forum was introduced this year. Although linked from the website, the forum is located separately on a free hosting server. The primary purpose is for Race Officials and Organisers to exchange information and discuss matters relevant to these roles. Forum membership now extends across the UK, however BC still fail to acknowledge its existence - presumably as content is not within their direct control.

Ongoing development and maintenance of the site and forum is carried out by me on a no-cost basis to the Region.

Press Releases & Media Contacts

Contact with numerous print and electronic media sources has continued to develop allowing the dissemination of press releases and other Region specific information on a local, national and even international basis as appropriate.

North West Region Videofinish System

The North West Region Videofinish System is used extensively at Regional events. Following testing carried out in the early part of the season, a high definition (HD) video camera was purchased and has proved extremely effective with considerably enhanced image quality and the ability to operate in lower light conditions than the standard definition (SD) cameras – so much so that NW Region provided the 'photofinish' service for the Halfords Tour Series events across the UK. Several other regions and organisers have now purchased similar equipment.

Radio Communication

The switch from CB radio to UHF Private Mobile Radio (PMR) for race communications was completed across the region this year. The UHF system has the benefit of increased transmission/reception range in most circumstances and is much less susceptible to interference from other users. Use of this system requires a licence - and as several other Regions had also indicated their intention to switch to UHF - we suggested that British Cycling should obtain a licence which would cover the whole of the UK, the total cost of which would have been £15 per year.

However, following discussion at the Regional Commissaires Conference at Wakefield earlier this year, where BC came under further pressure to adopt the UHF system, they instead decided to commission a consultant to investigate all options available. I was asked to participate in the process just prior to the presentation of the consultancy document to the recent Region Chair's meeting, and as a result the recommendation has now been made to adopt UHF radio across the Regions using the North West as a model of how to implement the system.

Carl Lawrenson
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