

19 September 2010

PRESS & MEDIA CO-ORDINATOR

Report for North West Region Annual General Meeting 2010

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.

As in recent years, the site has 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.

Following discussion at a recent Region Board meeting, it is intended to create a forum type area on the site for the use of Race Officials and Organisers to exchange information and discuss matters relevant to these roles.

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.

Ongoing development and maintenance of the site is carried out by myself 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 continues to be used extensively at Regional events. In almost all cases, the videofinish system has allowed **all** riders to be correctly placed and a full result produced at each event at which it has been used. With the continuing improvement in video capture technology, particularly in the area of high definition, it is suggested that the Region should look towards upgrading the current camera system during the coming 12 months.

Radio Communication

Following trials by Cycling Development North West, the Region has decided to change from the use of CB radio to UHF Private Mobile Radio (PMR) for race communications. The UHF system has the benefit of increased transmission/reception range in most circumstances and is much less susceptible to interference from other users as there are a greater range of frequencies and subcodes available.

Use of this system requires a licence - and as several other Regions have also indicated their intention to switch to UHF - the North West Region have suggested that British Cycling obtain a licence which will then cover the whole of the UK. The cost is only £75 for 5 years, therefore it is somewhat disappointing that this seems to be taking so long to be actioned.

To date, the North West Region have purchased a total of 18 UHF car sets and antenna's which are distributed across the three areas of Lakeland/Lancashire, Manchester and Merseyside. Among these are a quantity of second user sets which were obtained at a very advantageous price and will be rolled out across Manchester and Merseyside in the 2011 season.

Several Region race officials have already purchased their own equipment, including hand held transceivers which can be programmed to cover both the licensed UHF frequencies and the license free PMR446 channels commonly used at track events.

Carl Lawrenson
Press & Media Co-ordinator