

# 2021 ICF Canoe Freestyle World Championships Holme Pierrepont Country Park, Nottingham

## Bid Submission



  
**Holme  
Pierrepont**  
Country Park

HOME OF  
The National  
Water Sports  
Centre

 **BRITISH**  
**CANOEING**

 **Nottinghamshire**  
County Council



**Nottingham**  
City Council

  
**Rushcliffe**  
Borough Council

 **EXPERIENCE**  
**NOTTINGHAMSHIRE**



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# WELCOME

British Canoeing's desire to host world class events is stronger than ever



British Canoeing's desire to host world class canoeing Events is stronger than ever. Integrated within the 2017-21 British Canoeing Strategy and the 2019-28 British Canoeing Major Events Strategy has the hosting of successful international events at the heart.

British Canoeing have the full support of key partners including Nottinghamshire County Council, Nottingham City Council, Rushcliffe Borough Council, Serco (venue operators), Experience Nottinghamshire and Sport Nottinghamshire.

The UK has proven success of delivering ICF and ECA events and continues to invest in infrastructure and resources to build on experience gained to date. We aspire to host ICF and ECA competitions on a regular basis in both Olympic/Paralympic and non-Olympic/Paralympic disciplines.

Holme Pierrepont (HPP) is the home of British Canoeing and we look forward to not only provide the opportunity for international athletes to excel but a platform for the further development of grassroots paddling and boosting public engagement and participation.

We are committed to ensuring the event is a great success for both British Canoeing, its stakeholders and the ICF.

Professor John Coyne CBE  
Chair, British Canoeing



Nottinghamshire prides itself on its sporting heritage and recognises the value of major sports events, seeking to use them to raise the profile of sport, stimulate increased participation and enhance the county's unique sense of place, status and international standing. We are confident Nottinghamshire would make an excellent host and partner to the ICF and specifically the 2021 ICF Canoe Freestyle World Championships.

Councillor John Knight  
Nottinghamshire County Council





# 1.0 GENERAL INFORMATION

## 1.1 Provisional Dates

Training      Thursday 23 August - Monday 27 August 2021  
Competition   Tuesday 28 August - Saturday 2 September 2021

These dates are selected to maximise exposure and interest in the event from an athlete and spectator perspective though British Canoeing would be open to discussion should these not align with the other ICF events.

## 1.2 Event title

2021 ICF Canoe Freestyle World Championships, Holme Pierrepont Country Park, Nottingham

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 such as major statistics, weather and main features?

Nottingham is the perfect platform and dynamic stage upon which to host major events – largely due to its passion for culture and sport, and its unrivalled transport links.

In 2015, Nottingham had an estimated population of 318,900 with the wider urban area, which includes many of the city's suburbs, having a population of 729,977. Nottingham is one of eight core English cities and has links to the legend of Robin Hood, lace-making, bicycle (notably Raleigh bikes) and tobacco industries.

Situated just 10 minutes from Nottingham City Centre, Holme Pierrepont Country Park is home to the National Water Sports Centre and British Canoeing housing the headquarters of the organisation, the Olympic Sprint and Paralympic Paracanoe performance programmes. Holme Pierrepont is also home to the British Freestyle Championships, National Sprint Regattas and the British Polo Championships.

Historical monthly averages for September

The month of September presents a generally sunny climate 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:

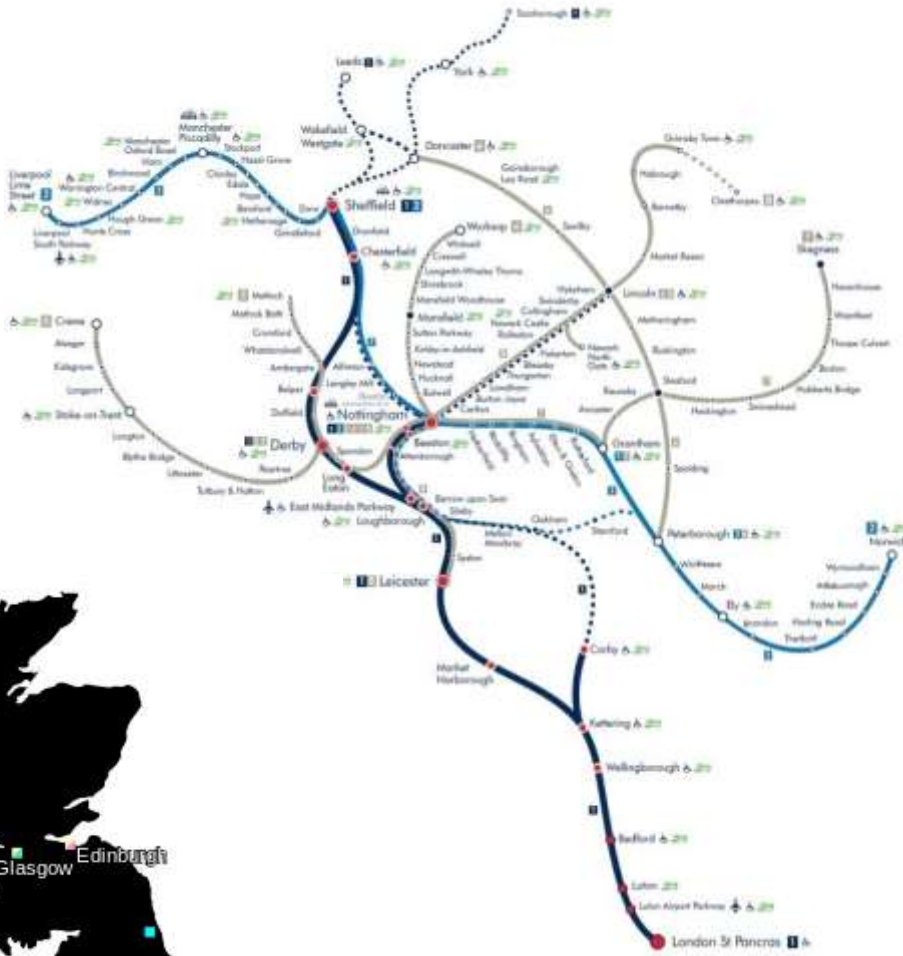
- Temperature - Throughout the month of September daytime temperatures will generally reach highs of around 18°C (64°F) with lows of 10°C (50°F).
- Relative Humidity - The average daily relative humidity for September is around 78%.
- Precipitation - The average monthly amount of precipitation is 21.4mm.
- Wind - The average daily wind speed in September is 14 km/h.
- Visibility - On average visibility is 10km.



### 1.4 Location of airports, rail network and roads to the venue/city

Nottingham is considered to be the best city outside London for public transport links and is one of the greenest cities in the UK. Based in the heart of the country, Nottingham occupies a fantastic central location with excellent transport links via road, rail and air.

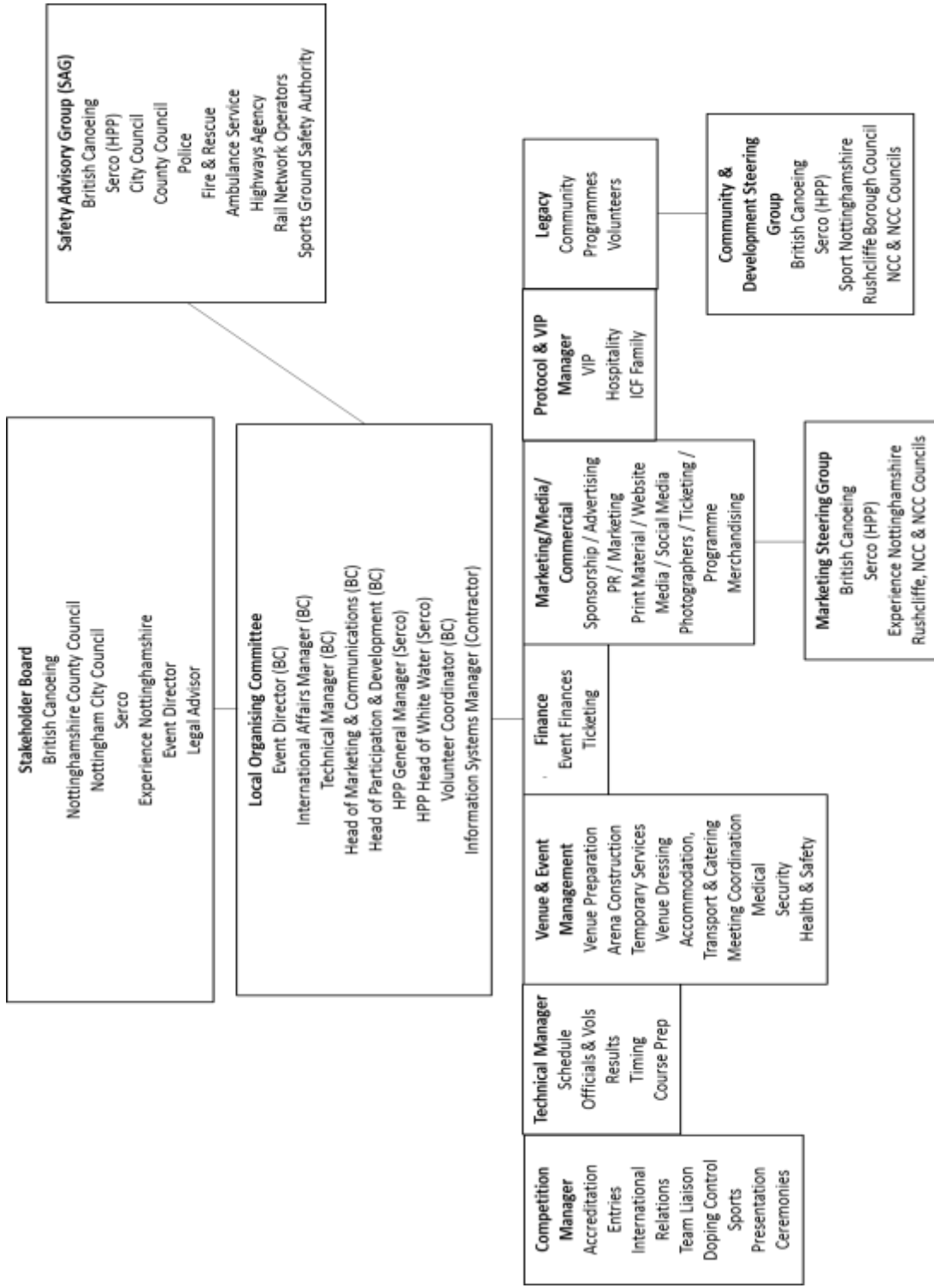
- East Midlands Airport – 20min drive
- Birmingham International Airport – 45min drive
- Direct train service to London’s Eurostar station and the rest of the UK
- At the heart of the UK road network, just off the M1
- Award winning public transport – NET Tram & Bus



1.5 Map of the location of the venue in relation to major cities in the country

# 2.0 LEGAL ASPECTS

## 2.1 Outline the structure of the Organising Committee (OC)



## 2.2 Name Key personnel with background information, roles and responsibilities within the OC

British Canoeing's workforce have a wealth of experience in delivering major international events including key roles as ICF international judges, and operational roles on the 2015 ICF Slalom World Championships, London 2012 Olympic Games, and National Freestyle Championships.

### Event Director – Andrew F Jackson

Andrew competed as an athlete in the 1997 and 1999 Freestyle World Championships, has coached many successful international athletes and delivers the top British Freestyle event in the calendar.

- 2016-present GB Freestyle Committee Chair
- 2005-present Event Director Hurley Classic
- 2009 - 2013 Team Coach Spain
- GB Team Coach 2003 World Championships
- Event Director Euro Cup Hurley 2004
- GB Freestyle Vice Chairman 1998 -2000
- An active participant in international freestyle development consulting with ICF committee and bringing new ideas forwards.

Andrew will coordinate with all parties and be the person taking an overall lead with Gemma Wiggs on the event. Roles will include coordinating with the ICF Committee and ensuring the event steps forwards from previous championships presenting freestyle in an exemplary way.

### International Affairs Manager – Gemma Wiggs

Gemma is the British Canoeing lead staff member for international relations, events and anti-doping. Gemma will work with Andrew to coordinate the Championships with primary responsibility for stakeholder engagement, international relations, and non-technical elements of the event.

Gemma has experience in a number multi-sport Games and individual sport championships and continues to work across all canoeing disciplines to plan and deliver world class events. Previous event experience includes

- 2015-2017 School Games
- 2015 INAS Global Games
- 2014 Invictus Games
- 2014 Glasgow Commonwealth Games
- 2012 London Olympic and Paralympic Games

### Marketing & Communications Manager – Rob Knott

Rob is British Canoeing's Head of Marketing and Communications and oversees a team of four staff. Rob and the team have much experience in working with stakeholders and partners to deliver effective marketing plans. Experience in the team includes Rio 2016 Olympic Games, London 2012 Olympic and Paralympic Games and a large number of national and international events across multiple sports.

### Community & Legacy Development Programme – Howard Blackman

Howard is British Canoeing's Head of Participation and Development and oversees a wide range of ongoing community and development programmes. Howard led on the successful legacy programme integrated with the 2015 ICF Canoe Slalom Championships and will work with national and local partners to maximise the sustainable impact of the 2021 Championships.

### Volunteer Coordinator – Lee Parry

Lee was formally a GB Freestyle Chairman and is one of the organising team of the Hurley Classic. He brings a wealth of on the ground coordination skills and the ability to engage effectively with volunteer work forces. Through a structure of generative collaboration Lee will bring a range of skills to the event.

### Information Systems – Jon Allars

Jon has worked with GB Freestyle in the development of event management systems. He is also the information systems manager at the Hurley Classic. His knowledge and expertise in computer orientated solutions will establish frameworks for the event to operate effectively and efficiently whilst presenting an outstanding image for freestyle

## 2.3 Laws and customs

There are no restrictions which could limit the organisation of the 2021 ICF Canoe Freestyle World Championships within Great Britain.



## 2.4 Relationship and support from local, regional, and national governments



Holme Pierrepont is situated in the county of Nottinghamshire. The 2021 ICF Canoe Freestyle World Championships has the full support of Nottinghamshire County Council.



Through the work of the City Council major events team the Mayor is committed to working with International Federations such as the ICF and rights holders to welcome new major events to the city.



Experience Nottinghamshire is a part of Marketing Nottingham & Nottinghamshire - the official tourism body for the city and county. Funded in part by Nottingham City Council and

Nottinghamshire County council and significant private sector income including memberships, commercial activities and a range of grants.

The Nottingham event team offers a raft of new services for both event organisers and delegates. Whether for business, association congresses, sport or culture, Nottingham is well placed to deliver major events and the Nottingham event team gives the city a renewed focus on attracting them.







## 3.0 IMMIGRATION AND CUSTOM PROCEDURE

### 3.1 Visa requirements

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

Additionally, British Canoeing will liaise with UK Border Agency and their overseas Embassies to assist with the visa application process. Individuals can check if they require a UK visa by visiting:  
<https://www.gov.uk/check-uk-visa>

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

- a) A country in the European Economic Area 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 be made two months in advance of travel to ensure there sufficient processing time. A decision will be made within three weeks of application. Individuals can apply for their visa on the following link:  
<https://visas-immigration.service.gov.uk/product/uk-visit-visa>

### 3.2 Customs regulations

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

British Canoeing and the event partners 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.

# 4.0 FINANCING

## 4.1 Financing

British Canoeing will finance the 2021 ICF Canoe Freestyle World Championships as follows:

	Euro	GBP
Public - National/Regional/Local Government	€18,398	£16,000
Venue Contribution	€67,845	£59,000
Self Generated Income	€96,178	£83,500
Private Income - Commercial	€31,048	£27,000
British Canoeing	€122,351	£106,400
Other income	€32,634	£28,380
Total Income	€386,454	£320,280

All figures quoted in the bid are converted as follows: GBP £ v Euro € Conversion Rate - €1.00 = £0.87

## 4.2 Financing of construction or renovation of infrastructure

Holme Pierrepont Country Park underwent significant improvements in 2014 designed to enhance the facilities across the 270 acre site including the construction of a new Family Fun Park which consists of the exciting new Sky Trail, High Rope course, Mini Golf course, Cycle and Segway hire and a Country Park Café. This significant investment will ensure that the site is a superb community facility for local residents as well as a top class training and sporting venue for talented local and international athletes.

Within the event budget a provision of €22,500 Euro (GBP £20,000) has been allocated towards temporary infrastructure including marquees, cabling, fencing and power for the event.



4.3 Summary of Operational Budget

INCOME	Euros	GBP
Public & Partner Funding		
Nottinghamshire County Council	€3,500	£3,000
Nottingham City Council	€3,500	£3,000
Experience Nottinghamshire	€11,500	£10,000
British Canoeing		
Cash contribution	€17,248	£15,000
Value in kind services	€105,102	£91,400
Self-Generated Income		
Spectator Income	€18,974	£16,500
Merchandising	€5,750	£5,000
Competitor Income	€68,420	£59,500
Accommodation & Transport	€2,875	£2,500
Private Income - Commercial		
Sponsorship, Advertising & Sales	€31,048	£27,000
Venue Contribution	€67,845	£59,000
Other Income	€32,634	£28,380
TOTAL	€386,454	£320,280
EXPENDITURE	Euros	GBP
Event Personnel	€67,902	£59,050
LOC Coordination	€22,423	£19,500
IT & Telecommunications	€7,762	£6,750
Finance, Legal & Insurance	€15,811	£13,750
Venue & Infrastructure	€65,545	£57,000
Doping Control & Medical	€13,799	£12,000
Security & Accreditation	€17,249	£15,000
Media, TV & Sport Presentation	€27,598	£24,000
Marketing, PR & Ticketing	€40,247	£35,000
Accommodation & Catering	€32,888	£28,600
Transport	€4,945	£4,300
Hospitality, Protocol & Events	€15,524	£13,500
Development	€11,499	£10,000
Bid Fee & Documentation	€13,224	£11,500
Contingency	€10,154	£8,830
TOTAL	€386,454	£320,280

## 4.4 Projected cost of athlete and team officials accommodation

Holme Pierrepont is located close to a wide range of city hotels and budget accommodation, a University campus and self-catering units. The city alone currently has over 14,000 bed spaces in addition to the campsite at HPP.

The anticipated rates for accommodation costs are as follows:

- 4\* hotel based €98-€114 (£85-£99) per room per night (based on twin room bed and breakfast)
- 3\* hotel €80-€112 (£70-£97) per room per night (based on twin room bed and breakfast)
- Camping €23-€29 (£20-25) per pitch per night

Please see section 12.2 for full accommodation options and pricing.

## 4.5 Potential Event main supporters and sponsors

British Canoeing will integrate the 2021 ICF Canoe Freestyle World Championships event into their wider commercial strategy as a key opportunity. Through integration into the wider strategy British Canoeing aims to maximise the opportunity for standalone or multi-faceted sponsorship opportunities.

British Canoeing have recently contracted a Commercial Consultant who will lead on this area of work and report directly into the Chief Executive and Board. Combined with government, agency and organisational support, it is felt that the hosting of the 2021 Canoe Freestyle World Championships would be met with positive response from the private sector.





# 5.0 PARTICIPATION FEE

## 5.1 Participation Fee and Services

A participation fee of €195- €230 (£170-£200) will be charged for each accredited athlete and €98-€115 (£85-£100) for each team official (to be decided in conjunction with the ICF), to cover the duration of the Official Training and Competition phases of the 2021 ICF Canoe Freestyle World Championships (23 August – 2 September 2021).

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 2021 ICF Canoe Freestyle World Championships:

- Athlete Welcome pack – Including competition bib, event tshirt and discounts for local attractions
- 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.
- Security - On-site security personnel 24/7.
- Medical - Athlete's Village/Holme Pierrepont complex/arena – General medical provision.
- Internet Access - Wi-Fi internet will be provided throughout the Athlete's Village and Holme Pierrepont 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)
- White Water Training – Allocated training slots during official training period
- Flat Water Training - No limits to local flatwater facilities for accredited team athletes.



# 6.0 SPORT EVENT HOSTING EXPERIENCE

## 6.1 List of past events organised in the host area

### Canoeing at Holme Pierrepont

HPP is a purpose built facility with both flat water and white water provision. The following canoeing events have previously been held at HPP:

- 2009 ECA Canoe Slalom European Championships
- 2004 European Championships Freestyle
- British Freestyle Championships
- National Sprint Regattas

In addition HPP will host the 2017 Freestyle European Open.

### Other Events at Holme Pierrepont

The Centre was the venue for the World Rowing Junior Championships in 1973, and for the World Rowing Championships in 1975 and 1986, and many major competitions for British Rowing.

The centre is also the venue for many Triathlon events, including the Outlaw Half and Full Triathlons. The full triathlon sees over 1100 athletes from all over the world taking on a 2.4 mile swim, 112 mile bike ride and 26.2 mile run.

The centre was chosen to host the Sea Scout Centenary Jamboree in August 2009. Over 3000 Sea Scouts attended including the USA and New Zealand.

### Other Events within Nottingham

Nottingham is a major sporting centre, and in October 2015 was named 'Home of English Sport'. The National Ice Centre and Trent Bridge international cricket ground are all based in or around the city, which is also the home of professional football, rugby union, ice hockey and cricket teams. This accolade came just over a year after Nottingham was named as the UK's first City of Football.

- 2016 European Archery Championships
- International Test Cricket
- International Boxing
- CPISRA World Games
- Milk Race (Cycling)
- Tour of Britain (Cycling)
- Robin Hood Marathon
- ATP 250 and WTA Tennis Championships
- British Wheelchair Tennis Championships
- Samsung Trophy – Women's Hockey 2010
- GB Fencing Pre-Games Training Camp (London 2012)



## **6.2 Number of experienced officials and judges**

British Canoeing has an experienced pool of four IJCFs Officials currently registered on the ICF database (including the Head Judge of the last three World Championships), together with numerous sports specific volunteers with technical experience. Through the hosting of British Freestyle Championships and recent ICF Canoe Slalom World Cups and World Championships, along with the 2012 Olympic Games, British Canoeing has established a legacy of highly motivated and experienced volunteers, with the skills necessary to fill all the roles required to deliver a high quality international freestyle event.

## **6.3 Test Event planned**

British Canoeing is committed to running a suitable test event and our current intention is to bid to host a 2020 ICF Canoe Freestyle World Cup event at Holme Pierrepont.

The 2020 event will use the same feature on the course and senior workforce will be appointed in line with 2021 structure and personnel. In addition the event will also be used to engage with the local community and promote the 2021 World Championships. British Canoeing will ensure a full review of the 2020 event is undertaken with key learnings taken forwards to 2021.



# 7.0 SPORT/COMPETITION INFORMATION

## 7.1 Description of Competition Venue and sport infrastructure

Set in 270 acres (1.1 km<sup>2</sup>) of parkland, Holme Pierrepont Country Park not only offers a host of water activities, but also a range of land based activities. The centre is made up of three distinct pieces of water:

- A 2,000 metre regatta lake
- A 700 m purpose-built white water canoe slalom course
- A water ski lagoon equipped with ski jump as well as a ski cableway.

HPP is owned by Nottinghamshire County Council and managed by Serco who work with local partners to offer an extensive sports development programme.

## 7.2 Presentation of the technical aspects of the course

Built in 1986, the course is made primarily from concrete. It is approximately 1500 metres long, drops just over 4 metres in height to produce Grade 3 white water rapids. River flow is dependent on rainfall but due to the large catchment of the Trent, flows between 16 and 25 cubic metres per second are normal. Control of flow to ensure a consistent feature is achieved using a mechanical inlet gate.

The course had a refit in 2009 with design by athletes and rafters to ensure the course can stage major sporting competitions whilst providing the maximum thrills for day to day white water rafters and paddlers. Along with essential maintenance, some of the original concrete obstacles were removed and Omniflots (large plastic movable blocks) were added.

### Feature Development

Over its 35 year history the white water course has undergone much development. Despite a number of world class features already existing, we propose for the 2021 World Championships to create a new a wave/hole feature for freestyle and a squirt seam at the looping pool site where an amphitheatre seating arrangement exists.





## Results Management

GB Freestyle has an existing well established events management system and have recently broadened the team involved with the development of this. This system exceeds many currently used and with the new developments we have will provide everything required for the ICF Championships and offer new opportunities for provision of information.

## Infrastructure

The white water course has natural seating built into the banking, permanent onsite offices, meeting rooms and changing rooms, in addition to two cafes serving a variety of hot and cold food. In addition to the existing infrastructure the event will build the necessary additional spaces, judges platform and IT support services to ensure a truly world class event.

Communication between all on-site 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

## **7.3 Contingency Plan**

The proposed competition schedule has capacity for rescheduling of events should short term contingency planning be required. The white water course has lighting and can be operated 24 hours a day if required.

High water levels due to prolonged rainfall are rare but can cause the white water course to flood. The high water cut off level is set at 2.2 using the Environment Agency River Trent gauge. Since 2012 the course has risen above 2.2 on seven occasions, two consecutive days in July 2013 and five consecutive days in June 2016.

For other threats towards the cancellation of the World Championships (Terrorism/ Pandemic/ Volcano Ash Clouds etc) British Canoeing would seek UK Government advice and liaise with the ICF to secure an alternative venue or to reschedule the event. As part of the event Safety Advisory Group ongoing communication will be had with the Police and a good relationship is held with counter terrorism teams.

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

- Lee Valley White Water Centre, London 204 km (127 miles) 135 mins
- Cardiff International White Water Centre 283 km (176 miles) 189 mins
- Tees International White Water Centre 219 km (136 miles) 142 mins



## 7.4 Competitions and Programme

The proposed preliminary programme for the event are as follows (subject to ICF agreement and review with potential TV partners):

Thursday 23 August - Monday 27 August 2021	Training
Saturday 25 & Sunday 26 August 2021	Festival of Canoeing
Monday 27 August 2021	Team Managers Meeting
Monday 27 August 2021	Opening Ceremony
Tuesday 28 August - Saturday 2 September 2021	Competition
Saturday 2 September 2021	Closing Ceremony & Party

The proposed detailed competition schedule is as follows:

Monday 27 August 2021	Men's Squirt heats, semi-finals and final Women's Squirt heats, semi-finals, final
Tuesday 28 August 2021	Open OC1 heats Open C1 heats Women's K1 heats
Wednesday 29 August 2021	Men's K1 heats
Thursday 30 August 2021	Junior Men's heats Junior Women's heats Junior Men's quarter finals Women's K1 quarter finals Men's K1 quarter finals Open OC1 quarter finals Open C1 quarter finals Junior Women's semi-finals Junior Men's semi-finals Women's K1 semi-finals Men's K1 semi-finals
Friday 31 August 2021	Open OC1 final Junior Women's final Junior Men's final Open C1 final Women's K1 final Men's K1 final
Saturday 1 September 2021	Closing Ceremony



# 8.0 OPERATIONS AND IT

## 8.1 Operations Centre

The Operations Centre would be located within the main British Canoeing building.

A detailed Crisis Management Plan and Event Management Plan will be developed prior to the 2021 ICF Canoe Freestyle World Championships; taking into account current best practice and available intelligence, together with taking forward any best practice and lessons learnt from previous 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.

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

## 8.2 Event Management Tools

Advanced Systems will be implemented to ensure management is controlled using the most current and effective methods. Members of the Local Organising Committee have a number of existing project management tools and processes which can be integrated into the planning and delivery of the 2021 World Championships.

## 8.3 Event Website

British Canoeing will establish an event website integrated within the British Canoeing website at least twelve months before the Event Period. The website will link to the official ICF website and distribute the online information at no cost to ICF. The website will be an integral tool in the promotion of the event providing interactive information for teams, athletes, media and spectators. Through integration within the British Canoeing website we aim to maximise accessibility and exposure for spectators and commercial partners.

British Canoeing will also make use of owned and partner websites and social media tools to support promotion of the event and direct persons to the event website.



# 9.0 ATHLETES – ATHLETES AREA AT THE VENUE AND OTHER SERVICES

## 9.1 Athletes Area Characteristics

The following facilities will be provided for all accredited athletes and team personnel during the Official Training and Competition phases (unless otherwise stated):

### 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.

Catering outlets onsite will provide nutritional options for purchase to cater for athletes and team personnel.

### White Water Training

Training time will be allocated to accredited team athletes during the Official Training Period on the course.

### Flat Water Training

No limits to local flatwater facilities for accredited team athletes.

## 9.2 Services for athletes

The following services will be provided to all accredited athletes and team personnel during the Official Training and Competition phases (unless otherwise stated):

### Internet Access

Wi-Fi internet throughout the Athlete's Village and HPP venue.

### Mineral Water

Free of charge mineral water for accredited athletes (Competition Phase only).

### Refreshments

Quality food and drink outlets will be available throughout the training and competition period for athletes to access

### Boat Hire and Repair

British Canoeing 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 the event.



# 10.0 INTERNATIONAL TECHNICAL OFFICIALS

## 10.1 International Technical Officials

The following services will be provided to all international technical officials at the event:

### Transportation

Complimentary transportation to/from East Midlands/Birmingham Airports or Nottingham Train Station to the official designated hotels, and to/from official designated accommodation to the competition arena.

### Accommodation and Catering

Dinner bed and breakfast at a minimum 3 star hotel with lunch provided at the venue.

### Internet Access

Wi-Fi internet throughout the HPP venue and hotel public areas.

### Refreshments

Water, tea, coffee and snacks at the venue.

### Reception

Invitation to a reception hosted by British Canoeing.

# 11.0 VIPS AND DIGNITARIES

## 11.1 Facilities and Services

A VIP hospitality area will be established adjacent to the course to cater for guests and dignitaries. The area will include hot and cold drinks and some snacks, competition information and live feed on TV screen for viewing.

A dedicated seating area reserved for VIPs and dignitaries.



# 12.0 ACCOMMODATION

## 12.1 Location in comparison to the competition venue

### Holme Pierrepont Country Park

Lakeside Rooms - located in the main Lakeside building, a completely refurbished 54 bedroom accommodation offers onsite rooms a stroll from the white water course.

Campsite and Arches – the onsite 18 acre campsite welcomes vans, tents and campers and provides a well serviced economic option for teams and spectators alike.

### Nottingham City

Nottingham City is just three miles from the venue with travel taking just 10 minutes. Nottingham accommodation market is large, diverse and thriving. Ongoing investment now sees 7414 bed spaces available in City hotels and a further 6848 within the rest of Nottinghamshire. In addition the two universities have significant accommodation in halls of residence available outside of term time.

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

## 12.2 Type and standards of accommodation

Accommodation	Star Rating	Cost per room per night (twin occupancy)		No. Rooms	Distance to HPP		
		Euros	GBP		Km	Miles	Mins
St James Hotel & Conference Centre	4*	€ 97.75	£85	87	6.6 km	4.1 miles	18 mins
Crowne Plaza Nottingham	4*	€ 113.85	£99	210	6.4 km	4 miles	16 mins
Hilton Nottingham	4*	€ 102.35	£89	176	6.6 km	4.1 miles	17 mins
Holiday Inn Nottingham	3*	€ 111.55	£97	128	6.3 km	3.9 miles	14 mins
Ramada Nottingham City Centre	3*	€ 100.05	£87	90	6.4 km	4 miles	17 mins
Holme Pierrepont Country Park	3*	€ 80.50	£70	54	-	-	-
Holme Pierrepont Country Park – Camping	-	€23.00- €28.75	£20- £25	-	-	-	-

## 12.3 Provisional Cost of Accommodation by type (i.e. technical delegates, judges and officials, dignitaries)

ICF Delegates, Jury, Judges and International Technical Officials – Jurys Inn

National Officials – Holme Pierrepont Country Park accommodation and camping

Teams – will have a broad selection including the selection above though should they have bespoke requirements Experience Nottinghamshire will offer a full accommodation booking service as required



## 12.4 Type of food service/time available/menu choice for all participants by type

All of our selected hotels will offer a wide selection of menu choices to suit an international clientele (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 utilising the catering provisions within HPP. 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

Comprehensive catering facilities will be positioned at key centres around the venue; 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.

# 13.0 TRANSPORT

## 13.1 Airport Description

The closest airport to Holme Pierrepont is East Midlands Airport providing regular flights to and from Europe.

	Distance	Time	Destinations
East Midlands Airport	27 km	25 mins	Regular flights to and from Europe
Birmingham Airport	83 km	60 mins	Europe, the Middle East, the Indian subcontinent, North America and the Caribbean
London Heathrow Airport	205 km	150 mins	Worldwide



## 13.2 Transfer arrangements for arrival and departures and provisional costs

Airport transfers can be provided to/from the following airports, for personnel utilising the official designated accommodation as follows (per person return):

	1-7 passengers		8-16 passengers		9-40 passengers	
	Euro	(GBP)	Euro	(GBP)	Euro	(GBP)
East Midlands Airport	€21.75	£25	€17.40	£20	€13.05	£15
Birmingham Airport	€30.45	£35	€24.36	£28	€17.40	£20
London Heathrow Airport	€56.55	£65	€39.15	£45	€32.19	£37

\*All personnel arriving/departing on same time/airport.



### **13.3 Transport of athletes and team officials during the competition**

Section 13.2 outlines the cost of airport transfers for teams. Prices for larger teams are available upon request.

Transportation for teams to/from the official designated accommodation to the competition arena can also be arranged with prices available upon request.

In addition British Canoeing will seek to extend the current bus route to provide more regular access to HPP and free access for accredited personnel.

### **13.4 Transport of technical officials during the competition**

Complimentary transportation as follows:

Transfers to/from East Midlands/Birmingham Airports or Nottingham Station to the official designated hotels.

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

### **13.5 Car Service for VIPs and Dignitaries**

Transportation for VIPs, including sponsors, suppliers and the ICF family; will be via a fleet of appropriate vehicles - luxury cars, people carriers, mini-buses, coaches. This will include transportation to/from nominated Airport, Competition Venue and Official Accommodation; to cater for the event programme, social and supporting activities.

### **13.6 Access to transportation for leisure**

Nottingham is ideally situated and serviced by a good public transport network (Bus, Tram and Train networks). British Canoeing have already negotiated special public transport rates within Nottingham for use on the bus and tram system for all accredited personnel and ticketed spectators.

# 14.0 CEREMONIES

## 14.1 Opening Ceremony Location and Capacity

The Opening Ceremony will be held on Monday 27 August 2021, 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 a suitable key local town centre or iconic venue. The aspiration at present is to host the Opening Ceremony at the City Hall.

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 will be agreed in consultation with the ICF and local partners.

## 14.2 Closing Ceremony Location and Capacity

The Closing Ceremony will be held at Holme Pierrepont on Saturday 2 September 2021; in front of the seating area and follow the ICF protocol guidelines. The Closing Ceremony will take place immediately following the final Victory Ceremony of the 2021 ICF Canoe Freestyle World Championships.

## 14.3 Victory Ceremony Concept

The Victory Ceremonies will be held in accordance with the ICF protocol guide and form part of the live web streaming programme production, utilising the onsite audio and visual sport presentation facilities. The Victory Ceremonies will take place within the Competition arena in front of the main seating/VIP area, immediately following the finals events for all medal ceremonies.



# 15.0 SPORT PRESENTATION AND SPECTATOR SERVICES

## 15.1 Sport Presentation Plan

On-site audio and video sport presentation will be provided with the aim of creating the most exciting and informed spectator experience possible. This would include the provision of a large screen and live commentary.

## 15.2 Spectator Services

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. Comprehensive information services will be located in key locations around the competition arena.

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

Holme Pierrepont is easy to reach by road and public transport, together with comprehensive walking and cycling networks. The existing excellent public transport infrastructure would also be encouraged/ utilised to assist spectators to travel to/from the venue. Local bus services run from the city centre and Nottingham train station to HPP. British Canoeing will work with the County and City Councils to negotiate additional bus services and special public transport rates within Nottingham for use by ticketed spectators. In addition spectator car parking will be located onsite.



# 16.0 PROMOTION AND MARKETING

## 16.1 Promotion Strategy and Program

A stakeholder marketing and communications group will be established comprising marketing leads from all event stakeholders to maximise national and city owned marketing assets. This will include British Canoeing, Nottinghamshire County Council, Nottingham City Council, Experience Nottinghamshire, Rushcliffe Borough Council, Serco and HPP Leisure Trust.

British Canoeing will be launching a new strategic plan for 2017-2021 in March 2017. Hosting major international events and raising the profile of canoeing are embedded in the plan which comprises 11 key pillars of activity:

- Increase regular participation in Paddlesport
- Attract new members to British Canoeing and improve member engagement and satisfaction
- Create and promote more opportunities for exploration, adventure and challenge
- Improve the offer to and from clubs and centres
- Create more places to paddle and improve facilities
- Improve access and promote environmental awareness
- Provide excellent competitions
- Improve pathways to performance and international success
- Develop our coaches and volunteers
- Strengthen governance at club, regional and national level
- Improve the profile of Paddlesport and communications throughout the sport

In the first year of the strategic plan a major emphasis will be to communicate the new British Canoeing vision and strategy on an ongoing basis to all parts of the workforce including coaches, volunteers, disciplines, regions, clubs and centres through a range of communication channels, media activities, sponsorship activations and events.

By doing so, this will increase the visibility of the sport, improve our communications and develop key partnerships putting British Canoeing in a strong position to promote and raise the profile of the 2021 ICF Canoe Freestyle World Championships.

### Spectator audience promotional strategy

Building on our experience and insight from hosting previous international canoe events, a promotional campaign will be implemented six months prior to the start of the event.

#### Media launch event

Six months from the start at the event there would be a media and stakeholder launch to take place in central Nottingham that would include:

- Representatives from British Canoeing/ICF
- British Freestyle world medallists
- Representatives from Nottinghamshire County Council, Nottingham City Council, Experience Nottinghamshire and Serco.
- Invited media representatives



## Ticketing strategy

Our ticketing campaign would target five key audiences and promotional activities would include:

### Canoeing audience

- Early-bird ticket offers for existing and new British Canoeing members
- Regular promotion to 40,000 people via membership, coaching, clubs and Go Canoeing e-newsletters
- Prominent advertising and promotion on the British Canoeing website
- Utilise our social media channels – Facebook, Twitter, Instagram – reaching over 20,000 followers
- Support through the Home Nations communications channels in Northern Ireland, Scotland and Wales
- Cross promotion through British Canoeing sponsors and official partners
- Promotional collateral created and circulated to the canoeing workforce, clubs and centres
- Advertising in the wider canoeing publications and platforms
- Promotion through the British Canoeing national events series.

### Local audience

- Advertising and promotion at HPP and their communication channels.
- Discounted tickets and competitions offered through the local print media and radio.
- Early promotion and discounted tickets through local schools, local authorities and large businesses in the area
- Digital and web advertising across prominent local platforms
- Promotional collateral created and circulated to the wider Nottinghamshire area and associated sporting facilities
- Media invited events involving world medallists
- Delivering development sessions for local schools and clubs in partnership with Serco and HPP Leisure Trust through the delivery of British Canoeing Paddlesport programmes, a Paddlefest outreach programme and provision of tickets to attend the event

### East Midlands audience

- Build on the relationship with neighbouring City and County Councils to include special features on their respective websites, social media, e-newsletters and editorial
- Access a number of potential advertising and promotional channels such as [www.experiencenottinghamshire.com](http://www.experiencenottinghamshire.com), the information-based posted sites on Nottingham tram and bus network and the travel page in the free, daily newspaper distributed to commuters.
- Promote to the County Sports Partnership network – specifically ones based in the East Midlands
- Promotion through Experience Nottinghamshire, City Council and County Council social media channels

### Sporting audience

- Prominent advertising and promotion via national organisations including UK Sport and Sport England
- Competitions and discounted tickets through the Be Inspired e-newsletter, which is sent to the London 2012 Games ticket applicants database
- Target ticket promotion offers to National Governing Bodies and sporting bodies including those based close to Nottingham (including Swimming, Volleyball and Triathlon) and have an outdoor/adventure element (cycling, mountaineering, snow sports.)

### International audience

- Promotion of the event through the communication channels of the ICF/ECA and their members.

## 16.2 Marketing Strategy and Program

Aligned with British Canoeing's new strategic plan one of the 11 pillars is to improve the profile of paddle sport and communications throughout the sport.

Supporting this pillar will be British Canoeing's new in-house marketing and communications team. The marketing and communications team will improve promotion and profile for the sport, and ensure the long term support for international events hosted in the UK.

Marketing activity and ticket promotion will focus on:

- Growing the membership of the sport and provide personalised and segmented content
- Developing commercial partnerships with a range of suppliers
- Increasing the prominence and footfall of national competitions and mass-participation events
- Building on the interest and success achieved in the London 2012 and Rio 2016 Games to raise the profile of the sport
- Building media coverage around the event, raising the profile of the sport and utilising world medallists as ambassadors.
- Generating timely content across a range of channels and platforms, including offers and early bird discounts.
- Working in partnership with key stakeholders including Local Councils, Experience Nottinghamshire, Serco and HPP Leisure Trust
- Event Prominence and visibility at HPP

## 16.3 Public Opinion and Legacy to the area

There is positive public opinion towards the international canoeing events in the UK following the London 2012 Games and the legacy of major events previously held such as the 2015 ICF Canoe Slalom World Championships. Following the 2015 Slalom World Championships an inspiration impact study was undertaken:

- 92% of sample said they would recommend the experience to other people
- National Pride – 96 % UK resident spectators felt “proud” about the UK hosting the event

HPP provides the area with a major leisure attraction with many activities on offer.

The entire area benefits from having a world-class sporting venue that enhances existing leisure attractions in the area creating a destination for people across the region and improving the local economy. In legacy local suppliers are used to support events and visitors boost local accommodation.

This venue provides different activities through a variety of programmes, see section 19 for more details on the legacy in action.





**16.4 Branding, Look and Image**

We will work closely with the ICF to enhance the world class facility at HPP by ensuring a strong look and image to the event in order to attract more media, more sponsors and therefore increasing the visibility of our sport.

We have previously worked with branding contractors to create a positive ‘look and image’ and would look to utilise a similar service for this event, working in close collaboration with the ICF.

Alongside the branding of the event we will work closely with partners to ensure they receive prominence commensurate with their expectations.





# 17.0 TV AND BROADCASTING

## 17.1 Event TV Broadcasting

Live web streaming will be provided as a minimum using established provision with a proven record.

British Canoeing are also investigating the opportunity to work with a host broadcaster to provide broadcast on a UK television network and provide a feed internationally. British Canoeing have a good relationship and connections with a number of other TV networks including BT Sport and Sky. We have started negotiations regarding an integrated broad package of televised ICF and British Canoeing events, which the 2021 ICF Canoe Freestyle World Championships would be a key element of. Should a Host Broadcaster engage and commit to providing free of charge the required production and airing of the event on TV, British Canoeing would work to ensure this partnership is delivered. Conversations have already taken place with Simon Toulson to include a number of other ICF events, including Freestyle, within the package available to the broadcaster.

## 17.2 Host Broadcaster

For web streaming the scope will include multi camera angles including drone, athletes name and bib numbers, timing, appropriate results, schedules, in stream adverts and pre event highlights and interviews.

Should British Canoeing's ambitions materialise with respect to establishing a TV broadcaster then the technical scope would be in excess of previous ICF events.





# 18.0 COMMUNICATION

## 18.1 Communication Plan

In the line with British Canoeing's new strategic plan one of the 11 pillars is to improve the profile of paddlesport and communications throughout the sport.

Following a successful Rio 2016 Olympic Games our goal is to build further interest in our sport by hosting a series of international events in the UK that will support our ambition to increase the profile of the sport. This will comprise:

- Increase the profile of freestyle, canoeing and HPP in the UK and around the world.
- Engage with and inspire new audiences to participate in the sport.
- Increase the number of members that join British Canoeing.
- Promote the HPP, enhancing its reputation as a destination for major events.
- Strengthen key partnerships with the ICF, ECA, Local Councils, HPP and partners.
- Enhance relationships with key sponsors and commercial activities.
- Develop relationships with local schools and clubs in promoting the event.
- Provide opportunities for spectators to enjoy a world class sporting event experience with a wealth of attractions for all the family.
- Enhance the profile of British Canoeing, it's performance athletes and coaches, and it's medal potential, through increased media.

## 18.2 Event Media Operations

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

The Media Centre will facilitate the expectations of the press, with designated areas with clear course side views and TV screen providing live feed. Photographers will also have course side access and suitable bandwidth internet access within the Media Centre.

The Centre will have capacity to host up to 50 media personnel, meeting the needs and demands of the various media organisation visiting a world class sporting event, including:

- Views of competition area
- Designated media seating area and designated photography/camera positions
- Access to a managed mixed zone
- Competition Information
- Refreshments
- Wi-fi, printing, copying services
- Power and hard wired Internet connections



# 19.0 SUSTAINABILITY

## 19.1 Sustainable Development Plan for ICF Event

British Canoeing have made Holme Pierrepont its home housing not only the British Canoeing offices but the Olympic Sprint and Paralympic Paracanoe performance programmes, and Sprint, Freestyle and Polo National Championships. The bid for the 2021 ICF Canoe Freestyle World Championships is part of a wider major international events strategy with a concurrent bid being made for the 2019 ICF Canoe Slalom World Cup and 2020 ECA European Championships and an aspiration to bring more events across all disciplines in the next ten years.

British Canoeing, in partnership with HPP have a well-established legacy development plan which shown significant benefits to the local community including:

- 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

British Canoeing and HPP Leisure Trust will submit an application to the Sport England Engagement Fund to use the 2020 and 2021 events as an inspirational driver to engage with the communities across Nottingham and the surrounding area.

The Community Development Programme will be broken up into the following key areas.

- Education – work with schools and colleges supporting their progress and partnering them with local clubs & centres.
- Engaging new paddlers – work with local centres and clubs to provide opportunities such as Learn to Canoe courses, Improve your Canoeing courses and also to take part in a variety of entry level competitions & start up events.
- Supporting existing paddlers –provide regular information and opportunities for local Paddlers of all ages to take the next step into local and regional opportunities.
- Coaching, Volunteering & Leadership – support volunteering opportunities across the sport from young people upwards through British Canoeing initiatives such as Cadet Leader Award, Club Activity Assistants (CAA's), Paddlesport Leader Award.



Ensuring activity is sustainable is key to British Canoeing and HPP. Through a process of early partner engagement we will identify and work with those partners who share the aims and objectives of the Community Development Programme and have the structures and capabilities to sustain activity beyond this programme. Key to this will be the quality of the delivery environment, supportive customer focussed coaching and the relative ease of regular activity.

British Canoeing understands that its operations and processes in hosting the event 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. One key benefit of hosting the event at HPP is the sustainable naturally fed white water course from the adjoining river.

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

The framework aims to support events to:

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



# 20.0 MEDICAL AND ANTI-DOPING

## 20.1 Anti-doping Control

British Canoeing can guarantee that the doping control measures will be conducted in accordance to the (WADA International Standards) ICF standards.

## 20.2 Collaboration



British Canoeing will work with UK Anti-Doping (UKAD) as the UK National Anti Doping Organisation, to collaborate with the ICF.

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.

British Canoeing will provide the required minimum number of urine samples as per ICF guidelines in accordance with the current WADA International Standard of Testing, during the event.

## 20.3 Medical and Physiotherapy Support at the Competition 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.

## 20.4 Location of local hospitals

Queen’s Medical Centre Nottingham is 7.7 km (4.8 miles) providing 24 hour a day accident and emergency services.

NHS Urgent Care Centre, Seaton House, City Link, Nottingham NG2 4LA is located 4.3km (2.7 miles) from HPP, and open daily 7am-9pm providing minor injury emergency care.





# 21.0 SECURITY

## 21.1 Security at the venue

We are dedicated to providing the safest security environment for the 2021 ICF Canoe Freestyle World Championships. Security services will be present at HPP 24 hours per day for the duration of the official training and competition phase of the event. This will include restricted access controls to key areas of the HPP site, including the athlete's village, boat storage and technical areas. Access will be controlled via the accreditation passes. Visitors/Spectators will be granted access to the venue via ticketed control. The venue has existing 24 hour CCTV. In addition there will be pre-event briefing for all staff, in addition to content being included in athlete and officials briefings.

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

## 21.2 Involvement of public authorities

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

The United Kingdom has secure and swift border controls and is well-versed on discrete protection of VIP's and other high profile personalities and visitors. Nottingham also offers internationally renowned health and medical services.

A Safety Advisory Group will be established during the planning phase of the event with representation from all the emergency services, local authorities and stakeholders to ensure an integrated approach to security. The 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 the World Championships.



# 22.0 SOCIAL PROGRAM

## 22.1 Receptions and social activities

British Canoeing will host a reception inviting ICF delegates, international technical officials and team leaders to celebrate the staging of the event in the UK.

In addition a closing party will be held at HPP following the completion of competition on Saturday 2 September.

There are also a wide array of social activities within the City Centre (distances from HPP):

- Nottingham Castle 6km (3.7 miles)
- Museum of Nottingham Life at Brewhouse Yard 6.4km (4 miles)
- Nottingham Caves 5.3km (3.3 miles)
- Lace Market 5.1km (3.2 miles)
- Nottingham Contemporary Gallery 6.3km (3.9 miles)
- Galleries of Justice 3.8km (3.8 miles)
- On the outskirts of the city are the following:
- Wollaton Park 13.5 (8.4 miles)
- University of Nottingham Lakeside Arts Centre 15km (9.3 miles)

Further afield

- Sherwood Forest (the home of Robin Hood) 42km (26 miles)
- Rufford Abbey 39km (24 miles)

## 22.2 Spouse Program

British Canoeing will endeavour to secure reduced rates for friends and families to engage with a number of local social activities.

# 23.0 LANGUAGE

## 23.1 ICF Official Working Language

The official language for the 2021 ICF Canoe Freestyle World Championships will be English.

## 23.2 Language and Interpreter Services

Within the workforce delivering the event will be a number of multi lingual personnel who can support in interpretation if required.

# 24.0 CONCLUSION



## 24.1 All events, facilities or venues have weaknesses

British Canoeing and HPP have a proven track record of delivering world class events. The venue is technically sound and the venue owners and operators have continued to build on the successful delivery of previous events with continued investment into the site.

British Canoeing are confident that given a sunny and warm weekend the event will be buzzing with spectators throughout the competition. As detailed in section 1.3 the weather in Nottingham in September is good, but given the sometimes unpredictable weather in the UK though we predict that a rainy day could impact on the non-canoeing specific spectators.





## 24.2 Description of the Event Concept and vision

The 2017-2021 British Canoeing Strategy outlines 11 ambitions for the organisation over the next four years. One key ambition at the heart of the strategy is the development of British Canoeing's domestic and international competition and event portfolio.

British Canoeing has published a 2019-28 Major Event Strategy with a key hosting objective being the 2021 ICF Canoe Freestyle World Championships. The strategy aims to deliver a viable portfolio of international canoeing events to enhance British Canoeing's profile, to strengthen our sporting infrastructure across the Home Nations and to maximise the potential of all our athletes, coaches and volunteers to compete under home conditions and inspire others to participate and excel. British Canoeing wishes to host major world class canoeing events within Great Britain which deliver real benefits for our athletes, coaches, volunteers and for the promotion of canoeing and sport.

British Canoeing and its UK partners and stakeholders aspire to host ICF and ECA competitions on a regular basis, including Olympic/Paralympic and non-Olympic/Paralympic disciplines. Following the successful hosting of canoe slalom events in recent years, the 2021 ICF Canoe Freestyle World Championships (and 2020 World Cup) would be the first of a number of major non-Olympic events and an aspiration to build on moving forwards.

British Canoeing and its partners wish to build on its experience to date and showcase our great sport to a local, regional, national and international audience.





This matter is being dealt with by:

Name **Derek Higton**

Reference:

T 0115 977 3498

E [derek.higton@nottscc.gov.uk](mailto:derek.higton@nottscc.gov.uk)

W [nottinghamshire.gov.uk](http://nottinghamshire.gov.uk)



Mr Jose Perurena  
President, International Canoe  
Federation  
Avenue de Rhodanie 54  
CH1007  
Lausanne  
Switzerland

Dear Mr Perurena

3 January 2017

### **ICF 2021 World Championships**

We are delighted to confirm Nottinghamshire County Council's support for the ICF 2021 World Championships at Holme Pierrepont National Water Sports Centre. As the owner of this world class venue, the County Council shares the aspirations of all the supporting partners to secure this event, building on our existing major events portfolio and to once again stage a global event in Nottinghamshire.

In Holme Pierrepont, the home of the National Water Sports Centre, we have a venue that offers world class facilities, and across Nottinghamshire we have a supporting infrastructure that is the equal of any location.

Working with our partner Serco, which manages the site on our behalf, we will give you our full support to make the event successful, and will provide a world class venue that will deliver a first class experience to all of the athletes and spectators.

Yours sincerely,

A handwritten signature in cursive script that reads 'Derek Higton'.

**Derek Higton**  
**Service Director, Youth, Families and Culture**  
**Nottinghamshire County Council**

DT/ew

Mr Jose Perurena  
President  
International Canoe Federation  
Avenue de Rhodanie 54  
CH1007  
Lausanne  
Switzerland

Dear Mr Jose Perurena,


**RE: 2021 ICF Freestyle World Championships**

On behalf of Nottingham City Council, I am delighted to write to you in support of British Canoeing's application to host the 2021 ICF Freestyle World Championships at Holme Pierrepont, Nottingham.

Holme Pierrepont is an iconic facility located in the heart of the country, situated in a city with an unrivalled sporting passion. Nottingham has hosted numerous high profile sporting events over the years, including most recently the 2016 European Archery Championships hailed by the European Federation as an unparalleled success for the sport. The city has a vibrant events scene, with local residents enjoying a vast array of cultural and sporting events attending in their thousands.

Nottingham City Council has an ambitious strategy to attract the world's best sporting events to the city every year, and welcoming this ICF event would be an integral part of that strategy. It is our aim to use major events such as these to raise the profile of the city and the sport, encourage local citizens to participate more regularly in sport, and welcome the world to our city. We look forward to working with British Canoeing and their partners to deliver a truly memorable event for both competitors and spectators alike.

Yours Sincerely



**David Trimble**  
Portfolio Holder for Leisure and Culture



Portfolio Holder for Leisure and Culture

Councillor for Dunkirk & Lenton

Loxley House  
Station Street  
Nottingham  
NG2 3NG

0115 87 64256  
dave.trimble@nottinghamcity.gov.uk  
www.nottinghamcity.gov.uk

When telephoning, please ask for :

Telephone no : 0115 9148267

Email: [dmitchell@rushcliffe.gov.uk](mailto:dmitchell@rushcliffe.gov.uk)

Our Reference :

Your Reference :

Date : 30 January 2017

Mr Jose Perurena  
President, International Canoe Federation  
Avenue de Rhodanie 54  
CH1007  
Lausanne  
Switzerland

Dear Mr Perurena

### ICF 2021 World Championships

I am pleased to confirm Rushcliffe Borough Councils' support for the bid to host the International Canoe Federation 2021 World Championships at Holme Pierrepont National Water Sports Centre. The Council are proud to have this world class venue located within the borough and fully support the ambition of our partners at the centre to host major events.

Rushcliffe is home to a number of world class sporting venues which have over the years hosted a range of national and international events. The Council has a track record of working in partnership to maximise the sporting and economic benefits such events can bring to the local area.

We are delighted that the 2021 World Championships represent an opportunity for a further high profile international event which will bring new visitors to our borough. We will provide our support to the organising team to help ensure the success of the event.

Yours Sincerely,



David Mitchell  
Executive Manager - Communities



Rushcliffe Community  
Contact Centre

Rectory Road  
West Bridgford  
Nottingham  
NG2 6BU

#### In person

Monday to Friday  
8.30am - 5pm  
First Saturday of  
each month  
9am - 1pm

#### By telephone

Monday to Friday  
8.30am - 5pm

#### Telephone:

0115 981 9911

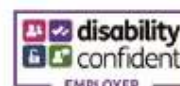
#### Email:

[customerservices@rushcliffe.gov.uk](mailto:customerservices@rushcliffe.gov.uk)

[www.rushcliffe.gov.uk](http://www.rushcliffe.gov.uk)

#### Postal address

Rushcliffe Borough  
Council  
Rushcliffe Arena  
Rugby Road  
West Bridgford  
Nottingham  
NG2 7YG



## ICF Freestyle World Championships 2021

We are delighted to be putting forward the Holme Pierrepont Country Park, HOME OF The National Water Sports Centre letter of support for the ICF Freestyle World Championships 2021.

At the centre we share the same aspirations of all the supporting partners to secure these events that continue the cycle of major international events at the centre and in the UK.

As the management agent for the centre, we believe that the Holme Pierrepont Country Park is perfect venue to host the ICF Freestyle World Championships 2021. We are passionate about hosting these events not just for the centre, but to promote the sport in the community and in turn to grow participation and make an impact in those areas that are in active.

As we understand the importance of hosting these events and to show our commitment the centre will be contributing £59,000 as value in kind. This includes the venue hire, equipment and key event staff.

We hope you share our collective vision of continuing to develop participation by utilising major events.

Yours sincerely



James Palmer

General Manager Holme Pierrepont Country Park, HOME OF The National Water Sports Centre





