

Part 2 - Event Objectives

For the avoidance of doubt, it is understood by the parties that whilst it is the aim of both parties to achieve the Event Objectives over the course of the Term, the Delivery Partner shall not be in breach for failing to have achieved the Event Objectives.

- 1 The overall objectives for the Event are to create a new annual, financially self-sustaining world-class cycling event which:
 - (a) Creates large-scale engagement from participants, spectators and media;
 - (b) Generates sustainable, long-term economic benefits;
 - (c) Encourages more cycling in London and the UK; and
 - (d) Establishes a significant legacy from the 2012 Olympic and Paralympic Games.
- 2 In order to achieve these objectives it will be necessary to establish:
 - 2.1 A world class brand to promote cycling and London:
 - (a) A clear name and visual identity with 'London' at the heart;
 - (b) An integrated look & feel in promoting Event events;
 - (c) A brand that motivates key audience groups; and
 - (d) A brand that enhances the reputation of London.
 - 2.2 A sustainable business model:
 - (a) Commercial opportunities at multiple levels;
 - (b) Commercial partnerships that share a long term vision and synergy with event objectives; and
 - (c) commitment by the Delivery Partner to underwrite the cost of the event.
 - 2.3 A marketing and PR strategy that creates success:
 - (a) An event launch with global and national appeal;
 - (b) A twelve (12) month plan for targeting and encouraging participation by audience group;
 - (c) Year round activation of the event to encourage more Londoners to cycle more regularly; and
 - (d) A plan that maximises TV and internet broadcast reach nationally and internationally.
 - 2.4 Digital platforms which:
 - (a) Showcase London to the world;

- (b) Provide benefits to participants in keeping with the highest standard mass participation events;
- (c) Maximise spectator involvement; and
- (d) Leverage social media to encourage a sustained uplift in levels of cycling in London.

2.5 Charitable fundraising synonymous with the Event:

- (a) Integrating charitable fundraising across all component parts of the Event;
- (b) Raising significant amounts for charitable causes from the Challenge Ride; and
- (c) Leveraging charitable fundraising through digital platforms.

2.6 Events with appeal to Event Participants:

- (a) Registrations are maximized;
- (b) Entry policies to key audiences are fair & controlled and to include:
 - (i) Residents of London and Surrey
 - (ii) International Event Participants
 - (iii) VIPs
 - (iv) Women
 - (v) Inactive people
 - (vi) Schools
 - (vii) British Cycling members
 - (viii) Corporate / workplace challenges;
- (c) Using domestic and international Event ambassadors to drive awareness and participation of the Fun Ride and Challenge events; and
- (d) Event parts are fuelled by developing year round grass roots programmes that cross promote the Event, specifically the Fun Ride and drive sustained participation in cycling. Target audiences being new and lapsed cyclists.

2.7 An elite Event with:

- (a) A world class field with appeal to national and international audiences; and
- (b) Event routes which incorporate iconic central London locations and inspire Event Participants, spectators and media alike.

2.8 Creating a festival atmosphere:

- (a) Establishing an annual weekend festival at the QEOP which celebrates cycling and includes a world class expo;

- (b) Ensuring an atmosphere in central London comparable to the 2007 Tour de France Grand Depart; and
- (c) Strategies to engage with local communities and schools to create festival activities along the route to maximise spectator numbers and enjoyment.

2.9 Ways of working and project delivery that:

- (a) Recognise Event Stakeholder roles and objectives;
- (b) Establishing collaborative working practices; and
- (c) Provide a first class account management function to work across Event Stakeholders and into Founding Stakeholders.