



28 August 2019

PRESS & MEDIA CO-ORDINATOR

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Report for North West Region Annual General Meeting 2019

Website & Social Media

The British Cycling North West Region website www.bc-nw.co.uk provides Region specific information and also carries news and press releases as appropriate. Recently this has included the vacancy for the position of Region Competition Administrator and updates on Region Team events.

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.

2019 also saw the continued use of social media updates via Facebook (BC North West Region) and Twitter (@BC_NorthWest), these are also linked on the homepage of the website.

Ongoing development and maintenance of the website 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 allows the dissemination of press releases, results and other Region specific information on a local, national and even international basis as appropriate.

North West Region Videofinish & Radio Equipment

The Videofinish systems, UHF car and portable radios have been used extensively at Regional road and track events throughout the year.

The role of Press & Media Co-ordinator

With the future work of the Region likely to be shaped by the proposed Region Plan and the increased involvement of BC staff in this process, this will undoubtedly reflect on the role and responsibilities of the Press & Media Co-ordinator going forward.

In light of this, I have taken the decision that I will not be seeking re-election to the Region Board at the 2019 AGM.

Having been a member of the North West Region Board since it's formation, and prior to that the Merseyside Division Committee, it has been very fulfilling to make a contribution to the development of cycling in our region during those years.

I will of course be happy to assist the new holder of the position in the initial stages of the transition if required.

Carl Lawrenson
Press & Media Co-ordinator

www.bc-nw.co.uk

British Cycling North West Region : Cheshire, Cumbria, Isle of Man, Lancashire, Manchester & Merseyside