

BRITISH CANOEING EVENTS LTD

ANNUAL REPORT 2019

British Canoeing Events Ltd

Chair's Statement

British Canoeing Events Ltd (BCE) was incorporated on 30 November 2018 with the express purpose of delivering the current and future international events awarded to British Canoeing.

The Board of Directors was appointed after a thorough recruitment process which identified four independent Directors with a wealth of experience in the field of international events complemented by three further Directors from the British Canoeing Board and executive functions.

Prior to the establishment of BCE, British Canoeing had already been awarded the following four international events: the ICF Canoe Slalom World Cup 2019, the ECA European Slalom Championships 2020, the ICF Freestyle World Cup in 2020 and the ICF Freestyle World Championships in 2021.

In 2019 BCE was also awarded the right to host the ICF 2023 Canoe Slalom World Championships against strong competition from Slovakia and China. Our bid received excellent support from UK Sport and will be our highest profile home event since the 2015 edition of the same competition.

The delivery of the ICF Canoe Slalom World Cup at Lee Valley's impressive Olympic legacy venue in May was the highlight of the year. Excellent crowds, first-class operations and an enthusiastic volunteer workforce provided the platform for a series of thrilling competitions that included tremendous success for GB athletes.

The debut of extreme slalom was a big hit with spectators and it was pleasing to see legendary paddlers take part in a reunion event in between the World Cup races.

The event enjoyed strong media support from the BBC and commercial support from sponsors, including Jaffa and Red Bull and has laid solid foundations for the 2020 European Championships at the same venue. At the time of writing, 80% of the volunteers from 2019 have signed up for 2020.

Lee Valley will share the spotlight with the National Watersports Centre in Nottingham in 2020 where the Freestyle World Cup will be our first international event in this discipline for over 15 years.

In our first year, the BCE Board has received tremendous assistance from the CEO and executive team at British Canoeing and enjoyed close collaboration with the British Canoeing Board. I would like to conclude by recording my sincere appreciation of the quality and enthusiasm of this support.

Governance

British Canoeing Events Ltd is fully committed to ensuring good governance throughout the organisation.

The appointment of the full Board of Directors was completed in February 2019. The Board met for the first time in February 2019.

Composition of the Board

Jonathan Long	Independent Director	appointed 20 th February 2019
Rosie Williams	Independent Director	appointed 20 th February 2019
Vivien Blacker	Independent Director	appointed 20 th February 2019
Phelan Hill	Independent Director	appointed 20 th February 2019
David Joy	British Canoeing Nominated	appointed 30 th November 2018
Mark Bache	British Canoeing Nominated	appointed 20 th February 2019
Susan Hicks	British Canoeing Nominated	appointed 20 th February 2019

To avoid any potential conflict of interest within the governance structure of BCE it was agreed by the Board that David Joy would step down as Chair and Jonathan Long would become an independent Chair. Rosie Williams was appointed the Senior Independent Director.

The Board established a Governance and Risk Committee of the Board, comprised of:

James Fry	Chair & British Canoeing Independent Director
Richard Boreham	British Canoeing Independent Director
Rosie Williams	British Canoeing Events Ltd Independent Director

The Governance and Risk Committee met three times in 2019. The Chief Executive and Head of Governance of British Canoeing were in attendance at all three meetings.

Following review by UK Sport it was agreed that BCE would be compliant with Tier Two requirements of the UK Code of Sports Governance and an action plan to meet Code compliance was agreed with UK Sport. The Governance and Risk Committee's focus in 2019 was to deliver against this action plan, particularly to agree and approve a Governance Policy, a new set of Articles of Association and a Service Agreement establishing the terms of the relationship between BCE and British Canoeing.

The Governance Policy, Articles of Association and Service Contract were subject to scrutiny and approval by the Governance and Risk Committee. They were all formally approved by the Board in November 2019.

The motion to approve a new set of Articles will be presented for approval at the AGM in March 2020.

UK Sport have agreed identified policies and procedures required to be in place to ensure Code compliance and agreed an action plan for delivery in 2020.

The Board established a Finance and Audit Committee of the Board, comprised of:

Mark Bache	Chair & British Canoeing Events Director
Stephen Linksted	British Canoeing Director
Craig Wagstaff	Independent Member

The Finance and Audit Committee met three times in 2019. The Chief Executive and Finance Director of British Canoeing were in attendance at all three meetings.

Financial Results

The financial records and accounts of British Canoeing Events Ltd have been fully established and all HMRC registrations including VAT and Corporation Tax fully activated.

The Board agreed to amend the Accounting Reference date from the 30th November to the 31st October to bring the financial year in line with that of British Canoeing to enable economies of scale in accounting processes and external audit requirements.

The first set of Financial Statements were completed at the 31st October 2019 and following a successful external audit, approved by the Board.

The first financial year was successful including the delivery of the 2019 ICF Canoe Slalom World Cup in June. The financial results for 2018/2019 showed a small surplus of £4,986. This surplus was generated from a grant from British Canoeing to fund the business operations and provide a small level of reserves. In addition to the operational funding, BCE received a further £27,760 to include the NGB contribution to the 2019 World Cup of £20,000 and to underwrite the event loss of £7,760.

The financial obligations of British Canoeing and BCE have been agreed in principle by both Boards, and includes the detail of the funding that will be provided by British Canoeing to BCE. This includes an annual award for operational funding, the timing of the payment of NGB contributions to the international events and the authorisation and award of any funding required to underwrite BCE financial losses resulting from the international events returning a financial deficit. The financial contract will be presented for approval at the March 2020 Board meeting.

Abridged Accounts for the financial year ending 31st October 2019

	2019
Profit & Loss Account - 2019	
Income	361,812
Expenditure	(356,117)
Operating Profit / (Loss)	5,695
Interest Receivable & similar income	0
Taxation on ordinary activities	(709)
Profit / (Loss) on activities after interest and tax	4,986
Balance Sheet	
Current Assets	356,220
Current Liabilities	(351,233)
Net Assets	4,987
Share Capital	1
Profit & Loss Account	4,986
Capital and Reserves	4,987



International Event Delivery

International Events Strategy

The International Events Strategy, including the Purpose and Vision was agreed by the Board. The strategy illustrated how the events linked and contributed to the British Canoeing Strategy – Stronger Together and the extent to which new events would be considered and how events were being prioritised.

In line with the Major Events Strategy, work continues with other disciplines to shape future hosting ambitions. Discussions and feasibility continue around both Olympic/Paralympic and non-Olympic events from 2025 onwards.

2019 ICF Canoe Slalom World Cup

Following the successful delivery of the 2019 ICF Canoe Slalom World Cup a review of the key objectives set in delivering the 2019 ICF Canoe Slalom World Cup was reviewed with key headlines being;

- The ICF deemed the event delivery as successful and have since asked British Canoeing to present the spectator engagement and legacy work
- Minor technical adjustments will be implemented at future events to enhance provision
- Positive relationships were built with Lee Valley that may enable a permanent Extreme Slalom ramp to be installed on site (should the event be confirmed for the Paris 2024 Games) for 2022/23 international events
- The British team won 3 out of a possible 4 gold medals in individual Slalom events (Olympic classes) and a further gold in Extreme Slalom
- Strong volunteer base formed to provide foundation for future events through a new brand “Canoe Crew”
- Club engagement must improve, for example, via link to Lee Valley Paddlesports Club providing seamless route through to participation post event
- Digital marketing campaign and engagement with the paddlesport market had been a strength
- Need to increase spectator numbers at European Championships and engage the non-paddlesport community
- The BBC were impressed with spectator viewing time and the highlights programme had been well received
- Evaluation meetings with respective Partners had highlighted other improvements including course side branding, signage and full review of the venue layout to maximise spectator flow
- The appointment of contractors were reviewed with possibly one not to be re-appointed for future events
- Teams and the ICF reported an excellent athlete experience

- Jaffa, Leach and Red Bull had been very complimentary of the event and in turn the ICF were impressed by Red Bull involvement
- A wide number of programmes engaged with the event including Talent Inspiration Programme, Slalom Reunion event, Have a Go activation, British Canoeing Women's Ambassadors and 1200 school children in attendance.

2020 ECA Canoe Slalom European Championships

Following a full review of objectives and operations following the 2019 ICF Canoe Slalom World Cup, plans continue to be on track and on budget for the 2020 ECA Canoe Slalom European Championships.

The integration of the 2019 and 2020 events have seen significant benefits including of partnerships with contractors and economies of scale, joint commercial agreements across both events and the upskilling and retention of workforce.

The 2020 event objectives include:

- Achieve 75% of GB athletes making the finals and at least 2 individual medals
- Provide Great Britain athletes with an environment of racing under the pressure of a home crowd, the closest replication of the pressure that will be experienced by athletes in front of an Olympic crowd in Tokyo
- Engage and inspire canoeing and new audiences to create more paddlers paddling more often through a well-developed and connected community engagement programme providing true sustainable ongoing legacy following the events in the Lee Valley and surrounding areas
- Connect and communicate with both core audiences and create a new fan base capturing personal data to ensure ongoing engagement.

Changes implemented following the 2019 World Cup or expanded programmes include:

- Change in venue layout for the expo to provide a better spectator flow and introduction of Jaffa Land specifically targeting families
- Legacy programme through Broxbourne Council to train and upskill 20 young persons who will deliver the Have a Go activities and may secure ongoing paid employment through the Centre
- Additional infrastructure elements include a grandstand as is standard with a Championships event
- BCE are responsible for the appointment of the TV production company
- Broxbourne Council will host an ECA function at the Spotlight
- Despite the GB team securing all their quota slots, the European Championships is the final qualification opportunity for a large number of teams which has driven significant water time requests through the Centre in the months leading into the event.

2020 ICF Canoe Freestyle World Cup & 2021 ICF Canoe Freestyle World Championships

Planning for the 2020 and 2021 Freestyle events at Holme Pierrepont, Nottingham commenced with the formation of an Event Steering Group and a Local Organising Committee (LOC).

A small contingent travelled to Sort, Spain for the 2019 World Championships to learn lessons and meet with the ICF to discuss plans. The Freestyle World Cup in July 2020 will focus on technical delivery and laying foundations for 2021, whilst the July 2021 World Championships aims to showcase the sport at the highest level to new audiences.

British Canoeing hosted a visit from the ICF in February 2020 to discuss present plans and seek approval on a number of elements including feature location, competition schedule, wider events programme, timing and scoring, sports presentation and streaming.

The programme being developed aims to not only provide a platform for the world's best Freestyle athletes to excel but also host a wider event programme to engage with the whole paddling community through a Festival for All.

Event objectives include:

- Develop a new world class feature on the white water course ensuring ongoing technical legacy from the events
- Engage and inspire canoeing, local and new audiences to create more paddlers paddling more often through a well-developed and connected community engagement programme providing true sustainable ongoing legacy following the events in Rushcliffe and surrounding areas
- Connect and communicate with both core audiences and create a new fan base capturing personal data to ensure ongoing engagement
- Build on the reputation of Holme Pierrepont as a host to international events and hub of community activity particularly with residents in Nottingham City and across Nottinghamshire
- Provide tangible real legacy for freestyle in the production of transferable resources, documentation and structures to allow the transfer of knowledge and enable the discipline to continue to evolve globally
- Utilise the two events to establish a clear performance pathway providing maximum opportunity to harness the World Championships and deliver best ever results.

2020 IRF R4 Rafting World Championships

A bid proposal was received by the BCE Board from the British Canoeing Rafting Committee to host the 2022 IRF Rafting World Championships. Following intense discussion by the BCE Board and the British Canoeing Executive team it was concluded that the bid and business plan contained significant financial risk and did not adequately deliver the British Canoeing strategy.

2023 ICF Canoe Slalom World Championships

British Canoeing won the right to host the 2023 ICF Canoe Slalom World Championship through a competitive bid process with Slovakia and China. ICF, UK Sport and Lee Valley Regional Park Authority contracts will be signed by the end of March 2020. The UK Sport grant includes a £50k innovation fund to work with the ICF to develop either technical or audience engagement with the sport.

This event is likely to be the primary qualification event for the 2024 Paris Olympics and builds on the 2019 and 2020 slalom international events.

