

18th April 2013

To Whom It May Concern

Re: Cycle Track at Swinden Playing Fields, Pendle

I am writing to demonstrate my strong support for the provision of a new cycle track to be built at Swinden Playing Fields in Pendle.

We have been actively organising cycle events and promoting cycling in the area for ten years as a business. On a personal basis, I have been involved in local cycling activities for nearly twenty years. During this period, I have witnessed a very large explosion of interest in the activity especially in the last five years, to a large part the result of the unceasing efforts and work of Cycle Sport Pendle, working with the other local cycle organisations and Pendle Borough Council.

The demand for the facility is very clear to me and I have no doubt it will prove to be a popular and important cycling asset in the area.

As a business we operate across the UK organising a wide range of major cycling events. These include the multi-award winning Pedal for Scotland, the Night Ride series for British Heart Foundation, the Liverpool-Chester-Liverpool Bike Ride and the Great Manchester Cycle amongst others. We were also involved in the delivery of the Tour de France in Kent in 2007. Through all this experience of cycling initiatives I believe I am in a good position to comment on the work that Cycle Sport Pendle has put in over the past few years. In my opinion, they are a model for local cycle development, combining their enthusiasm, professionalism and skills with a driving vision.

Ever since we organised the first Pendle Cycle Show in 2004, attendances and participation has been high, and on a par with much larger towns and cities. The commitment of the local cycling organisations played an important part of the development from a Show to a much broader Cycle Festival. This culminated in the area hosting the National Road Race Championships in 2010 on a fully-closed road circuit watched by a crowd of approximately 10,000. The event was also significant for it being the first domestic appearance of Team Sky and the first time the event was broadcast live on TV. The area has also hosted a round of the National Elite Circuit Race Series since 2005. Furthermore there has been an annual series of guided rides for nearly ten years. These all signify how Pendle is a major cycling area, and one which punches above its weight in terms of quality of events, commitment of local organisations and pedigree of cyclists from Olympic Gold-medallist and former Tour de France riders to the champions of tomorrow. It is particularly for the latter that the track will play a significant part and for which there is very high demand.

We now also organise the Ride with Brad event, which is based in the borough, on behalf of Sir Bradley Wiggins. This is another event at which CSP play an important role.

Should the bid be successful I can see us looking to use it to run events on, apart from how busy I am sure it will be with regular cycling activities.

I therefore strongly urge you to support and approve the application.

Yours sincerely

Mark Sandamas Director



Director: Mark Sandamas