



Heart of London Business Alliance
The Business Improvement Districts

INTOUCH

Entertainment



Heart of London Business Alliance

Dear Colleague

Cycle Week promotion in Leicester Square - 23rd June 2010, 7am

On Wednesday 23rd June, there will be a mock cycle race in Leicester Square between Heart FM's Jamie Theakston and Olympic Cyclist Victoria Pendleton.

The "race track" will pass through the north-west to north-east gates of Leicester Square Gardens and along the north terrace, close to the railings. The gardens will remain closed to the public.

This event is not being advertised and apart from attracting the attention of passing public, no crowd or spectator interest is anticipated. An Outside Broadcast truck will be parked inside the Gardens and noise will be kept to a minimum.

Event plan is as follows:

5am - Set up begins, rubber flooring applied to the North Terrace and between gates.

6am - The cycle area will be secured using lightweight plastic barriers, and flags installed in the Gardens promoting Cycle Week.

6.45am - 5 stewards will be on site to protect the filming area.

7-7.30am - The mock cycle race will take place; any retakes will be filmed within this pre-determined half-hour slot.

If you have any questions regarding this event, please contact Westminster City Council Special Events Manager Helen Preece on 020 7641 2390.

Kind regards

Heart of London Business Alliance | London House | 54 Haymarket | London | SW1Y 4RP

T. 020 7839 3409 | **F.** 020 7839 3413

W. <http://www.heartoflondonbid.co.uk>

W. <http://www.westendlondon.com>

Registered in England No. 04293930

A British BIDs accredited organisation

You are receiving this email because you have requested information to be sent to you from the Heart of London Business Alliance.
If you wish to discuss the above, please email info@heartoflondonbid.co.uk - thank you. Copyright Heart of London 2010