

British Cycling National Road Race Championships

Glasgow City Centre/East Ayrshire (Time Trial)
20th – 23rd June 2013

Through the International Programme, EventScotland is supporting major, world class events which are raising the profile of Scotland's Perfect Stage around the world.



AMOUNT AWARDED
£30,000

ESTIMATED ECONOMIC IMPACT TO SCOTLAND (£M) almost

£0.8m

MEDIA PROFILE

ITV4 provided 1 hour highlights programme of the road race and time trial which received over 100,000 views. The event generated over 40 pieces of print coverage and 30 pieces of online coverage.

302
competitors
across the
Championships weekend

NUMBER OF SPECTATORS OVER

33.5k

“ This was the first time that British Cycling National Road Race Championships was hosted in Scotland, attracting new audiences to the sport. The event gave Glasgow the opportunity to develop local volunteering, and test the Commonwealth Games' Road Race route ahead of Glasgow 2014. ”