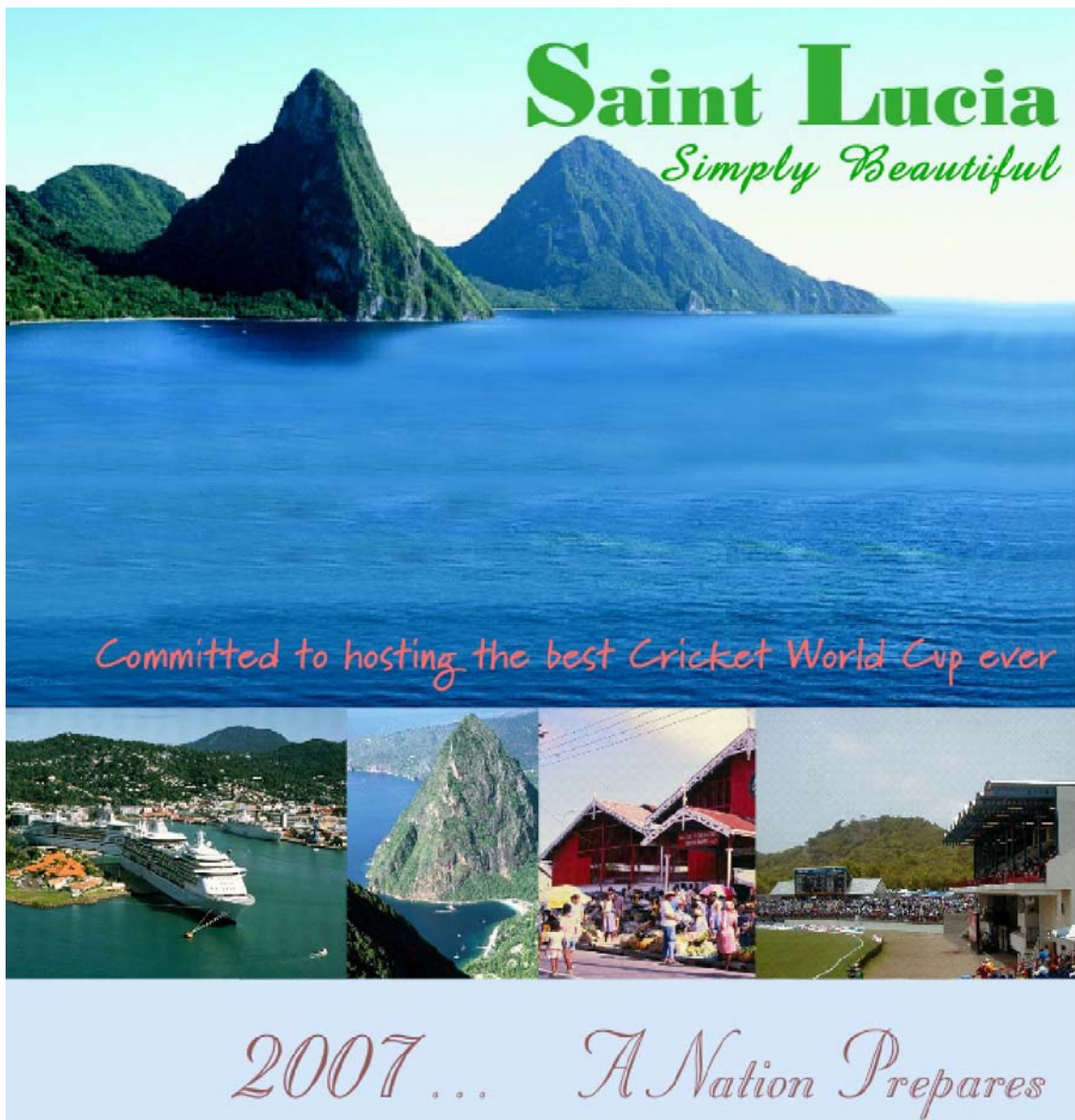


2007.....A Nation Prepares.
“Committed to hosting the best Cricket World Cup ever.”

The Saint Lucia Bid for Cricket World Cup West Indies – 2007

Media Guide



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The Saint Lucia Bid for Cricket World Cup West Indies – 2007 Executive Summary

Introduction.

Saint Lucia has been selected as one of the eight venues to host matches for the Cricket World Cup to be held in the West Indies in 2007. On July 13th 2007 Saint Lucia was awarded the blue package of matches (Blue Group) which involves hosting of six first round matches in the group led by the English team and also hosting one of the two semi-final matches.

The initial bid to host matches was a joint bid for Barbados and Saint Lucia firstly to share a green, the blue and the back group, if eight suitable venues could not be identified in the West Indies, and secondly to share the blue and black groups. Following the Venue Assessment Team (VAT) Verification Visit, Saint Lucia opted to continue working with Barbados on joint arrangements for the Cricket World Cup, but accepted that it would be assessed separately for the Blue group.

The following is a summary of the responses to the twenty four deliveries required in the Bid Book, highlighting the proposed enhancements at the BCG, the plans for CWC 2007 and national development initiatives. This summary is provided as a public education tool and a guide to media houses and persons requiring information on the elements of Saint Lucia’s Bid.

As time progresses, World Cup Saint Lucia (WCSL) Inc. will provide more detailed information on the myriad elements of Saint Lucia’s preparation to host matches in the Blue Package of the ICC Cricket World Cup 2007.

WCSL Inc. looks forward to collaborating with everyone in the hosting of the third largest sporting event in the world.

1. Political Environment

The Saint Lucia bid is widely supported by the general public and national organisations representing the private sector, the tourism and hospitality sector, sporting organisations and trade unions. Letters of support from some organisations were attached to the bid. The results of a national survey conducted three weeks prior to the submission of the bid indicated that among the 500 persons interviewed, 81.4% knew that the Cricket World Cup would be held in the West Indies, 93.6% said the Beausejour Cricket Ground should be a venue; 66% said they will attend matches; 61.4 % said they were willing to serve as volunteers and 44% said they were willing to rent out rooms in their houses to visitors.

2. Local Organising Committee.

A Local Organising Committee (LOC) was established, according to the guidelines set out in the Bid Book and the Host Venue Agreement, with directors who possess experience and expertise in administration, cricket operations, tourism, ground and air transportation, security, finance and law. The official name of the LOC is World Cup Saint Lucia (WCSL) Incorporated and it is chaired by Dr. James Fletcher, Secretary to the Cabinet of Ministers. The LOC will have direct access to senior public officers responsible for a wide range of key areas including customs and immigrations, national emergency management, security, traffic management, information and communications technology, tourism and sports. The corporate office of WCSL Inc. will have six full time staff. WCSL Inc. reports to a Cabinet sub-committee chaired by the Prime Minister and including the Ministers responsible for sports and tourism respectively.

3. Host Venue Agreement and Related Legal Issues.

The Government of Saint Lucia signed the Host Venue Agreement on July 13th 2004. This agreement identifies the obligations of WCSL Inc., CWC 2007 Inc., the commercial rights, intellectual property rights, finances and budgets and inspection and confidentiality issues.

4. Finance.

The Government of Saint Lucia is committed, through various methods of funding, to meet all the costs related to training facilities stadium development, enhancement of air and seaports and provision of portable structures. The overall estimated cost is approximately EC\$ 35 million.

5. Event Bid Packages.

The Saint Lucia LOC bid for the blue group at the BCG and for warm up matches at the National Stadium. The main venues proposed are the Beausejour Cricket Ground and the National Stadium in Vieux-Fort. This bid was accepted by CWC 2007 Inc, and Saint Lucia has thus far been awarded the opening round matches

with England as the seeded team, and one of the two semi-finals. A decision has not yet been made on the award of warm-up matches.

6. Cricket Grounds.

The Beausejour Cricket Ground has a square of six pitches, three of which are camera ready and a fourth will be camera ready in 2005. At present, the BCG meets all the ICC equipment requirements for practice and match day operations and the current list includes rollers, lawn mowers and blowers. Additional equipment to be obtained includes special grass cutters, fertilizer spreader and a small tractor. There are four practice pitches with a fifth to be constructed by 2006. There is one electronic and one manual scoreboard and any requirements for relocation of these will be met.

The National Stadium in Vieux-Fort will undergo temporary alterations to host warm-up matches and will be ready for 2006. If this venue is successful, it will also have the potential to accommodate day/night matches.

7. Cricket Stadia.

The Beausejour Cricket Ground (BCG) is a modern fully serviced cricket stadium, constructed to international standards, with a seating capacity of 12,487 and completed in 2002 at a cost of US\$16 million. It will be upgraded to 21,000 seats, 7878 of which will be covered, for 2007. Among the other enhancements proposed for 2007 are the provision of self-contained areas for physically disabled persons, technology for the hearing impaired, ringside arena seating, 20 electronic turn styles at the east and west gates, appropriate directional signage, up to 20,000 square feet of tent area for catering operations and hospitality, and additional storage space for food vendors. Waste management facilities will include a variety of bins and collection/storage points.

Facilities for players will be upgraded to include separate secure entrances and dining areas for teams and an increase in the numbers of lockers. At present there are 18 sky boxes, four of which will be converted into two presidential suites for 2007. WCSL Inc. will make provisions for the main ticket outlet to be located either at Beausejour or in the City of Castries.

8. Match Day Operations.

The necessary staff and structure are available at the BCG to ensure smooth match day operations. Full time staff undertakes tasks related to pitch repairs, maintenance, line marking and cleaning. An extensive volunteer programme will be implemented ahead of 2007, and this will include special training under the new government initiative – Youth Apprenticeship Programme. A clean-up plan will be designed and tested to ensure that the operations meet the highest international standards in sanitation and hygiene.

9. Media Facilities.

At the Beausejour Cricket Ground, Saint Lucia will provide 170 temporary press boxes for the print media and up to 175 overflow seats, all to be located in the players' pavilion. A 1000 square feet room for press conferences has been identified in the players' pavilion. Positions for up to 38 photographers are identified at the northern and southern ends of the ground. Beausejour Cricket Ground is equipped for 23 camera positions and two camera gantries at the northern and southern end of the ground, capable of covering any of four pitches being used. Four television commentary boxes and two in-vision boxes will be made available in the media centre and 10 temporary radio commentary boxes will be constructed in the North West 1 stand.

A 6,000 square feet broadcast compound will be created, with 300 square feet allocated for satellite dish area, all located adjacent to the broadcast control room. The BCG is capable of providing a wide variety of telecommunications options for use by the media, including high speed Internet at 2MBps, ADSL, Wi fi and connection to the national fibre optic ring. 127 secure parking areas and drop off zones are identified for use by media personnel. Hotels and catering services for media personnel were identified within a two mile radius of the ground. A core of trained volunteers will assist in the media operations. Two hundred and seventeen (217) seats may be lost due to a reconfiguration to accommodate additional media personnel.

10. Security.

The LOC will adopt the CARICOM security plan for CWC WI 2007, with a strong emphasis on public safety and security. A National Security Committee will be established, which will be based on strong collaboration between the national law enforcement agencies and private security companies. Saint Lucia has the required legislation to address all security issues. On match and non-match days, security plans will include the use of enhanced lighting, and close circuit television. All spectators and vehicles entering the BCG compound for matches may be subject to searches and electronic scanning.

All ports of entry are equipped with the necessary equipment required for CWC 2007.

11. Disaster Management.

A fully equipped and staffed Incident Command System (ICS) will be set up to ensure access and egress areas are properly manned, adequate signage is established, aisles remain clear and there is no overcrowding. Public Health agencies will perform pre and post match environment safety checks. The ICS will form part of the Venue Operations Centre (VOC) and will collaborate with the National Emergency Management Organisation.

12. Accreditation.

A 3000 square feet temporary accreditation centre will be erected on the southern end of the media centre. The centre will be equipped with adequate power and telecommunications capacity for the full operation of up to 14 computer terminals, and will contain offices for the centre manager and the ticketing manager. Suppliers and contractors will be expected to comply with the accreditation procedures. There will be twenty-four security and dedicated parking for the centre.

13. Medical Services.

A Central Medical Services facility will be established with emergency room capabilities, mobile X-ray and laboratory services. Seven medical centres and five ambulance positions will be established to service all areas and patrons, including VIPs, media personnel, spectators and players. Nine doctors, sixteen nurses, and 12 emergency management technicians will service the medical facilities. The medical team will form a critical part of the VOC. An integrated medical, security and disaster management plan will be implemented, which will detail among other things, access by land and air to other medical facilities on the island. An ICC approved Doping Control Facility will be established at the ground.

14. Transport.

The vehicle and pedestrian transportation for the matches will be based on a Match Day Transportation Plan (MDTP). This plan will utilize the principle of Park and Ride, which utilises a minimum of five dedicated parking areas and a shuttle: 30/40 seat shuttle buses which will move spectators to and from the ground. Parking at the ground will be restricted to official and team vehicles, emergency transportation, VIPs and shuttle buses. There will be separate vehicle routes to and from the ground for official vehicles on the one hand and spectators on the other. A team of traffic police officers and specially trained wardens equipped with wireless communication systems will form the core of personnel to manage the plan. A public awareness plan will be developed to publicise the details of the MDTP. Extensive studies and infrastructural works on road safety and development are being undertaken in Saint Lucia with funding from the French Government and the Kuwaiti Fund for Arab Economic Development.

15. Communications.

The ground is fully equipped with direct dial fixed lines, high speed Internet with sufficient bandwidth for web streaming and to meet the requirements for match operations. All three telecommunications operators - Cable and Wireless, Digicel and AT&T, provide GPRS services at the grounds and can expand their current capacity on demand.

16. Accommodation.

In the 2004 budget presentation, the Prime Minister of Saint Lucia announced fiscal and other incentives for the development of the accommodation sector to achieve a target of 7500 rooms by 2007. The majority of rooms to be used by officials, sponsors and teams are located within a three mile radius of the BCG. Security will be strengthened at hotels with the establishment of a satellite VOC in the main hotel. The Ministry responsible for Tourism, in collaboration with the National Development Corporation and the St. Lucia Tourist Board, will give high priority to the expansion of the hotel room stock, but in the unlikely event of inadequate rooms, cruise ship accommodation will be considered. The LOC will give due consideration to the additional demand on hotel rooms during the period when hotel occupancy is high due to the Saint Lucia Jazz Festival.

17. Immigration and Customs Clearance.

Customs and Immigrations operations in Saint Lucia are operated according to international standards and conventions. Enhancements for 2007 will include additional immigration desks, computerised immigration, and more baggage carousels. New X-ray equipment will be installed at seaports to accommodate the increased volume of visitors. Saint Lucia will institute pre-clearance and pre-checking-in procedures to speed up the movement of officials, teams and cricket patrons in and out of the country. Departure lounges will be enhanced to accommodate increased passengers.

18. WICB Rights/Sponsor Contractual Obligations.

The Local Organising Committee will adhere to all the contractual obligations related to the provision of a clean stadium, protection against ambush marketing and brand violation, and commitment to the general guidelines in all area operations established by the International Cricket Council (ICC). Saint Lucia will provide wet weather contingency plans and welcome areas for sponsors' guests.

19. Marketing Support.

Saint Lucia will promote CWC WI 2007 through a wide range of marketing approaches and strategies, coordinated by the St. Lucia Tourist Board (SLTB). A marketing and public relations committee will be set up to work closely with the St. Lucia Tourist Board, St. Lucia Cricket Association, and the National Development Corporation to increase local awareness and attract regional and global visitors to Saint Lucia. Extensive outdoor advertising and signage will be used at all air and sea ports, in selected local communities, and through facilities used by the SLTB.

A supplementary budget of EC\$7.8 million was proposed for promotion of Cricket World Cup by the SLTB, working in close collaboration with WCSL. Local public and privately-owned media agencies expressed their support for the promotion of CWC2007.

20. Climate and Environment.

Saint Lucia will implement an extensive beautification programme which will extend beyond CWC 2007. Among the main features of this programme are the establishment of community parks, erection of street lighting and bus stops and the enhancement of the environment of the major ports of entry. The programme will be designed to encourage community participation, based on previous beautification competitions, and also invite the corporate and business community to become an integral part of these efforts. Scoping studies and impact assessments will be conducted to assess the environmental impact of CWC2007 and the necessary mitigations measures will be implemented.

21. Ambush Marketing.

The Local Organising Committee will implement a multi-prong strategy to ensure there is no ambush marketing during CWC2007. Among the components of the strategy are the enactment of sunset legislation, the engagement of consultations with marketing and public relation companies to address the requirements of the sponsors of the event, public awareness programmes aimed at sensitising the various publics on the consequences of involvement in ambush marketing, early registration of appropriate trademarks and logos, and collaboration with planning authorities to ensure compliance with the requirements for CWC 2007. The LOC will also implement a sponsorship protection programme to police venues to be used for the event. An appropriate investigative adjudication process will be implemented to discourage and penalise offenders.

22. Generic Event Functions.

An extensive programme of social and cultural activities will be developed for the entire period of the Cricket World Cup. On match days cultural presentations will be mounted before and after matches and during lunchtime intervals. An open theatre will be established at the Mascot Park at the BCG to be used for performances on match and non-match days. A specially designed exhibition highlighting the social and cultural richness of Saint Lucia will be mounted at the ground. Additionally, entertainment and cultural experiences will be created for locals and visitors on non-match days at the Pigeon Island Landmark, the Derek Walcott Square and the town of Gros-Islet, among other venues. Tour packages will be developed to take visitors to the numerous heritage sites and the standing events in all the communities around the island.

23. Economic Impact Assessment.

An assessment was done to establish the best possible package for Saint Lucia. It was determined that the Blue package, involving the England team, provided the best possible return to Saint Lucia. England represents a major tourism market for Saint Lucia and the England team is well known for the tremendous support it receives from its thousands of travelling fans. Additionally, the hosting of a semi-final would allow exposure of Saint Lucia to an over 1 billion strong television audience. Economic data available from the hosting of activities such as Saint Lucia Jazz, the Atlantic Rally for Cruisers, and the One Day International cricket matches between West Indies and New Zealand, and West Indies and England supported this decision. Saint Lucia Jazz, which has been held for the past 14 years and is the largest special event in the country, attracts over 12,000 visitors and brings in excess of US\$40 million in revenue. An estimated 12,000 to 15,000 thousand United Kingdom visitors are expected to follow their team to Saint Lucia, and the impact of their stay in the country is expected to be significant. In addition, the media coverage of Saint Lucia as a tourism destination that will be provided by CWC 2007 is worth millions of dollars in terms of public relations and marketing. The Blue Group, therefore, should yield a longer lasting and more important tourism marketing and economic legacy than any of the other groups.

24. Bid Commitment and Guarantees.

The Local Organising Committee provided the letter of Undertaking and the Certificate of Endorsement, and made the deposit of US\$25,000.00 as required in the bid process.

Attachment: Map showing proposed enhancements to the Beausejour Cricket Ground for CWC 2007.

BCG **AERIAL PERSPECTIVE**
BEAUSEJOUR CRICKET GROUNDS
Proposed Enhancements for ICC WORLD CUP 2007

