

FRANK SLEVIN - CHAIR OF BRITISH CYCLING

BRITISH CYCLING NOMINEE TO THE MANAGEMENT COMMITTEE OF THE UEC



Why Frank for the Management Committee

Managing a sport – whether at local, national or international level – requires a combination of strong leadership, strategic thinking, financial acumen, problem-solving expertise and stakeholder empathy.

Throughout a 40-year career in international finance, business management, and corporate leadership across multiple business sectors (including in the sports of Cycling and Rugby), Frank has demonstrated:

- Leadership, vision and clear-sighted decision making
- Strategic thinking applied in developing long-term plans
- Financial planning and control focused on financial sustainability
- Clear communication and transparency with key stakeholders
- Marketing and business development
- Crisis management and conflict resolution
- Innovation and technological awareness
- The highest standards of ethics, integrity and governance

Frank has a proven track record of challenging the status quo, striving for improvement and delivering results, including during the past 7 years as the Chair of British Cycling.

Supported by British Cycling

British Cycling's (BC) purpose as a federation is to bring the joy of cycling to everyone. With an annual turnover of c£35m, employing around 260 people across the UK, and with a membership of over 130,000 we delivered and supported over 2,000 events across Road, Track, BMX, CX, MTB and Cycle Speedway in 2024, including the Tour of Britain Men and Women.

Our Great Britain Cycling Team have won 69 Olympic and 118 Paralympic medals over the past six Games.

But with size and **success** comes **responsibility** – responsibility to the sport, responsibility to our fellow member federations (big and small) and responsibility to our athletes and our members. Under Frank's Chairmanship, British Cycling has acknowledged and embraced that responsibility, and Frank is fully committed to deliver on these obligations as a member of the Management Committee of the UEC.



MY MANIFESTO - CHANGE, TRANSPARENCY, INTEGRITY, GROWTH AND UNITY



1. Modernisation

We need to adapt and innovate – staying ahead of sector trends (e.g. eSports, CX) to modernise and professionalise our sport. But we also need to be honest with ourselves in addressing legacy issues, including a cluttered and unsustainable calendar of events.



2. Wisdom

At its heart, cycling is a community, and we need to share our experiences, expertise and wisdom. We need greater collaboration amongst members. At BC, we believe in the soft power of sport and have been happy to lead on collaboration and cooperation between our fellow national federations, but we **must** do more.



3. Efficiency

Driving change is paramount to delivering efficiency, marketability and financial sustainability. We collectively face declining membership, reduced participation, weakening interest from broadcasters to promote our events, spiralling travel costs and global instability. We need an attractive, stable, sustainable, and united sport.



4. Growth

We are stronger together – we need more people cycling, participating, leading healthier lives, exploiting sustainable travel. That needs vision, planning, inspiration, innovation and, above all, working together to engage our communities, athletes, fans, sponsors and commercial partners.

My guiding principles for standing are:

Constructive challenge / good citizenship / strength in unity / sustainability / professionalism.