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25 April 2017

Outlaw Half Triathlon – Sunday 21 May 2017

On Sunday 21 May 2017 OSB Events will be organising a triathlon event in Nottinghamshire. The event will see over 1000 competitors taking up the challenge of a 1.2 mile Swim, followed by a 56 mile Cycle before finishing with a 13.1 mile Run.

This is the 5th year this event has taken place and is effectively the 'little brother' of our main Outlaw Triathlon event which is held annually in July (23 July 2017). We have been working with local Councils and businesses to maximise the potential benefit to the local economy with spectators travelling from across the UK to support the athletes, whilst also ensuring that the event has minimal impact on local residents and is embraced by local people.

The event will be based at the National Water Sports Centre (Holme Pierrepont) Nottingham, with the swim and run sections taking place in the lake and along the riverside path respectively. The cycle section will travel through the beautiful Nottinghamshire Countryside using a route which will pass along the A52, through Radcliffe on Trent and along the A6097 to Oxtun. From Oxtun the cyclists will complete one lap along the B6386 to Southwell, before turning onto the A612 in the Westgate area and heading towards Lowdham. From Lowdham the competitors will rejoin the A6097, towards East Bridgford, the cyclists will head over the A46 completing a loop around Car Colston, Hawksworth, Flawborough, Alverton and Orston. The cyclists will then head back through Radcliffe on Trent, before cutting through Holme Pierrepont Hall.

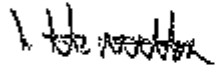
We have been working closely with the local Safety Advisor Group, including Nottinghamshire County Council Highways department for over 12 months to ensure that we get a balance between providing a safe route for the athletes and making sure the impact on other road users is kept to a minimum.

These events have an impact for more than the single day of the event itself. The vast majority of competitors will visit Nottinghamshire several times during the months preceding the event as part of their preparation when they and their supporters will take time to visit the local area during their visit. We have been working with local businesses and communities to encourage links between them and the visiting participants, including promoting an 'Outlaw friendly' scheme for shops, cafes etc to encourage businesses to benefit from the visiting participants. An independent report demonstrates the economic benefit of these two events close to £800,000 to the local area, in addition to promoting sport and health. If you would like more information on this scheme or if you would be interested in seeing the report please contact us on the number below and we'll send you a copy.

OSB Events
The Hub, Pyke Road, Lincoln, LN6 3QS
T 01522 699950
W www.osbevents.com
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For further information please call 01522 699950 or visit www.osbevents.com. Finally could I please encourage you to support the athletes taking part; these are massive challenges and they will undoubtedly be grateful of your support on the day.

Yours Sincerely



Iain Hamilton

OSB Events