

30<sup>th</sup> April 2014

Dear Councillor

**CABINET**

You are requested to attend a **Cabinet** meeting to be held at **The Council Chamber, County Hall, Rhadyr, Usk, NP15 1GA on Wednesday, 7<sup>th</sup> May 2014, at 2.00 p.m.**

**AGENDA**

1. Apologies for Absence
2. Declarations of Interest
3. Consideration of reports from Select Committees (none)
4. To consider the following reports (copies attached):
  - (i) **RESTRUCTURE PROPOSALS FOR THE REVENUES, SYSTEMS & EXCHEQUER TEAM**  
Division/Wards Affected: N/A  
Purpose: To agree the restructure proposals for the Revenues, Systems and Exchequer Team as part of the 2014/15 budget setting process.  
Author: Ruth Donovan, Assistant Head of Finance: Revenues, Systems & Exchequer  
Contact Details: [ruthdonovan@monmouthshire.gov.uk](mailto:ruthdonovan@monmouthshire.gov.uk)
  - (ii) **CYCLING – FUNDING REQUEST FOR MONMOUTHSHIRE TO HOST STAGE 3 TOUR OF BRITAIN SEPTEMBER 9<sup>TH</sup> 2014**  
Division/Wards Affected: All  
Purpose: To agree a budget of £40k from reserves for Monmouthshire to host the Welsh Stage 3 of the Tour of Britain Cycling event.  
Author: Ian Saunders, Head of Tourism Leisure & Culture  
Contact Details: [iansaunders@monmouthshire.gov.uk](mailto:iansaunders@monmouthshire.gov.uk)

(iii) **PROPOSED USK WEIGHT RESTRICTION ORDER**

Division/Wards Affected: Usk, Llanbadoc, Llangybi, Goytre, Llanover, Raglan

Purpose: To consider the proposed Order subsequent to representations received following advertisement in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1994.

Authors: Paul Keeble, Traffic & Network Manager

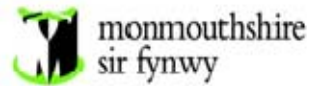
Contact Details: [paulkeeble@monmouthshire.gov.uk](mailto:paulkeeble@monmouthshire.gov.uk)

Yours sincerely,

**Paul Matthews**  
**Chief Executive**

**CABINET PORTFOLIOS 2013**

<b>County Councillor</b>	<b>Area of Responsibility</b>	<b>Partnership and External Working</b>	<b>Ward</b>
P.A. Fox (Leader)	<b>Organisational Development</b> Whole Council Performance, Whole Council Strategy Development, Corporate Services, Democracy.	WLGA Council WLGA Coordinating Board Local Service Board	Portskewett
R.J.W. Greenland (Deputy Leader)	<b>Innovation, Enterprise &amp; Leisure</b> Innovation Agenda, Economic Development, Tourism, Social Enterprise, Leisure, Libraries & Culture, Information Technology, Information Systems.	WLGA Council Capital Region Tourism	Devauden
P.A.D. Hobson (Deputy Leader)	<b>Community Development</b> Community Planning/Total Place, Equalities, Area Working, Citizen Engagement, Public Relations, Sustainability, Parks & Open Spaces, Community Safety.	Community Safety Partnership Equalities and Diversity Group	Larkfield
E.J. Hacket Pain	<b>Schools and Learning</b> School Improvement, Pre-School Learning, Additional Learning Needs, Children's Disabilities, Families First, Youth Service, Adult Education.	Joint Education Group (EAS) WJEC	Wyesham
G. Howard	<b>Environment, Public Services &amp; Housing</b> Development Control, Building Control, Housing Service, Trading Standards, Public Protection, Environment & Countryside.	SEWTA SEWSPG	Llanelly Hill
G. Burrows	<b>Social Care &amp; Health</b> Adult Social Services including Integrated services, Learning disabilities, Mental Health. Children's Services including Safeguarding, Looked after Children, Youth Offending, Health and Wellbeing.	Gwent Frailty Board Older Persons Strategy Partnership Group	Mitchel Troy
P. Murphy	<b>Resources</b> Accountancy, Internal Audit, Estates & Property Services, Procurement, Human Resources & Training, Health & Safety.	Prosiect Gwrydd Wales Purchasing Consortium	Caerwent
S.B. Jones	<b>County Operations</b> Highways, Transport, Traffic & Network Management, Waste & Recycling, Engineering, Landscapes, Flood Risk.	SEWTA Prosiect Gwrydd	Goytre Fawr



*Connecting with people*

### **Our outcomes**

The Council has agreed five whole population outcomes. These are *People in Monmouthshire will:*

- Live safely and are protected from harm
- Live healthy and fulfilled lives
- Benefit from education, training and skills development
- Benefit from an economy which is prosperous and supports enterprise and sustainable growth
- Benefit from an environment that is diverse, vibrant and sustainable

### **Our priorities**

- Schools
- Protection of vulnerable people
- Supporting enterprise, job creation and entrepreneurship

### **Values**

- \* **Openness:** we aspire to be open and honest to develop trusting relationships.
- \* **Fairness:** we aspire to provide fair choice, opportunities and experiences and become an organisation built on mutual respect.
- \* **Flexibility:** we aspire to be flexible in our thinking and action to become an effective and efficient organisation.
- \* **Teamwork:** we aspire to work together to share our successes and failures by building on our strengths and supporting one another to achieve our goals.





## REPORT

AGENDA ITEM i

**Subject: RESTRUCTURE PROPOSALS FOR THE REVENUES, SYSTEMS & EXCHEQUER TEAM**

**Directorate: Chief Executives**

**Meeting: Cabinet**

**Date: 7<sup>th</sup> May 2014**

**Divisions/Wards Affected: N/A**

### 1. PURPOSE:

To agree the restructure proposals for the Revenues, Systems and Exchequer Team as part of the 2014/15 budget setting process.

### 2. RECOMMENDATIONS:

2.1 That delegated responsibility is given to the Head of Finance and Cabinet Member for Resources to make any final amendments to the structure, should they be required.

2.2 That the new structure be implemented within the 2014/15 financial year, as soon as it is practicable to do so.

### 3. BACKGROUND AND KEY ISSUES:

- 3.1 The Team's current structure can be found in Appendix One. This consists of 38 staff (equating to 33.38 full time equivalents) working across three sections, namely the:
- *Systems Administration and Financial Control Team.* This team is responsible for managing and developing the Agresso System, making creditor payments, VAT, administering the Authority's banking services and control account maintenance and reconciliation.
  - *Revenues Team.* This team is responsible for administering Council Tax, Business Rates and Debtors for the Authority.
  - *Systems and Performance Team.* This team is responsible for managing and developing the Revenue's systems (including CIVICA, Northgate and Comino), Cashiering and day to day administration of mail for the Revenues Team.
- 3.2 A review of the Revenues, Systems and Exchequer Team has been undertaken. The main focus of this review was to identify a workable structure for the future that would meet the budget saving requirement of £42,000, ensure that future service demand could be managed, look to combine generic functions such as systems administration and to build resilience into the team where needed.
- 3.3 Consideration was also given to the technological developments that are either in the process of being introduced or are in the pipeline e.g. E Revenues (allowing on line account management for Revenue accounts), the promotion of direct debits and other electronic payment methods.
- 3.4 Appendix Two contains the proposed amended structure. This seeks to disband the Systems and Performance Team and create two teams – the Systems Administration and Control Team and the Revenues Team.
- 3.5 The new Systems Administration and Financial Control Team will in future be responsible for the system administration of all the Division's systems, including Agresso, Northgate, Civica and Comino. It is hoped that by bringing these together in one place resilience and knowledge can be developed across the team, thereby reducing the current dependency on individuals. The move is also designed to provide variety to day to day work by splitting administrative duties, such as processing the mail, across a wider group of staff. The new team will also continue to be responsible for making creditor payments, VAT, administering the Authority's banking services and control account maintenance and reconciliation.
- 3.6 The Revenues Team is retained, although it is proposed to alter its management structure. The new structure seeks to create a full time post of Revenues Manager and delete the post of Revenues Team Manager. This change is designed to provide the Team with full time management support.
- 3.7 The proposal reduces the Division's FTE to 31.91, a net reduction of 1.47. The table below summarises the posts that will be affected.

<b>Deleted Posts:</b>			
Revenues Manager	K 45-49	-0.61	-32,921
Systems and Performance Manager	K 45-49	-0.61	-32,921
Revenues Team Manager	H 33-37	-0.80	-31,983
Revenues System Team Manager	H 33-37	-1.00	-40,103
Benefits System Team Manager	H 33-37	-0.50	-19,818
Revenues Control Officer	E 21-25	-0.75	-20,751
Revenues Processor	D 17-21	-1.00	-24,687
Payments Officer	E 21-25	-1.00	-27,820
Income Officer	C 13-17	-0.60	-12,820
Admin Clerk	C 13-17	-1.10	-23,725
		<b>-7.97</b>	<b>-267,549</b>
<b>New Posts:</b>			
Revenues Manager	K 45-49	1.00	54,516
Financial Systems Support Manager	H 33-37	1.00	40,103
Revenues System Administrator	G 29-33	1.00	36,143
Revenues System Administrator - Benefits	G 29-33	0.50	17,889
Revenue Senior System Support	E 21-25	1.00	27,820
Senior Revenues Processor	E 21-25	1.00	27,820
System Support Officer	C 13-17	1.00	21,656
		<b>6.50</b>	<b>225,947</b>
<b>TOTAL</b>		<b>-1.47</b>	<b>-41,602</b>

#### 4. REASONS:

- 4.1 These savings form part of the 2014/15 budget setting Mandate Number 29 – CEO Efficiencies and Restructuring (totaling £595,000).
- 4.2 The Team's contribution to this Mandate is to find budget savings of 8.4%, or £82,000 for the 2014/15 financial year.
- 4.3 A review of expenditure has identified £40,000 of savings that can be made within the non pay budget which will have limited impact on day to day operations.
- 4.4 The remaining £42,000 is to be found from the Division's Employee budgets.



## **5. RESOURCE IMPLICATIONS:**

- 5.1 The proposed restructure seeks to meet the budget saving of £42,000 identified as part of the 2014/15 Medium Term Financial Plan. Every effort will be made to find suitable positions for those staff that are put at risk by these proposals. However there is the potential that as yet identified redundancy costs may be incurred.

## **6. SUSTAINABLE DEVELOPMENT AND EQUALITY IMPLICATIONS:**

- 6.1 There are no Sustainable Development or Equality implications with the proposal.

## **7. CONSULTEES:**

- 7.1 Consultees include:

Strategic Leadership Team  
Cabinet  
Head of Finance  
Head of Personnel  
Revenue and System Managers  
Members of the Revenue, Systems and Exchequer Team  
Unison

- 7.2 Unison has consulted widely with the Team and raised a number of concerns. These are summarised below and are accompanied by the Managers response:

Operational Capacity – Concern over capacity across the Team, with particular concerns expressed regarding the capacity of the Revenues Processing Team. It is anticipated that this will have a knock on effect to service targets and performance (especially around debt recovery and processing times).

*Planned service developments seek to modernise the way the team works and reduce some of the workload for the team. The implementation of the ERevenues module should assist with reducing the workload of the Revenues Team by enabling customers to manage their accounts online. A planned Direct Debit publicity campaign should also help reduce the number of calls and improve our recovery position.*

New post of Financial Systems Support Manager – This post has been created to co-ordinate & develop the four system administration areas. The staff in these areas are all senior officers so question the need for this post.

*The aim of this new post is to support the Finance Manager in developing the new System Administration Team into a combined unit that will be able to maintain and develop our key systems.*

Loss of the Senior Payments Officer post – This post is considered to be a key position for the section. There is concern that the proposal does not allow sufficient time for the Team Leader to continue to move the service forward, would lead to additional pressures being placed on the team and impact on performance particularly in respect to late payments.

*It is not anticipated that performance will suffer as a result of these changes. The updated job descriptions looks to allocate key tasks between the posts of Financial Systems Support Administrator and Financial Systems Support Manager.*

Gaps in grades – It was noted that in places there are significant gaps in grades between support posts and their line managers.

*We can only work within the resource envelope that we have been allocated. The requirement to make savings means that some of the historic gaps in grading cannot be addressed.*

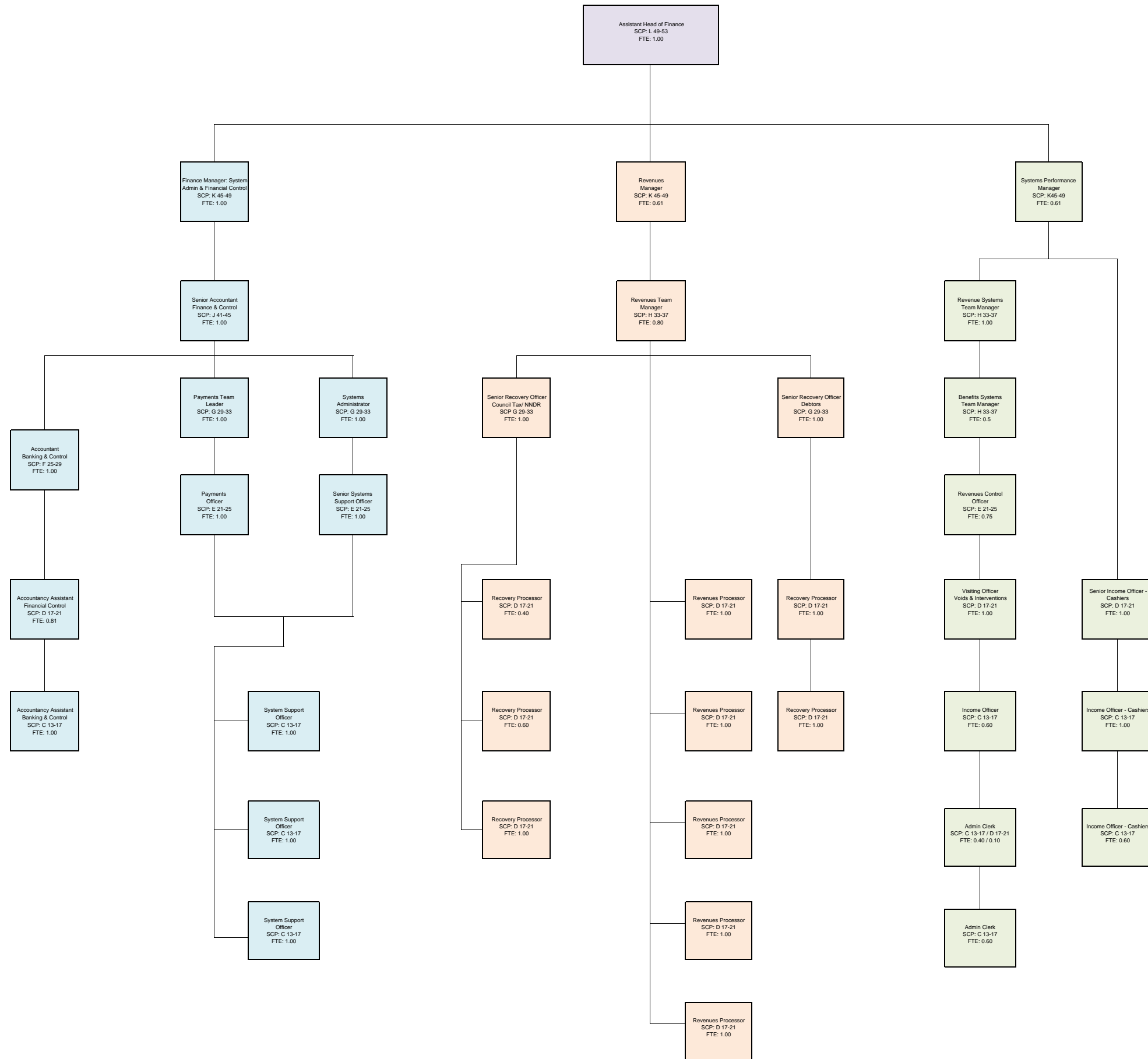
## **8. Background Papers:**

8.1 See attached appendices for structure details.

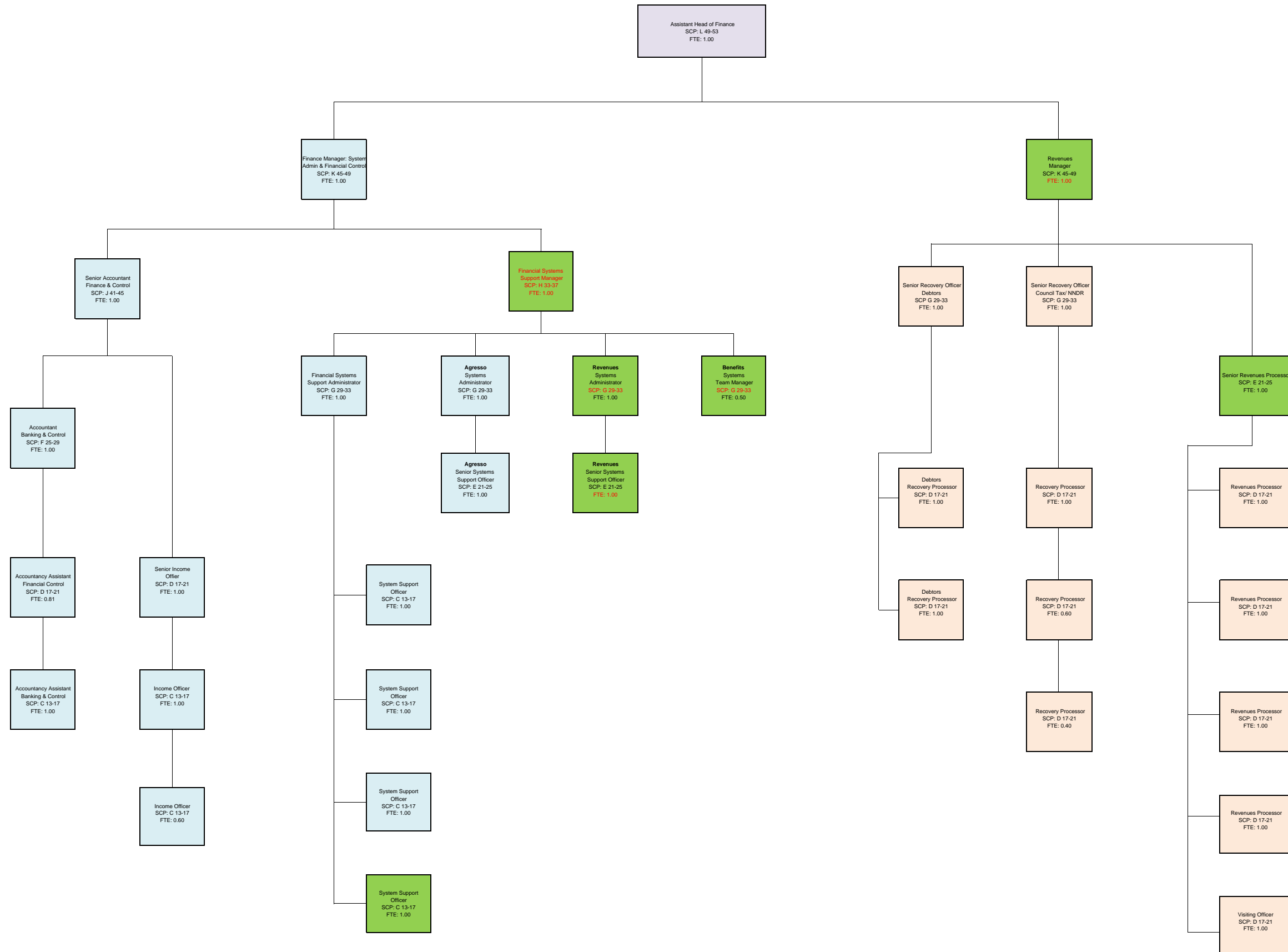
## **9. Authors:**

Ruth Donovan – Assistant Head of Finance: Revenues, Systems & Exchequer  
Email: [ruthdonovan@monmouthshire.gov.uk](mailto:ruthdonovan@monmouthshire.gov.uk)

**REVENUE SYSTEMS & EXCEHQUER**



REVENUE, SYSTEMS & EXCEHQUER TEAM



## The “Equality Initial Challenge”

Name: Ruth Donovan		Please give a <b>brief description</b> of what you are aiming to do.	
Service area: Revenues Systems & Exchequer		The proposal seeks to restructure the Team in order to deliver the identified financial savings for 2014/15.	
Date completed: 14 <sup>th</sup> April 2014			
Protected characteristic	Potential <b>Negative</b> impact Please give details	Potential <b>Neutral</b> impact Please give details	Potential <b>Positive</b> Impact Please give details
Age		X	
Disability		X	
Marriage + Civil Partnership		X	
Pregnancy and maternity		X	
Race		X	
Religion or Belief		X	
Sex (was Gender)		X	
Sexual Orientation		X	
Transgender		X	
Welsh Language		X	

Please give details about any potential <b>negative Impacts</b> .	How do you propose to <b>MITIGATE</b> these <b>negative impacts</b>
➤ N/A	➤
➤	➤
➤	➤
➤	➤

**Signed:** Ruth Donovan

**Designation:** Assistant Head of Finance: Revenues, Systems & Exchequer

**Dated:** 14/04/14

## EQUALITY IMPACT ASSESSMENT FORM

<b>What are you impact assessing</b>	<b>Service area</b>
Restructure of the Revenues, Systems & Exchequer Team	Revenues, Systems & Exchequer
<b>Policy author / service lead</b>	<b>Name of assessor and date</b>
Ruth Donovan	Ruth Donovan – 14/04/14

### 1. What are you proposing to do?

The aim of the Restructure is to:

- achieve identified budget savings for 2014/15
- combine similar service areas together
- build resilience into the team where needed

2. Are your proposals going to affect any people or groups of people with protected characteristics in a **negative** way? If **YES** please tick appropriate boxes below.

Age		Race	
Disability		Religion or Belief	
Gender reassignment		Sex	
Marriage or civil partnership		Sexual Orientation	
Pregnancy and maternity		Welsh Language	

3. Please give details of the negative impact

4. Did you take any actions to mitigate your proposal? Please give details below including any consultation or engagement.

Consulted with:

- Head of Service
- three service managers within the Team
- Personnel
- Unions
- Wider staff group



5. Please list the data that has been used to develop this proposal? eg Household survey data, Welsh Govt data, ONS data, MCC service user data, Staff personnel data etc..

- Structural charts
- Job descriptions
- Budgets

**Signed:** Ruth Donovan **Designation:** Assistant Head of Finance: Revenues, Systems & Exchequer **Dated:** 14/04/14

### The “Sustainability Challenge”

<b>Name of the Officer</b> completing “the Sustainability challenge”  Ruth Donovan		Please give a <b>brief description</b> of the <b>aims</b> proposed policy or service reconfiguration  Restructure of the Team to deliver the identified financial savings for 2014/15.	
<b>Name</b> of the Division or service area  Revenues, Systems & Exchequer		<b>Date</b> “Challenge” form completed  14 <sup>th</sup> April 2014	
Aspect of sustainability affected	<b>Negative impact</b>  Please give details	Neutral impact  Please give details	<b>Positive Impact</b>  Please give details
<b>PEOPLE</b>		X	
Ensure that more people have access to healthy food		X	
Improve housing quality and provision		X	
Reduce ill health and improve healthcare provision		X	
Promote independence		X	
Encourage community participation/action and		X	

voluntary work			
Targets socially excluded		X	
Help reduce crime and fear of crime		X	
Improve access to education and training		X	
Have a positive impact on people and places in other countries		X	
<b>PLANET</b>			
Reduce, reuse and recycle waste and water		X	
Reduce carbon dioxide emissions		X	
Prevent or reduce pollution of the air, land and water		X	
Protect or enhance wildlife habitats (e.g. trees, hedgerows, open spaces)		X	
Protect or enhance visual appearance of environment		X	
<b>PROFIT</b>			
Protect local shops and		X	

services			
Link local production with local consumption		X	
Improve environmental awareness of local businesses		X	
Increase employment for local people	X		
Preserve and enhance local identity and culture		X	
Consider ethical purchasing issues, such as Fairtrade, sustainable timber (FSC logo) etc		X	
Increase and improve access to leisure, recreation or cultural facilities		X	

What are the potential negative Impacts	Ideas as to how we can look to <b>MITIGATE</b> the <b>negative impacts</b> (include any reasonable adjustments)
➤ Reducing the number of staff employed reduces employment opportunities	➤ Increase skill base of staff employed so better prospects for the future
➤	➤
➤	➤

➤	➤
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## The next steps

- If you have assessed the proposal/s as having a **positive impact please give full details** below

N/A

- If you have assessed the proposal/s as having a **Negative Impact** could you please provide us with details of what you propose to do to mitigate the negative impact:

Encourage team and individuals to develop skill set.

**Signed:** R. Donovan

**Dated:** 14/04/14

**SUBJECT: Cycling – Funding request for Monmouthshire to Host Stage 3 Tour of Britain September 9<sup>th</sup> 2014**

**MEETING: CABINET**

**DATE: 7<sup>th</sup> May 2014**

**DIVISION/WARDS AFFECTED: All**

**1. PURPOSE:**

- 1.1 To agree a budget of £40k from reserves for Monmouthshire to host the Welsh Stage 3 of the Tour of Britain Cycling event.

**2. RECOMMENDATIONS:**

- 2.1 Cabinet agrees to allocate £40k from Reserves to host Stage 3, including the finish, of the 2014 Tour of Britain Cycling within Monmouthshire on September 9<sup>th</sup> 2014.
- 2.2 Cabinet supports the huge opportunity that this event provides.

**3. KEY ISSUES:**

- 3.1 The Tour of Britain is a worldwide brand giving Monmouthshire scope to market its offer to many different countries and networks. The race will travel through many areas within Monmouthshire including the Wye Valley and other tourist attractions finishing on the Tumble climb, near Abergavenny. The final route will be finalised by Tour of Britain Technical Team in conjunction with the Council.
- 3.2 The Tour of Britain is organised in conjunction with Welsh Government, British Cycling and a company called Sweetspot. The huge financial and commercial side of the brand means that for a small investment the County can benefit from worldwide coverage.

- 3.3 Robust evaluation data is available from previous 3 years events and these demonstrate critical data on event spectators, media coverage pre/post event, worldwide viewing figures and economic benefit. See Appendix 1&2 Tour Of Britain Media Report and economic impact report from last year.
- 3.4 Monmouthshire has limited opportunities to stage such a high profile world-wide sporting event reaching out to global audiences. This event gives further opportunity to support enterprise and the prosperity of Monmouthshire. The event will enable further development in areas such as major events, marketing, leisure and tourism to flourish.
- 3.5 The evaluation methodology used by Tour of Britain for the event will provide the authority significant insight into visitors experience and perception of the County to base future Tourism priorities.
- 3.6 Cycling and walking will play a significant role in maximising the potential future benefits in social, economic and environmental terms. This is a high priority for The Tour of Britain organisers who are keen to work closely with host authorities so a working group of key officers will be formed to coordinate Monmouthshire approach.

#### 4. REASONS:

- 4.1 The Tour of Britain is the UK's biggest free to attend sporting event with over 1.5 million spectators. It is a world-wide branded race and attracts extensive media coverage with teams from over 21 different countries including 6 Tour De France teams. The event will attract both local and international visitors.
- 4.2 The extensive media coverage statistics regarding coverage of the event identify the huge viewing figures, vast column inches in newspapers and trade magazines and a digital presence with over 500,000 hits during the race
- 4.3 Event evaluation is completed independently and results are available from 2011. Last year's events in Caerphilly gave the following breakdown. It should be noted that Powys also benefitted from starting the race.

The similar stage held in Wales last year attracted over **33,500** visitors to the event with over **5,154** of these staying overnight. According to statistics the **net expenditure** equated to **£1.67 million** from spectators and visitors. Positive discussions have been on-going with the Tour of Britain team and the need to maximise return on investment, tourism and our beautiful offer.

- 4.4 Cycling is an integral part of the future brand of Monmouthshire in terms of both the Leisure and Tourism offer. The benefits of health & wellbeing, promoting the County as a premier cycling destination. Post event reports indicate that visiting the Tour of Britain has inspired attendees to cycle more regularly in each year as follows:-

2011 68%  
2012 72%  
2013 67%

The visit of the Tour of Britain will raise the profile of Monmouthshire on a world stage both for cycling, tourism and developing networks/contacts for the business community. The event can also help to stimulate community pride in delivering a free spectator event that has the World's elite cyclists taking part. An event such as this will help mobilise the culture of enterprise - obvious benefits include contributing to many hundreds of volunteer hours, free advertising and galvanising community spirit. In hosting such event it helps deliver the Council's emerging broader vision around strong, sustainable and resilient communities.

## **5. RESOURCE IMPLICATIONS:**

5.1 The Local Authority's contribution in hosting Stage 3 and finish of the 2014 Tour of Britain is £30K as a fee direct to organisers and it is this fee that is required to be funded by reserves.

A further 10K budget is necessary to complete functions such as street cleaning, highways and park and ride considerations. The service is working with event organisers, MCC departments and Welsh Government to deliver the race.

The team will approach the event with a view to minimise cost and every effort will be made to be resourceful in order to mitigate the impact on reserves.

## **6. SUSTAINABLE DEVELOPMENT AND EQUALITY IMPLICATIONS:**

A Sustainable Development and Equality Implications check has been completed and there are no issues to note.

## **7. CONSULTEES:**

All Cabinet Members

Leadership Team

Chief Accountant – Mark Howcroft

Head of Legal Services – Rob Tranter



Monitoring Officer – Murray Andrews

Comments received:

**8. BACKGROUND PAPERS:**

Tour of Britain Media Pack Evaluation Paper – Appendix 1

Stage five report – economic impact on last year's stage. Appendix 2

**9. AUTHOR:**

**Ian Saunders** Head of Tourism Leisure & Culture

**10. CONTACT DETAILS:**

Tel: 01633 644613

E-mail: [iansaunders@monmouthshire.gov.uk](mailto:iansaunders@monmouthshire.gov.uk)



# Wales Debrief 2013

## Stages 4 and 5





# The Tour of Britain 2013

- 10<sup>th</sup> anniversary edition, and the biggest and best Tour of Britain to date.
- First ever mountain top finish and 10 mile Time Trial among stage highlights
- 19 Teams, from 21 different countries
- 8 British teams, including national squad
- 6 Tour de France teams
- Sir Bradley Wiggins and Mark Cavendish led the British interest in a strong line-up
- Global stars such as Nairo Quintana, Dan Martin and Alessandro Petacchi among others animating the race throughout
- 114 riders, including jersey and stage winners from all three Grand Tours
- The UK's biggest free to attend sporting event with over 1.5 million spectators



# The Route

## OVERVIEW STOKE-ON-TRENT to LLANBERIS

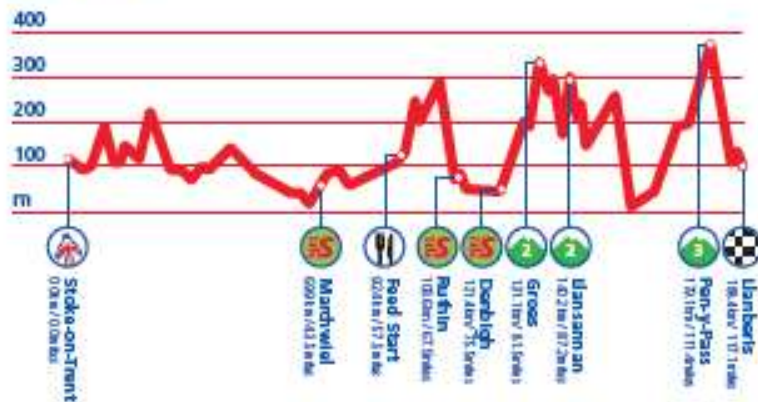
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### Stage profile

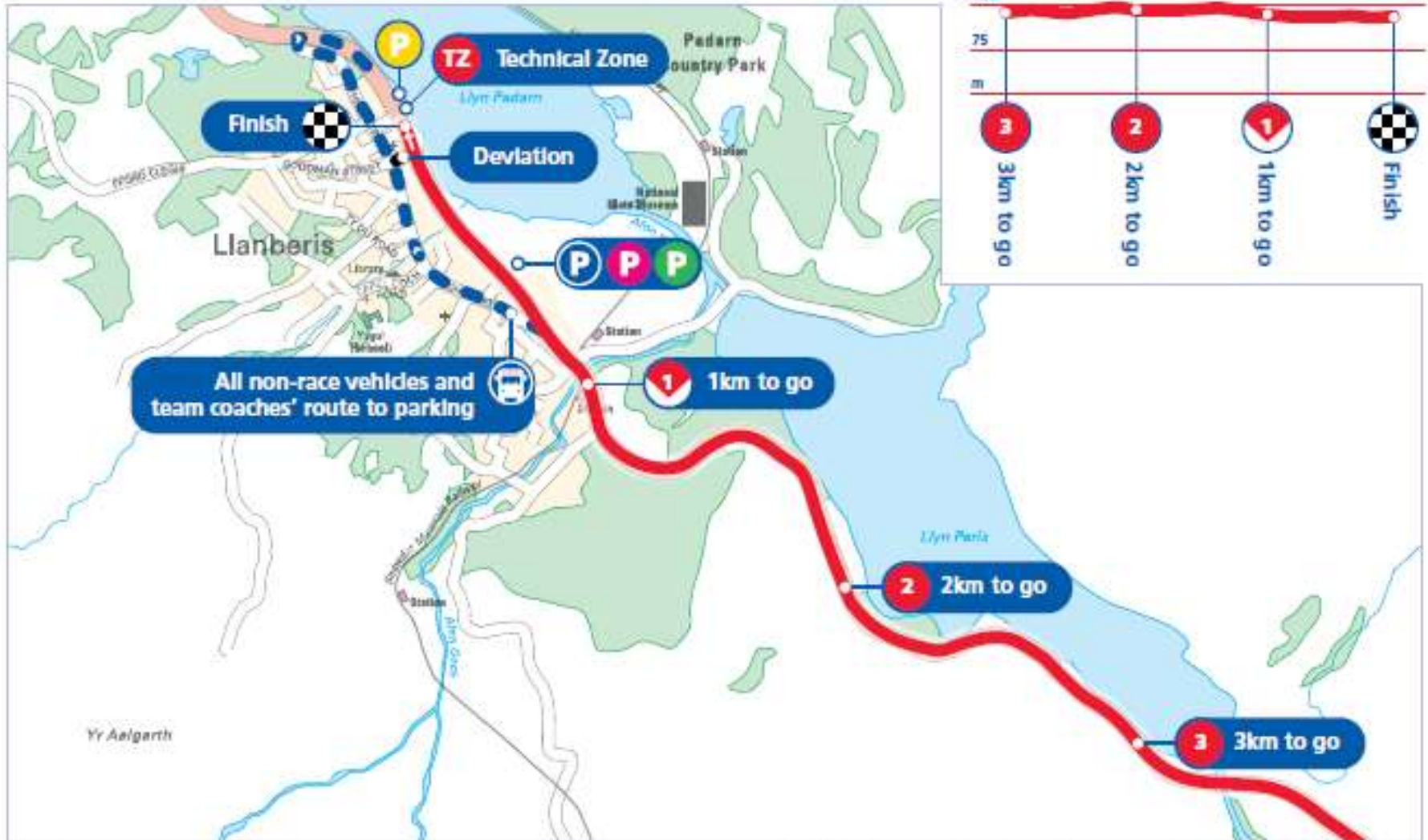








# The Venue: Llanberis



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# The Venue: Machynlleth



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# The Venue: Machynlleth



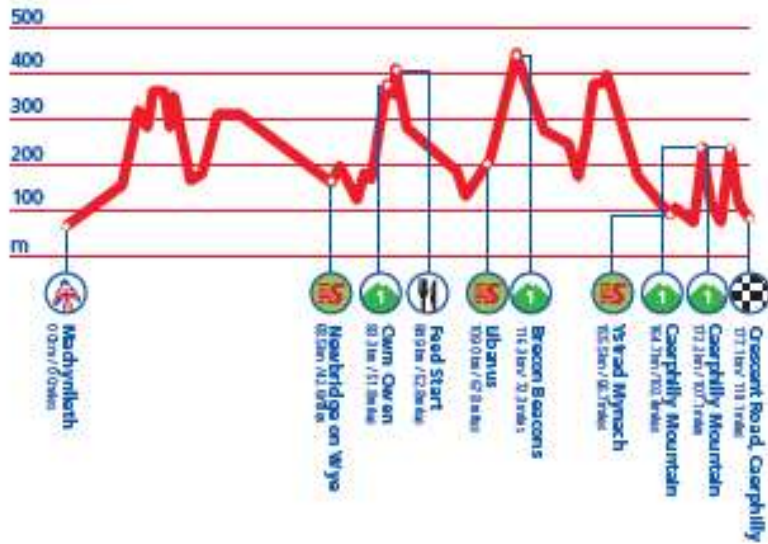
# The Route

## OVERVIEW

MACHYNLLETH to CAERPHILLY

5

### Stage profile



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# The Venue: Caerphilly



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# The Venue: Caerphilly



# Tour of Britain 2013 – Domestic Broadcast



- Broadcast on both ITV4 and British Eurosport in the UK.
- Live coverage by British Eurosport for the first time – all eight stages live plus nightly re-runs. Total viewership of 18,900,000 across Europe on Eurosport, with peak of 2,549,000 for London stage.
- Over 24-hours of coverage on ITV4, free-to-view, terrestrial television
- Live coverage on ITV4 of Stages 2 to 8 (min. of 2hrs) plus one-hour highlights programme each evening, repeated following daytime.
- Live coverage on ITV4 attracted an average audience of 485,000, a 100,000 increase on 2012.
- Additional post-Tour coverage by British Eurosport with 60-minute highlights programme, repeated on several occasions.



# Audience Statistics – 2013



<b>Average Viewing Figures</b>				
	<b>Stage</b>	<b>Live</b>	<b>Highlights</b>	<b>Eurosport</b>
Stage 1	Peebles to Drumlanrig	N/A	528,000	1,144,000
Stage 2	Carlisle to Kendal	435,000	696,000	1,556,000
Stage 3	Knowsley ITT	312,000	670,000	1,237,000
Stage 4	Stoke-on-Trent to Llanberis	356,000	619,000	954,000
Stage 5	Machynlleth to Caerphilly	485,000	481,000	2,021,000
Stage 6	Sidmouth to Haytor,	358,000	514,000	1,992,000
Stage 7	Epsom Downs to Guildford	679,000	339,000	1,800,000
Stage 8	The TfL London Stage	773,000	336,000	2,549,000
	Live average		485,000	
	Highlights average		522,000	
	H/L repeat average		143,000	
<b>Total ITV / Eurosport reach 2013 (excluding ongoing online viewers) : 8,056,000</b>				<b>18,900,000</b>

Source: BARB

# Tour of Britain 2013 – International Broadcast

In 2013 the broadcast rights to The Tour of Britain were once again distributed globally by MP&Silva on behalf of SweetSpot.

	2012	2013
<b>No. of broadcasters</b>	14	11
<b>Coverage</b>	124	166
<b>Potential Reach</b>	288.6 million homes	287.7 million homes

For the first time the race was broadcast in South America (Fox Sports) and the Middle East and North Africa (Al Jazeera).





# Broadcast distribution summary



TOTAL NUMBER OF  
BROADCASTERS

11

TOTAL NUMBER OF  
TERRITORIES

166

TOTAL POTENTIAL REACH

287,701,000

# Tour of Britain 2013 – International Distribution

## Europe

- Eurosport (pan-Europe) Live, Post-race review

## Americas

- Fox Sports (Brazil & Latin America) Live, Daily Highlights, Post-race review
- Sportsnet (Canada) Live, Post-race review
- Universal Sports (USA & territories) Live, Post-race review

## Asia-Pacific

- Eurosport (pan-Asia) Live, Post-race review
- SBS (Australia) Brief daily highlights
- Sony Six (India) Live, Daily Highlights, Post-race review
- beIN Sport (Indonesia) Post-race review
- BS Twelve (Japan) Live, Daily Highlights, Post-race review
- Sky Sports (New Zealand) Daily highlights, Post-race review

## Africa and Middle East

- Al Jazeera Sport (Middle East & N.Africa) Live, Post-race review
- SuperSport (sub-Saharan Africa) Live, Daily Highlights, Post-race review

# Tour of Britain 2013 – Media Coverage

The Tour of Britain's media coverage continued its upward growth in 2013 with more coverage ahead of, during and post-Tour than ever before.

Approaching 400 media accreditations for regional, national and international media were accepted for the 2013 Tour to cover the race at Start and Finish locations. In total **50 media accreditations** were granted solely relating to Stages Four and Five in Wales. Yodel Direct Sprints and SKODA King of the Mountains locations along the route were also covered extensively by photographers, reporters and TV crews.

SweetSpot also distributed results and reports to around 1,500 media contacts at home and abroad, making images and media information freely available to all via a dedicated Press section of the website.





# Tour of Britain National Launch

The Tour of Britain National Launch was an evening event for the first time, revealing the first details of the national route.

This year the launch celebrated ten years of the modern Tour of Britain, with dignitaries, riders and national media joining organisers at the London Film Museum.



## Wales Launch

Hosted by Electric Mountain in Llanberis, Stages Four and Five of The Tour of Britain were officially unveiled in North Wales in mid-July.

Representatives from several local authorities were present, along with Welsh media including BBC Wales and BBC Cymru.





# Caerphilly Photocall



Local cyclist Jon Mould of Team UK Youth met local dignitaries, media and children outside Caerphilly Castle in mid-August to promote the Stage Five finish.

# Other Promotions

Tour mascot ToBi made a number of visits during the Summer of 2013, including to the top of Snowdon, Machynlleth and the World Trail Championships at Llanwrst.



## Media Coverage – National Television

In addition to the live and highlights packages of The Tour of Britain there was substantial additional television coverage on a national level in the UK.

BBC Sport, ITV News (ITN), Sky News and Sky Sports News all attended multiple stages of the 2013 Tour.

News and online coverage for the event and its partners was generated through their presence, conducting recorded and live coverage of the event.

Sky Sports News also chose The Tour of Britain to film and broadcast 'a day in the life of Team Sky' from Stage Four.



# Media Coverage – Regional Television

Regional BBC and ITV news programmes covered all eight stages of The Tour of Britain.

A combination of live and recorded pieces were broadcast from Starts, Finishes and even locations on the route of the 2013 Tour during the week.





## Media Coverage - Radio



- Presence at all stages from local BBC and commercial radio stations.
- BBC 5Live reporter with race all week.
- Regular updates in BBC news bulletins on national and local stations, not limited to the areas The Tour passed through.
- Over 50 live or pre-recorded radio interviews by Tour officials during the course of the week.
- Live broadcasts from all stages, with several BBC local radio stations opting to host entire Breakfast and/or Mid-Morning shows from Stage Starts.

# Media Coverage – National Media

All of Britain's major daily national newspapers carried reports, results and in the majority of instances images from The Tour of Britain.

Journalists from a number of national titles covered the race in person across one or more stages. Several papers supplemented their reportage with in depth articles or interviews, for example features on Sir David Brailsford or the upcoming World Championships, based upon The Tour of Britain.

Additionally the major pictorial agencies (PA, Getty, Action Images) had photographers accredited for each stage of The Tour.





# Wiggins goes back in time to prove he is no spent force

## Rider turns to old mentor for Tour of Britain after lean season



William Fotheringham

In more ways than one, Sir Bradley Wiggins is going back in time next week. It is 14 years since he took on his first Tour of Britain - then running under the ProTour banner - as a callow 19-year-old. He is also a veteran of the opening edition of the latest incarnation of the British cycling classic, which was rebranded in 2004 on the back of his gold medal in the pursuit in the Athens Olympic Games. And his attempt to salvage something from his leanest season since 2007 has seen him turning up again with his old mentor, Shane Sutton.

The Australian, who is Great Britain's head coach on the track, played an influential role in Wiggins' triumphal progress through 2002 but was supposed to have taken a back seat this season. That has changed in recent weeks. On Wednesday Sutton was overseeing Wiggins as he put the final touches to his preparation with a marathon training session over the Becon Boscon and Camphill mountains. With Sutton as a former club coach, Julian Wain, whose role was to ride along with Wiggins to keep him company, and another Welsh coach, Darren Tudor, whose job was to drive the motorbike that would pace Wiggins up the climb at race speed.

Wednesday Sutton expected to look over the finishing pass climb in the Lake District as Wiggins transferred north from his Leicester home for the Tour of Britain, says Pookley, and the Australian also expects to be on the race next week. There were obvious overtones of Wiggins' in-depth approach to the 2004 Tour de France, with every key stage examined beforehand.

"It's how he likes to work - he doesn't like to leave any stone unturned, he's obsessive in detail," said Sutton. "Obviously had a big effect on how the team was set and how last year. It's what sets him apart from other riders - when he's training something had enough he goes to extremes. He'll do every tiny bit of the course that he needs to do."

"His head is good, he's realised he needs to do the work and take on the role of a leader. Race day will tell but we've got him in the place where we need him to be. He's up for winning, he wants to win, and it's so mentally important for him." Additionally, Wiggins will come to the race off the back of a 10-day altitude training camp in the Pyrenees. "He needed a change, and he needed altitude, and Vernon appeared because

memories of it from the 2004 Tour," said Sutton. Plus, Wiggins was able to take his family, a critical factor for him. Looked at as a whole, this has been a season of doubt for the 30-year-old sports personality of the year, from his close encounter with a wife in last November, through the nagging dispute with Chris Froome and the insurance cover who should be leader at the Tour de France, via the debacle of the Grand Prix de la Libération to Wiggins' concession in June that he no longer had the drive to push himself to the extremes necessary to win the Tour de France, but the 10-day-a-week diet he has long ago abandoned.

The next 11 days, through the British Tour and up to the final time trial championship in Florence on 25 September, are critical ones, hence the return to altitude training. Wiggins has just one win to his name since his Olympic gold medal in the time trial at Haringey Court on 1 August 2012, in a time trial stage in the Tour of Poland. It was a crushing victory that boded well for his attempt to win gold in Florence but it was cancelled out by a fifth place in the time trial stage at his last race, the Basco Tour of the Low Countries, which was his lowest placing against the watch in his last two seasons in Tour Sky.

### Four to watch

**Dan Martin** *Swiss* - After the British team were out of the back of an up-and-down season, with a mountain stage win in the Tour de France and victories in the Lago di Como and the Tour de Suisse, Martin is expected to be a contender for the overall title in the Tour de France, where he took second overall and the best young rider's jersey. The British success stands no comparison to the climb in France or his harshest test, as Wiggins is still hungry in this late stage of the year. He should be the fastest to conquer the road climb.

**Mark Cavendish** *Omega Pharma-Quick Step* - The former world champion rides the British Tour as a build-up to the world championships, when he plans to assist Chris Froome. Won the points jersey in the Tour of Britain as long ago as 2006 and has ridden eight stages there. Few would be against him pushing that to 10 or more this year.

**Philippe Gilbert** *Ordo* - The 30-year-old Belgian, a Tour de France stage winner in 2009, is an all-rounder who can thrive on British roads, where he first showed his potential some years ago. After a lean couple of seasons he has chosen to return to the UK this year and has entered a contract for 2014 with Team Sky.

**Mark Cavendish** *Omega Pharma-Quick Step* - The former world champion rides the British Tour as a build-up to the world championships, when he plans to assist Chris Froome. Won the points jersey in the Tour of Britain as long ago as 2006 and has ridden eight stages there. Few would be against him pushing that to 10 or more this year.

Sir Bradley Wiggins has won only once since taking Olympic gold in the time trial on 1 August 2012



Wiggins is expected to be a contender for the overall title in the Tour de France, where he took second overall and the best young rider's jersey.

# How the other half live: cycling's forgotten women deserve our attention too



Richard Williams

## The contrast with men's racing is shocking - and the retired Cooke is vocal in the battle to right a wrong

It's crazy for them once every four years, whether it's Lance Armstrong swooning to victory in the velodrome or Liuzhe Armstrong leading for a brave silver medal on the road. From the front pages to the red carpets and the honourifics, the female cyclists are everyone's darling.

But since every four years isn't enough. Amid the extraordinary boom in cycling, which will be in evidence again this weekend as crowds gather along the roadsides to watch the opening stages of the Tour of Britain, the acclaim lavished on the female competitors in an Olympic summer makes a shocking contrast with the true state of their professional racing careers.

A shortage of sponsors, a tiny handful of credible teams, a shrinking calendar, riders paid a pittance and sometimes not paid at all, and an almost complete absence of television or newspaper coverage - that's the real picture and no one is more familiar with it than Nicole Cooke, who emerged from the riot under the Great Wall of China one afternoon in 2004 to give Britain a victory that began the flood of Olympic gold in Beijing.

Cooke announced her retirement at the start of this year with a series of full-frontal criticisms at the way the sport is run. For the past nine months she has been at her home in Lugano, Switzerland, working on her autobiography and doing her bit in the mountains without a team or a training schedule. But the world's best woman has never been far from her thoughts.

She is impressed by the 92,000 signatures on the petition launched as part of a manifesto for change by Le Tour Etoile, a prologo group formed by three leading riders - Rebecca Vaeyens, Emma Pooley and Johanna Bertine - and the changes translate Christine Wedelstein, calling for the expansion of the Tour de France to run a women's event alongside the world's most famous bike race. But she is also

convinced day by day with the men's race," she says. "But you've got the whole world's attention on the Tour, you've got the commentators geared up and you've got the spectators, the fact that it showcases women's cycling and build up support."

That, however, is only one of what she calls the "medium-term goals". Just as important is to establish a minimum wage and a way of making the teams pay it. At the moment some teams license themselves in relatively obscure countries, usually in Eastern Europe, where not only is it difficult and expensive for riders to recover unpaid money.

"At the point when the petition needed to be strong, on the minimum wage, they've wimped out," she says. "It drives a lot of talented riders out of the sport. As things stand, it's not a viable career for a lot of women."

As Cooke's view, it is a mistake to limit the petition to the UCI, the sport's governing body. "It's actually the UCI who make the rules and hold the levers of power," she says, "but up until now they haven't stood up to their responsibility to the women's side of the sport."

They have been too busy, she says, in a time of weary scores, trying to find a way to resolve the UCI's disputes. "But they're the only people who can create a foundation for women's cycling to develop."

She can claim some knowledge of the UCI's machinations, having been in the ocean alongside the budgets for the UCI's World Time teams," she says.

"I was the UCI boss, I'd be in three with a minimum wage, women's teams, sort out the racing structure. I think within a couple of years we'll have an absolutely booming women's scene and people wouldn't dream of being involved in women's cycling."

It drives talented riders out of the sport. As things stand, it's not a viable career for a lot of women



Cooke announced her retirement at the start of this year with a series of full-frontal criticisms at the way the sport is run.

# Guardian preview of Tour of Britain (14/09/13)





# Wiggins takes aim at Tour of Britain

Cycling

News that Chris Froome has been named as the favourite to win the Tour of Britain will be a boost for Bradley Wiggins, who is set to start the race on Friday. Wiggins, 31, is a former world champion and has won the Tour of Britain twice before. He is set to start the race on Friday, September 13, and will be competing in the men's elite category. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.

The best news in the world of cycling is that Bradley Wiggins will be back on the road in Britain. The Tour of Britain will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.



Cycle of success: Wiggins always shows a crowd he'll also avoid a fall showing in the Tour of Britain to lift his season

Stage guide table with columns for Stage, Start, and Finish. Stage 1: Start 13, Finish 14. Stage 2: Start 15, Finish 16. Stage 3: Start 17, Finish 18. Stage 4: Start 19, Finish 20. Stage 5: Start 21, Finish 22. Stage 6: Start 23, Finish 24.



# Stanford feeds off Brownlee's example in quest for title

Triathlon

Richard Brownlee's performance in the triathlon at the London 2012 Paralympics was a real inspiration for the 24-year-old Welshman. He is set to start the triathlon at the London 2013 Paralympics. He is currently in good form, having won the triathlon at the London 2012 Paralympics. He is also a former world champion in the triathlon discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.

Stanford is the under-21 champion and has been named as the favourite to win the triathlon at the London 2013 Paralympics. He is currently in good form, having won the triathlon at the London 2012 Paralympics. He is also a former world champion in the triathlon discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.

# Sport

## THE ARCHIVE



EMMA DURR

She beat England's second best one-day female in a 6-1 win. She is currently in good form, having won the one-day race at the London 2013 Paralympics. She is also a former world champion in the one-day discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.

# Cavendish and Quintana help Tour of Britain climb new highs

CYCLING

Home sprinter and Tour runner-up join strong line-up as race enjoys significance

By MATT HARRISON

Mark Cavendish had already been expected to lead the pack in the Tour of Britain. He is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.

Quintana is the favourite to win the Tour of Britain. He is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.



Mark Cavendish has been confirmed for his home race



Mark Cavendish has been confirmed for his home race

Wiggins is the favourite to win the Tour of Britain. He is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.

Advertisement for 'My Bike. My Weekend.' featuring Bradley Wiggins. Text: 'Riding my bike still gives me the same feeling as when I was a kid. I love it.' Sir Bradley Wiggins, Team Sky. Find a ride near you at goskyride.com.

# Cool Chanderpaul gives Derbyshire hope

CRICKET

By LUCY WILSON

After the first match of England's one-day international series against Australia in the West Indies was declared a washout yesterday afternoon, it was left to the County Championship's first round. A single overcast and drizzle day saw the first round of the Championship's first round. A single overcast and drizzle day saw the first round of the Championship's first round. A single overcast and drizzle day saw the first round of the Championship's first round.



Chanderpaul in a cricket uniform

Chanderpaul is the favourite to win the Derbyshire match. He is currently in good form, having won the Derbyshire match in 2004 and 2005. He is also a former world champion in the Derbyshire discipline. The race will be held over 10 days, starting in London and ending in London. Wiggins is currently in good form, having won the Tour of Britain in 2004 and 2005. He is also a former world champion in the time trial discipline.

Times preview (14/09/13) Independent preview (14/09/13)





**cycling**



# Bennett storms to stage victory

**IRISHMAN** Sam Bennett won the fifth stage of the Tour of Britain with a sprint finish into Caerphilly but Sir Bradley Wiggins retained the overall lead. The An Post-Chain Reaction rider (pictured above, centre) outspurred Michael Gooss and Martin Elmiger after a group of riders pulled clear on the second climb of the category one mountain in Wales. Ian Stannard (Team Sky) led gold jersey holder Wiggins and, by keeping the group together, success-

fully helped preserve the four-time Olympic gold medalist's 37-second lead. After clinching his first career stage victory, Bennett said: 'It was a real hard fight coming into the finish but I knew if I hung on up the climb that I would recuperate quick enough for the sprint and I just hung in. 'It was a bit of a gamble going into the last corner but I had enough acceleration to take the win.'

## Metro coverage of Stages Four and Five

**tennis**

# Britain know the State of play as America await in Davis Cup

by **JOHN HARVEY**

**GREAT** Britain have been drawn against the United States in the World Group of the 2014 Davis Cup following yesterday's draw in London. A 4-1 win over Croatia at the weekend ensured Great Britain, captained by Leon Smith, are back at the elite level for the first time since 2008 and their opponents were confirmed in the first-ever live stream on the Davis Cup website. Smith's men will travel to the United States for the tie on January 31 to February 2, likely to be played on hard courts. The countries last met in 1999 when Greg Ranshaw lost a dramatic final-day decider with Jim Courier in front

**Laura on a roll**

**LAURA ROBSON** moved into round three of the Guangzhou Open in China with a 6-3, 7-6 (7-4) win over Zheng Saisai. She will be joined in the last eight by fellow Briton Johanna Konta, who beat fourth seed Peng Shuai 6-1, 6-3.

of a packed crowd at Birmingham's National Indoor Arena. 'We'll go into the tie with a lot of confidence and look forward to it,' said Smith. 'It is an exciting tie in prospect with fans remembering the great drama when the nations last met.' Speaking before the draw, Smith confirmed world No.3 Andy Murray would be available for selection. The Wimbledon champion sat out the early part of this year's campaign but returned to the team in Croatia and claimed three points. 'Yeah, he's very committed,' Smith said. 'The great thing is it's a time to get the players and staff together to work together and have a good time.'

**cycling**



Border crossing: Wiggins, right, and Cavendish, second left, lead the peloton through north Wales

PICTURE: LANCASHIRE/PA

## CAVENDISH SAYS 'THANKS PET' AS MANXMAN GETS FRIENDLY

**MARK CAVENDISH** took the honours on stage four of the Tour of Britain, then paid tribute to the old rival who helped make it possible. The Omega Pharma-

Quickstep sprinter was led out by Alessandro Petacchi, another legendary fast man who joined Cavendish's team this summer. 'We have been rivals for a lot of

my career but he's a really good guy. The Tour of Britain is my home race but he's a big factor in me coming here because I wanted to ride with him,' Cavendish said.

Sir Bradley Wiggins retained the overall lead after finishing in the bunch following the 190.9km ride from Stoke to Llanberis in the heart of Snowdonia.

**SPORT DIGEST**

### Confident Haye taunts Fury

**BOXING** David Haye claims his sparring partners would be good enough to beat his domestic rival Tyson Fury. Haye (pictured), who faces undefeated Fury next week, is entering the fight in confident mood, and claims even his underlings would give the 6ft 9in 25-year-old a run for his money. 'I have no doubt the guys brought over for me to spar would do a number on Fury in a fight,' said the Londoner. 'That's what has made this camp so great. Rather than bringing over the typical sparring partners, guys used to



just taking punishment, I have brought over a load of top ten heavyweights, some of them unbeaten, with lots of ambition and pride. I have also brought over big, big punchers.'

**2** Year deal signed by ex-Wigan prop Iafeta Paleaasina with Hull. The 31-year-old left Super League 12 months ago after a spell with Salford.

### Chan: No need for Giants panic

**RUGBY LEAGUE** Huddersfield forward Jason Chan insists the Giants are not ready to call time on their best-ever Super League season. The table-toppers have another chance to reach the Grand Final Series when they host Hull tonight, having lost to Wigan

last week. 'We're not panicking,' Chan said. 'Wigan was disappointing because we know we are capable of better. We've got the talent and the ethics to come out and never lose a game all season but it just didn't work out last week. The journey is not finished.'

### Sess goes back Wear he came from

**FOOTBALL** Stephane Sessegnon could make his West Brom debut at former club Sunderland on Saturday after being granted a work permit. The Beninese forward joined the Baggies on deadline day for a club-record £3.5million.



**CRICKET** Durham are on the verge of their third County Championship. After blowing Nottinghamshire away for just 76, Durham managed 256 all out, with captain Paul Collingwood (pictured) top-scoring with an unbeaten 88. They then dismissed Notts for 88 with just 62 runs required today for silverware.









CYCLING

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# Homecoming brings Brailsford to tears

### Old friends turn out to greet the Sky boss as Tour stage finishes at his childhood home in Welsh mountains

By Ian Chadwell  
Chief Sports Correspondent

He has been laughed, he has resented British cycling and he has misinterpreted two Tour de France triumphs but when Sir Dave Brailsford came back home yesterday with the Tour de Britain in tow, he was welcomed to town, suggesting that it was as emotional and wonderful as anything that has ever happened to him in his sport.

For the team Sky patroned, what could be better than this? On a beaming afternoon at the end of Stowton amid the beautiful cliffs he had enjoyed as a child, he watched the Sky's Sir Bradley Wiggins successfully retain his Tour gold jersey as his former change clerk Cavendish updated to yet another stage victory. Then, as he walked across the finish line to greet the men whose joy was greater than the joy of Peter Dinkley to the mountain where he lived in Detmold, the little village where his dream Britain will remain, all his old mates gathered to greet him.

The cheers and the applause had Brailsford (below) swelling up as he embraced not what almost led the royal procession down the finishing straight.

Except this was not Sir Dave but just good old Dave, the kid who would play football on that field across the road, the long-haired quail who was apparently a bit too good to be coincident under the high ball. Yes, they were proud of what he has achieved, but they would really rather just tease him about where his hair has gone.

"It's a very emotional day for me, right up there with my very best days as cycling," explained Brailsford, as the men in Lycra, the men who sign up guys who love de France but it's right up there with that.

He reckoned his team was a bit too old and frail to be there at the finish, while his father John was now living in France. Yet then he had stood there proudly what this day meant to their boy, who as a teenage lad had introduced them to the men that he was going to France to ride a bicycle for a living.

His old school friend Barry Owen, who had raised the three boys to greet his old Llanberis FC team-mate, enthusiastically gave everyone the thumbs up. Brailsford was not because he was going up a peg for life as a coachman with the local highways department.

But even though it was the start of an incredible journey that took him all the way to Buckingham Palace, still this was the place which built Brailsford's heart. The man over the line, the man who regularly dominates Tour de France, the third, saying what on the way to the finish. Brailsford looked at the people lined at the top

which had been his old football spot and reflected how he had polished up those slopes "millions of times" as a youngster who had been brood to give up football after he was diagnosed in a knee and decided to concentrate on John Brailsford's passion of cycling instead.

Unfortunally, he asked, he was not out out to follow his father's rich childhood passion because "I was afraid of heights" but, from the age of 16 cycling hooked him and he took the "sea-sawing" decision to leave the house and eventually, based around the state cycling industry, that he loved.

"The state must have all about now - it was a hard life, quite remote, quite bleak and people here used to deal with all hardships through 'hansom'," recalled Brailsford, who had moved with his English parents from Derbyshire to Detmold as a boy and who says he has always felt Welsh, having been taught in Welsh as his first language as all school-fellows still see him.

So proud, indeed, that when the folk who run the mountain railway, which streams from Llanberis right up to Snowdon's summit, decided to name one of the carriages after a local hero, they opted for him.

“It's a very emotional day. I've seen my guys win Tour de France but it's right up there with that”

“The Sir Dave Brailsford CBE coverage?” he laughed. “I can tell you it's a very better than a knighthood or anything else.”

He knew the man that his dad was a leading guide who even believed that a railway should be transporting tourists up the mountain when they would be so walking.

Brailsford now lives, getting something back home, just so when he returned his old primary school in Llanberis with one of Wiggins's signed yellow jerseys from his Tour victory last year. Yet he reckoned even he could not take any credit for helping here the unique sight of Wiggins and Cav jumping the mountain, indeed, he was as surprised an engine when he heard the Tour was coming to his home patch. “I just thought ‘hell’” he laughed.

But nothing was better than seeing home. By a word coincidence, Brailsford these days lives in a house with his partner Lisa and daughter Millie, a niece's house from where he was born in Derbyshire, but going to visit his team after yesterday's stage.

Brailsford says of what this place really still means to him. “It's the one place I can go back and get the massive sense of just being at ease with myself and happy. I can't say there's no sense that I've left and gone on to better things. I loved all the time but it's the only place I feel at home in the whole world.”



Hard going: Tour de Britain riders approach the top of Peery-Pass

## Cavendish back to his best form with

By Ian Chadwell

British cycling's massive old double act was back in tandem as the Wales mountains as Mark Cavendish followed up Sir Bradley Wiggins' awesome time-trial triumph in the Tour of Britain on Tuesday with a commanding sprint victory of his own in Llanberis.

As Wiggins fell relaxed to come home among the men, he and his partner Lisa and daughter Millie, a niece's house from where he was born in Derbyshire, but going to visit his team after yesterday's stage.

Following two triumphs again in 2007 and 2011 and these last year, which were his now-suspect Edward Lawson Hogg's mark of times.

"It's amazing to be able to break the record in this jersey as the champion of the country, it's a very great," said Cavendish, meeting the red, white and blue stripes he has been as drafted by this country since his road race victory this morning.

"I am really, really happy about my victory and the support of the guys. They stayed with me the entire day. That the last climb - I have to say I was at the limit - but the guys stayed with me and brought me back. They showed a lot of commitment. That is why I did my best in this jersey."

The race featured two dramatic duels, with Alessandro Petacchi, the Italian, mounting near setting as a



# Daily Telegraph 19/09/13



## record eighth stage win

lead-out man for the new season, trying his utmost to get and his to help defend Cavendish into an ideal position to strike and comfortably hold off his nearest challenge, Italian Elia Viviani.

"Petacchi really gelled with the team," said Cavendish, shifting his hands and delighted to approve the idea that the winning of two great sprinters of different vintage might be a recipe for disaster. "We got on really well and he's a true professional. We have been inside for a lot of my career but he's a really good guy."

Wiggins paid tribute to a typically striking day's labour from the sky team which, for periods during an afternoon when an other team seemed happy about doing any double work, looked as if they might find it difficult to read in the

lowdown, which had held a two-minute lead at one stage.

But Cavendish left the change to get down back on the last mile under the category-three Peery-Pass climb and his record was to improve his second-stage spot, 37 seconds behind Wiggins.

"It was as tough as I thought in the cold and the wind, and the boys did an incredible job helping bring the leaders back," said Wiggins. Wiggins also lauded the efforts of another team-mate, Josh Edmondson. "For a first-year guy, he's been brilliant all year. I don't want to big him up too much but I think he potentially could be a Tour de France winner in the next 10 years."

An extraordinary tribute to the 21-year-old, backhanded from a man who should know.



## SPORT

# Wiggins beats his fears to put title in sight

## TOUR OF BRITAIN

Sky rider defies cold and rain to retain overall lead

Irishman Bennett sprints to 'unbelievable' stage win

By Ian Chadband

Amid wonderful crowd scenes which he reckoned he had never witnessed on these islands beyond the Olympics and rare Tour de France visits, Sir Bradley Wiggins repelled a series of late attacks on a teeming Caerphilly Mountain to take the potentially decisive step towards annexing the Tour of Britain title.

It had rained cats and dogs early in this key fifth stage, which wended its way 110 miles south through the Welsh hills from Machynlleth before young Irishman Sam Bennett

## TODAY'S STAGE

## STAGE 6



triumphed. Yet the elements did not stop thousands streaming onto the mountain and crumming so enthusiastically close to the riders that, at times on the double ascent, they were having to plough up single file.

The weather had turned more kindly by the time they came over the Brecon Beacons en route, a mercy after the wretched weather of the first four days had seen the race offered a new title: 'The Tour of Britain'.

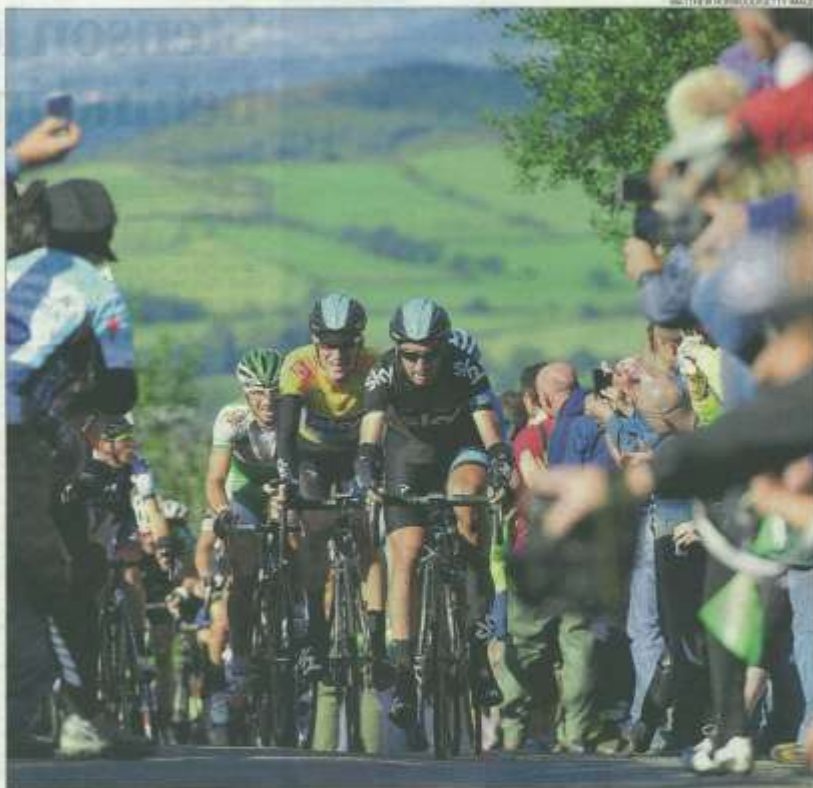
Wiggins admitted this stage, the toughest of the tour, had most concerned him and that he had completed a reconnaissance mission of it last Wednesday. He was particularly worried about the prospect of 4½ hours of toil in the driving rain.

"My fear is always getting cold and I did struggle into Kendal [at the finish of the Lake District stage on Monday] with the cold but, fortunately, it brightened up here and it was a lot warmer at the start than any other day," Wiggins said.

Ultimately, with only three stages remaining, he felt it had turned into the "perfect day" given the diminishing chances of anyone overturning his 37sec lead over the field – actually, 43sec – over Swiss Martin Elmiger if you take Wiggins's second-placed Sky team-mate Ian Stannard out of the equation.

Wiggins is taking nothing for granted, especially because this was a race, he laughed, that he had seen change out of all recognition down the years. "Every day is difficult and it's been the toughest edition of the race I've done. Only five years ago we would spend every night in the bar until two o'clock in the morning! Now you just wouldn't get away with it."

Having said that, Wiggins made this formidable day's work, toiling over four category-one climbs, sound



Sleep task: Bradley Wiggins wears the leader's gold jersey as the Team Sky train scales Caerphilly Mountain

like little more than an armchair ride thanks to the sterling efforts of his Sky defenders, led by the indefatigable Stannard. "They left me with nothing to do except sit there," Wiggins shrugged.

Well, not quite. Once the long-standing four-man break had been reeled in just as the two circuits of Caerphilly Mountain began, with Nairo Quintana and Dan Martin, the two fleet climbers who still concern Wiggins most in the general classification battle, both launching attacks.

Stannard and David López worked slavishly each time to haul them back

and once Martin had been caught by the 14 chasers on the final descent, Wiggins was happy to ease home in seventh place, losing only four seconds of his lead to Elmiger, who finished third.

If the Belgian-born Englishman Wiggins was delighted, then a Belgian-born Irishman was quite ecstatic. Just a couple of days after he had been disappointed to miss out on the biggest win of his career in the Lake District stage, pipped at the finish by German Gerald Ciolek, Bennett outpaced Michal Golis to win the bunch sprint. The 22-year-old, who hails from Carrick-on-Suir, the same

South Tipperary town as the great sprinter Sean Kelly, could only smile: "Unbelievable."

Which is pretty much what Wiggins felt about the reception the riders had received here. "I've never seen anything like this in the UK, other than when the Tour de France has been here; it was phenomenal."

Wiggins feels there are dangers left in the West Country today as he faces the race's first-ever hilltop finish on Haytor, after an 85-mile ride from Slieve Donard, but the title is within reach. "If we get through Dartmoor without losing any time, we're pretty much there," he said.

Daily Telegraph  
20/09/13



# Sport

**TIGER DETERMINED TO END GOLFING YEAR ON A HIGH**  
PAGE 64



Sam Bennett wins the Tour of Britain's fifth stage in Caerphilly yesterday

## Cavendish chases down break to 'hop' to dramatic victory

### CYCLING

By ROBIN SCOTT-ELLIOTT  
Sports News Correspondent

This was how the race organisers would have imagined it when they first planned the fourth stage of the 2013 Tour of Britain, fine autumnal weather, stunning scenery with Snowdon looming over the finish, Sir Bradley Wiggins safe in the golden jersey and Mark Cavendish, shung low over his handlebars, storming through to snatch a thrilling stage win. Tick, tick, tick and tick. The best day of the race so far ended with Cavendish, sporting his national champion's jersey, bundling over the line in Llanberis to claim his eighth stage win in the Tour of Britain, and his 17th of the season, after a bunch sprint.



"It was kind of hopping there in the last 500m," said Cavendish, who praised the efforts of his veteran wingman, the "old and wily" Alessandro Petacchi in setting him up for the finish. "It made it quite dangerous catching a break of 11 riders in the last kilometre, it causes chaos on the road."

But Petacchi delivered Cavendish to his jump-off point and the Briton did the rest to hold off Ellis Viviani, who had ruined the script on day one in Scotland by winning a first stage that many had fancied would belong to the Maximan and his Omega Pharma-Quick Step team.

Wiggins crossed the line looking comfortable in Cavendish's wake to maintain his hold on the leader's jersey and an advantage of 27 seconds on team-mate Ian Stannard. It was the perfect end to the perfect day for the host nation, but the 190km (119 miles) stage that had begun in Strke did not altogether pass without alarm for Wiggins and Sky.

The 11-strong breakaway, that included the promising young Briton Alibhai Slater, opened up a gap of 15 minutes at one stage as Sky were left to do the majority of the work on the front of the peloton. But as the route swung into the foothills around



The peloton approaches the top of Pen-y-Pass on the way to Llanberis yesterday

Snowdon that lead began to come down, with the impressive Stannard shouldering the Stakhanovite role in seeing the breakaway in.

As the peloton climbed up to Pen-y-Pass first Dan Martin, the Birmingham-born Irishman, and then Nairo Quintana attacked. Wiggins went with them but for an alarming moment he was isolated. It proved little more than a moment though and Stannard and Co were soon reattached to their man.

"It always looks easier than it is but it was tough out there," said Wiggins. "There was a lot of wind and cold weather but the boys did an incredible job."

"They rode all day to keep the gap at about three or four minutes, and then on the final climb, Ian took it up and did a really impressive job. The attacks started coming but I was always riding just a little bit within myself."

"I know the run-in as well because Sir Dave Brailsford lived in this town," he added, "and it's another day ticked off because there are no easy days in the Tour of Britain."

Certainly today will not be. The fifth stage is possibly the toughest of the eight, ranging for 177km (110 miles) across the Brecon Beacons and including four category one climbs and a double ascent of Caerphilly Mountain.

With another hilly stage to follow tomorrow, Wiggins' lead will come under pressure ahead of Sunday's finale in London.

## Wiggins pays tribute to team-mates after surviving tough day

### CYCLING

By ED AARONS

If he didn't appreciate the value of teamwork already, then today's gruelling stage was a stark reminder in the Brecon Beacons was enough to earn it honors. Sir Bradley Wiggins paid tribute to his Team Sky colleagues last night after he retained his lead in the Tour of Britain yesterday on a grueling stage five that pushed the 2012 Tour de France winner to his limits.

"When rising star Nairo Quintana and Birmingham-born Irishman Dan Martin had led by more than a minute with less than 20 kilometres to go, it seemed as though Wiggins' team-mates in Tuesday's time trial may have been in vain.

In the hotel after his fifth Spanish workday, David Lopez and second-placed compatriot Thor Hushovd gradually pulled them back during the run-in to the finish in Caerphilly, reducing the gap to just nine seconds with 10km remaining and eventually achieved parity 2.5km from home.

From there it was up to the pair to no-holds-barred it out, with Ireland's Sam Bennett outlasting Michael Golan and Martin Ellegaard to cross the finish line first.

"I know the route today because I rode it last week and I knew it was going to be the toughest stage of the race," said Wiggins, who maintained his 37-second lead over Stannard.

"I keep saying it but you're nothing without your team and the legs show

all day over again to control the race in the end. David Lopez and Ian for as long as possible, right to the last kilometre, and they left me with nothing to do but sit there until the end."

Wiggins added: "I don't have the accolades on the line that Dan (Martin) and Nairo (Quintana) have, but that time trial because I know how to pace my effort and it works - I won the Tour de France like this."

Having endured a frustrating year where he withdrew from the Giro d'Italia with illness and was then denied the opportunity to defend his Tour de France title, Wiggins remains on course to become only the second home winner of the Tour of Britain since it was reintroduced in 2004 after Jonathan Troman-Locke last year.

Now with the World Championships

to come in Florence next week, 41-year-old Olympic gold medalist claimed he is closing in on his pace condition. "It's been a long road up back to the level I'm at now, but I've worked hard for a good 20 weeks in in this condition and this is what it all about," he said.

"We'll take it another day tomorrow and we won't be underestimating anyone. We lost Alex Dowsett from the general classification battle today, that's another star down, and we're keeping plugging away as we aim to stay in control of this jersey."

Stannard remains second in the standings and leads Switzerland's Ellegaard by six seconds going into today's 137.5km (85-mile) stage through Devon that culminates at Haytor on Dartmoor.

Now with the World Championships

would develop the self-confidence to hold on leads rather than drop deep to preserve them.

The riders' "unconvincing second-half performances has been

said: "Against Stannard we were very good in the first half but were not how I expected us to be in the second half."

Ian Herbert

### MANCHESTER UNITED

## Lingard makes Blues switch

Birmingham City have signed Manchester United's Jesse Lingard on a one-month loan deal. The attacking midfielder, 20, arrives at St Andrew's to bolster a squad which has struggled so far this season, winning just one and losing five of their opening seven Championship matches.

Carried by England's Under-21 side last month, Lingard is yet to make his senior debut for United but spent two months on loan at Leiston last season.

### FULHAM

## Jacko statue told to 'Beat it'

Fulham are to return the statue of Michael Jackson outside Craven Cottage back to the club's former owner Mohamed Al-Fayed. The sculpture was installed in 2011, in tribute to the late entertainer, whom Fayed inspired was a fan of the west London club.

A Fulham spokeswoman said: "The statue is not part of the Riverside development of the stadium and will be returned to the former chairman in due course."

### YESTERDAY STAGE 4

STROKE-ON-TRENT TOLLNERS



### TODAY STAGE 5

MACHYLLATH TO GEMHELY



Independent (19/09/13 above, 20/09/13 left)



# Wiggins closes on win

SIR BRADLEY WIGGINS took a significant step towards winning the Tour of Britain yesterday by coming through the stage he feared, down the middle of Wales and finishing with two ascents of Caerphilly mountain. While Irishman Sam Bennett won the test, Wiggins was relieved to finish with his lead intact. "Certainly that was the toughest finish," said Wiggins, who visited Caerphilly last week to acquaint himself with the climb, a steep and narrow ramp through the centre of the town. But there were other challenges: two first-category mountains, and yet more rain, with the start in Machynlleth a wash-out. With three days to go, Wiggins is on the verge of winning his first stage race since last year's Tour de France. "This race gets bigger every year," said Wiggins.



RONNIE O'SULLIVAN has backtracked on claims that match-fixing is rife in snooker. He said: "My reference to players throwing

were inscribed on the statue bases, placed by the stadium entrance to deter others. So this sad phenomenon of tarnished sport is as old as the 8th century BC — at least.

# Cavendish is best of the bunch to take stage win

MARK CAVENDISH won stage four of the Tour of Britain to Llanberis yesterday, as Sir Bradley Wiggins kept his overall lead of 37 seconds over 119 miles from Stoke-on-Trent. On paper, with the climb of Pen-y-Pass near the finish it didn't look like a Cavendish stage, but in the wet conditions he took his tally of stages on his home tour to eight. And Cavendish wasn't

**CYCLING**  
By RICHARD MOORE

surprised, claiming: "We thought it was going to be a bunch sprint." As for Wiggins, he said: "It was as tough as I thought it would be, with the cold weather and the wind. 'It's probably the toughest day of the race. I'm glad today's out the way.'

# Cavendish and Wiggins read the stage four Tour script

By Robin Scott-Elliott

This was how race organisers would have imagined it when they first planned the fourth stage of the 2013 Tour of Britain: fine autumnal weather, stunning scenery, Sir Bradley Wiggins safe in the gold jersey and Mark Cavendish storming through to snatch a thrilling stage win.

The best day of the race so far ended with Cavendish (*below*), sporting his national champion's jersey, bundling over the line in Llanberis to claim his eighth stage win in the Tour of Britain after a sprint.

A hair-raising finale ended with Cavendish reeling in a breakaway of 11 riders on a burst to the finish in the Welsh town.

The British star was 30 seconds adrift of the lead group as the descent from Pen-y-Pass began, but hit the front with 300m left.

His wingman, Alessandro Petacchi, delivered him to his jump-off point and the Briton did the rest to hold off Elin Viviani, who had ruined the script on day one in Scotland by winning a first stage many fancied would belong to the Manzmann and his Omega Pharma-Quick Step team.

Wiggins crossed the line comfortable in Cavendish's wake to maintain his hold on the leader's jersey and a lead of 37 seconds on fellow Team Sky man Ian Stannard. But the 191km (119 mile) stage did not pass without alarm for Wiggins.

The 11-strong breakaway, which included promising young Briton Alistair Slater, opened up a gap of four minutes at one stage as Sky were left to do the majority of the

CYCLING



Sam Bennett wins the Tour of Britain's fifth stage yesterday

# Wiggins pays tribute to the help of his Sky team-mates

By Ed Axon

If he didn't appreciate the value of teamwork already then a day spent repeating someone's attacks in the Brecon Beacons was enough to run it home.

For Bradley Wiggins paid tribute to his Team Sky colleagues last night after he retained his lead in the Tour of Britain yesterday on a grueling stage that pushed the 2012 Tour de France winner to his very limits.

When riding star Nairo Quintana and Birmingham-born Irishman Dan Martin had led by more than a minute with less than 20 kilometres to go, it seemed as though Wiggins' overalls in Wednesday's time trial may have been in vain.

But the joint efforts of Sky's Spanish workhorse David Lopez and second-placed competitor Tim Stannard gradually pulled them back during the run-in to the finish in Caerphilly, reducing the gap to just nine seconds with 10 kilometres remaining and eventually achieved partly 2.5 kilometres from the finishing line.

From then on it was left to the sprinters to battle it out for the lead, with Ireland's Sam Bennett outclassing Michael Galas and Martin Ellegaard to come first.

"I know the route of today's stage because I rode it last week and I know it was going to be the queen stage of the race," said Wiggins, who maintained his 37-second lead over Stannard.

"I keep saying it but you're nothing without your team and the boys rode all day once again to control the race. In the end I had David Lopez not far for as long as possible, right to the last kilometre, and they left me with nothing to do

other than sit there until the end." Wiggins added: "I don't have the accelerations on the climbs that Ilin (Martin) and Nairo Quintana have, but I just have the brains I know how to pace my effort and it works. I won the Tour de France like that."

"I keep saying it but you're nothing without your team and the boys rode all day once again to control the race.

Having endured a frustrating year in which he was forced to withdraw from the Giro d'Italia with Haas and was then denied the opportunity to defend his Tour de France title, Wiggins remains on course to become only the second home winner of the Tour of Britain since it was reintroduced in 2004 after Jonathan Turman-Locke's victory 12 months

ago. Now with the World Championships to come in Italy next week, the four-time Olympic gold medalist admitted that he is closing in on his peak condition.

"It's been a long road to get back to this level I'm at now, but I've worked hard for a good 20 weeks to be in this condition and this is what it's all about," he said.

"We'll take it as another day tomorrow and we won't be underestimating anyone. We just Alex Dowsett from the general classification battle today or that's another one down, but we'll keep plugging away as we aim to stay in control of this jersey."

Stannard remains second in the overall standings and leads Brittonville's Ellegaard by six seconds going into today's 127.6 kilometre stage through Devon, that starts at Stannard and concludes at Haytor in Dartmoor.

### Yesterday Stage 4



### Today Stage 5





## Suárez ready to be unleashed on United

Football, page 48 >

# Cavendish scales tactical heights in surge to stage victory as Wiggins retains yellow

Cycling  
William Fotheringham-Lamberts

The hilly profile of this stage did not look propitious for Mark Cavendish but the tactical situation played into the hands of the British sprint legend to give him the eighth Tour of Britain stage win of his career on the shores of Lynn Parish with Sweden as a backdrop. For much of the stage it seemed that an 11-man escape would contest the finish but the race came together in the final kilometre enabling Cavendish to take a close sprint from the Italian Eka Viviani, with Sir Bradley Wiggins retaining his overall lead.

After Cavendish's Omega-Pharma-Quickstep lead-out train lost one of its engines, Julien Vermote, in the final kilometre, leaving him with only the veteran Italian Alessandro Petacchi to set the pace, the Maxima showed one of the qualities that has made him such a feared sprinter, with a high-speed change of course to his left to get on to the wheel of the Italian Sacha Modolo.

That set him up for his trademark surge to the line, with Viviani crossing through late for second and arriving twice across the road as he did so, coming closer to knocking the Garmin-Sharp team's Steele Von Hoff off his bike. "It wasn't that hard, we always thought it was going to be a bunch sprint," said Cavendish of the route, which included two second-category climbs and a lengthy slog to the Pen-y-Pass cut below Snowdon, famed for its connection with Everest climbers from George Mallory to Edmund Hillary.

Afterwards Cavendish paid tribute to the role played by Petacchi, who is now 59 and retired on the spring after a career that included 68 stage wins in the three major tours and victories in the points jersey in all of them. He returned to the spot in August specifically to help up Cavendish's sprint team. "Without him I wouldn't have been able to contest the sprint today," said



Bradley Wiggins, right, and Mark Cavendish, in white, cross a bridge in Llanwrthwl during a hilly stage four won by Cavendish in the Tour of Britain

Cavendish, who will go on to back up Chris Froome in the world road race championship on 29 September.

Wiggins's first stage in the race leader's yellow jersey was straightforward if not easy, with Sky conceding afterwards that letting 11 riders slip the lead had not been ideal, because the strength of the escape made the climb far more difficult than with smaller numbers. The 11 included Cavendish's team-mate Igo Kintano, whose presence meant the Movistar's team

could save their strength for later while Sky led the chase.

The escape sped away with 15 miles covered, with the race in the Potteries, and led the pace until the foot of Snowdon, with its most threatening rider overall, Abner Soto of the Great Britain amateur team, who had started the day 38st, 22min 15sec behind Wiggins. Until the death Soto looked likely to move up the standings, but in the end his 103 miles in front brought no tangible reward.

It did, however, mean that Wiggins's five team-mates were again forced to spend the entire day setting the pace on the head of the peloton. But the race leader can depend on the strength of Ian Stannard, lying second overall, whose

### How they stand

Stage 4	
Stroke to Llanwrthwl	
1	M Cavendish GB 4hr 45min 42sec
2	E Viviani IT 41
3	Von Hoff GER 31
Overall standings	
Individual	
1	B Wiggins GB 16hr 11min 36sec
2	I Stannard GB 17min 27sec
3	M Elinger SLO 147
4	Posiva FIN 147
5	E Viviani IT 39
6	G Ciolkov GER 28
7	M Cavendish GB 25
King of the Mountains	
1	A Madrazo SP 94pts
2	A Delcamp F 38
3	M Northey NZ 28
4	Spreafico IT 1
5	A Gate NZ 0pts
6	A Madrazo SP 16
7	T Steily NZ 13
Team	
1	Team Sky GB 46hr 16min 43sec
2	KTM Cycling SLO 2min 15sec
3	Movistar SP 12min

late chase on the exposed moorland dug to Pen-y-Pass drastically, and decisively, reduced the leaders' advantage.

The Wiggins-Stannard double act is likely to be tested on today's twin climbs of Gaeplilly Mountain by the Garmin-Suway pair of Daniel Martin and the New Zealander Jack Bauer, who attacked in turns just before the top of Pen-y-Pass, by the car park used by those taking the Miners' Path to the Snowdon summit and the Mallory cafe. Bauer gained a few seconds but sheaved blowing up the descent to Lamberts did him no favours.

"The race will be decided on those two legs," said Wiggins of the Caerphilly finish, which sees the race pass through the town for two 4.5-mile loops.



### Tennis

## Great Britain draw US on return to Davis Cup elite

Great Britain have been drawn against the United States in the World Group of the 2014 Davis Cup. A 4-1 win over Croatia at the weekend ensured the team are back in the elite group for the first time since 2008. Elsewhere in the draw the Czech Republic, the defending champions and top seeds, host the Netherlands and their final opponents in November, Serbia, take on Switzerland. That has set up the prospect of the world No.1, Novak Djokovic, meeting Roger Federer, Spain, the third seeds, travel to Germany, Canada take on Japan and France host Australia in the top half of the World Group draw. In the other half Italy play Argentina, the fourth seeds, and Belgium go to Kazakhstan. **W**

Bradley Wiggins, Great Britain, and Bradley Wiggins, Great Britain, in the top half of the World Group draw. In the other half Italy play Argentina, the fourth seeds, and Belgium go to Kazakhstan. **W**

### Rugby league

## Giants see route beyond Hull to Grand Final

The Huddersfield forward Jason Chan says the Giants are not yet ready to call time on their best-ever Super League season. The Super League-topping team missed the opportunity to go straight through to the last four of the Grand Final Series when they lost at home to Wigan a week ago but they have a second chance when they host Hull in the first preliminary play-off semi-final tonight. "We're not punting," Chan said. "The Wigan game was disappointing because we knew we were capable of better. We've gone over everything and changed a couple of things. I'm glad it's happened now rather than further down the track. The journey's not finished." Huddersfield are clear favourites to progress, having done the league double over Hull this year. **PA**

# MURRAY'S KO BLOW

by IAIN STEWART

ANDY MURRAY is set to miss the rest of the season after being told he needs surgery on his back. The world No.3 has suffered disc problems for the past two years and was forced out of this year's French Open after it flared up again.

He returned to action to win Wimbledon in stunning style in July, but has struggled through the hard court season and recently lost to Stanislas Wawrinka in straight sets in the US Open quarter-final.

Murray has now decided to have an operation to deal with the injury, having felt the effects again during last weekend's superb Davis Cup win over Croatia.

### Trip

The British star, 26, will miss the rest of the regular tour season as well as the World Tour Finals at the O2 Arena in London in November.

But he hopes to be fit to make his usual trip to Miami for warm weather pre-season training ahead of the 2014 campaign.

Murray will then be targeting the Australian Open in January followed by Great Britain's Davis Cup clash against the USA.

## Brad still the tops

SIR BRADLEY WIGGINS retained his overall lead of the Tour of Britain after the fifth stage into Caerphilly.

Irish rider Sam Bennett claimed the stage victory, but Wiggins is still 37 seconds ahead of Team Sky team-mate Ian Stannard.

Bennett took the win with a sprint finish after pulling clear with a small group on the second climb of the day in Wales.

Guardian (19/09/13) and Daily Star (20/09/13)





# Durham crowned county champions

Cricket, page 46 »

# Wiggins' Tour of Britain challenge is almost home if far from dry

**Cycling**  
William Fotheringham Caerphilly

Sir Bradley Wiggins has not yet got the Tour of Britain victory in the bag but after he successfully negotiated the toughest stage of the eight days, the metaphorical container is open and the quarry is poised on the rim. The 2012 Tour de France winner warded off a spate of attacks from the climbers Daniel Martin and Nairo Quintana over the twin ascent of Caerphilly mountain and finished a safe seventh in the lead group of 15 that contested the stage win, with the Irishman Sam Bennett the fastest.

The usual hazards of a stage race - illness, a crash or an untimely puncture - can intervene at any point between now and Sunday's finish on Whitehall but there are now increasingly few opportunities for Martin's Garmin-Sharp team-mate Jack Bauer and the Swiss Martin Elmiger to dislodge Wiggins from the yellow jersey. Their best chance is in today's stage, with its hilltop finish at Haytor on Dartmoor, but Wiggins would need to be isolated from his team - as impressive as ever yesterday - for them truly to threaten his race lead.

On both ascents of Caerphilly Wiggins rode in a style that would be familiar to anyone who watched the 2012 Tour de France, or last year's Paris-Nice, Tour of Romandie or Dauphiné Libéré - bidding his time as the climbers sped away, keeping a controlled but high tempo and inexorably reeling them in as they faded. He is the first to concede that it is not high-octane, adrenaline-fuelled excitement but it is high-intensity and calls for a cool head. It is also high on impossible to counter.

After a lengthy four-man escape

mopped up the King of the Mountains points on substantial ascents above Bulth Wells and Brecon - giving the Spaniard Angel Madrazo an unassailable lead - the peloton came together to belt through the Caerphilly one-way system on to the mountain. Quintana made his attack on the first ascent, Martin on the second but Wiggins was always lurking.

Over the top of the mountain the riders were reduced to riding single file due to the sheer volume of fans, some dressed in gorilla suits, badge smugglers or convict stripes. "They were phenomenal," said Wiggins. "I've never seen anything like it in the UK, even when the Tour has been here." He added that this is the toughest Tour of Britain he has raced. "Five years ago you would be in the bar until 2am but you can't get away with that now."

While Martin was frustrated, his compatriot Bennett, left, went one better than his close second place at Kendal in Moesley. A 22-year-old who currently resides in Belgium, where he races for the squad founded by Sean Kelly to develop young Irish riders supported by An Post, he is the current Irish under-23 champion and last year finished in the top 10 on three stages in the British Tour.

All this has earned him a place alongside Martin in the Irish team for next week's world road championships. With that looming, the form of Great Britain's Simon Yates continues to impress, with sixth place on the stage here among a selection of the strongest.

Stages four and five of the Tour of Britain were a mini-tour of Wales's highlands: Snowdonia on Wednesday and ascents on the fringes of the Cambrians and through the Epynt and the Brecon Beacons yesterday. It was not all scenic glories, however. Outside Merthyr Tydfil the peloton went over

## How they stand

**Stage 5**  
Machynlleth to Caerphilly  
110 miles

1 S Bennett Ire	-4hr 35min 29sec
2 M Golias Pol	a/t
3 M Elmiger Swi	a/t

**Overall standings**

Individual	
1 B Wiggins GB	20hr 47min 05sec
2 I Stannard GB	+37sec
3 M Elmiger Swi	+47
Points	
1 S Bennett Ire	35pts
2 M Elmiger Swi	34
3 J Bauer NZ	34
King of the Mountains	
1 A Madrazo Sp	54pts
2 S Downey Ire	28
3 A Delaplace Fr	28
Sprint	
1 A Madrazo Sp	21pts
2 A Gate NZ	18
3 T Scully NZ	13
Team	
1 Team Sky GB	62hr 23min 10sec
2 IAM Cycling Swi	+2min 03sec
3 Pharma Quickstep Sp	+4min 32sec

a rather more obscure but equally tough ascent into a landscape of landfill sites, mounds and drainage pools that was like Tolkien's Mordor but with added rain and wind. Not so much how green was my valley as how stygian was my mountain.

Some are calling this year's race the 'Tour of Britain' and until the sun came out as Caerphilly was approached, the 110 miles were shrouded in cloud, with a strong westerly driving hanging sheets of heavy mizzle past disgruntled sheep and bedraggled spectators. As a day that belonged to Ireland's development team it was what Irish weathermen would term a "soft" day, although the cyclists might have a different term. Wiggins, however, now looks a hard nut to crack.

# Bolt rethinks retirement plan

**Athletics**

Usain Bolt is reconsidering retire from athletics after he pulled out because of a hamstring injury and then opted out of New Delhi in 2010. "I have said to my coach that I would love

to compete for another Olympic Games in Rio de Janeiro but he now admits it is his decision to make.

Bolt, who won 100m, 200m and 400m gold at the last two Games, informed his coach that the 2014 Commonwealth Games are taking place in Glasgow and he is reconsidering. "I think my fans have to be about me retiring," he said. "I should carry on and I have discussed it with my coach. It will be his decision to make. We will see what happens but it's on the cards by one more year."

One of the few medals to his collection is Commonwealth 2006 he was due to compete for in Australia.

The intense heat and gapore are excellent for growth and they have a piece of paddock gossip will quit Ferrari and join McLaren.

A seed of a rumour at with such rapidity that almost every motorist has heard of Alonso Ferrari after the signing to partner him next season. Sergio Pérez for 2013 is a rumour that may yet be true as its rich fuel mix. McLaren's senior driver only failed to kill the sp

58 Sun Thursday, September 19, 2013

# SPORTS UPDATE

★ **MARK CAVENDISH** won stage four of the Tour of Britain, triumphing in a bunch sprint in Snowdonia.

Fellow Brit Bradley Wiggins still leads overall.

★ **GREAT BRITAIN** have drawn the USA in the Davis Cup World Group, to be played in February.

Captain Leon Smith said: "It's time for the fans to get behind the team."

## Button fu

Paul Weaver Singapore

# Button: I'll try my hardest to win

From BEN HUNT in Singapore





## Sport

# Brailsford makes himself at home

## Cycling

Owen Stot Chief Sports Reporter

The remarkable life of Sir Dave Brailsford may have taken him around the globe and it may have accumulated extraordinary success, but on an emotional level for him, nothing could beat the 191 kilometres of the Tour of Britain yesterday that finished in a small village at the foot of Snowdon.

This was not because Mark Cavendish won the stage, or because Bradley Wiggins remained the race leader. It was entirely because up the hill across the lake from the finish line is the house where he grew up. He was taking the most successful bike team in the world back to the place he calls home.

His mother still lives near by. So do some of his friends from school. A small group of them had reunited at the finish line yesterday, to see the race and to share a precious hour afterwards with the bike who used to play in goal for their football team.

Yet maybe the moving as any moment for Brailsford yesterday was seeing the peloton go up and over the sublime scenery of the Pen-y-Pass and plunge down to the finish in Llanberis, a road he knows as well as any in the world.

Brailsford is by no means an unemotional man, but he tends not to talk about himself, to keep personal sensitivities out of the story. He is also eternally nomadic, a man apparently without roots. Yesterday, though, revealed him entirely differently. "Right up there with my very best days in cycling," was how he described it. "I've seen my guys win Tours de France, but this is right up there with that."

After Cavendish had a tight finish, Brailsford walked back down the road a little way, past the social club, Pete's Eats Cafe, in the direction of the Victorian Hotel where he used to go for a pint, and the support for him from the pavements was so overwhelming that he could not contain his tears.

They are full of pride for him here, a feeling that is reciprocated. They have a mountain railway that takes tourists up Snowdon, but Brailsford was never allowed on it because his father, who taught rock climbing, always made him go by foot. The story has a delicious irony, because last year they named a refurbished carriage *The Sir Dave Brailsford*. "That was way better than a knighthood," Brailsford said. And he is not joking.

His family moved here from



High point: Wiggins, above, climbs the Pen-y-Pass on an emotional afternoon for Brailsford, who casts a loving eye over the railway carriage named after him

Derbyshire when he was a one-year-old. His schooling was entirely in the Welsh language and he had to learn Welsh to fit in. Within the Llanberis football team, they spoke Welsh, too.

"He was very athletic, a good shot-stopper," Eury Owen, his old mate, recalled, "but had a weakness under the bar because he was too small."

When Brailsford started riding his bike more seriously, Owen would often go with him. There is another pass, at Druw-y-Cood, that they particularly loved to ride and that Owen still climbs today. "I always text Dave when I am

there," he said. "And Dave always replies, 'You lucky bastard.'"

It was when Brailsford was 18 that he packed up, left with his bicycle and headed for France to follow his dream to become a professional rider. Owen and others thought he was bookers, they never had him marked down as an overachiever, but they have watched with interest since.

Brailsford returns home occasionally and Owen says his success has been so extreme that "I think he's slightly embarrassed about it". Yet his reception is clearly very warm.

"They feel proud," Brailsford said. "It's not about me, but their area. They feel very much that their area has been put in the spotlight. There's no sense that I've left them and gone on to better things."

So he enjoyed the opportunity to return and reflect yesterday — on old times, on the tough slate-mining community struggling to stay in business, on the roads where his passion grew.

"I've cycled on these mountains millions of times," he said. And he laughed, recalling two schoolmates, the Lloyd brothers, who lived the other side of the Pen-y-Pass and regularly got snowed out and were the envy of all because they barely made it to school in the winter.

"It was a tiny community," Brailsford said. "I knew everybody and absolutely loved it. It was a real gut-wrencher when I left. It was a hard life. It's quite remote, quite bleak. They're a happy people who deal with their hardships through humour. So they make light of everything."

"They're genuinely, genuinely happy when I go back there. It's the one place I can go back and get this massive sense of just being at ease with myself and happy. It's the only place I feel so at home in the whole world."

## Governing body oppo Anglo-Fre competitio

## Rugby union

Mark Souster Rugby Correspondent

The 12 Aviva Premiership affirmed their intent last night a breakaway tournament — counterparts from France, plans would appear to be still the sport's world governing cated it would block such a v

Brett Gosper, the chief of the IRB, which ultimately hition the new competition, yesterday if the board woul Anglo-French proposal of native to the Heineken Cup, think a tournament such as the interest of the game," he

Gosper and the IRB want pen Cup to constitute, even be resurged. "We don't bel Anglo-French competition i said. "We strongly believe it's European competition. That belief and what we would bing and throwing our weight is the right thing for the game in terms of development, g so on. That is how we see it."

He urged the warring fact aside their differences. "I have to decide the perspect other in order to reach som ground," he said. "The c

For subscribers

**Loose talk**  
Mark Souster on the IRB must bol referees' authority

thetimes.co.uk/rugbyunion

businesses to run and the unions have to understand that. The unions are also providing the contest through which the players come through the system.

"It is a partnership of a kind whether we like it or not. People have to realise we have a future together, so we have to work it out. I can see where everyone's coming from. It's the common ground we have to find."

Jonny Wilkinson, who won the tournament with Toulouse last year,

## O'Sullivan backtracks over fixing comments

**Snooker** Ronnie O'Sullivan has backtracked on his claims that fixing is common in the sport, saying his comments were based on "rumors from many years ago" and were taken out of context.

After Stephen Lee was found guilty on Monday of fixing seven matches, O'Sullivan, a five-times world champion, tweeted: "I've heard there's many more players who throw snooker matches." O'Sullivan released a statement yesterday saying his comments "were an instant reaction to an issue which I feel strongly about".

## Bennett takes stage

**Cycling** Sam Bennett won the fifth stage of the Tour of Britain yesterday, with Sir Bradley Wiggins retaining the overall lead. Bennett, the Irish rider from the An Post ChainReaction team, prevailed in a sprint finish ahead of Michal Golas and Martin Elmiger after a small breakaway. Wiggins kept his 37-second advantage as Team Sky managed to hold the peloton together. Bennett, 22, completed the 177km ride from Machynlleth to Caerphilly in 4hr 35min 28sec.

Times (19/09/13 and 20/09/13)



to me, I accept it, no problem, if we are on for them we need all the rules."



## CAVENDISH: THANKS A LOT, PET

By MIKE WALTERS

MARK CAVENDISH thanked his long-time rival Alessandro Petacchi for leading him out to a Tour of Britain sprint win.

As Sir Bradley Wiggins remained top of the general classification, with four stages left, Cavendish (above) produced a turbo-charged finish after the gruelling 190km haul through Snowdonia from Stoke-on-Trent to Llanberis.

After an 11-man breakaway had been reeled in with just one kilometre to go, Cavendish held off stage-one winner Elia Viviani and Steele von Hoff in a bunch sprint.

Cavendish paid a

generous tribute to his team-mates, saying: "I'm really happy about my victory and the guys' super job.

"Even Petacchi, still suffering from a crash a couple days ago, wanted to be there.

"We've been rivals for a lot of my career, but he's a really good guy."

Omega Pharma-Quickstep sport director Brian Holm added: "We knew Cav had a fair chance for the sprint. Petacchi just delivered him perfectly."

Wiggins, who finished safely tucked in the peloton, remains 37 seconds ahead of Team Sky sidekick Ian Stannard in the overall standings.

night race, the paddock was ablaze with speculation Sergio Perez

team who has two experienced drivers."

(ING: BATTLE OF BRITAIN

# oliath Fury asy to slay, arns David



Picture: ANDREW BOYERS

**GLOVE  
STORY:**  
Haye is put  
through his  
paces in

## Bennett in peak form

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IRISHMAN Sam Bennett won the fifth stage of the Tour of Britain with a sprint finish into Caerphilly, but Sir Bradley Wiggins retained the overall lead.

The An Post-Chain Reaction rider outsprinted Michal Golas and Martin Elmiger after a group



pulled clear on the second climb of the category one mountain in Wales.

Bennett, 22, completed the 177km ride, from Machynlleth to Caerphilly, in four hours 35 minutes and 28 seconds.

After his first career stage victory he said: "It was a real hard fight, but I knew, if I hung on up the climb, I would recuperate for the sprint."



## Cavendish salutes his team spirit

MARK CAVENDISH timed his sprint finish to perfection to win the fourth stage of the Tour of Britain - but Sir Bradley Wiggins remains in control of the race.

An 11-strong break on the route from Stoke-on-Trent to Llanberis was caught with a kilometre to go.

And in a style that he makes his own, Cavendish, above, seized on the work of his team-mates, including Alessandro Petacchi and Ijo Teisse, to burst through to triumph head of Elia Viviani, of Italy, and Australian teeje Von Hoff.

Wiggins finished in the peloton to maintain his 37-second overall lead in front of fellow team Sky rider Ian Stannard. "I am really

**CYCLING**  
By Richard Lewis

happy about my victory and the super job of the guys," Cavendish said.

"Fortunately we had the entire day with Ijo in the break, so we didn't have to ride behind.

"On the last climb I was at the limit, but the guys stayed with me and brought me back."

Cavendish won in 4hr 45min 02secs. But Wiggins has command overall, with 16:11:36, ahead of Stannard and with Switzerland's Martin Elmiger 16 seconds back.

Today's 177.1km stage takes the riders from Machynlleth to Caerphilly, a hilly route that takes them into the Brecon Beacons.

Daily Mirror (19/09/13  
and 20/09/13), Daily  
Express (19/09/13)



# Media Coverage – Welsh Media

Around the UK The Tour of Britain generated thousands of column inches and articles throughout 2013. With almost 1/3 of The Tour of Britain in Wales, this was especially true from the Welsh media.





TOUR OF BRITAIN STAGE FOUR: NORTH WALES

# RIDERS TO WATCH

Rob Griffiths' guide to the cyclists aiming to be the fastest through today's North Wales stage

**THE MAINS**

**IAN CORRIE**

**GABRIEL MARTIN**

**ALEXANDER PENNING**

By **JOHN HOLLAND**

I needed to put in a quick time trial as I'm not a great climber – Wiggins

POST SPORT POST SPORT POST SPORT

# Manx missile

Cavendish powers to victory in North Wales - Zaganu

**INSIDE:**

- Aten joy at Wales 7s call-up
- Mirallas can lead Blues line

**COUTINHO SHOULDERS SURGERY BLOW**

## PHIL OUT FOR

TOUR OF BRITAIN HITS OUR STREETS

# Wiggins leads riders into North Wales

Man is jailed for Wrexham attack

By **JOHN HOLLAND**

**Wiggins: ALL STAGED AT HELSI HILLS**

Post Sport Pages 26-27

**School's grant**

**WHERE TO SEE RACE AND ROAD BLOCK GUIDE**

TOUR OF BRITAIN

# Cav king of the hills

'I was at my limit but team-mates helped to drive me on'

By **JOHN HOLLAND**

**M**

TOUR OF BRITAIN STAGE FOUR

# the hills

**YESTERDAY'S RESULTS**

**OVERALL STANDINGS**

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# Hundreds expected to watch world cycling stars

By MARI JONES  
 Tel. 01492 524343

THE Conwy Valley is gearing up to welcome some of the biggest names in cycling next week when the Tour of Britain visits the area.

Leading professional cyclists including Gregor Garrard and Tom Simpson winner the Bradley Wiggins, and former world road race champion Mark Cavendish - will bring the annual event to the region next Wednesday September 18. It's the first time the Tour of Britain has visited the area.

Some 100,000 fans are expected to watch the race as it passes through Violeth, Penrhyn, Penrhyn, Penrhyn and Conwy before heading to Llanrwst.

The competition will head over Y Bard Pass and then down the 1000m after the Hazy Pass before heading to Llanrwst.

Turn to page three for more.



**KNIGHT OF THE ROAD:** Sir Bradley Wiggins is expected to compete in the Tour of Britain

# GRAND TOUR HITS REGION

## Llanrwst BARONESS CHRISTINE!



**Town councillor prepares for House of Lords**

**Win a pale ale goody bag: 32 School new starters: 29-31**

**Cerrig Show Photos from the popular event**



## People of Conwy urged to give Tour of Britain cyclists a warm welcome



**ON THEIR WHEELS:** Sir Bradley Wiggins, and above, Mark Cavendish.

THE Conwy Valley is gearing up to welcome some of the biggest names in cycling, including the legendary Sir Bradley Wiggins and Mark Cavendish.

Wiggins topped professional cyclist race ranks 2012. Wiggins and Cavendish led it's the first time the Tour of Britain has visited the area.

Some 100,000 fans are expected to watch the race as it passes through Violeth, Penrhyn, Penrhyn, Penrhyn and Conwy before heading to Llanrwst.

The race will enter Conwy at approximately 2.30pm on Wednesday September 18 and for riders will be a double King of the Mountains climb followed by another climb before heading to Llanrwst.

Wiggins has the edge will lead the way to Llanrwst in the first stage, Penrhyn.

The competition will head over Y Bard Pass and then down the 1000m after the Hazy Pass before heading to Llanrwst.



# Cycling legends head for Valley on British Tour

Wiggins and Cavendish will be leading the way in the first stage, Penrhyn.

The competition will head over Y Bard Pass and then down the 1000m after the Hazy Pass before heading to Llanrwst.

Wiggins has the edge will lead the way to Llanrwst in the first stage, Penrhyn.

The competition will head over Y Bard Pass and then down the 1000m after the Hazy Pass before heading to Llanrwst.

## Two awards for boozer

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## Cycle race this weekend

THE Conwy Valley is gearing up to welcome some of the biggest names in cycling, including the legendary Sir Bradley Wiggins and Mark Cavendish.

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## Dance the night away

SALFORD dancing sessions at the Mountain triathlon.

## Mountain triathlon

ALACRIS 50 people helped support the Conwy Valley Mountain Triathlon last weekend.

The local area of the mountain triathlon was held in the Conwy Valley at the Conwy Valley.

From 10am to 11pm the event was held in the Conwy Valley at the Conwy Valley.

Many of the 50 people who took part in the event were from the Conwy Valley.

## Llanrwst Male Voice Choir

THE Llanrwst Male Voice Choir will be singing for the Conwy Valley Mountain Triathlon last weekend.

The choir will be performing at the event.

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Examples of coverage from North Wales Weekly News





# The Tour of Britain

Thursday 19 September  
Start Time 11:00

POWYS leads the start of the Welsh stage of The Tour of Britain, with Machynlleth's High Street following in the footsteps of Newtown and Powis Castle at Welshpool to host the stage, which finishes at Caerphilly.

Once the capital of Wales, Machynlleth remains a bustling town with a thriving community and eclectic arts scene and has been holding a Wednesday market since 1291. Independent shops, cafes and galleries add to the vibrancy of the town, which offers 'they' warm Welsh welcome, to all who visit.

Stage Five flies straight through the middle of the Cambrian Mountains, revealing one of Wales' best kept secrets. Starting in the town of Machynlleth then passing through the market towns of Llanidloes and Rhay and on down to Builth Wells, the route is straight through the heart of Wales.

Panic Circus will be entertaining the crowds in their own unique ways - juggling, juggling, juggling and much more together with entertainers on a companion.

There will be bike and scooter tricks on display up and down the streets.

Furthermore Bro Delys Leisure Centre's mascot Justin Beaver and The Tour of Britain mascot Tobi will make an appearance - arriving in style with their own transport.

Thanks to Bro Delys Leisure Centre in Machynlleth there will be two-cycle parking for all of those who ride to the Stage Five Start on Thursday 19 September. The Leisure Centre

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## Companies 'immorally' cashing in on holidays

EDUCATION leaders are calling on the government to crack down on travel agencies and airlines they say are 'immorally' cashing in on school holidays.

A story in the Cambrian News last week revealed that the South West and Mid Wales Education Consortium, which includes Carmeligion, Llantrisant and Powys, took the step to ban headteachers from authorising term-time holidays for pupils.

Under stringent Welsh Government rules, parents could face a fine of up to £120 for regular unauthorised absences.

The Consortium said the price hike for travel and hotels during school holidays is "totally unjustified and immoral", and leads to parents taking their children out of school during term time.

The move to class term-time holidays as 'unauthorised' is part of a drive to cut down on absenteeism in schools, the Consortium said, but had generated a reaction from parents across the region, leaving them frustrated

with increased holiday costs during school holidays.

Local director of the Consortium, Eithon Evans, said: "The education of children is paramount and research has shown that attendance at school is a high factor in achievement.

"Although we are not saying school is the only place children can learn, and that there are of course benefits associated with travel and different cultures, if children miss out on lessons they will not be taught the full national curriculum.

"This puts them at a disadvantage and leads to falling standards, which no parent or school wants for a child.

"This is not about education authorities being heavy handed, we have to prioritise children's education and a large factor affecting this is absenteeism.

"Having said that, we fully understand the frustration of parents, and indeed all those people working in the education sector, who are forced to pay higher prices for holidays."

## Women kayakers raise cash

### sport

## Lack of composure is so costly for Tregaron



Lewis Evans closing in on the try line. Pic mwh\_photos.

TREGARON went down narrowly at home to Burry Port but this Division Six

West

TREGARON 26

## Wiggins and Cavendish head for Machynlleth

2013 Tour of Britain

MACHYNLLETH will welcome the cycling stars of the Tour de France's sprints and mountains, when stage five of the prestigious 2013 Tour of Britain begins in the town this Thursday, 19 September.

The peloton will set off at 11am for the 110-mile route to Caerphilly, via Khayader, Builth Wells, Brecon and Merthyr.

Sir Bradley Wiggins, the 2012 Tour de France winner, is leading Sky Pro Cycling team in the 10th anniversary of the Tour.

Wiggins is joined by fellow British riders Josh Edmondson and Ian Stannard plus Australian Mathew Hayman, Austrian Bernhard Eisel and Spaniard David Lopez in the Sky team's six rider line-up.

Reigning British Champion and former World Road Race Champion Mark Cavendish meanwhile leads the Omega Pharma Quick-Step team, which includes fellow sprinter and treble Tour of Britain stage winner Alessandro Petacchi alongside him as a teammate for the first time.

Movistar make their Tour of Britain debut with a strong team which includes Nairo Quintana, Tour de France King of the Mountains and Best Young Rider,

plus British Time Trial Champion Alex Dowsett and double 2013 Giro d'Italia stage winner Giovanni Visconti.

There is also a popular return to The Tour of Britain for Dan Martin of Garmin Sharp, who crashed out of the Vuelta a España, but will start The Tour alongside Nathan Haas, 2012 runner-up to Jonathan Tieman Locke, for the American team.

Between them the field have won over 100 Grand Tour stages, while in Cavendish and Petacchi the field has two of only five riders in history to have won the Points Jerseys in all three Grand Tours.

"Every year the rider list for The Tour of Britain has grown more and more impressive, with this year being no exception to that," said Mick Bennett, Race Director.

"We have world-class sprinters like Mark Cavendish and Gerald Ciolek, the very best time trialists in Sir Bradley Wiggins and Alex Dowsett, and exceptional climbing talents in Nairo Quintana and Dan Martin, plus too many to mention."



Team Sky rider, Sir Bradley Wiggins



# Examples of coverage from Western Mail

## Cavendish wins stage as Tour heads into Wales

BARNEY GIFFITHS  
giffiths@westernmail.com

MARK CAVENDISH won stage four of the Tour of Britain, with fellow Briton Sir Bradley Wiggins remaining top of the general classification as the three-day race split into Wales.

Cavendish triumphed in a bunch sprint at the end of a challenging day that took the race from Stoke-on-Trent to Llanberis.

An 11-strong breakaway had opened race in the early part of the day but was reduced to just one kilometre remaining in the three-day National Park.

That brought Massimo Cavendish into his own and he was able to see off the challenge of stage race winner Edie Evans and Steele Van Hoff, while Webb and Owen David finished sixth.

Stage five will be held today from Machynlleth to Caerphilly, with Wiggins, who powered his way to the gold jersey with a dominant performance in the stage three time trial, finishing in the peloton as they in front with four stages to go.

Cavendish was generous in admitting the pressure at the end of yesterday's 100-kilometre stage, admitting he would not have been in an position to triumph in the sprint without the aid.

"Inevitably had he had assistance. So today was part of the breakaway group throughout, while Cavendish one-time rival Alessandro Petacchi led him out just before his powerful finish.

"I am really, really happy about my victory and the support of the fans," Cavendish said. "Fortunately we had the entire day with 50 in the break, so we didn't have to ride behind. The guys started with me the entire day. On the last climb, I knew to stay in with the team - but the gaps stayed with me and brought me back.

"They showed a big commitment. That is why I did my best in the sprint. "Tom Pincock, who was still suffering from the crash of a couple days ago, wanted to be there. He really led me out at the final. He put me in the best position for the sprint.

"We have been through a lot of my career but this was really good too."

"Obviously the Tour of Britain is my home race, but he is a big factor in me wanting to be here. I wanted to ride with him."

## Britain face US in Davis Cup

OREGON BERTAND has been chosen against the United States in the World Group of the 2014 Davis Cup following yesterday's draw in London.

A 4-2 win over Canada at the weekend ensured David Britton, replaced by Lewis Smith, are back in the elite World Group for the first time since 2001 and their opponents were confirmed in the first live stream on the Davis Cup website.

Eleven in the draw defending champions and top seeds Czech Republic were drawn to host the Netherlands while their final opponents in November, Serbia, who are seeded second, will take on Switzerland.

That has set up the prospect of a world number one Novak Djokovic meeting Roger Federer.

That needs Spain travel to Germany and Canada take on Japan.

## 'Viv was in tears after finishing career high. I showed meant was no money He was style w

LEARNERMAN he looked to see one of it glow again when it only in June even as last that victory at the home of a that revealed still strange to the existence of what happens only 30 years ago today in Caerphilly.

Because her who were in danger, the magical cross September 13, 1883 when Sir Robert and They Colley and also helping Hugh Moore's son Ken to win the Stanley Lewis the wheelchair club, a Gloucestershire 25-year win in 1905.

"This was the beginning of Glamour, Glancy's era, and many credit her as the true founder of the sport."

"The incident happened during the match between Her de bys and Cwmbran at Cefn Forest rugby ground, Bryn Road, Cefn Forest last Sunday September 15 between 2.30pm and 2.45pm.

A 19-year-old man, from the Tŷ-y-borth area, suffered a fractured jaw.

used in the raids. It is believed the car had been stolen.

Anyone with information is asked to call Gwent Police on 101 quoting log 38 1709/13 or Crimestoppers on 0800 555 111.

## Teen's jaw broken in rugby assault

POLICE are appealing for information on an assault at a youth rugby match which saw a teenager suffer a broken jaw.

The incident happened during the match between Her de bys and Cwmbran at Cefn Forest rugby ground, Bryn Road, Cefn Forest last Sunday September 15 between 2.30pm and 2.45pm.

A 19-year-old man, from the Tŷ-y-borth area, suffered a fractured jaw.

The parliamentary Energy and Climate Change Committee warned the proposals by Hafren

securely good value for money for the consumers," the Government said.

project which, Hafren says, would have provided 56 of the UK's electricity needs.

held back the development of innovative, clean, green tidal power schemes.

massive threats to migratory fish and birds inherent in a scheme of this size."



■ The Peloton approaches the top of Pen-y-Pas with the Snowdon Massif in the background during the Stage Four of the 2013 Tour of Britain from Stoke to Llanberis. Below: Sir Bradley Wiggins waits for the start of stage four



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## Wiggo leads as peloton heads to S Wales

MARK CAVENDISH won stage four of the Tour of Britain as the event split into North Wales, with fellow Briton Sir Bradley Wiggins remaining top of the general classification.

Thousands of fans are expected to line the roads this afternoon when 114 of the world's leading cyclists arrive in Caerphilly borough.

The peloton will be in Pen-y-wyn at about 2.30pm, before wheeling their way through Dert, Bargoed, Glan-y-Nant and Tŷ-y-borth.

They will then race past Yaboty Ystrad Fawr and through Llanbradach and on to Caerphilly, where two gruelling climbs of Caerphilly Mountain await before the stage finale at Caerphilly Castle at around 3.30pm.

A number of road closures and parking restrictions will

be in place to allow the event to proceed safely.

Yesterday, Cavendish triumphed in a bunch sprint at the end of a challenging day that took the race from Stoke-on-Trent to Llanberis in Snowdonia.

An 11-strong breakaway had opened out on its own for most of the day but was reduced to just one kilometre remaining in the Snowdonia National Park.

That brought Cavendish into his own and he was able to see off the challenge of stage one winner Edie Viviani (Gambodia) and Steele Van Hoff (Gambia Super).

Wiggins, who powered his way to the gold jersey with a dominant performance in the stage three time trial, finished in the peloton to stay in front with four stages to go.





## Cavendish wins in Wales as Sir Bradley Wiggins stays in gold jersey

MARK CAVENDISH won stage four of the Tour of Britain, with fellow Briton Sir Bradley Wiggins remaining top of the general classification as the elite race sped into Wales.

Cavendish triumphed in a bunch sprint at the end of a challenging day that took the race from Stoke-on-Trent to Llanberis.

An 11-strong breakaway had operated out on its own for most of the day but was reeled in with just one kilometre remaining in the Snowdonia National Park.

That brought Maximan Cavendish into his own and he was able to see off the challenge of stage one winner Elia Viviani and Steele Van Hoff, while Welsh ace Owain Doull finished sixth.

Stage five will be held today from Machynlleth to Caerphilly with Wiggins, who powered his way to the gold jersey with a dominant performance in the stage three time trial, finished in the peloton to stay in front with four stages to go.

Cavendish was generous in sharing the praise at the end of yesterday's 190.9km stage, admitting he would have been in no position to triumph in the sprint without the solid foundations laid by his team-mates.

Ijo Keisse was part of the breakaway group throughout, while Cavendish's one-time rival Alessandro Petacchi led him out just before his powerful finish.

"I am really, really happy about my victory and the super job of the guys," Cavendish said.

## Vettel ready to conquer a 'killer' circuit in Singapore

SEBASTIAN Vettel will attempt to tame a circuit he describes as "a killer" for the third successive year this weekend and so move one step closer to becoming a four-time Formula One world



Mark Cavendish crossed the finish line first in Llanberis

"Fortunately we had the entire day with Iljo in the break, so we didn't have to ride behind. The guys stayed with me the entire day.

"On the last climb...I have to say I was at the limit - but the guys stayed with me and brought me back.

"They showed a big commitment. That is why I did my best in the sprint.

"Even Petacchi, who was still suffering from the crash of a couple days ago, wanted to be there. He really led me out in the final. He put me in the best position for the sprint.

"We have been rivals for a lot of my career but he's a really good guy.

"Obviously the Tour of Britain is my home race but he is a big factor in me coming here because I wanted to ride with him."



## Example of coverage from South Wales Echo and Caerphilly Observer

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By Gareth Rogers | Comments | 10 Sep 2013 17:05

### Tour of Britain: Sir Bradley Wiggins still leads after Machynlleth to Caerphilly stage

Sam Bennett won the fifth stage through Wales but Sir Bradley Wiggins still leads the competition



### Caerphilly Observer

13 November 2013

### Thousands cheer Tour of Britain through Caerphilly

Published in News. Last updated on Monday September 23rd, 2013 at 14:12



Sir Bradley Wiggins (yellow) led his team, Sky riders on stage five of the Tour of Britain

Thousands of people lined the streets of Caerphilly County Borough last week to welcome the world's best cyclists as they rode stage five of the year's Tour of Britain.

The miserable morning weather less of Sir Bradley Wiggins in Mountain bike and cross the

It was the third year the Tour and the event has firmly put C

Stage five, from Machynlleth Bennett. The Caerphilly crowd Sir Bradley Wiggins on the go

The Olympic champion and 71 the overall Tour of Britain by Sunday.

Speaking after stage five he said: "It was certainly the toughest yesterday with less wind and a

"But once we hit the circuit it's

### Caerphilly Observer

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### Caerphilly ready for stage five finish of Tour of Britain 2013

Published in News. Last updated on Thursday September 19th, 2013 at 11:11



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# Media Coverage – Cycling Media, Print

The major print cycling magazines all ran extensive features on The Tour of Britain during the year, based upon or around the 2013 edition.

The three editions of Cycling Weekly ahead of, during, and post Tour were dominated by Tour of Britain news, reports and images.

SweetSpot also once again worked with Cycling Plus magazine on a SKODA-supported Tour of Britain supplement ahead of the race.





# The ones to watch...

**THIS YEAR THE** Tour of Britain complements its diverse parcours with an equally assorted starting line-up.

**Wade Gosselin (Monday)**  
The Canadian star de France returns to his home country for the first time since he won the Tour of Britain in 2008. He is expected to be a dark horse.



**Thomas Löfdahl (SAT)**  
The Swedish star de France returns to his home country for the first time since he won the Tour of Britain in 2008. He is expected to be a dark horse.

**Gerald Ciolek (SAT)**  
The German star de France returns to his home country for the first time since he won the Tour of Britain in 2008. He is expected to be a dark horse.

**Dean Martin (Sunday)**  
The British star de France returns to his home country for the first time since he won the Tour of Britain in 2008. He is expected to be a dark horse.

## The Brit Pack

**Mark Cavendish (Orange Pharoas)**  
The British star de France returns to his home country for the first time since he won the Tour of Britain in 2008. He is expected to be a dark horse.



**Alan Dowsett (Monday)**  
The British star de France returns to his home country for the first time since he won the Tour of Britain in 2008. He is expected to be a dark horse.

**Bradley Wiggins (Day)**  
The British star de France returns to his home country for the first time since he won the Tour of Britain in 2008. He is expected to be a dark horse.



## Provisional 2013 Tour of Britain start list

**Wedge Cycles Director: Catherine Foster**

11	Amberley Midway	0501
12	Donk Rensell	0501
13	Scott Threlkeld	0501
14	Michael Schwabman	0501
15	Hell Martin	0501
16	Andrew Schilling	0501

**sky**

17	Bradley Wiggins	0501
18	Joseph Edmundson	0501
19	Bernhard Eisel	0501
20	Matthew Hayman	0501
21	Davitt Lopez	0501
22	Ian Stewart	0501

**Meridian Energy Director: Roger Hammond**

23	Andy Tennant	0501
24	Benjamin Jelfs	0501
25	Ian Bibby	0501

**Orange Pharma-Book Director: Phil Bevan**

26	Mark Cavendish	0501
27	Michael Debes	0501
28	Igor Kono	0501
29	Alexandro Patacci	0501
30	Markus Velze	0501
31	Jakob Vermeir	0501

**Woods-Cooker-J.P. Director: John Bower**

32	Bradley Wiggins	0501
33	Joseph Edmundson	0501
34	Bernhard Eisel	0501
35	Matthew Hayman	0501
36	Davitt Lopez	0501
37	Ian Stewart	0501

**UAE Cycling Director: Paolo Bettini**

38	Mark Cavendish	0501
39	Michael Debes	0501
40	Igor Kono	0501
41	Alexandro Patacci	0501
42	Markus Velze	0501
43	Jakob Vermeir	0501

**Novartis Director: Alberto Salas**

44	Mark Cavendish	0501
45	Michael Debes	0501
46	Igor Kono	0501
47	Alexandro Patacci	0501
48	Markus Velze	0501
49	Jakob Vermeir	0501

**30-Byggs Sport Director: Simon Steen**

50	Peter Williams	0501
51	Peter Hawkins	0501
52	Wesley Snyders	0501
53	Ben Enno	0501
54	Justin Mann	0501
55	Matt Overton	0501

**Industrieholding Director: Harald St. Rudolf**

56	Philipp Deignan	0501
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**An Post-Chain Reaction Director: David Forde**

57	Yorke Barker	0501
58	Marcel Ballobach	0501
59	Michael Bartsch	0501
60	Jim Hand	0501
61	Chris Tate	0501
62	Rob Partridge	0501

**UAE Cycling Director: Paolo Bettini**

63	Mark Cavendish	0501
64	Michael Debes	0501
65	Igor Kono	0501
66	Alexandro Patacci	0501
67	Markus Velze	0501
68	Jakob Vermeir	0501

**Meridian Energy Director: Roger Hammond**

69	Andy Tennant	0501
70	Benjamin Jelfs	0501
71	Ian Bibby	0501



**Tour of Britain**  
A PREMIERE VELOCITY of both heritage and international talent held this month, the modern anniversary of the Tour at Britain.



**Cycling WEEKLY**  
Thursday September 19, 2013  
www.cyclingweekly.co.uk

Coverage of UK's big event

Tour of Britain  
All the action from the opening stages

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# Stage five

Thursday September 19  
Machynlleth to Ceerphilly  
177.1km

Stage five sees the race pay its own traditional tribute to Ceerphilly which celebrates for the third consecutive year after two memorable visits in 2011 and 2012.

The double ascent of the Moors in the Cheviots covers Cheerphilly Mountain, bordered but not in, is marked once again to ensure the final 15 kilometres of the stage are particularly tough.

But that the 18th route through the mountains that provides its spectacular scenery. Spectacular though the scenery may be, the route is a punishing landscape area if only two stages (Drove Owen and Brecon Beacon) are recognised.

However, the peloton is likely to be gripped together when it reaches the stage's steepest climb in Ceerphilly. The short but steep hill is where the late, Thomas-Luke first made a name for himself in 2011, and has now been attached to the legend's jersey.

In the afternoon, the stage concludes that will ascend on the town's steeply rising hill will provide the finishing sprint which the new King of Ceerphilly Climb will be crowned.

0km	START: High Street (A49), Machynlleth	11:00
48.5km	Sprint: Newbridge-on-Wye	12:52
82.3km	KM: Llanidloes/Cwm (I)	13:14
105km	Sprint: Llanas	13:50
114.2km	KM: Brecon Beacon (I)	14:01
155.5km	Sprint: Ystrad Mynach	14:37
144.7km	KM: Ceerphilly Mountain (I)	15:10
172.2km	KM: Ceerphilly Mountain (II)	16:21
177.1km	FINISH: Crescent Road, Ceerphilly	16:28

SEPTEMBER 13, 2013 www.bbc.com/sport/cycling



0km	START: The 1
27.1km	Sprint: Tiar
59.6km	KM: Stoke I
62.6km	Sprint: Exton
86.3km	KM: Heme
95.6km	Sprint: Chel
117.5km	KM: St. M
128km	FINISH: N



0km	START: Bethesda Street, Holywell	11:00
40.7km	Sprint: Martford	12:04
100.6km	Sprint: Ruffin	13:50
121.4km	Sprint: Denbigh	14:08
131.7km	KM: Brycheis (I)	14:32
140.2km	KM: Llanidloes (I)	14:58
179.1km	KM: Pen-y-Pass (I)	16:18
188.4km	FINISH: Llanberis	16:54



Best place to watch  
Ceerphilly Mountain or  
(TW 2-4pm live)

Best place to watch  
Pen-y-Pass or  
(TW 2-4pm live)

OFF THE BACK | Last laugh



# Stage four

Wednesday September 18  
Stoke-on-Trent to Llanberis  
188.4km

Stoke-on-Trent has become a standard feature of the Tour of Britain, and stage four sees it take a stage for the 100th year in succession. However, whereas in recent years it used to be a short and sweet ascent, the climb will now mean traversing the hills of North Wales. The climb is likely to be a real test when it reaches

a pair of cycling rain clouds around the start of the view into the stage, but it is the day's final climb — the mountain Pen-y-Pass just 14 kilometres from the finish — that is likely to be decisive. A fast descent into Llanberis follows, taking riders to the best of spectators. That is perhaps the most picturesque of all of this year's finishes.

Having experienced the prospect of missing the best state finishes will take you back to the



With just three days until the start of the new season, the Tour of Britain is looking to be a real success story for the new season. The race is looking to be a real success story for the new season. The race is looking to be a real success story for the new season.

When we see something new that we've never seen before, we're often looking for a new way to do it. We're often looking for a new way to do it. We're often looking for a new way to do it.

British spectators who have the chance to see up what's going on in the world of cycling. The race is looking to be a real success story for the new season. The race is looking to be a real success story for the new season.

"The man in his pants would pass muster on any Alpine Col"





## STAGE 4

Stoke-on-Trent to Llanberis, 188.4km



Peloton passes the test on Pen-y-Pass

ALL-DAY BREAKAWAY ALMOST MAKES IT TO THE

## Cavendish's record breaking eighth

Nick Bull

The wait for one of Britain's domestic teams to win a stage of the national tour continued in Llanberis as Mark Cavendish (Omega Pharma-Quick Step) took a record eighth Tour of Britain stage win, although once again it was not for the want of trying.

Node4-Giordana's Mike Northey, Raleigh's Tom Scully and UK Youth's Ian Wilkinson were part of an 11-man breakaway group that escaped 20km into the stage, and were still clear approaching the famous croup.

The leaders commanded a comfortable advantage over the peloton throughout the day as the

chap to the chasers hovered around the two-and-a-half-minute mark.

Even when the escapees turned right onto the day's final climb, the third-category Pen-y-Pass 11km from Llanberis, they still commanded an advantage of 1-40. Had the race have stayed like that, it would have moved 20-year-old Alistair Slater (Great Britain) into second place behind race leader Bradley Wiggins.

Wilkinson has past form in this situation: he was in a day-long breakaway on the penultimate stage in the 2011 race, but misjudged his sprint at the finish.

"In the final 20 kilometres, I was having flashbacks of that stage," he admitted. "I was

watching other people, trying to see how they were going. I thought Haessler was strong, but he's not an out-and-out sprinter, is he? I was looking at Cav's lead-out man [Ilo Kettner]."

It was on the Pen-y-Pass that the momentum slipped back in favour of the peloton. The breakaway hit a strong headwind on the climb, while Sky called upon the services of Ian Stanward, who started the day second overall, to drive the peloton. The gap soon fell to 80 seconds.

Then, Jack Bauer used a springboard from Germin-Sharp team-mate Dan Martin to attack from the bunch in an attempt to claw back some of the 50sec by which he trailed Wiggins.

His move only saw the bunch chase harder and close on the leaders. It looked as though the three domestic-based riders had a good chance of making history with a stage win — until their former counterpart Bauer (who

## MY DAY

Alistair Slater (Great Britain)

## 'It was my job to get into the break'

The team chatted about our tactics the night before and said we wanted to get someone to get up there in the break today. It was a day where we thought maybe the peloton would have let a break sit out all day if it had the right people in there, so we needed someone in it. All the lads were getting stuck in at the start and eventually, with a bit of help from them, I got away and that was that.

"Being in a break like today you always hope to stay out until the finish. It's steadily hard — you never go really hard, but all day it grinds you down and all of a sudden you get to 50 kilometres to go and you've got quite some legs. It catches up with you as the day goes on."

"You get the time checks coming through and at one point we got to about four minutes and then it came pretty quickly



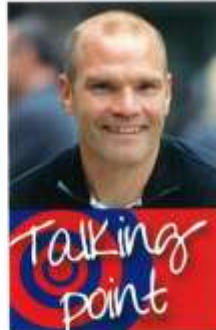
The break stayed away until 1km from the finish

back down to three again. The peloton seemed to have us under control. I was the highest placed person in the GC in the break but didn't think about that too much. The main aim of the day was to have someone in it to the hope that we could go for the stage — anything else is a bit of a bonus really."

"We don't talk much in a breakaway group. It's just trying to keep everyone rolling through, and today

that worked well. It's about trying to keep people's morale up. Really it's a bit grim, we were all focusing on tapping out the rhythm."

"On that descent of the final climb, loads of attacks were going and as soon as a little gap opened, the headwind, which we faced all day, made it really hard to close it again. We worked pretty well together for most of the day, then it was the wind that destroyed us really."



## Madison change tactics

Every British team had placed riders in at least one breakaway after this stage — except for Madison-Genesis.

The Tour debutants entered the race with the aim of helping Ian Bibby to a top-10 finish on GC, but after a day-one crash scuppered his chances, team manager Roger Hammond was reluctantly forced to resort to his plan B.

"It's easy for some teams to say we're going to try for the breakaways all week, but is that really the best policy? It was never my tactic as a rider and it's not as a manager, either.

"You have to react for the stars and if it doesn't work, you re-evaluate. If you don't attempt to reach for the stars, you never will."

"I said from the beginning that to compete for the GC, we needed to have luck, whereas the bigger teams come here trying to avoid bad luck."

"I don't regret the decision to come here and focus on the GC. But if we came here just trying to use our strong riders in the breaks all week, I would wonder in hindsight whether or not that was the best tactic."

"That's nothing derogatory about trying to get in the breaks, and that's what we'll have to and are trying to do now."

"I actually think it takes the pressure off the team and me. If I have options, I have to make difficult decisions and live with them. Whereas now I'm backed into a corner, and riders, teams and managers in that position are dangerous, because they have no other option."

## THE STAGE IN NUMBERS

2.56km

Arsenal ran in Capel Curig, making it the wettest race in Wales.

8

Number of Tour of Britain stages won by Mark Cavendish

7

Number of stages won by other British riders in the race's history

rode for Endura in 2010 and 2011) helped scupper their chances.

As the breakaway became desperate, Northey countered a move from King of the Mountains leader Angel Madrazo (Movistar) with a 5km to go before being caught. Scully was the last to try, shortly after, but once the Raleigh rider was shut down, any momentum still within the break was lost; the peloton mercilessly neutralised the move 1km out.

Omega Pharma-Quick Step's lead-out for Mark Cavendish was not the tightest, but the British road race champion still managed to take his record-breaking eighth stage victory in the race.

"It would have meant a huge deal for me — a Kiwi winning in Wales, especially given the All Blacks rivalry in the rugby," said Scully, who came 93rd. Northey took 67th and Wilkinson hung on to take 12th. "C'est la vie," said the latter. "At least I was on the tellybox for a bit."

## WHO'S WEARING WHAT?

1. Mark Cavendish (GB) Omega Pharma-Quick Step in 4-6-02

2. Elio Viviani (Ita) Cannondale

3. Steve Waugh (Aus) Garmin-Sharp

4. Nathan Aspinall (Eng) Mib Cycling

5. Jack Bauer (GB) Barrow-Sherriff of Merck

6. Chris Butler (GB) UK Youth

7. Ewan Aspinall (GB) Deed Britain

8. Scott Thwaites (GB) Herpa-Cokora

9. Chris Butler (GB) UK Youth

10. Sam Bennett (Ire) All-Paul-Chain Reaction, all same time

Overall classification after stage one:

1. Bradley Wiggins (GB) Sky in 11-22-54

2. Ian Stanward (GB) Sky at 20sec

3. Martin Elvinger (Swi) IAM Cycling at 41sec

4. Jack Bauer (GB) Barrow-Sherriff of Merck

5. Alex Dowsett (GB) Movistar at 57sec

6. David Lopez (Spa) Sky at 1-17

7. Markel Bizkaia (Spa) Omega Pharma-Quick Step at 1-18

8. Sergio Paredes (Spa) WTM-Globevia at 1-18

9. Gerard Colsini (GB) WTM-Globevia at 1-21

10. Alex Marshall (GB) NetApp-Cokora at 1-21

11. Alex Marshall (GB) NetApp-Cokora at 1-21

12. Alex Marshall (GB) NetApp-Cokora at 1-21

13. Alex Marshall (GB) NetApp-Cokora at 1-21

14. Alex Marshall (GB) NetApp-Cokora at 1-21

15. Alex Marshall (GB) NetApp-Cokora at 1-21

16. Alex Marshall (GB) NetApp-Cokora at 1-21

17. Alex Marshall (GB) NetApp-Cokora at 1-21

18. Alex Marshall (GB) NetApp-Cokora at 1-21

19. Alex Marshall (GB) NetApp-Cokora at 1-21

20. Alex Marshall (GB) NetApp-Cokora at 1-21





Bennett fouzes Steward through the crowds on Caerphilly Mountain

## STAGE 5

Machynlleth to Caerphilly 177.1km

STUNNING WIN FOR UCI RICH NATIONAL CHAMP

## Golden Bennett takes an Irish first

Nick Bull in Caerphilly

The sight of a rider attacking the first time up Caerphilly Mountain got one cycling fan halfway up the climb rather excited.

"It's Quintana," he shouted repeatedly while waving around a large Welsh flag that almost clipped the handlebars of Sojan's David Le Lay as he tried to stay in contact with the Colombian Movistar rider.

Race leader Bradley Wiggins was easily recognisable in his 93 gold leader's jersey, as was Mark Cavendish in the French road race champion's strip.

However, when Ireland's Dan Martin led the race up second

time round, a handful of fans in fancy dress sat alongside him, but surprisingly that didn't appear to be anyone near the same level of recognition for the recent Tour de France stage winner.

If Martin was not widely identifiable, it is likely that even fewer recognised An Post-Chain Reaction rider Sam Bennett.

A year ago, the 23-year-old Belgian-born Irishman pulled out of the race en route to Caerphilly with a knee injury.

Here, not only did he make it to the Welsh town, but he took an intelligent victory that he hopes will propel his career much further than the Rhymney Valley.

## THE STAGE IN NUMBERS

**2,147**  
Population of Machynlleth, the least of any start town of the 2013 race.

**2**  
Number of Tour of Britain stages An Post-Chain Reaction have now won.

**14**  
Wins in 2013 from the top 10 finishers on the stage.

When the much-anticipated attack from Quintana came on the lower slopes of Caerphilly Mountain, it was neither Martin nor Wiggins following him. It was Bennett.

"It was confidence building. I was on his wheel, but I was getting a bit tight. I looked back and saw it was controlled behind, so I decided I was better off not going too deep," he said.

"I dropped back a little bit and rode at my own tempo and it took a couple of seconds for the group to come up."

It proved to be a sensible and instinctive decision from Bennett, as he was not so comfortable on the second ascent of the first-category climb as he was the first.

He said: "I was just trying to stay on the Sky wheels, or as close as possible to them."

"I knew if I made it over with them, I'd get a placing because of the descent into the finish."

## MY DAY

Richard Handley (Rapha-Condor-JLT)

## Caught out second climb around

"Following close behind Peter Quintana on the first ascent of Caerphilly Mountain was pretty good! When he attacked, it was a controlled acceleration as opposed to one of his explosive surges.

I was on the wheel of Simon Yates [recent British rider] at the time. He tried to go after Quintana, so I followed him. I knew it would be hard to stay away, open the headwinds into the finish, but I thought that

"Having to go up it twice makes a big difference from the one ascent we did in 2011. It plays on your mind, but if you don't follow the wheel, the first time up you're going to be out the back anyway, so you might as well try."

"This was the problem here — I was tired here, I was tired here, I was tired here. I was caught on the wrong side of it, and I couldn't do anything about it.

If I could follow it where it was hard and stay with the leaders, when the Wiggins group surged up to us, I was already up front as opposed to trying to stay in the chase.

It's the mud time it's been up here in the Tour of Britain — I've raced it every year, and in the past I've got to the foot of the climb and then down, I've been climbing better this year.

"There was no raising up in the chase group coming off the top second time around. There was a lot of us, and even though we knew we wouldn't catch the leaders — we could just see the team cars in the distance — there was another group just behind us so we stuck with it."

"I rode a 25 cassette today, which is what I always use. I don't see any point changing. However, it's really hard to find your rhythm on the climb. You can find out what's comfortable for you at the bottom when it's the steepest, but there's a section where it goes into the mass and it levels out a bit. It's quite deceptive — it's not flat, you get back in the saddle, but it throws you off for when it kicks up again towards the top of the climb. In a way, I'd prefer it if it was continuously steep from bottom to top.

There was no raising up in the chase group coming off the top second time around. There was a lot of us, and even though we knew we wouldn't catch the leaders — we could just see the team cars in the distance — there was another group just behind us so we stuck with it."



Handley: uphill struggler

Not that a top-five result was ever guaranteed, however. After all, he was up against three riders from both Sky and IAM (there were also two Garmin-Sharp riders in the front group of 15), as the leaders turned left onto the finishing straight at Cresson Road.

"I think I was behind the Quick Step guy [Markel Ondino] and we can wide into the last corner. It was a bit touch and go there and as we came out of the corner I hesitated a little bit," he said. "But when I saw the 100m to go sign I knew I'd better sit well around too long!"

As he entered the post-stage press conference, Bennett joked: "I've never done one of these before." Having become the first Irish stage winner of the modern Tour of Britain, perhaps before long he'll be a regular at them. He could even become so recognisable as those riders he faced so well against.

## WHO'S WEARING WHAT?



Bradley Wiggins (Rapha)



Sam Bennett (An Post-Chain Reaction)



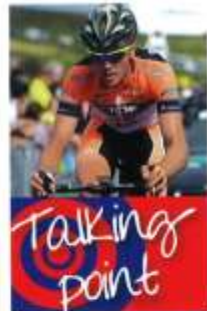
An Post-Chain Reaction

## RESULTS

1. Sam Bennett (Irl) An Post-Chain Reaction 4-4-28:26
2. Markel Ondino (Spa) Omega Pharma-Quick Step
3. Markel Ondino (Spa) Omega Pharma-Quick Step
4. David Le Lay (Fra) Teamax
5. Jack Bauer (Nzl) Garmin-Sharp
6. Simon Yates (GB) Great Britain
7. Bradley Wiggins (GB) Sky
8. Sebastian Brückner (Ger) IAM Cycling
9. Ian Stannard (GB) Sky
10. Markel Ondino (Spa) Movistar all of same time

## Overall classification after stage five

1. Bradley Wiggins (GB) Sky at 26-42:04
2. Jack Bauer (Nzl) Sky at 27:05
3. Markel Ondino (Spa) IAM Cycling at 28:04
4. Jack Bauer (Nzl) Omega Pharma-Quick Step at 28:11
5. Markel Ondino (Spa) Omega Pharma-Quick Step at 28:12
6. David Le Lay (Fra) Teamax at 28:17
7. Sergio Pavesi (Ita) BMC at 28:20
8. Simon Yates (GB) Great Britain at 28:21
9. Dan Martin (Irl) Garmin-Sharp at 28:22
10. Sebastian Brückner (Ger) IAM Cycling at 28:24



## A pep talk from Malcolm Elliott

Sophie Hurcom

"You OK? Good lad. Nearly there," came the calls of encouragement from the Noddy-Gordana car to James Williamson as he clambered up the second ascent of Caerphilly Mountain.

Although the blue sky in south Wales masked the torrential rain the riders faced at the start of the day, the effects of the weather and uphill terrain were clear. No wonder the team's riders were apparently looking forward to the stage as much as a turkey looks forward to Christmas.

"I'd say for the riders, I have been there myself before in the cold and the wet, when you've got no way of getting warm," said Malcolm Elliott, Noddy's team manager, who first rode and won the Kellogg's Tour of Britain in 1988 before coming out of retirement to compete in the modern Tour in 2008 and 2009.

With half of the riders on the team competing in the race for the first time in 2013, Elliott's experience surely comes in handy. "It must do," he said. "The second I see guys doing something I wouldn't do [on a bike], I tell them."

Over the years he has seen the Tour's development and witnessed the "gradual ramp" of increasing support on the roadside.

Although this is the biggest race on the team's calendar, he thinks more could be done — having a similar but lower UCI-ranked British stage race to allow domestic teams to make more of a mark, for example.



in the world of pro cycling. Eventually, he persuaded the UCI to provide four possible candidates to be his search head sports director. He hired Frenchman Serge Beucherie. The former cyclist and long-time DS with Agor and Crédit Agricole gave Thévoz clout in the cycling world and helped him on his journey.

"We created an agenda, we started talking to riders, the first being Johann Tschopp," recalls Thévoz. "Tschopp said right away that he'd be ready to join, that it'd be a great project. He was enthusiastic. He came and joined, even though we had no riders, no team."

#### 'We had good results'

Thévoz and Beucherie built their team in 2012. They hired Albanini, former Swiss national and UCI Cycling coach, and their first rider, Tschopp. Then they hired Sky's Thomas Löffler and handy sprinter and Classics rider Heinrich Haussler.

This year, they failed to win big but scored modestly. Sebastian Reichenbach took victory and Tschopp helped give IAM a Swiss one-two in Italian semi-classic Trofeo Matteotti. Löffler won the Tour of the Mediterranean and Martin Elmiger the Tour du Limousin.

"OK, we didn't win Flanders or San Remo, but we had good results," says Albanini. "We won stages, had a double win in Matteotti. Elmiger won in Limousin. We won small races. If you're not invited to the big ones, you have to try for the small ones."

#### Game-changer

The game changed when IAM Cycling signed 34-year-old Chavanel. He regularly places well in big one-day races and is overrepresented at the Tour de France. With the Frenchman in their ranks, IAM will be well placed to receive a wild-card invitation to the Tour de France next season. In addition, Chavanel will ensure the team returns to the Classics.

With regard to Chavanel, Thévoz will not reveal who contacted whom, but he discloses that many interested riders have contacted him. It is a quite different situation now, compared to when Tschopp took a leap of faith to join.

"Others hear how we operate from our current riders. They want to join our

With continued investment and new signings, IAM are expanding the IAM Cycling

Image of Pen-y-Pas from Cycle Sport's article on the IAM Cycling team.





TOP TWEETS

Welcome to the wonderful world of tweets by cycling-related Twitter...

**@BikeRadar**  
Apologies for not tweeting earlier, but I've received the calendar. Thank you for all the amazing support!

**@CyclingPlus**  
Just 2013 finished. It's time to have the calendar for 2014. For an early making of 2014. You @BikeRadar.

**@CyclingPlus**  
I'm looking for the 2014 calendar without any paid or hidden agenda. I'll be enjoying the weather for 2014.

**@CyclingPlus**  
Great to see the British riders back in the Tour de France about to be Chris Froome, Bradley Wiggins, Geraint Thomas, Thomas Gerain.

**@CyclingPlus**  
That was some 3 weeks. But it's so good to see the calendar again. It's a great present of support.

**@CyclingPlus**  
Lots of questions if you're new to the sport. Know what I'm probably happy to answer.

**@CyclingPlus**  
Another great day for British cycling. It's a shame we can't see a great future.

**@CyclingPlus**  
Congratulations to @BikeRadar on a stunning @TourDeFrance victory. A monumental effort.

**@CyclingPlus**  
What a day of sports. I've had a great day. I've had a great day. I've had a great day.

**@CyclingPlus**  
Congratulations to @BikeRadar on a stunning @TourDeFrance victory. A monumental effort.

# SEPTEMBER

CALENDAR You've got one whole month. Use it!

**Seaside spectacular**  
Scarborough  
Scarborough's three-day festival of cycling concludes today with its road racing day. There are loads of activities on offer for all ages and abilities. [scarboroughfestivalofcycling.co.uk](http://scarboroughfestivalofcycling.co.uk)

**Stone the crows**  
Wales to Stonehenge  
Follow the route of the Stonehenge blue-ribbons from their origin in Wales to their famous resting place in Wiltshire on this 170-mile three-day ride. [englishheritage.org.uk](http://englishheritage.org.uk)



**Best of British**  
Peebles  
The 10th Tour of Britain gets underway in Scotland today, with the first of eight stages that wind throughout the country before finishing in London on 22 September. [tob.co.uk](http://tob.co.uk)

FAST FOOD FUELLING ON THE MOVE

**INNOCENT SMOOTHIES**



**GOOD BOY** Innocent's ethics – no added sugar, preservatives or concentrates – means an all-natural product. One 250ml bottle packs a real punch of carbs (28g) and this lime, apple and lime version gives you 13% of your fibre RDA and 50% of your vitamin C.

**BAD BOY** The sugar content is pretty high, even if it is all natural, so don't drink too many. We also found smoothies are not particularly effective at quenching your thirst, so if you are looking for a mid-ride boost then it might be best to dilute them with water.

**VERDICT** As a pre-ride natural sugar boost, we give these smoothies a good option and each bottle counts as two of your five a day. Just don't drink too many of them. **WORK IT OFF** With 125 calories in each bottle, 12 minutes riding at 14mpg should do the trick.

- 1 16
- 2 17
- 3 18
- 4 19
- 5 20
- 6 21
- 7 22
- 8 23
- 9 24
- 10 25
- 11 26
- 12 27
- 13 28
- 14 29
- 15 30



**Viva Las Vegas**  
Las Vegas, Nevada  
North America's biggest cycle industry show, Interbike, gets underway in Las Vegas today. We'll have reports on all the latest news on [bikemag.com](http://bikemag.com). [interbike.com](http://interbike.com)

**World class**  
Florence, Italy  
Beautiful Florence is the backdrop for a week's racing at the 80th UCI Road World Championships, where Britain's best will be looking for gold across numerous categories. [cyclingnews.com](http://cyclingnews.com)

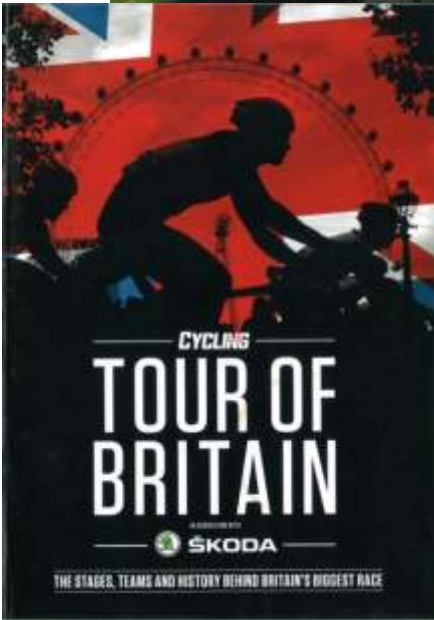
**NEC Cycle Show**  
Birmingham  
Immerse yourself in all things cycling at this huge exhibition – Cycling Plus readers can get a discount on tickets by quoting the promo code CPM when booking online. [cyclingplus.co.uk](http://cyclingplus.co.uk)

## Procycling, November 2013



## Cycling Plus, September 2013





Cycling Plus Tour of Britain preview supplement, September 2013







# Digital – Tour of Britain website

A new-for-2013 Tour of Britain website was launched in the Spring as a part of the new TheTour.co.uk digital platform.

The full website went live following the conclusion of The Pearl Izumi Tour Series in June, attracting almost 2-million visits between May and the end of September and over half a million unique users during the race itself.

- Visitors viewed on average 4.6 pages per visit, spending approximately 4-minutes on the site per visit.
- New features for the 2013 race included exclusive daily video content (highlights & behind the scenes) and live text commentary on each stage, to accompany the live tracking and news updates.



## Website – Headline Statistics

	2009	2010	2011	2012	2013
<b>Visits</b>	361,851	477,762	703,722	1,589,066	1,943,880
<b>Unique Visitors</b>	220,368	296,974	404,827	954,470	811,830
<b>Page Views</b>	1,490,770	2,712,347	3,903,871	6,906,442	6,634,169

*Period from 5<sup>th</sup> May to 28<sup>th</sup> September inclusive*

	2009	2010	2011	2012	2013
	12/9 – 19/9	11/9 – 18/9	11/9 – 18/9	9/9 – 16/9	15/9 – 22/9
<b>Visits</b>	185,047	261,270	427,670	911,855	1,209,776
<b>Unique Visitors</b>	119,325	171,409	257,945	589,424	543,089
<b>Page Views</b>	1,058,016	1,540,510	2,492,862	4,171,739	4,198,309

*Race Week Period*



## Digital - App

Map My Tracks created the official Tour of Britain 2013 app, the first time there has been an official app for the race.

- Available on both iOS and Android systems.
- 12,466 downloads during six week period.
- 55,830 push notifications sent to app during this period.
- App opened on 143,746 occasions by users.



Throughout the Summer regular eNewsletters were sent to The Tour's database, which number in excess of 15,000 by the end of September.

Newsletters kept people informed of the latest news, content and stories on The Tour of Britain website and shared content and competitions from partners and stakeholders.

## Digital - eNewsletter

# Digital – Social Media

The Tour of Britain's presence on social media continued to grow in 2013.

- Twitter followers increased from around 25,000 at the start of the year to in excess of 43,000 by the end of September.
- Growth in Facebook Likes from 14,000 to almost 22,000 in same period.
- Presence on Vimeo, Flickr and creation of Pinterest accounts for The Tour.

The Tour of Britain trialled the creation and distribution of exclusive video content via a 'Tour TV Player' on its website in 2013.

- 72,106 total video plays during September.
- Over 116,000 minutes of Tour created video viewed.

Additionally The Tour of Britain continued to make the most of its presence on YouTube.

- Over 14,500 views for 2013 promo video (March to September).
- In excess of 71,000 video views, estimated at 95,000 minutes watched.

## Digital – Video





# Tour of Britain 2013 – Marketing Materials



SweetSpot continue to produced printed marketing materials for use nationally and regionally by partners and stakeholders to promote the event.

In 2013 this included Posters, Advance Warning Flyers, Pre-Publicity Banners, Official Programme and a Race Manual.

Locally venues supplemented this with a variety of materials, promoting the national event to their local audience.







# Marketing Materials - Programme



## The Tour of Britain 15-22 September 2013



£5

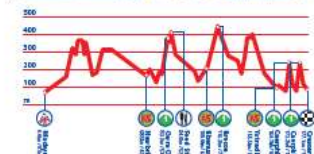
## Official Race Programme

Wales.  
Love our music.

REU GWIR IN THESE  
ELGWYDR HOR  
FWR NAIS AWE

The Wales Millennium Centre is the theatrical heart of buzzing Cardiff Bay, the capital city of 24-hour, 21st-century Wales.

Wales Cymru visitwales.co.uk



5

Machynlleth to Caerphilly  
Thursday 19 September

## Stoke-on-Trent to Llanberis Wednesday 18 September

4



Porterhouse Museum & Art Gallery, City Centre	11:00
Mill Market	11:45
St. Andrew's	12:30
Donagh	13:15
Green	14:00
Llanermon	14:45
Pent-y-fryn	15:30
Llanberis	15:15

### START: Stoke-on-Trent

There's never been a better time to come to Stoke-on-Trent - a city on the cusp of a new industrial revolution.

The city was right at the heart of the original industrial revolution with some of the greatest names of the age making Stoke-on-Trent the centre of international ceramics.

The city hosts the world renowned brands of Wedgwood, Portmeor, Churchill and Arnylco. Go on a factory tour at Emma Bridgewater, Wedgwood or Moorcroft.

But the technological transformations that have affected cycling over the last century are also reflected in the advanced materials technology that Stoke-on-Trent has become in the 21st century.

Ceramics have moved on and they are accelerating into new fields - automotive, aeronautics, engineering and medical technologies are racing ahead. It's a great place for modern business to invest.

As the 'World Capital of Ceramics', Stoke-on-Trent possesses more than enough history and heritage to entertain around four million visitors a year. Take a spin round Stoke-on-Trent and you will see a world of opportunity.

• The Potteries Museum & Art Gallery hosts the Staffordshire Hoard & is the largest hoard of

• Gladstone Pottery Museum is the most complete Victorian pottery factory in the UK, with interactive exhibitions and a "Flushed with Pride" tribute to toilet past, present and future!

• The £10-million Wedgwood Museum and the Wedgwood Visitor Centre - see today's master craftsmen at work and have a go! at throwing a pot yourself!

• The stately Regent Theatre and the Victoria Hall - hosting international stars, orchestras and performance throughout the year.

• The British Ceramic Biennial in Autumn 2013 celebrates the city as a centre of contemporary design.

• 140 Battery (mascot) monkey wilds at the Territon Monkey Forest.

• Classic gardens at Biddulph Grange and Trifarians Gardens.

• The City offers a host of international standard venues including Trent Manor Sports Complex, Dimensions Leisure Centre and Northwood Stadium.

For more info contact our friendly Tourist Info Team on 01782-236000 or on all.stoke@stoke.gov.uk and carainfo@stoke.co.uk

## Machynlleth to Caerphilly Thursday 19 September

5



Machynlleth	11:00
Pen-y-fryn	11:45
Caerphilly	12:30
Caerphilly	13:15
Caerphilly	14:00
Caerphilly	14:45
Caerphilly	15:30
Caerphilly	16:15
Caerphilly	17:00

### START: Machynlleth

Once the capital of Wales, Machynlleth remains a bustling town with a thriving community and eclectic arts scene and has been holding a Wednesday market since 1291. Independent shops, cafes and galleries add to the vibrancy of the town, which offers 'Wah' - a warm Welsh welcome, to all who visit.

The town has a strong arts culture. MOMA Wales is a stunning modern art gallery, hosting Machynlleth Festival each August. Machynlleth Comedy Festival also gets rave reviews - "It boasts the kind of top-quality line-up that's beyond many of its rivals." [The Guardian]

Machynlleth is on National Cycle Route 8 with several of the country's best mountain bike trails. Mixed forest and valleys trails and long forestry climbs, with tame descents offer something for every level of rider. The Dyfi Forest hosts the Dyfi Enduro and the Cwmacton Fall, with the longest descent in the country.

Set in fabulous walking country too, on the edge of the Cambrian Mountains, with the Wales Coastal Path and Glyndwr's Way taking a route through the town.

Discover more about this legendary Welsh Prince in The Owen Glyndwr Centre. Other attractions include The Centre for Alternative Technology, with 7 axes of hands-on display; and underground adventure at King Arthur's Labyrinth and Cwm Cefn Gwyn.

Machynlleth is set within the UNESCO designated Dyfi Biosphere, where people and the local economy benefit from caring for the Dyfi valley's beauty, cultural vitality and natural heritage, including wildlife, scenery in the spotlight on BBC's Springwatch, with many of us following the lives of an osprey family - having bred here for the first time in 2011. If you're lucky, you may also spot an otter or dormouse!

So many reasons to visit, so please do! [allportmeadows.com](http://allportmeadows.com) [dyfiinourhillbiding.org](http://dyfiinourhillbiding.org) [machynllethfest.co.uk](http://machynllethfest.co.uk) [dyfiowenproject.com](http://dyfiowenproject.com) [woodydyfi.org.uk](http://woodydyfi.org.uk)

© The Tour of Britain Programme 2013

### Stage Partners



### FINISH: Llanberis

Welcome to Llanberis, one of the most historic villages in Gwynedd and today one of the most visited due to its natural surrounding attractions, access to hundreds and miles of walking paths, an outdoor adventure playground with opportunities to undertake many activities including walking, climbing, diving, pony trekking, waterports, paragliding and of course cycling.

With two lakes, Llyn Padarn and Llyn Pen, a medieval castle and the highest mountain in Wales and England at 1,085 metres, it's easy to see why Llanberis is unique and will be such a spectacular location for the Stage Four finish.

There are two narrow-gauge lines, the Llanberis Lake Railway and Snowdon Mountain Railway where the latter climbs almost to the summit of the famous Snowdon Visitor Centre. The new building which opened in 2002 can cope with winds over 150mph, over 5 metres of rain and temperatures of -20°C (winter wind chill).

Electric Mountain is where you can take an underground tour of the power station and it's also home to the world's fastest response turbine generators going from zero to full power in seconds.

Llanberis also boasts a well known base for many sporting events including traditions, Snowdonia Marathon and the world famous International Snowdon Race which will be 28 years old this year. One of Europe's toughest endurance challenges, the 16-mile race involves running from the edge of Lake Padarn in the village of Llanberis to the highest summit of Snowdon and back down.

Don't forget, The Tour of Britain also passes through Whitland, Flintshire, Denbighshire and Corwen before reaching the finish in Gwynedd.

Whitland The modern, vibrant town of Whitland is nestled in the lower Dee Valley between the lush Chepstow plains and the Welsh hills and is surrounded by stunning panoramic, glorious countryside and picturesque villages, many of which The Tour of Britain will pass by.

The area has a wealth of attractions and places to visit. Some of the most popular are Whitland Raft Centre and the two National Trust properties, Bridg Hall and Chirk Castle, plus the famous Llangyfan Canal, perhaps the prettiest stretch of canal anywhere.

Corwen The race enters through rolling hillsides at Green, where the day's opening SKODA King of the Mountains climb is, before making its way through Llangernon, Llangynydd and on to Llanfawr. Famous for its 17th Century Bridge, Llanfawr is also known as a market town with plenty of independent retailers.

Four miles away is the budding mountain resort of Betsi-y-Coed, the gateway to Snowdonia. It's a village that's been popular since Victorian times and a great base for walking, climbing and of course mountain biking and cycling.

### Stage Partners



### FINISH: Caerphilly

Caerphilly Mountain provides the entry point to the county borough and an important part of the final of Stage Five of the Welsh Tour of Britain. With testing climbs to reach the top of Caerphilly Mountain, riders once again will face the most challenging part of the Welsh element of The Tour of Britain. The descent down the other side of Caerphilly Mountain will see riders soar down through Caerphilly town to reach the finishing line at the heart of Caerphilly Castle.

What's more, they will have to face this agonising stretch twice!

The excitement of the finishing metres of this exciting race will be met by a dramatic backdrop - the majestic Caerphilly Castle which occupies and towers 13 acres, with its surrounding moat and leaning tower, which outlasts that of Pisa. Built in 1267, it's mainly between 1268 and 1271 by Gilbert 'The Red' de Clare, this imposing Castle is the second largest in Europe. Visitors today can enjoy exploring the Castle, climb its towers and wander this expansive medieval site.

The Celtic Trail National Cycle Network passes through the county borough of Caerphilly. Riders pass through Caerphilly taking in Caerphilly Castle and heads down through Bedwas and Machan. Route 47 of the Celtic Trail takes in the stunning Monmouthshire and Brecon Canal, Shiloh Valley Country Park and Parc Penallta, where you'll find 'Satan's Throat' - the largest earth cuttings in the UK.

For more information on visitor attractions, outdoor activities, accommodation and events go to [www.visitcaerphilly.co.uk](http://www.visitcaerphilly.co.uk). Alternatively call the Visit Caerphilly Centre on 029 2088 0011, or email [visit@visitcaerphilly.gov.uk](mailto:visit@visitcaerphilly.gov.uk). Open 7 days a week 10am - 5.30pm.

Flintshire Uniquely placed Flintshire is the gateway to Wales - but don't rush through: stop a while, and let us help you discover the truly lovely county. Navigate around our website and find out more about castles and heritage, culture and countryside, when to stay and lots more. It's a beach holiday, a walk in the park, a bit of retail therapy or simply a day out with the family, then start discovering Flintshire right here. [discoverflintshire.com](http://discoverflintshire.com)

Daneghiria From heather clad mountains to golden beaches, Daneghiria has great days out for all of the family. Daneghiria delivers an amazing number of experiences for such a compact and easily accessible area. Stunning countryside, bustling market towns, two of Britain's best-known resorts and many centuries of rich heritage combine to make Daneghiria a destination with a difference.

Two of the day's 'Yodel Direct Sports' come in Daneghiria, at Rutlin and Denbigh where riders will be able to forgo and time bonus. [Discoverdaneghiria.co.uk](http://discoverdaneghiria.co.uk)

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# Event Branding









# Event Branding





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**SweetSpot**

**Economic Impact of the 2013 Tour of  
Britain**

**Stage 5 – Machynlleth to Caerphilly**

**A Report for The Tour**

**frontline**

we help you do things better



## 1 Introduction and overview

In February 2013, The Tour appointed Frontline to undertake an economic impact assessment of the 2013 Tour of Britain, and of each of the 8 stages that formed part of the Tour.

This paper explains the impacts resulting from stage five of the Tour, from Machynlleth to Caerphilly held on 19th September 2013.

### 1.1 Research objectives

The objectives of the research are to:

- measure the total amount of money spectators spent in the Powys, Caerphilly and Wales during their visit to the stage
- assess the extent to which this expenditure was additional and would not have occurred had the stage not taken place
- examine whether the expenditure has displaced expenditure in other parts of Powys, Caerphilly and Wales and UK economies
- examine whether expenditure at the stage has acted as a catalyst for further indirect or induced expenditure as a result of local workers spending their overtime pay, or increased trade amongst supply-chain businesses (the multiplier effect)
- examine the impact of the additional visitor expenditure on employment and gross value added in Powys, Caerphilly and Wales and UK economies
- compare the value for money gained at the stage with that gained at other similarly-sized sporting events
- understand the benefits that the stage has had in terms of increasing participation in cycling, and in raising sponsors' brand awareness

### 1.2 Research methodology

The research is based upon the findings from a web-based survey of 2,415 Tour spectators and follows the principles set out in HM Treasury's Appraisal and Evaluation in Central Government Guidance ("The Green Book") and UK Sport and EventScotland's the eventIMPACTS guidance.

While the stage is likely to have brought about a number of different types of economic impacts, including impacts related to stage staffing, and impacts associated with procurement expenditure by the event organisers, the impacts related to visitor expenditure are likely to significantly out-weigh these. For example, research into the 2008 Tour of Britain found that visitor expenditure accounted for 92% of the total net impact of this event. We have therefore chosen to focus exclusively on visitor expenditure related benefits in the individual stage reports, but to consider the impacts of the wider procurement in our report on the Tour as a whole which accompanies this paper.

### 1.3 Report structure

The remainder of this research is structured as follows:

- section two sets the context for the event, explaining the structure of the 2013 Tour of Britain, and the route and outcome of the Machynlleth to Caerphilly stage
- section three shows the findings of the survey of spectators at the Machynlleth to Caerphilly stage
- section four presents the results from the economic impact assessment and explains how they have been calculated
- section five brings together the key conclusions from this research

## 2 Background

### 2.1 The 2013 Tour of Britain

The Tour of Britain (The Tour) is Britain's biggest professional cycle race and the UK's largest free-to-spectate live sporting event. While Tour cycling races have been held around Britain for over 50 years, the Tour began in its modern form in 2004, when it was first organised by the Sweetspot Group.

The 2013 Tour followed a 1,045.4 kilometre route, starting in Peebles and finishing in London. It took place over the course of eight stages, between 15<sup>th</sup> and 22<sup>nd</sup> September. The Tour was organised by Sweetspot Group, and was delivered in partnership with 29 national and 28 regional partners, sponsors and suppliers. A total of 1,241,000 spectators attended the Tour, and the stages were televised on ITV4. It was contested by 114 riders, and was won by Sir Bradley Wiggins of the Sky Procycling Team.

Figure 1: Tour Route



Stage five of the Tour involved a 177.1km route between Machynlleth to Caerphilly, and was won by Sam Bennett of the AN Post Chain Reaction Team.

Figure 2: Stage Route





### 3 Understanding visitor behaviour

This section summarises the key findings from Frontline's internet survey of Tour spectators, which took place between 16th September and 14th October 2013. The survey was based on a sample of 2,415 spectators, who either provided their contact details to Tour volunteers on the day of the stage or accessed the survey via a link disseminated through the event's web site, Twitter account and programme. Each of these spectators was either sent a survey form to complete by e-mail or invited to upload the survey as a mobile phone app.

#### 3.1 Profile of visitors

Just over half (58%) of the spectators were from Wales, while 42% lived elsewhere in the UK. None of the spectators lived outside of the UK.

The age profile of spectators who responded to our survey was fairly dispersed. The single largest age group attending was 35-44 year olds (34%) followed by 45-54 year olds (30%) and 55-64 year olds (19%). 5% of the survey respondents were aged 65 or over.

In accordance with Market Research Society guidance, we did not request contact details from anyone under the age of 16 on the day of the stage. However, a small number of people in this age group responded to the on-line messages. As our questionnaire related to visitor expenditure by group, any expenditure by or on behalf of children at the event is accounted for in our analysis.

78% of the stage attendees were male whilst 22% were female.

Table 1: Visitor characteristics

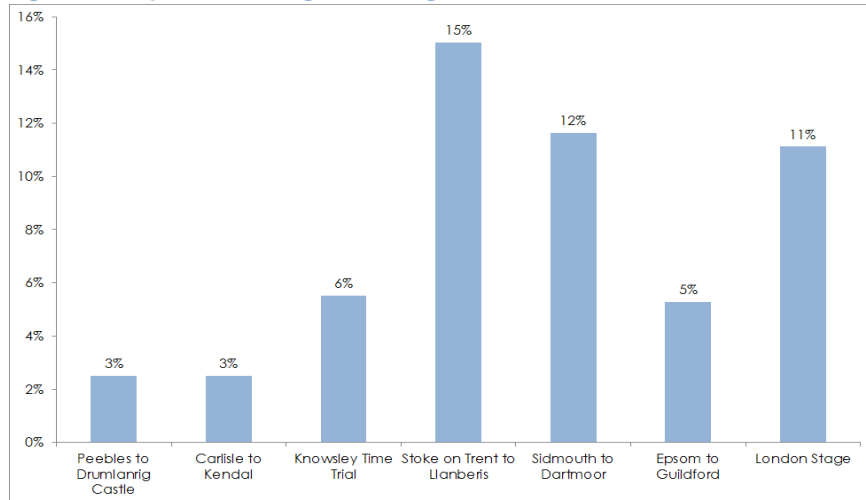
Visitor characteristics	% of respondents
<b>Place of Residence</b>	
In Powys	9%
In Caerphilly	12%
Elsewhere in Wales	37%
In the UK, but not in Wales	42%
Outside of the UK	0%
<b>Age</b>	
16-24	4%
25-34	9%
35-44	34%
45-54	30%
55-64	19%
65 or older	5%
<b>Gender</b>	
Male	78%
Female	22%

Source: Frontline, 2013

### 3.2 Time spent at the event

15% of the survey respondents also attended the Stoke on Trent to Llanberis stage.

**Figure 3: Proportion visiting other stages**



Source: Frontline, 2013

46% of the visitors to Powys, 66% of visitors to Caerphilly and 28% of all visitors to Wales stated that watching the Tour was their sole reason for visiting the area, while 15% of the total sample reported that they stayed overnight, away from home, during their trip to watch the stage.

**Table 2: Time spent at other events**

Reason for Visit	Powys	Caerphilly	Wales
Only reason	46%	66%	28%
Main reason	23%	11%	15%
One of several reasons	10%	5%	7%
Not a factor in decision	1%	2%	2%
Live or work locally	20%	15%	48%

Source: Frontline, 2013

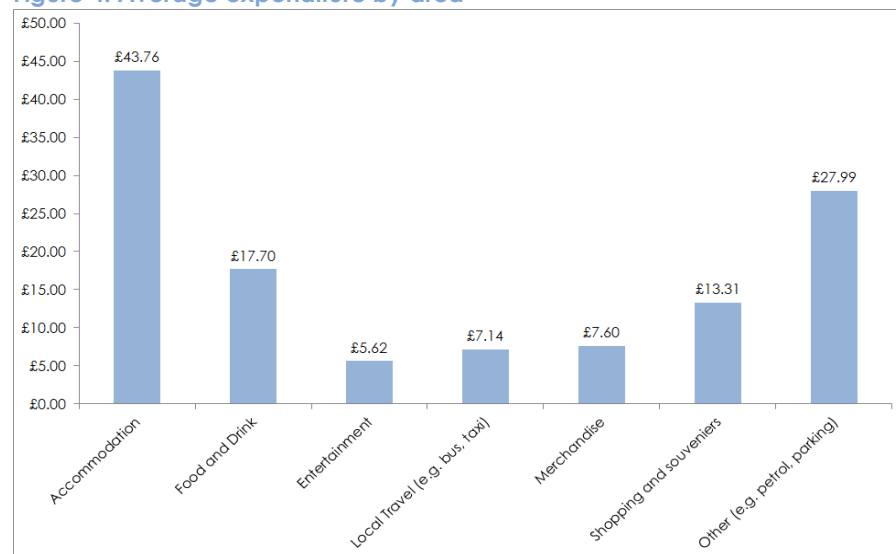


### 3.1 Visitor expenditure

In line with EventIMPACT guidance, we asked visitors to report their expenditure on accommodation, food and drink, entertainment, local travel, shopping and other activities.

Total expenditure across all of these activities was, on average, £123.12 per day for overnight visitor groups, and £79.36 per day for day visitor groups. This is broken down in the figure below.

Figure 4: Average expenditure by area<sup>1</sup>



Source: Frontline, 2013

<sup>1</sup> The figure for accommodation is based on overnight visitors only. All other figures are based on group expenditure for day and night visitors combined.

### 3.2 Visitor experiences

Most visitors reported positive experiences at the event. 93% said that they found it 'very enjoyable' while 70% said that they were 'inspired to cycle more regularly' as a result of their attendance.

Table 3: Visitor experiences

Visitor Characteristic	% of Respondents
<b>% of visitors who found the event .....</b>	
A very enjoyable experience	93%
Quite an enjoyable experience	7%
Not an enjoyable experience	0%
<b>% of visitors who .....</b>	
Were inspired to cycle more regularly ....	70%
Were not inspired to cycle more regularly ....	30%

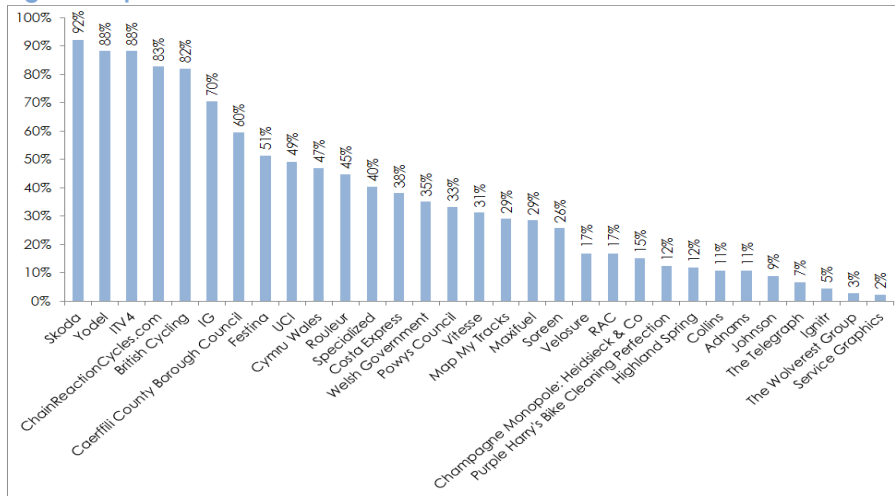
Source: Frontline, 2013

### 3.3 Sponsor awareness

The Tour of Britain attracted sponsorship from a variety of organisations. We examined the impact that this sponsorship has had by asking spectators “Which of the following brands or organisations do you associate with the 2013 Tour of Britain (tick as many boxes as are applicable)”. Spectator responses are summarised in the figure below.

It shows that Skoda was the most recognised sponsor named by 92% of respondents, followed by Yodel (88%) and ITV4 (88%).

Figure 5: Sponsor awareness



Source: Frontline, 2013



## 4 Assessment of visitor expenditure economic impacts

This section of the report builds on the findings from our survey of 2,415 Tour of Britain spectators, and from evidence from previous research into similar events to derive estimates of the gross and net visitor expenditure related benefits associated with the Machynlleth to Caerphilly stage<sup>2</sup>.

### 4.1 Gross expenditure impacts

We estimated the impact of spectator expenditure by asking survey participants how much they spent as a group on the day of the event, dividing this figure by average group size, and multiplying the result by total visitor numbers and average length of stay. We split expenditure into two categories: daytime expenditure (e.g. food and drink, entertainment, local travel, shopping and other activities) and overnight expenditure (e.g. accommodation).

According to Police estimates, 72,500 spectators attended the stage. Based on this and our survey responses, we estimate that the event attracted 61,346-day only visitors and 11,154 overnight visitors in total, with day visitors spending £79.36 per group per day and overnight visitors spending £123.12 per group per day.

After adjusting for average length of stay, this corresponds to an average gross visitor expenditure impact of £2,163,584 in Powys, £2,084,189 in the County Borough of Caerphilly, £4,792,991 in Wales £5,114,608 across the whole stage.

<sup>2</sup> For precision, all calculations have been made to nine decimal places, however the figures in the tables are presented at 0 to 2 decimal places for clarity and presentational reasons

Table 4: Gross expenditure impacts – Powys

Visitor Characteristic	Day only visitors	Overnight visitors	Total
Stage attendance	33,000	6,000	39,000
÷ Average group size	1.7	1.7	1.7
= Number of groups	19,720	3,585	23,305
x Average expenditure per group per day	£79.36	£123.12	£86.09
= Total expenditure per day	£1,564,967	£441,438	£2,006,405
x average length of stay (days) *	1.0	1.4	1.1
= Total expenditure	£1,564,967	£598,616	£2,163,584

Source: Frontline, 2013

\* Where visitors live locally, we only attribute one day of expenditure to the event

Table 5: Gross expenditure impacts – Caerphilly County Borough

Visitor Characteristic	Day only visitors	Overnight visitors	Total
Stage attendance	28,346	5,154	33,500
÷ Average group size	1.7	1.7	1.7
= Number of groups	19,720	3,585	23,305
x Average expenditure per group per day	£79.36	£123.12	£86.09
= Total expenditure per day	£1,564,967	£441,438	£2,006,405
x average length of stay (days) *	1.0	1.2	1.1
= Total expenditure	£1,564,967	£519,222	£2,084,189

Source: Frontline, 2013

\* Where visitors live locally, we only attribute one day of expenditure to the event

**Table 6: Gross expenditure impacts – Wales**

Visitor Characteristic	Day only visitors	Overnight visitors	Total
Stage attendance	61,346	11,154	72,500
÷ Average group size	1.7	1.7	1.7
= Number of groups	36,659	6,665	43,324
x Average expenditure per group per day	£79.36	£123.12	£86.09
= Total expenditure per day	£2,909,234	£820,621	£3,729,855
x average length of stay (days) *	1.0	2.3	1.2
= Total expenditure	£2,909,234	£1,883,757	£4,792,991

Source: Frontline, 2013

\* Where visitors live locally, we only attribute one day of expenditure to the event

**Table 7: Gross expenditure impacts – Whole Stage**

Visitor Characteristic	Day only visitors	Overnight visitors	Total
Stage attendance	61,346	11,154	72,500
÷ Average group size	1.7	1.7	1.7
= Number of groups	36,659	6,665	43,324
x Average expenditure per group per day	£79.36	£123.12	£86.09
= Total expenditure per day	£2,909,234	£820,621	£3,729,855
x average length of stay (days) *	1.0	2.7	1.2
= Total expenditure	£2,909,234	£2,205,374	£5,114,608

Source: Frontline, 2013

\* Where visitors live locally, we only attribute one day of expenditure to the event

## 4.2 Deadweight adjustment

Deadweight describes the proportion of gross expenditure that would have happened in the area anyway, even if the stage had not taken place. This includes, for example, expenditure by families who primarily travelled to the area that day for a shopping trip or a meal in a restaurant, or who primarily travelled there for a longer holiday, but who happened to watch the stage while they were there.

In our survey, we asked spectators to report how important the Tour of Britain was in their decision to travel to the local area and region. We attached a 100% deadweight factor (whole deadweight) to those who stated that they lived or worked locally, and to those who reported that the stage was not a factor in their decision to visit. We also attached a deadweight factor of 50% (partial deadweight) to those who reported that the Tour of Britain was one of several reasons for their visit and 25% (low deadweight) for those who reported that it was the main reason for their visit. Where visitors reported that the stage was the sole reason for their visit, we assumed 0% deadweight (pure additionality).

This produced the following figures for gross direct expenditure:

**Table 8: Deadweight adjustment**

Visitor Characteristic	Powys	Caerphilly <sup>3</sup>	Wales	UK
Gross expenditure	£2,163,584	£2,084,189	£4,792,991	£5,114,608
Deadweight factor (%)	32%	22%	57%	57%
Total deadweight	£695,438	£465,363	£2,735,999	£2,919,589
Gross direct exp. after deadweight	£1,468,146	£1,618,826	£2,056,992	£2,195,019

Source: Frontline, 2013

<sup>3</sup> These figures and those in the following tables relate to the County Borough of Caerphilly as opposed to the town.

### 4.3 Leakage effects

We calculated gross expenditure impacts by asking visitors to report the total amount they spend on goods and services during their visit to the stage.

However, we cannot guarantee that all of this money would have been received by local businesses. For example, it is conceivable that some spectators may have purchased some of these goods and services at their home address prior to their departure. It is also possible that some of the goods and services may have been bought from mobile businesses (such as burger vans), that were in the area for the day of the race, but which are registered elsewhere.

For caution, we accounted for these possibilities by applying leakage factors of 20% at a Machynlleth to Caerphilly level, 10% at a Wales level, and 5% at a UK level. We assumed a higher leakage factor at the local level, as the probability of the beneficiary businesses being based in the study geography is positively correlated to the size of the geographic area in question.

Based on these adjustments, we estimate the following gross local expenditure impacts:

**Table 9: Leakage adjustment**

Visitor Characteristic	Powys	Caerphilly	Wales	UK
Gross direct exp. after deadweight	£1,468,146	£1,618,826	£2,056,992	£2,195,019
Leakage adjustment (%)	20%	20%	10%	5%
Total leakage	£293,629	£323,765	£205,699	£109,751
Gross local exp.	£1,174,517	£1,295,061	£1,851,293	£2,085,268

Source: Frontline, 2013

### 4.4 Displacement effects

Displacement refers to the extent to which the visitor expenditure impacts created by the event are offset by a reduction in expenditure elsewhere in the economy. For example if a visitor chooses to forego a planned visit to a local visitor attraction and to watch the race instead, this could lead to a reduction in the event's overall impact on the local economy.

We measured displacement by asking visitors: "If this Tour of Britain stage had not been on, what would you have done instead of your visit?"

- we counted expenditure by visitors who would have "visited another event or place in the local area" as 'displaced expenditure' at a local level, regional and national level
- we counted expenditure by visitors who would have "visited another event or place elsewhere in the region" as 'displaced expenditure' at a local and regional level, but not at a local level
- we counted expenditure by visitors who would have "visited another event or place elsewhere outside of the region but in the UK" as 'displaced expenditure' at a UK level, but not at a local or regional level

Based on these adjustments, we estimate the following net local expenditure impacts:

**Table 10: Displacement adjustment**

Visitor Characteristic	Powys	Caerphilly	Wales	UK
Gross local exp.	£1,174,517	£1,295,061	£1,851,293	£2,085,268
Displacement adjustment	2%	0%	8%	16%
Total displacement	£28,776	£5,180	£154,583	£323,217
Net local exp.	£1,145,741	£1,289,881	£1,696,710	£1,762,052

Source: Frontline, 2013



## 4.5 Multiplier effects

We applied a Type 2 multiplier to the above impact to account for:

- knock-on benefits caused by business expenditure further down the supply chain (the indirect multiplier)
- knock-on benefits caused by business employee expenditure in the local economy (the induced multiplier)

These account for the additional benefits that could occur if local businesses use some of the additional sales income to buy new stock from local suppliers, or if the employees of these businesses spend some of their earnings in other local businesses.

We have assumed Type 2 multipliers of 1.3 at the local level, 1.4 at the regional level and 1.5 at the UK level. These assumptions are consistent with those assumed in other recent studies of this nature<sup>4</sup>, and historic research studies focused on the issue of tourism multipliers<sup>5</sup>.

Applying these multipliers to the expenditure figures yields the following net total expenditure estimates:

**Table 11: Multiplier adjustment**

Visitor Characteristic	Powys	Caerphilly	Wales	UK
Net local exp.	£1,145,741	£1,289,881	£1,696,710	£1,762,052
Type 2 Multiplier	1.3	1.3	1.4	1.5
Value of multiplier	£343,722	£386,964	£678,684	£881,026
Net total exp.	£1,489,463	£1,676,845	£2,375,394	£2,643,078

Source: *Frontline*, 2013

<sup>4</sup> Including the impact assessments of the Super League Grand Final and the World Half Marathon Championships

<sup>5</sup> The Scottish Tourism Multiplier study's urban model recommended a local multiplier of 1.3 and a regional multiplier of 1.4

## 4.6 Summary

Net total expenditure is the most appropriate number to use when reporting the economic impact of an event. In this case, the net total expenditure associated with the Machynlleth to Caerphilly stage was:

- **£1,489,463** in Powys
- **£1,676,845** in Caerphilly
- **£2,375,394** in Wales
- **£2,643,078** across the UK

We summarise our calculations in the figure below.

**Table 12: Summary of our economic impact calculations**

Visitor Characteristic	Powys	Caerphilly	Wales	UK
Gross expenditure	£2,163,584	£2,084,189	£4,792,991	£5,114,608
Less deadweight	£695,438	£465,363	£2,735,999	£2,919,589
Less leakage	£293,629	£323,765	£205,699	£109,751
Less displacement	£28,776	£5,180	£154,583	£323,217
Plus multiplier	£343,722	£386,964	£678,684	£881,026
Equals net total exp.	£1,489,463	£1,676,845	£2,375,394	£2,643,078

Source: *Frontline*, 2013

## 4.7 Net employment and GVA impacts

Gross Value Added (GVA) measures the difference between the value of visitor expenditure on goods and services and the costs incurred by businesses in order to supply these goods and services, in other words the total value added by the suppliers. For example, the gross value added of a retailer would normally be equal to the turnover of the business, minus the amount they paid for their stock.

Expenditure-GVA ratios provide a useful way of measuring GVA impacts. In this case, we have assumed that GVA impacts will equal 51.7% of business turnover, based on an analysis of turnover and GVA figures for the retail and hospitality sectors, as reported in the most recent Office for National Statistics (ONS) Input-Output tables. Based on this, we estimate that the 2013 Machynlleth to Caerphilly Tour of Britain stage has had a GVA impact of £4,009,549 at the UK level.

As the UK average productivity rate is equal to £39,000 per full time equivalent (FTE) worker (based on figures in the ONS Blue Book), we also estimate that the race has also supported 102.8 FTE jobs.

**Table 13: Estimates of GVA and FTE impacts**

Visitor Characteristic	Powys	Caerphilly	Wales	UK
Net expenditure impact	£1,489,463	£1,676,845	£2,375,394	£2,643,078
Exp-GVA ratio	51.70%	51.70%	51.70%	51.70%
Net GVA impact	£770,053	£866,929	£1,228,079	£4,009,549
GVA per FTE employee	£39,000	£39,000	£39,000	£39,001
FTE employment impact	19.7	22.2	31.5	102.8

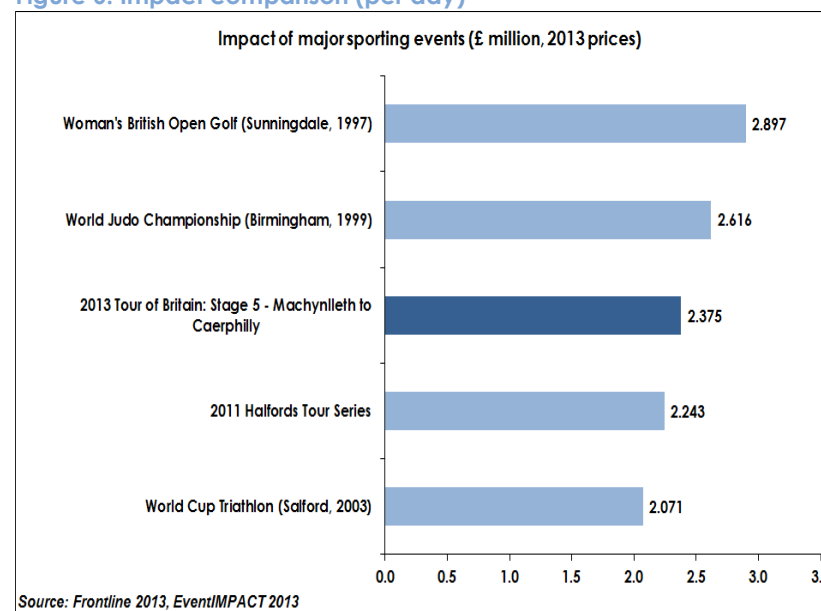
Source: Frontline, 2013

## 5 Conclusions

The 2013 Machynlleth to Caerphilly Tour of Britain stage generated significant economic impacts at a local, regional and national level. These include an estimated gross expenditure impact of £5,114,608 across the UK which, once accounting for deadweight, leakage, displacement and multipliers, translates into net total expenditure of £2,643,078. This expenditure has led to an estimated GVA impact of £4,009,549 and has supported an estimated 102.8 full time equivalent jobs.

These impacts are slightly below the net total expenditure impacts of other, similarly sized events, which have taken place in the UK over the past few years.

**Figure 6: Impact comparison (per day)**



## The “Equality Initial Challenge”

Name:Ian Saunders Service area: Tourism Leisure & Culture Date completed:22 <sup>nd</sup> April 2014		Please give a <b>brief description</b> of what you are aiming to do.  Aiming to ask for 40K funding to deliver a stage of the Tour Of Britain to Monmouthshire	
Protected characteristic	Potential <b>Negative</b> impact Please give details	Potential <b>Neutral</b> impact Please give details	Potential <b>Positive</b> Impact Please give details
Age	N/A		
Disability	N/A		
Marriage + Civil Partnership	N/A		
Pregnancy and maternity	N/A		
Race	N/A		
Religion or Belief	N/A		
Sex (was Gender)	N/A		
Sexual Orientation	N/A		
Transgender	N/A		
Welsh Language		Full signage in Welsh & English (WG backed event)	



Please give details about any potential <b>negative Impacts</b> .	How do you propose to <b>MITIGATE</b> these <b>negative impacts</b>
➤	➤
➤	➤
➤	➤
➤	➤

**Signed Ian Saunders**  
**Dated 22/04/14**

**Designation Head Tourism, Leisure & Culture**

## EQUALITY IMPACT ASSESSMENT FORM

<b>What are you impact assessing</b>	<b>Service area</b>
Decision to fund cycling event	Tourism Leisure & Culture
<b>Policy author / service lead</b>	<b>Name of assessor and date</b>
Ian Saunders	

### 1. What are you proposing to do?

Deliver a budget of 40k to host stage three of 2014 Tour Of Britain.

2. Are your proposals going to affect any people or groups of people with protected characteristics in a **negative** way? If **YES** please tick appropriate boxes below.

Age		Race	
Disability		Religion or Belief	
Gender reassignment		Sex	
Marriage or civil partnership		Sexual Orientation	
Pregnancy and maternity		Welsh Language	

3. Please give details of the negative impact

No negative impact although temporary road closures will need to be managed and communicated to local communities

4. Did you take any actions to mitigate your proposal? Please give details below including any consultation or engagement.

We will engage with communities and community councils.



5. Please list the data that has been used to develop this proposal? eg Household survey data, Welsh Govt data, ONS data, MCC service user data, Staff personnel data etc..

Data from event evaluation is available on economic benefits, tourism and encouraging people to be more active.

**Signed...Ian Saunders.....Designation Tourism Leisure & Culture.....Dated...22<sup>nd</sup> April 2014**

## The “Sustainability Challenge”

<b>Name of the Officer</b> completing “the Sustainability challenge”	Please give a <b>brief description</b> of the <b>aims</b> proposed policy or service reconfiguration		
<b>Name</b> of the Division or service area	<b>Date</b> “Challenge” form completed		
Aspect of sustainability affected	<b>Negative impact</b> Please give details	Neutral impact Please give details	<b>Positive Impact</b> Please give details
<b>PEOPLE</b>			
Ensure that more people have access to healthy food			
Improve housing quality and provision			
Reduce ill health and improve healthcare provision			Evaluation of previous events suggests that people are more likely to take up cycling
Promote independence			
Encourage community participation/action and			Opportunities to get involved with the event and communities to participate

voluntary work			
Targets socially excluded			Work with Sports Dev to target socially excluded
Help reduce crime and fear of crime			
Improve access to education and training			
Have a positive impact on people and places in other countries			The event has competitors from all over the world and the race is broadcast worldwide.
<b>PLANET</b>			
Reduce, reuse and recycle waste and water			
Reduce carbon dioxide emissions			If more people cycle there could be a decrease in carbon dioxide emissions
Prevent or reduce pollution of the air, land and water			
Protect or enhance wildlife habitats (e.g. trees, hedgerows, open spaces)			
Protect or enhance visual appearance of environment			
<b>PROFIT</b>			



Protect local shops and services			Local shops will benefit from spectators and visitors to the region
Link local production with local consumption			
Improve environmental awareness of local businesses			
Increase employment for local people			
Preserve and enhance local identity and culture			
Consider ethical purchasing issues, such as Fairtrade, sustainable timber (FSC logo) etc			
Increase and improve access to leisure, recreation or cultural facilities			More people engages in a sporting event of this nature will inspire them to become more active and participate in cycling

What are the potential negative Impacts	Ideas as to how we can look to <b>MITIGATE</b> the <b>negative impacts</b> (include any reasonable adjustments)
➤	➤
➤	➤

➤	➤
➤	➤

## The next steps

- If you have assessed the proposal/s as having a **positive impact please give full details** below

The Tourism Leisure & Cultural service and enterprise directorate is looking to develop it's vision for cycling and incorporate active travel, sporting clubs and schools in getting more people to cycle. The opportunity to host such an event as the Tour of Britain gives many opportunities for our County to be highlighted and promoted on the world stage.

- If you have assessed the proposal/s as having a **Negative Impact** could you please provide us with details of what you propose to do to mitigate the negative impact:

**Signed**

**Ian Saunders**

**Dated 22/4/14**

<b>SUBJECT:</b>	<b>PROPOSED USK WEIGHT RESTRICTION ORDER</b>
<b>MEETING:</b>	<b>Cabinet</b>
<b>DATE:</b>	<b>7<sup>th</sup> MAY 2014</b>
<b>DIVISION/WARDS AFFECTED:</b>	<b>Usk, Llanbadoc, Llangybi, Goytre, Llanover, Raglan</b>

**1. PURPOSE:**

To consider the proposed Order subsequent to representations received following advertisement in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1994.

**2. RECOMMENDATIONS:**

Not to implement the proposed Order.

**3. KEY ISSUES:**

Following repeated concerns raised by Usk Town Council regarding road safety and environmental concerns associated with HGV traffic travelling on the A472 through Usk this council consulted upon proposals to revoke the existing Routes A472 and B4598 at Usk (Prohibition of Commercial Vehicles) Order 1995 and introduce a new 'shortened' Order prohibiting commercial vehicles exceeding 7.5 tonnes from entering the A472 between the B4235 junction near Usk Interchange and Usk Bridge, and the



B4598 between the Three Salmons Hotel and Chain Bridge. A plan showing the proposal will be on display in the member's library.

Consultations were commenced on 27<sup>th</sup> April 2013 with 13<sup>th</sup> July as the closing date for responses. A total of 59 individual consultation letters were dispatched, as listed in Appendix A, as well as the proposal being advertised on street and in the local press.

There were a total of 21 respondents (some of whom corresponded more than once), as follows:-

Gwent Police, Newport City Council, Usk Town Council, David Davies MP, Community Councils (2 no.), individual businesses and residents within Usk (5 no.), individual residents and businesses outside Usk (6 no.), Usk Civic Society, Cymru Wales National Farmers Union, Welsh Water, and Network Rail. (For clarity businesses in Woodside, which falls within Llanbadoc Community Council area, are listed as outside Usk). In addition Usk Town Council submitted a letter dated 28th May and petition with approximately 800 signatures in support of the proposal.

Gwent Police has raised a number of issues regarding the signing and lining, interpretation of the Order, questioned the ease of enforcing the Order and expressed the view that congestion may be caused when drivers seek to make awkward manoeuvres to turn around at the commencement points (due to the lack of proper turning facilities) or otherwise have no option but to proceed through the restricted area. They offered to meet with MCC to discuss these matters.

David Davies, the individual residents and businesses in Usk and Usk Civic Society did not support the proposal in its current form. They indicated that they would support a similar proposal provided that commercial vehicles travelling to/from Woodside would not be affected.

Newport City Council and the 6 businesses outside Usk either objected or sought clarification that their businesses would not be affected (which is not the case), with solicitors for three businesses saying they will seek a judicial review if the Council makes the proposed Order. Newport CC considers that the proposal will increase the volume of commercial vehicles travelling through Caerleon, and the businesses consider that the alternative routes commercial vehicles would be required to follow would have an unacceptable effect on their operations, possibly making them unviable.

In essence Raglan Community Council, Llanover Community Council, Cymru Wales National Farmers Union, Welsh Water and Network Rail offered no objection.

The consultation responses are summarized in more detail in appendix B.

#### **4. REASONS:**

The main factors to be considered are:-

- 1) The proposed Order will have significant impact on commercial vehicles seeking to access premises situated along the A472 between Little Mill and Usk Bridge Road, and those along route R106 between Usk Bridge and Caerleon. Generally these vehicles will have to travel much longer distances than at present, having a detrimental effect upon the viability of the businesses. Details of the alternative routes and additional distances are described in appendix C.
- 2) Contrary to good practice it is not feasible to provide a turnaround facility or alternative exit route from the west end of Usk Bridge, potentially providing some drivers with justification for contravening the Order.
- 3) The proposed 'shortened' Order will be easier to enforce than the current Order.

On balance it is considered the disadvantages outweigh the advantages. The recommendation is worded accordingly.

#### **5. RESOURCE IMPLICATIONS:**

If implemented the costs of the proposed Traffic Regulation Order, road markings and signage would be funded by Monmouthshire County Council from the road safety and traffic management budget.

#### **6. SUSTAINABLE DEVELOPMENT AND EQUALITY IMPLICATIONS**

There are sustainability issues regarding the proposal, particularly involving air quality. There are no equality implications.

**7. CONSULTEES:**

Senior Leadership Team  
County Councillor B Jones, Cabinet Member for County Operations  
County Councillor B Strong, Usk Local Member

**8. BACKGROUND PAPERS:**

Proposed Order Schedule and Statement of Reasons, Notice of Intention, Schedule of Objections/Comments, Equalities Impact Assessment.

**9. AUTHOR:**

Paul Keeble Traffic & Network Manager

**10. CONTACT DETAILS:**

E-mail: [Paulkeeble@monmouthshire.gov.uk](mailto:Paulkeeble@monmouthshire.gov.uk)  
Telephone: 01633 644733



The routing and additional travel distance implications of the proposed Order are described below.

Commercial vehicles under 14' 3" in height accessing properties along the A472 between Little Mill and Usk Bridge (e.g. BAe Glascoed, Glanyrafon House Hotel) will be required to approach and depart via Little Mill. This could add a considerable travel distance for vehicles which would naturally approach from A449 Usk Interchange. (The additional distance via A449 to Raglan, A40 to Hardwick, A4042 to Little Mill and A472 to Glanyrafon House Hotel is approximately 38km or 24 miles, i.e. 76 km or 48 miles on a return journey). As there is a height restriction at Little Mill Railway Bridge the proposed Order would exempt vehicles exceeding 14' 3", permitting them to travel through Usk.

Similarly vehicles that normally use the A472 through Usk to access premises along the Usk Bridge to Caerleon Road (e.g. Woodside Industrial Estate, Usk Garden Centre and farms and businesses further south) would have to reroute, either via Newport and Caerleon, or, if the vehicle is under 14' 3", via Little Mill. Again, the rerouting can add considerable distance. For example, a commercial vehicle from the Midlands delivering to Usk Garden Centre would travel approximately an additional 25km (16miles) via the A449 to Coldra, then the M4 and Caerleon, compared with travelling through Usk (i.e. 50 km or 32 miles on a return journey).

## The “Equality Challenge” (Screening document)

<b>Name of the Officer</b> Paul Keeble		To introduce a revised 7.5 tonnes MGW Prohibition of Commercial Vehicles on the A472 and B4598 at Usk.	
<b>Name</b>		<b>Date</b> 18 <sup>th</sup> March 2014	
Protected characteristic affected	<b>Negative impact</b> Please give details	<b>Neutral impact</b>	<b>Positive Impact</b> Please give details
Age		x	
Disability		x	
Marriage + Civil Partnership		x	
Pregnancy and maternity		x	
Race		x	
Religion or Belief		x	
Sex (was Gender)		x	
Sexual Orientation		x	
Transgender		x	
Welsh Language		x	

What are the potential negative Impacts?	Ideas as to how we can look to <b>MITIGATE</b> the <b>negative impacts</b> (include any reasonable adjustments or engagement with affected parties).
None	

**The next steps**

- If you have assessed the proposal/s as having a **positive impact please give full details** below:

- If you have assessed the proposal/s as having a **Negative Impact** could you please provide us with details of what you propose to do to mitigate the negative impact:



**Signed P.Keeble**  
**Dated 18<sup>th</sup> March 2014**

**Designation Traffic and Network Manager**



monmouthshire  
sir fynwy

**Equality Impact Assessment Form**

**and**

**Sustainable Development Checklist**





## EQUALITY IMPACT ASSESSMENT FORM

<b>Name of policy or change to service (Proposal)</b>	<b>Directorate:</b>	<b>Department:</b>
To introduce a revised 7.5 tonnes MGW Prohibition of Commercial Vehicles on the A472 and B4598 at Usk.	Regeneration and Culture	Traffic and Network Management
<b>Policy author / service lead</b>	<b>Name of assessor</b>	<b>Date of assessment:</b>
Kellie Beirne	Paul Keeble	18 <sup>th</sup> March 2014

1. Have you completed the Equality Challenge form? **Yes / No.** If **No** please explain why

Yes.
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2. What is the **Aim/s** of the Policy or the proposed change to the policy or service (the proposal)

To improve the level of road safety and quality of life of local residents in Usk.
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3. From your findings from the "Equality Challenge" form did you identify any people or groups of people with protected characteristics that this proposal was likely to affect in a **negative** way? Please tick appropriate boxes below.

Age		Race	
Disability		Religion or Belief	
Gender reassignment		Sex	

Marriage or civil partnership		Sexual Orientation	
Pregnancy and maternity		Welsh Language	

4. Please give details of any consultation(s) or engagement carried out in the development /re-development of this proposal.

Formal statutory consultation was undertaken in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1994.

5. Please list the data that has been used for this proposal? e.g. Household survey data, Welsh Government data, ONS data, MCC service user data, Staff personnel data etc

.

No.

7. Final stage – What was decided?

- **No change made to proposal/s– please give details**

The proposal does not adversely affect any specific group or individual in terms of equality legislation.

- **Slight changes made to proposal/s – please give details**

None

- **Major changes made to the proposal/s to mitigate any significant negative impact – please give details**

None

Dated 18<sup>th</sup> March 2014.

**The “Sustainability Challenge”**

<b>Name of the Officer</b> P.Keeble		To introduce a revised 7.5 tonnes MGW Prohibition of Commercial Vehicles on the A472 and B4598 at Usk.	
<b>Name</b>		<b>Date</b> 12 <sup>th</sup> December 2013	
Aspect of sustainability	<b>Negative impact</b>	<b>Neutral impact</b>	<b>Positive Impact</b>



affected	Please give details		Please give details
<b>PEOPLE</b>			
Ensure that more people have access to healthy food		x	
Improve housing quality and provision		x	
Reduce ill health and improve healthcare provision		x	
Promote independence		x	
Encourage community participation/action and voluntary work		x	
Targets socially excluded		x	
Help reduce crime and fear of crime		x	
Improve access to education and training		x	
Have a positive impact on people and places in other countries		x	
<b>PLANET</b>			
Reduce, reuse and recycle waste and water		x	
Reduce carbon dioxide emissions		x	
Prevent or reduce pollution of the air, land and water	Will increase distance travelled by excluded vehicles, generally		Will reduce HGVs through Usk, decreasing air

	increasing air pollution from vehicle exhausts		pollution in town
Protect or enhance wildlife habitats (e.g. trees, hedgerows, open spaces)		x	
Protect or enhance visual appearance of environment		x	
<b>PROFIT</b>			
Protect local shops and services		x	
Link local production with local consumption		x	
Improve environmental awareness of local businesses		x	
Increase employment for local people	Will increase distance travelled by excluded vehicles, risking viability and employment prospects of businesses in nearby communities	x	
Preserve and enhance local identity and culture		x	
Consider ethical purchasing issues, such as Fairtrade, sustainable timber (FSC logo) etc		x	

Increase and improve access to leisure, recreation or cultural facilities		x	
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What are the potential negative Impacts	Ideas as to how we can look to <b>MITIGATE</b> the <b>negative impacts</b> (include any reasonable adjustments)
Will increase distance travelled by commercial vehicles, generally increasing air pollution from vehicle exhausts	Do not implement proposal
Will increase distance travelled by commercial vehicles, jeopardising viability of local businesses.	Do not implement proposal



## The next steps

- If you have assessed the proposal/s as having a **positive impact please give full details** below

Air pollution levels in Usk town will reduce slightly due to reduction in commercial vehicles travelling through Bridge Street.

- If you have assessed the proposal/s as having a **Negative Impact** could you please provide us with details of what you propose to do to mitigate the negative impact:

Signed P. Keeble

Dated 18<sup>th</sup> March 2014







Proposed Usk Weight Restriction Order

List of consultees

Gwent Police  
Newport City Council  
Torfaen County Borough Council  
Welsh Government

C’llr B. Strong  
C’llr B. Jones  
C’llr P. Clarke  
C’llr V. Smith  
C’llr P. Jones

Welsh Water  
British Gas  
British Telecoms  
SWALEC  
Network Rail  
Road Haulage Association  
Freight Transport Association  
National Farmers Union  
Farmers Union of Wales  
AA  
RAC

Usk Town Council  
Llanbadoc Community Council  
Goytre Fawr Community Council  
Llangybi Fawr Community Council  
Gwehelog Community Council  
Raglan Community Council  
Llanover Fawr Community Council  
Abergavenny Town Council

Coleg Gwent  
HMP Prescoed

BAe Systems  
Usk Garden Centre  
Arthur Bros Transport Ltd, Llangybi  
Morgans of Usk Ltd, Woodside  
Galletleys of Usk, Woodside  
Woodside Garden Machinery  
Woodside Garage  
Usk Bridge Motors, Woodside  
NFU Mutual, Woodside  
A Jones & Co (Usk) Ltd, Woodside  
Remotequest Projects Ltd, Woodside  
Chevron Traffic Management Ltd., Pontypool Road  
Eddy Mays Auto Repair Centre, Pontypool Road  
Monkwood Garage

Patchwork Technology, Llancayo Farm  
Tank School, Llancayo Farm

Glanyrafon Hotel  
Beaufort Arms, Monkwood  
Halfway House, Little Mill  
White Hart Village Inn, Llangybi  
Cwrt Bleddyn Hotel, Llangybi  
The Hall Inn, Gwehelog  
The Charthouse Restaurant

Usk Rugby Football Club  
Alice Springs Golf Club  
Glascoed Sports and Social Club  
Pont Kemys Caravan Park

Clawdd y Parc Livery, Llangybi  
Usk Valley Livery, Treddunock

Respondent		Date	Objection	Comments	Response
Name	Address		Yes/No		
Gwent Police	Police HQ	17/03/13		Order would be enforceable if correctly signed.	All Orders need to be correctly signed to be enforceable.
				There may be difficulties in gathering evidence to ensure enforcement reaches satisfactory conclusion.	Refers to the need to track vehicles from entry point to exit point to verify they do not require access before being in a position to commence enforcement proceedings. Shortened Order should be easier to enforce than current Order.
				Use of 'adjacent' in draft Order is open to interpretation and should be redefined or replaced with 'adjoining'	Disagree. 'Adjacent' is standard wording. Change to 'adjoining' would disadvantage premises set back from the road.
				Concerned about lack of turn around facility at west end of Usk Bridge. Believe vehicles unable to proceed would cause congestion when attempting to turn around, or drivers claim they had no option to contravene Order.	It is good practice to ensure an alternative route or turn around facility is available at the commencement point of this type of Order. A turn around facility is not possible at Usk Bridge, and vehicles proceeding southwards to Caerleon are likely to contravene the existing Caerleon and District Order, hence the Police concern is recognised. For vehicles approaching from Little Mill a turnaround facility could be provided at Rhadyr by modifying an existing lay by. For vehicles needing to proceed further and unable to turn around within the curtilage of their destination (e.g. delivering to houses in Woodside) it is anticipated they would proceed via Usk and, if challenged, claim they had no other option.
				Advocate clear separation on the ground between any new Order and the existing Caerleon and District Order (which is to be retained), as currently the two Orders abut directly and cause confusion.	There would be clear separation, albeit of a few metres, between the proposed Order and the existing Caerleon and District Order.
Usk Town Council	The Sessions House	10/05/13		Keen to see a revised Order implemented but doesn't support current proposal. Wants properties in Woodside to be exempt. Particularly wants to see through traffic to/from Caerleon prohibited.	Proposed Order will impact on HGVs to/from all properties adjacent R106 between Usk Bridge and Caerleon, and properties between Usk Bridge and Little Mill except for vehicles exceeding 14' 3".



David Davies MP	16 Maryport Street	28/05/13		Would welcome reduced HGV traffic in Bridge Street, but wants 'local businesses' to be exempt.	Proposed Order will impact on HGVs to/from all properties adjacent R106 between Usk Bridge and Caerleon, and properties between Usk Bridge and Little Mill except for vehicles exceeding 14' 3".
Usk Civic Society	36 Maryport Street	03/06/13	No	Believes proposal will make Bridge Street safer and more pleasant	Noted
RDP Lawyers on behalf of Morgan's of Usk	Woodside Works	11/07/13	Yes	Company is largest employer in Usk and any further restrictions on its operations would be entirely unacceptable. States that company was advised by Usk TC that its business would not be affected, but this is clearly incorrect.	Noted. Any advice issued by Usk TC stating that Woodside properties would not be affected is incorrect.
				Will seek judicial review if Order is made.	Noted
Morgan's of Usk	Woodside Works	12/07/13	Yes	Employs 80 people at Woodside, 40 elsewhere. Most of their supplies arrive and products depart via the A449 and Bridge Street. If proposal is implemented will greatly add to their costs and have serious consequences on the business.	Noted. Additional travel distances are described in main report.
				Points out that goods traffic to BAe Glascoed would be unaffected.	BAe Glascoed HGVs exceeding 14' 3" would not be affected. HGVs not exceeding 14' 3" would be required to arrive and depart via Little Mill.
RDP Lawyers on behalf of Usk Garden Centre	Llanbadoc	09/07/13	Yes	States they are one of the leading employers in the locality. Have 20-30 HGV deliveries per week routed via A449 and Bridge Street. If Order is made vehicles would need to reroute extensively, either via Caerleon bridge and one way system, or via Llanfrechfa and Ponthir, and then via Llangybi.	Alternative routes described are correct for vehicles exceeding 14' 3". Vehicles not exceeding 14' 3" could travel via Little Mill. Additional travel distances are described in main report.
				Will seek judicial review if Order is made.	Noted
				Also concerned that incorrect information has been put forward by Usk Town Council which may have resulted in potential objectors not realising they would be adversely affected.	Unable to determine whether or not misinformation provided by Usk TC deterred any other potential objectors.
RDP Lawyers on	Llancayo		Yes	Opposed to further restrictions on its	The anticipated impact on Morspan's business is

behalf of Morspan Ltd.				business operations. Most of its steel supplies come from Morgan's of Usk, and it anticipates loads on a daily basis needing to take tortuous routes between Woodside and Llancayo.	incorrect. As Morspan's premises are adjacent to the section of B4598 between The Three Salmons and Chain Bridge HGVs can enter the 'prohibited' streets at any point (including Usk Bridge) to serve Morspan.
NFU Cymru on behalf of members in Usk area	Royal Welsh Showground	11/07/13	Yes	Questions the need for such restrictions. Concerned about businesses which may be adversely affected by proposal. Seeks confirmation that the exemption for agricultural purposes means that none of their local members would be affected.	The exemption for agricultural purposes only applies to premises adjacent the specified roads, i.e. A472 Usk Interchange to Usk Bridge, and B4598 The Three Salmons to Chain Bridge. Many local farmers and agricultural businesses will be affected. For example HGVs accessing farms between Usk Bridge and Caerleon will have to travel via Caerleon or, if not exceeding 14' 3", via Little Mill. Farms between Usk Bridge and Little Mill can only be accessed via Little Mill, unless the vehicle exceeds 14' 3".
CLA Wales on behalf of local member at Pentwyn Farm, Llanhowell.		18/06/13		Uncertain of term 'adjacent' in relation to exemptions in draft Order. Seeks assurances that Pentwyn Farm in particular as well as rural businesses in general will not be adversely affected.	Pentwyn Farm is accessed via Maryport Street, which junctions with the A472 within the limits of the Order, and hence access is not affected. See above for general impact on agricultural businesses.
Glanyrafon Hotel	Woodside	09/07/13		Would welcome a reduction in HGVs through Usk, but seeks absolute confirmation that the business would not be impacted in any way, regarding delivery vehicles, waste collection services and buses and coaches.	Delivery vehicles and commercial waste collection vehicles would need to access and depart the hotel via Little Mill, unless they exceed 14' 3" in which case they could travel via Bridge Street. Buses and coaches would not be affected by the Order.
Newport City Council		17/06/13		Is concerned that if implemented the only legal access for vehicles exceeding 14' 3" to properties between Caerleon and Usk would be via Caerleon, increasing number of HGVs on this route to the detriment of environment in Caerleon. Proposal would be received with animosity by local residents. Seeks assurance that high vehicles would continue to access these properties via A449 and Usk as at present.	The interpretation of the Order is correct. The exemption for vehicles exceeding 14' 3" to access properties between Usk Bridge and Little Mill is necessitated by the low bridge at Little Mill. An exemption is not necessary for Usk Bridge to Caerleon properties, but could be introduced by amending the Order. This would require re-consultation.
Llanover CC		30/05/13	No	No objection. Advocates advance warning	Appropriate advance warning signing would be

				signing at Hardwick and Raglan Roundabouts	provided.
Raglan CC		30/05/13	No	Does not object	Noted
Network Rail		11/07/13		Seeks full dispensation that vehicles associated with railway network maintenance would not be affected.	There is no exemption for Network Rail vehicles, but it is difficult to see how Network Rail activities could be adversely affected.
Hughes Griffiths Solicitors on behalf of Welsh Water		10/07/13		Suggests that reference to 'water authority' in the draft Order should be replaced with 'water and sewerage undertakers'.	Agreed
Penhowe Antiques	Bridge Street	20/05/13	No	Concerned about road safety risks posed by narrow footways sometimes mounted by HGVs, and air pollution. Supports the proposal.	Noted
Local Resident	Bridge Street		No	Concerned about road safety risks posed by narrow footways and HGV wing mirrors, and air pollution. Supports the proposal.	Noted
Local Resident	Trelawny Close	07/05/13	No	Supports the proposal.	Noted
Local Resident	Priory Gardens	21/05/13	No	Supports the proposal.	Noted
Local Resident	New Market Street	21/05/13	No	Supports the proposal.	Noted
Local Resident	Castle Parade	01/07/13	No	Concerned about road safety risks posed by narrow footways sometimes mounted by HGVs, and traffic noise. Supports the proposal.	Noted
Local Resident	Not given (email)	18/07/13	Yes	Considers it inappropriate to revoke the current weight restriction on B4598 between Steelhorse Café and Chain Bridge. Believes this will increase HGV traffic on minor roads between Chain Bridge and Goytre/Nantyderry.	It is not anticipated the proposal will result in a material change in the number of HGVs using minor roads between Chain Bridge and Goytre/Nantyderry
				Requests the reasoning behind this proposed change.	To simplify and reduce the extents of the existing environmental weight limit order to make it easier to observe and enforce