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Wednesday, 11 November 2015

## Notice of Reports Received following Publication of Agenda.

### County Council

Thursday, 19th November, 2015 at 2.00 pm,  
Council Chamber, County Hall, The Rhadyr, Usk, NP15 1GA

Attached are reports that the committee will consider as part of the original agenda but were submitted to democratic services following publication of the agenda.

Item No	Item	Pages
6.3	Velothon 2016	1 - 10

**Paul Matthews**  
Chief Executive

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<b>SUBJECT:</b>	<b>Velothon 2016</b>
<b>MEETING:</b>	<b>Council</b>
<b>DATE:</b>	<b>7<sup>th</sup> October 2015</b>
<b>DIVISION/WARDS AFFECTED:</b>	<b>All</b>

**1. PURPOSE:**

To update Members on recent discussions with the Velothon organisers and seek the Council's commitment to supporting the 2016 event by enabling the route to travel through Monmouthshire.

**2. RECOMMENDATIONS:**

- 2.1** That Council agrees to support the 2016 Velothon and to work in partnership with event organisers to enable the route to travel thorough Monmouthshire.

**3. KEY ISSUES:**

- 3.1** At the September Council meeting, members agreed to support the following motion from Councillor P Jones:

*Organisers of Velothon 2016 are now pushing us to re-commit to the event. I would urge Council at this point, ONLY TO DO SO IN PRINCIPLE. Before offering our full consent I would urge Council to satisfy itself that:*

- 1. the route through our County that is selected has been shared with Members and an assessment made of the impact of road closures on businesses / citizens*
- 2. there are cast iron guarantees on the adequacy and timeliness of communication with impacted communities. This was poor this year*
- 3. the call centre / contact arrangement put in place to disseminate information has to have awareness and understanding of the geography of Monmouthshire so it can be helpful to citizens*
- 4. an assurance that the event will not cost MCC any money and costs we incur for things like notices, stewarding, road-sweeping will be reimbursed*
- 5. Whilst recognising that a business compensation scheme is unlikely all that can be done to mitigate impact on traders will be done.*

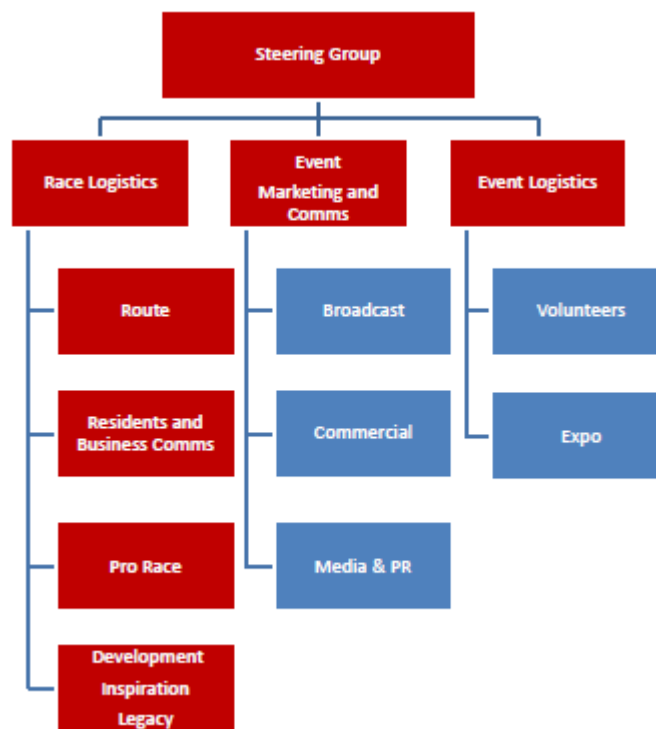
*We should ask that this work is done before our next Council meeting so we know what assurances are in place before we make a final decision.'*

- 3.2** As members will be aware the Velothon held earlier this year was the first time that a mass participation cycling event of this scale had been attempted in Wales. The organisers Lagardere Events Unlimited and Welsh Assembly Government have reviewed

this year's proceedings and developed a series of actions designed to improve the 2016 event. The key change is the appointment of Run 4 Wales as the local delivery partner who has an established track record in managing high profile sporting events. They are a not for profit social enterprise whose objectives include:

- To promote, manage and deliver events in Wales
- To build event management capacity in Wales
- Creating employment opportunities
- Developing the volunteer workforce
- To prepare bids for Major Events to be hosted in Wales
- To promote Wales as a sports tourism destination

3.3 A new governance structure has been created to oversee the delivery of the 2016 event which is overseen by a Steering Group chaired by WAG; Monmouthshire is represented at this group, in common with all the other host Councils, event organisers and blue light services. Below this group, 3 other sub groups have been created; race logistics, event marketing and event logistics as illustrated in the table below.



3.4 As evidenced above communications have been identified as a key learning from the 2015 event. A call centre within Run 4 Wales has already been established and discussions are on-going how to manage communications locally to ensure that they are able to respond more effectively to local queries and concerns.

3.5 Given the scale of the event and the varying level of abilities of the participants, road closures will inevitably impact on residents and businesses. Whilst no compensation scheme will be available, the organisers will work with impacted businesses to identify opportunities to

mitigate the impact. There will however remain some stretches of the route where highways access will be unavailable for the large periods of the day.

- 3.6 Organisers will be working with local highway authorities to try and minimise the length of road closures and identify opportunities for crossing opportunities between the mass participation event and the professional race.
- 3.7 A Member Seminar was held on 12<sup>th</sup> November when Run 4 Wales and Lagardere attended to provide details of the 2016 route, the new governance structures and respond to members concerns. The route has been amended where possible to mitigate impact; however as previously expressed businesses and communities will be affected.

#### **4. REASONS:**

- 4.1 The Velothon event is aligned with the Councils promotion of the County as a cycling destination. This year's event saw 13,000 participants take part, 50% of which live outside Wales. It was one of the world's top 5 events for participant numbers and achieved significant media coverage. A survey of the events riders provided the following feedback;
  - 96% rated the event as either good or excellent
  - 89% said they hoped to take part in 2016
  - 76% rated the route as excellent
  - 95% said they entered the event because of the closed roads.
- 4.2 The Council and the event organisers will identify opportunities to promote the County and its businesses to participants to increase the benefits to the local economy leading up to and during the event.
- 4.3 The organisers wish to promote the event and disclose the route as early as possible to enable a longer and more effective communication strategy with those impacted. They will also develop local communication channels working with our hubs and contact centre to utilise local knowledge and existing networks.
- 4.4 Given the strategic importance of the event a Welsh Government official will chair the Steering Group and will regularly report to Ministers on progress. Lessons have been learnt from this year's Velothon and actions taken to improve governance and communications and mitigate negative impacts.

#### **5. RESOURCE IMPLICATIONS:**

- 5.1 Any costs incurred in hosting the event will be met from existing service budgets.

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

6.1

**7. SAFEGUARDING AND CORPORATE PARENTING IMPLICATIONS**

There are no safeguarding or corporate parenting implications arising from this report.

**8. CONSULTEES:**

All Cabinet Members  
Member Seminar

**9. BACKGROUND PAPERS:**

None

**10. AUTHORS:**

Debra Hill-Howells Head of Community Delivery  
Ian Saunders Head of Tourism, Leisure & Culture

**11. CONTACT DETAILS**

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<p><b>Name of the Officer</b> completing the evaluation Deb Hill-Howells, Ian Saunders, Nick John</p> <p><b>Phone no:</b> <b>E-mail:</b> <a href="mailto:DebraHill-howells@monmouthshire.gov.uk">DebraHill-howells@monmouthshire.gov.uk</a> <a href="mailto:lansauanders@monmouthshhire.gov.uk">lansauanders@monmouthshhire.gov.uk</a> <a href="mailto:nicholasjohn@monmouthshire.gov.uk">nicholasjohn@monmouthshire.gov.uk</a></p>	<p><b>Please give a brief description of the aims of the proposal</b></p> <p>To ensure that plans for Velothon 2016 in Monmouthshire are detailed and consider implications to community.</p>
<p><b>Name of Service – Velothon 2016</b></p>	<p><b>Date Future Generations Evaluation</b> 14<sup>th</sup> Nov 2016</p>

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5. **Does your proposal deliver any of the well-being goals below?** Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal.

Well Being Goal	How does the proposal contribute to this goal? (positive and negative)	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p><b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>Yes</p>	<p>Positive regarding bringing new people into Monmouthshire, help local tourism and health and well-being through 20,000 mass participations.</p>
<p><b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>Neutral</p>	<p>The event will require a number of roads to be closed on the day. Positively encouraging and supporting cycling can lead to reduced car journeys and thereby reduced emissions</p>

Well Being Goal	How does the proposal contribute to this goal? (positive and negative)	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood	Positive	Encouraging people to take up a healthier lifestyle and promoting active travel
<b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected	Positive & Negative	Positive that community can celebrate and come together through events. Negative that closed roads can cause disruption especially in rural communities
<b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	Positive	This is the third largest bike participation activity in the UK. It attracts a national and international field. Globally more people who are encouraged to used active travel will help with local environmental issues. Work with organizers and schools.
<b>A Wales of vibrant culture and thriving Welsh language</b> Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	Positive	To promote Wales as a sports tourism destination  This year's events saw 13 thousands participants and 50% lived outside of Wales.
<b>A more equal Wales</b> People can fulfil their potential no matter what their background or circumstances	Positive	Sports Development, cycling proficiency and clubs all have opportunities to ensure access is equal.  Encourage participation by all

**2. How has your proposal embedded and prioritised the sustainable governance principles in its development?**



Sustainable Development Principle	How does your proposal demonstrate you have met this principle?	What has been done to better to meet this principle?
 <p>Balancing short term need with long term and planning for the future</p>	<p>This is the second year of potential four years of staging the event. With an increased participation the idea is to increase year on year.</p>	<p>There is a new delivery agent Run4wales who has an excellent reputation on hosting long term plans</p>
 <p>Working together with other partners to deliver objectives</p>	<p>Working with Welsh Government who are in contract with Lagedare/Run 4 Wales and local authorities to deliver</p>	<p>There is a new governance structure that has been created to oversee the delivery of the 2016 event</p>
 <p>Involving those with an interest and seeking their views</p>	<p>Local community groups and communities will be involved via consultation as the plans move forwards</p>	<p>Member seminar and a debrief of last year's events which included 24 recommendations to improve on last year's delivery</p>
 <p>Putting resources into preventing problems occurring or getting worse</p>	<p>Delivery team organized, planning groups and coordination through WG</p>	<p>Steering group and three sub groups – Run4 Wales will also ensure that their communication and delivery plans are in place</p>
 <p>Positively impacting on people, economy and environment and trying to benefit all three</p>	<p><i>Positive trying to ensure that all benefits are recognized and acted on</i></p>	<p>Ensuring local business communication happens early to ensure any positive opportunities are acted on. People that come to Monmouthshire return to Monmouthshire as per the County's STEAM figures so promoting our County to its maximum is essential</p>

3. Are your proposals going to affect any people or groups of people with protected characteristics? Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age		Road closures, disruption	The team are working hard with organisers to minimize the impact of longer term closures. Looking at essential crossing points, adequate diversions and planning for carers and essential services continuation
Disability		As above	As above
Gender reassignment			
Marriage or civil partnership			
Race			
Religion or Belief			
Sex			
Sexual Orientation			
Welsh Language			Welsh event and signage information will be available as required.

4. **Council has agreed the need to consider the impact its decisions has on important responsibilities of Corporate Parenting and safeguarding. Are your proposals going to affect either of these responsibilities?** For more information please see the guidance note <http://hub/corporatedocs/Democratic%20Services/Equality%20impact%20assessment%20and%20safeguarding.docx> and for more on Monmouthshire's Corporate Parenting Strategy see <http://hub/corporatedocs/SitePages/Corporate%20Parenting%20Strategy.aspx>

	<b>Describe any positive impacts your proposal has on safeguarding and corporate parenting</b>	<b>Describe any negative impacts your proposal has on safeguarding and corporate parenting</b>	<b>What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?</b>
Safeguarding			There are no impacts on safeguarding
Corporate Parenting			There are no impacts on corporate parenting

5. **What evidence and data has informed the development of your proposal?**

The Velothon 2016 has been scrutinised and debrief recommendation have set the context for MCC to be a partner in the event next year. Following the debrief and discussion in council, members asked that considerations around route planning, consultations with communities and business, improved communications and cost were all factored into the plans for 2016. Data around last year's events, reports on participation and debrief paper have all contributed to the plans.

The new local deliver agent Run4Wales have been working to ensure these plans are now in place.

**6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?**

The decision to commit to 2016 Velothon is still outstanding. Once that decision is in place, colleagues will support the various working groups and plans with Run4Wales as the lead organization. The most important factor is to have early and detailed discussions with impacted communities and business.

**7. Actions. As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.**

What are you going to do	When are you going to do it?	Who is responsible	Progress
Attend working groups – three strands – steering group, race logistics, event marketing and communication, event logistics	From now until delivery May 22 <sup>nd</sup> 2016	Deb Hill-Howells –lead Ian Saunders - support  Nick John – events  Abby Barton - Communication	Member seminar held on 12 <sup>th</sup> November with organisers to outline the new governance and delivery arrangements and route.

**8. Monitoring: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.**

**The impacts of this proposal will be evaluated on:**

Throughout the planning process but main evaluation will occur after the event on 22<sup>nd</sup> May 2016.