

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

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.*

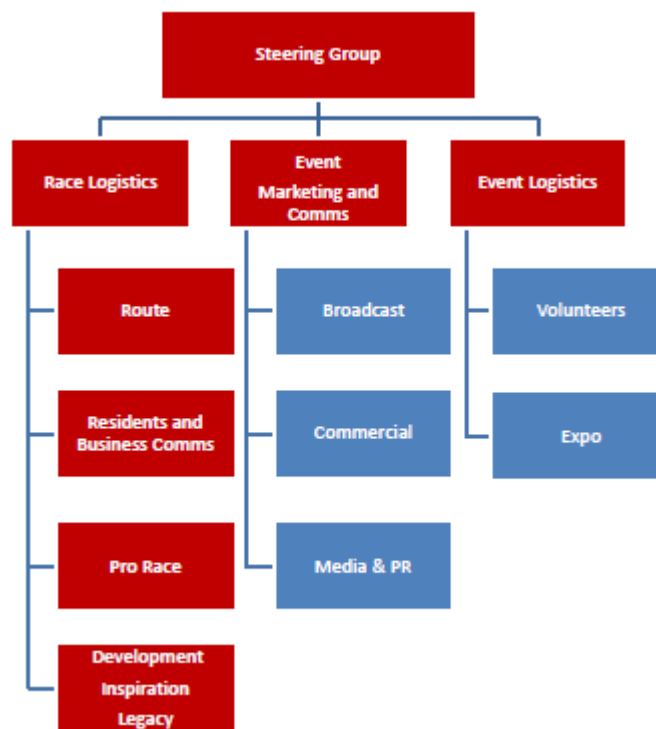
We should ask that this work is done before our next Council meeting so we know what assurances are in place before we make a final decision.'

- 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 12th 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:

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11. CONTACT DETAILS

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