

SURREY COUNTY COUNCIL**CABINET****DATE: 17 DECEMBER 2013****REPORT OF: MRS HELYN CLACK, CABINET MEMBER FOR COMMUNITY SERVICES****MR JOHN FUREY, CABINET MEMBER FOR TRANSPORT, HIGHWAYS AND THE ENVIRONMENT****LEAD OFFICERS: SUSIE KEMP, ASSISTANT CHIEF EXECUTIVE
TREVOR PUGH, STRATEGIC DIRECTOR ENVIRONMENT & INFRASTRUCTURE****SUBJECT: PRUDENTIAL RIDELONDON-SURREY 100 & CLASSIC****SUMMARY OF ISSUE:**

As part of the legacy of the 2012 Olympic Games, the Cabinet approved support for a cycling event, originally known as 'Marathon on Wheels', conceived by the Mayor of London's office.

The event, later named Prudential RideLondon (PRL), is a two day festival that includes the Prudential RideLondon-Surrey (PRLS) Classic and 100, which were based on the route of the Olympic Cycling Road Races. The festival took place on 3/4 August 2013 with events in London on 3 August and in London and Surrey on 4 August. Over 16,000 people took part in the 100, including about 2,000 Surrey residents. Over £7m was raised for charity.

The Surrey Cycling Strategy sets out the County Council's commitment to supporting cycling as an affordable means of transport and as a healthy leisure activity. As part of delivering the strategy, it is proposed that the Prudential RideLondon-Surrey 100 and Classic events are established as the Olympic legacy cycling events for the County.

The Cabinet is asked to consider supporting the proposal for the next four years to 2017.

RECOMMENDATIONS:

It is recommended that the Cabinet:

1. Approves the Prudential RideLondon-Surrey 100 and Classic events for the period to 2017, as the County's legacy cycling events.
2. Agrees that, in order to achieve the above recommendation, the Council will continue to collaborate with the Greater London Authority, Transport for London and other delivery partners to deliver the events
3. Approves in principle the Prudential RideLondon-Surrey 100 and Classic routes for 2014 and agrees that the final detail of the route will be determined by the Assistant Chief Executive or Strategic Director Environment and

Infrastructure in consultation with the Leader of the Council, the Cabinet Member for Community Services and the Cabinet Member for Transport, Highways and the Environment.

4. Agrees that a further decision will be taken regarding the proposed route for future events

REASON FOR RECOMMENDATIONS:

The 2012 Olympic Games positioned Surrey as a centre for cycling and presented a once in a lifetime opportunity to realise the economic, health and environmental benefits from this. The Surrey Cycling Strategy sets out how these benefits will be realised.

An important aspect of this is the tourism and inspirational benefit derived from the profile of the Olympic road races. To that end, following the successful operation of the 2013 PRLS events and the consultation feedback indicating widespread support for major cycling events, it is proposed that the PRLS events are established as the county's 2012 Olympic legacy cycling events.

DETAILS:

1. The Prudential RideLondon-Surrey 100 and Classic events are a joint project between Surrey County Council and the London Mayor's Office. The events largely follow the Olympic cycling road race route and are a key part of the Olympic legacy. The events comprise a mass participation event, the Prudential RideLondon-Surrey 100 and the Prudential RideLondon-Surrey Classic, an elite race of 150 professional riders.
2. The delivery partner, appointed by the Mayor of London for the event, is the London & Surrey Cycling Partnership (LSCP). The delivery partner plans and delivers the event in conjunction with a wide group of stakeholders.
3. The first event took place on 4 August 2013 and work is progressing to ensure that lessons learned from the event will shape the way ahead for 2014.
4. Officers are working closely with the event organisers to build on the success of previous events and to reduce local impacts. Event organisers will ensure that concerns expressed following this year's event are properly addressed. To that end, they have made modifications to the route for 2014 and have undertaken consultation with Members. They are also putting in place a range of new measures, including rolling road closures for the Classic event and improved information on travel and access for residents during the event. There will also be support for local businesses to reap benefit from the events.
5. Surrey County Council has worked with the event organisers to enable a greater degree of engagement and opportunity for feedback from local communities on the proposed 2014 route and road closures. The plans were shared with the elected representatives of communities on the proposed route including parish, district, borough and county councillors and a member briefing was held on 20 November 2013 in Dorking Halls. Feedback has been reviewed by the event organisers and adjustments made wherever possible. Dialogue will continue through individual meetings with

elected representatives and a second seminar in February 2014. Wider communication and engagement with residents and businesses will then start in March 2014.

PRLS 2013: Lessons Learned

6. An extensive debrief process was undertaken after the event in order to learn and improve the delivery and management of the Prudential RideLondon-Surrey 100 and Classic events in all aspects across Surrey. To date feedback has been received through meetings and submissions from the following:
 - Surrey County Council
 - Borough and District Councils
 - Local resident meetings / parish councils / businesses
 - RideLondon helpdesk
 - Direct from individuals
 - LSCP staff and contractors
 - Media articles

7. The initial internal debrief from all feedback received was concluded on 30th October 2013 and shared with all planning stakeholders. A list of 35 key issues and resolutions was generated. From 1st November 2013 local engagement meetings have been taking place in order to address the local issues and will continue through the planning cycle in 2014. At these meetings LSCP has discussed:
 - A summary of local concerns from 2013.
 - Key themes from the event debrief and lessons learned from 2013.
 - Event delivery and management changes to the event in 2014.
 - The proposed route and timings for the events in 2014.
 - How to continue engagement with communities, residents and businesses up to the event.

8. Feedback from members, parishes and community groups through this process reflects the lessons learned across the route and forms the basis of delivering an improved event management plan for 2014. The key lessons below are those that directly relate to the Surrey section of the event route and are grouped in the following themes where improvements and /or reviews are required:
 - **Emergency response:**
 - Review of incidents
 - Planning and assurance of protocols
 - Local non-emergency requests
 - **Stewarding:**
 - Training and quality
 - Local knowledge
 - Consistency and common sense
 - Radio and event communications
 - **Access and closure times:**
 - Route choice
 - Excessive closure periods
 - Restricted local access
 - **Event behaviours:**
 - Deployment of event infrastructure
 - Participants during the event
 - Low numbers of spectators
 - **Communication:**
 - Local details available to communities
 - Access to knowledgeable

- **Businesses and residents:**

- Integration with the event
- Impact in some rural areas
- Facilitate access and planning

staff at the helpdesk and contact centres

PRLS 2014: Event Planning

9. The event organisers are integrating the lessons learned into the 2014 event planning in two main areas: technical access and closure times and local communication and planning.
10. In terms of technical access and closure times, the event organisers are integrating the lessons learned in the following ways:
 - a) Carrying out a review of reported access issues and ensuring emergency and critical services access
 - b) Reviewing where possible the pre-event closure times at a local level
 - c) Ensuring that the agreed road closure schedule is adhered to
 - d) Enhancing community access prior to the event passing through an area within the road closed period
 - e) Managing Control Emergency Local Access Points (ELAPs) directly from 'Event Control Room' during the event
 - f) Facilitating local route crossing at the tail end of the event in the low risk period
 - g) Establishing an event gap period between mass participation ride and professional race in order to:
 - a. Ensure full road re-opening where possible
 - b. Create access opportunities
 - c. Facilitate planned community access plans
 - h) Putting in place a rolling closure for part of the professional event, before the gap period between the two events becomes unsafe to allow full access.
 - i) Putting in place measures for the end of event period, including:
 - a. A dynamic re-opening process for rolling closure sections
 - b. A more dynamic process, where practical and safe, directly after the Classic event has passed to ensure rapid re-introduction of traffic to the Surrey network
 - c. Provision of a clear message to communicate the re-opening process
 - d. Adherence to the plans for re-opening
11. In terms of local communication and planning, the following measures are being put in place:
 - a) Greater local engagement with affected communities to develop local access plans bespoke to each community.

- b) Integration of businesses in the planning of the event to ensure opportunities are maximised and disruption is known well in advance, including:
 - a. Provide business with ideas and opportunities on event day
 - b. Promote businesses to a wider audience / generate exposure
 - c. Facilitate business operations where possible
- c) Development and refinement of the plans in consultation with community groups.
- d) Provide assurance that plans are delivered on the ground by stewards, by providing LSCP management and reporting duties to assess the stewarding resource is functioning as required on the day.
- e) Provision of detailed information and a clear and improved protocol on how to deal with incidents to stewarding resources.
- f) Establish links between the stewards and locally recruited volunteers to supplement ground based knowledge:
 - a. Provide a direct line of communication for residents for unresolved issues at a local level
 - b. Promote greater access to mobile patrol teams in order to be able to alert of incidents on the route.
- g) Communication of plans with local communities so that they are appropriate, visible and understood.
- h) Measures in place to increase public and community knowledge in a number of areas:
 - a. How to move around during the event road closure
 - b. More detailed information to be made available
 - c. Local access plans should be made public
 - d. Instructions of what to do in an emergency

PRLS 2014: PROPOSED ROUTE AND ROAD CLOSURES

Prudential RideLondon-Surrey 100

- 12. LSCP propose to keep the PRLS 100 mass participation ride route largely the same for 2014; some minor adjustments are being made at a very local level, but the overall concept for the route as a London and Surrey 100 mile challenge event for a large number of cycling participants is proposed to remain the same.
- 13. There is a remaining decision to be made regarding the choice of route between Leatherhead and Esher using a route via either Oxshott or Cobham. This discussion is on-going at present; the preferred route will be developed through wider stakeholder consideration and includes key input from the Highways Agency. Both options are suitable in terms of the event concept. LSCP will report to SCC the advantages and disadvantages of each option.
- 14. It is LSCP's recommendation that the current and proposed route for the '100' remains the same as it is the best route through London and Surrey for the RideLondon-Surrey.

Prudential RideLondon-Surrey Classic

15. The 100 and Classic events share the same route as far as East Clandon from where it is proposed that the Classic route takes the 2012 Olympic Road Race route up Staple Lane. This route, rather than a route through Newlands Corner, enables the road network to be opened earlier and allows the A248 at Albury to take any diverted A25 / A281 traffic around Guildford.
16. With the idea of promoting an area as a spectator focal point for the race, Dorking's proximity to the challenging hills required to make this an interesting and worthwhile bicycle race, attracting the best riders from the best teams, provides the ideal area to develop an increased spectator spectacle with increased visitors and economic gains.
17. By concentrating the route 'within itself' by doing laps in the Dorking area a reduced number of communities are affected. Although access to / from these communities (e.g. Westcott) must be carefully managed. The areas to the south of and including Forest Green, Ockley and the A29 are not used by either event. This effectively spreads the burden of the day; Dorking has a greater impact in terms of access but has much more of a focal point to the activities of the day.
18. Communities along the A25 from Abinger Hammer to the west are less affected as the event impact this area through a reduced period until 1300.
19. A summary of the roads used by borough or district is shown below:

Roads used by location for 2014 route proposal	Miles	
	100 Ride	Classic Race
Elmbridge Borough Council	15.0	15.0
Woking Borough Council	3.6	3.6
Guildford Borough Council	12.0	10.9
Mole Valley District Council	26.4	35.8
Total Surrey road usage	57.0	65.3

PRLS 2014: Road Closure Times

20. The proposed road closure times are as follows:
- The Hampton Court to Dorking section – 05:00 closure
 - The Dorking to Kingston section – 07:30 closure
21. This will be reviewed in order to minimise the closure period based on the signage and infrastructure that needs to be placed out on closed roads. Closure times also need to allow for the correct and legal traffic management equipment to be installed. The focus on this pre-event period of road closure is for managed local access in order to maximise the movement but to restrict wider through traffic.
22. The reopening process will be carried out in sectors, as they are set out in the route map in Annex 1 to this report.

- 23. **Sector 6:** Once the PRL-S 100 event has passed Hampton Court Bridge the re-opening of Sector 6 can commence from approximately 10:45 following the rear event vehicles, which comprises of 'sweep' vehicles and a safety manager. The mass participation event will have passed through Sector 6 by 11:45. Pending further detail from the traffic management planning, the aim is to open the last road at 12:00 in Sector 6.
- 24. LSCP propose that the PRL-S Classic is run under a rolling closure in Sectors 6 to Staple Lane and in Sector 7 to Silent Pool near Newlands Corner. It is LSCP's intention to plan to re-open the remainder of Sector 7 after the PRL-S 100 has passed at 13:30, but this detail is still to be confirmed as practical.
- 25. **Sector 7:** It is planned to commence reopening at 11:45 with the final sections to start opening from the time the last riders pass through which is currently estimated at 13:30.
- 26. This will allow for 24.6 miles (43%) of the 57 miles of closed road to be opened much earlier than in the 2013 event. As a minimum, local access will be permitted but this should be mainly full access after the PRL-S 100 has passed by, with wider traffic management in place.
- 27. This will result in a significant reduction to the time roads need to be fully closed, with the main advantage on the west (outbound) side of the route.
- 28. Sectors 6 and 7 have the advantage of a bigger gap between the PRLS 100 ride and the PRLS Classic race event. For sectors 8 and 9, the full road closure period can be reduced by deploying a more dynamic reopening process behind the professional event resulting in a greatly reduced period of closure once the event has passed.
- 29. LSCP recognise that locations in sectors 8 and 9 must benefit from greater levels of access planning on an individual and community basis. The Classic event is expected to leave Surrey at 17:30.

PRLS 2014: Communication and Engagement Plan

- 30. The activity plan will build on the programme delivered in 2013 with a particular focus on:
 - a) **Earlier and ongoing engagement with affected communities:**
 - a. Save the date letter to all contacts and stakeholders
 - b. Improved leaflet contents and extended drop-in sessions in Surrey
 - c. Interactive map on the Prudential RideLondon website
 - d. Additional specific local information available online
 - b) **Develop a Charity/Venue project to pair a charity with a venue / business located on the route:**
 - a. Provide free Celebration Pack for businesses
 - c) **Develop and improve freight and business engagement programme from 2013**
 - d) **Bespoke plans for specific towns and communities that are most disrupted on the day:**
 - a. Improve stakeholder communication

- b. Community drop-in sessions
- c. Presentations to Parish Council groups
- d. Business forums / Chambers of Commerce briefings

RISK MANAGEMENT AND IMPLICATIONS:

31. The main risks relating to PRLS strategy are set out in the table below.

Risk	Mitigating Actions
There is a delay in an emergency or critical service reaching a patient.	All Surrey Emergency Services and representatives for the critical services (Health and Social Care) are involved in the event planning process.
Failure to ensure the long term community support for the event leading to loss of public support	<p>Consultation with the communities and residents groups will be a key priority for the event organiser in developing the plans for the 2014 events.</p> <p>The event organiser will work closely with communities on the route to minimise and mitigate impacts of the road closures.</p> <p>Resident views were sought regarding major cycling events during the Cycling Strategy Consultation.</p>
Businesses are negatively impacted by the events and do not fully realise the economic benefits.	<p>The event organiser is engaging with businesses in the event area to ensure that negative impacts on businesses are properly addressed and minimised.</p> <p>Businesses on the route will be offered a Celebration Pack to assist them in planning for the event day.</p> <p>The County Council will work with Visit Surrey to develop a cycling tourism offer and to support Surrey businesses to make the most of the increase in leisure and sports cycling in the County.</p>

Financial and Value for Money Implications

32. If the Prudential RideLondon-Surrey events are established as Surrey's Olympic legacy events the County Council and partners will support event planning with officer time to review plans and arrangements put in place by

the event organiser. All costs with the exception of officer time, are borne by the event organiser.

Section 151 Officer Commentary

- 33. There are no new financial implications arising as a result of the over-arching cycling strategy however the availability and ability of the council to secure grant or other external funding will impact upon the scale of improvements that can be implemented.
- 34. The introduction of the Framework for co-ordinating and approving events on the highway brings greater clarity to the financial implications of major events. Event organisers will be expected to pay for all costs in relation to the event, for example road closures and diversions, with the exception of officer time, Exceptions to this principle will require the approval of Cabinet.

Legal Implications – Monitoring Officer

- 35. The general power of competence created by the Localism Act 2011 enables the Council to promote and support sporting events in the County and across borders and to devote officers’ time to act accordingly.
- 36. SCC has power to make “Special Event Orders” under sections 16A and 16B of the Road Traffic Regulation Act 1984 restricting or prohibiting traffic on the road for the purposes of facilitating a relevant event, having satisfied itself that it is not reasonably practicable for the event to be held otherwise than on a road. The event proposed here is a relevant event. This power is delegated to relevant Area Team Managers, as recorded in the Council’s Constitution and is subject to them “informing the Chairman of the Local Committee (local members also informed)”. Any such decisions should be taken in accordance with the “Framework for co-ordinating and approving events of Surrey’s Highways” (for which officers are also seeking Cabinet approval today).
- 37. It should be noted that Section 16B(6) stipulates that where a Special Events Order under Section 16A has been made, no further Order under such Section may be made relating to the same length of road in the same calendar year, unless it is made with the consent of the Secretary of State.
- 38. In making their decision Members should have due regard to the public sector equalities duty and Cabinet’s attention is drawn to the Equalities Impact Assessment and refer to the paragraph below relating to Equalities and Diversity.

Equalities and Diversity

- 39. Equalities Impact Assessments (EqIA) have been carried out as part of the development of the Surrey Cycling Strategy and the Framework for Coordinating and Approving Events on Surrey’s Highways. The EqIAs include consideration of the impact of major events on equalities groups. The EqIAs are included in Annex 4 to the part 5a cabinet report. The key issues equalities issues identified in relation to PRLS are as follows:

Key Impacts (positive and/or negative) on people with protected	Positive impacts: Reduced pollution affecting participants and
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<p>characteristics</p>	<p>spectators as a result of road closures.</p> <p>Safer environment for disabled people wanting to take part in events.</p> <p>Negative impacts:</p> <p>Vulnerable groups (such as elderly needing care, children in care, disabled people and pregnant women) and their carers and medical support need to have access to closed roads as and when required.</p> <p>Safe pedestrian access needs to be maintained, especially important in areas of high spectator density.</p> <p>Older people are less likely to have Internet access and could therefore be excluded from online information.</p> <p>Language may present a barrier to minority ethnic groups in accessing information on cycling routes, training and safety etc.</p> <p>Potential disruption to people wishing to get their place of worship.</p>
<p>Changes made to the proposal as a result of the EqlA</p>	<p>We have ensured that equalities issues are considered through the event planning process, including:</p> <p>Review of access and critical care issues from the 2013 event.</p> <p>Extensive consultation by the event organisers prior to the event including specific consideration of access requirements of vulnerable groups.</p> <p>Measures to reduce road closure times and to improve access arrangements on event day.</p>
<p>Key mitigating actions planned to address any outstanding negative impacts</p>	<p>Early consultation with local communities as the basis for developing plans.</p> <p>Improved communication is putting in place for the 2014 event, in a variety of formats.</p>
<p>Potential negative impacts that cannot be mitigated</p>	<p>There are no negative impacts that cannot be mitigated.</p>

As with any event, the organiser of the PRLS will be undertaking an Equality Impact Assessment as part of the wider planning for the 2014 event.

Corporate Parenting/Looked After Children implications

40. The event takes place at a weekend during the summer holidays so reducing the impacts on Children's Services in general.
41. As in 2013, discussions with Children's Services will take place as part of the event planning process. Required access to Children's Residential Homes and Looked After Children in the community will be maintained as required throughout the event.

Safeguarding responsibilities for vulnerable children and adults implications

42. Road closures could have access implications for vulnerable groups and their carers. The event organisers are reviewing reported access issues and putting in place emergency and critical service access arrangements. There will also be extensive engagement and communication with local residents about the road closures and access arrangements.

Public Health implications

43. The Surrey Health and Wellbeing Strategy (June 2013) identified development of a preventative approach as a key priority, including the importance of increasing levels of physical activity amongst the Surrey population. Currently only 12% of the adult population in Surrey does the recommended level of physical activity.
44. Health providers and the Hospital Trust in the event area are part of the event planning group. Through working with the event organiser the needs of the organisations and residents using services during the event times will be catered for alongside the arrangements for other emergency and critical services.
45. The Cycling Strategy consultation revealed 23% of respondents were inspired to take up cycling as a result of the major events.

Climate change/carbon emissions implications

46. None identified.

WHAT HAPPENS NEXT:

47. Engagement with stakeholders and local communities continues
48. Operational decisions on road closures to enable the events to take place will be taken by officers in accordance with the Council's Constitution and (subject to an earlier decision of this Cabinet) the process set out in the Framework for Co-ordinating and Approving Events on Surrey's Highways.
49. The Prudential Ride London Surrey 2014 event is scheduled to take place on 10 August, as announced in August 2013 by the event organiser.

Contact Officer: Ian Good, Head of Emergency Management, 020 8541 9168

Consulted:

Surrey County Council members & officers
Borough and District Council members & officers
Parish Councils
Local residents and businesses

Annexes:

Annex 1: Prudential RideLondon-Surrey 100 & Classic 2014 Route Map

Sources/background papers:

None

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