

SURREY COUNTY COUNCIL

CABINET

DATE:



REPORT OF: MRS HELYN CLACK, CABINET MEMBER FOR COMMUNITY SERVICES

MR JOHN FUREY, CABINET MEMBER FOR HIGHWAYS, TRANSPORT AND FLOODING

LEAD OFFICERS: SUSIE KEMP, ASSISTANT CHIEF EXECUTIVE

TREVOR PUGH, STRATEGIC DIRECTOR ENVIRONMENT & INFRASTRUCTURE

SUBJECT: PRUDENTIAL RIDELONDON-SURREY 100 & CLASSIC

SUMMARY OF ISSUE:

At its meeting in December 2013, the Cabinet approved the Prudential RideLondon-Surrey 100 and Classic Cycling Events as the County's 2012 Olympic Legacy cycling events until 2017. The Cabinet further approved the route for the 2014 Prudential RideLondon-Surrey 100 and Classic, which were held successfully on 10 August 2014, with 20,000 riders taking part. In December 2013, the Cabinet also agreed to take a further decision in respect of future events.

This report now seeks approval from the Cabinet to agree the route for the 2015 events and also to agree the routes for the 2016 and 2017 events.

RECOMMENDATIONS:

It is recommended that the Cabinet:

1. Approve the Prudential RideLondon-Surrey 100 and Classic routes for 2015, 2016 and 2017 and agrees that the final detail of the route will be determined by the Assistant Chief Executive or Strategic Director for Environment and Infrastructure in consultation with the Leader of the Council, the Cabinet Member for Community Services and the Cabinet Member for Highways, Transport and Flooding.
2. Note that a further decision will be brought back to the Cabinet for cycling events from 2018 onwards.

REASON FOR RECOMMENDATIONS:

The Prudential RideLondon-Surrey 100 and Classic have become recognised as world class events. They are organised by the London & Surrey Cycling Partnership, a joint venture between London Marathon Limited and SweetSpot Group. The events are delivered on a not for profit basis with a charitable trust overseeing the allocation of grants to sporting and recreational charities in Surrey and London.

The continuation of the Prudential RideLondon-Surrey 100 and Classic events supports the Surrey Cycling Strategy, maintains Surrey's position as a centre for cycling and provides significant benefits in terms of worldwide exposure to potential

tourists. It also presents residents with the opportunity to take part in a world class event and to watch world class cycling teams racing in the County.

The event is structured to ensure that all event costs are borne by the event organiser. Surrey County Council and other Surrey partners are not required to provide financial support to the event, with input limited to officer time in reviewing event arrangements to ensure that they meet regulatory and safety requirements.

Extensive work has already been undertaken to reduce the impact of road closures on local communities and liaison with them will continue to ensure this is kept to the minimum possible for events of this size and scale. Some work has already been undertaken to help local businesses to see a positive impact from the events but this can and will be increased in 2015.

DETAILS:

Background

1. The Prudential RideLondon-Surrey 100 and Classic events (the events) are part of the wider Prudential RideLondon festival and largely follow the Olympic road cycling road race route making them a key part of the Olympic legacy. The Prudential RideLondon-Surrey 100 is an annual mass participation event for amateur cyclists and the Prudential RideLondon-Surrey Classic is an elite race of 150 professional riders.
2. The delivery partner for the festival is the London & Surrey Cycling Partnership (LSCP). The delivery partner plans and delivers the festival's events in conjunction with a wide group of stakeholders.
3. The last events in Surrey took place on 10 August 2014 and were considered a great success despite horrendous weather conditions. Over 20,000 people participated in the 100 largely in pouring rain, demonstrating a real commitment to undertaking the challenge and raising funds for over 400 charities. The event organiser successfully implemented contingency arrangements with the help and support of partners including Surrey County Council and Surrey Fire and Rescue Service.
4. Prior to the events, the County Council and our partners worked closely with the event organiser to ensure that concerns expressed through engagement with residents following the 2013 event were properly addressed.
5. As a result, the event organiser made modifications to the route for 2014 to allow better access for residents. For example the use of rolling road closures to reopen the roads on the east of the event route after the mass participation event, reduced the full road closure period and allow improved access for residents. Further work to support the access planning will be ongoing, should the route going forward be approved and will focus on the concerns of residents raised through feedback on the 2014 events.
6. To facilitate this, an extensive debrief process is being undertaken to learn and improve all aspects of the delivery and management of the RideLondon-Surrey 100 and Classic events in Surrey. To date feedback has been received through meetings and submissions from the following:
 - Surrey County Council
 - RideLondon helpdesk

- Borough and District councils
- Local resident/ parish councils / businesses
- Direct from residents
- LSCP staff and contractors
- Media articles

7. The main concerns from residents and Parish Councils include:
- Access on and across the route
 - Wishing the route to move to a different area each year
 - Gaining the business benefits for local business
8. Feedback is being reviewed by the event organisers and adjustments made wherever possible. If Cabinet approves the route and recommendations contained in this report plans will be shared with the elected representatives of communities on the proposed route including parish, district, borough and county.
9. In addition research was commissioned by Transport for London to gain insight into the views of spectators and local businesses.
10. Despite the poor weather, feedback from spectators in Surrey was very positive with 87% rating the experience as good or excellent and 89% saying they were quite or very likely to attend again next year. Most spectators (89%) thought hosting the events had been positive for the local area.
11. Businesses had good awareness that the events were taking place but only 8% did anything to get involved. LSCP offered celebration packs to businesses on the route but take up was fairly limited. 69% of businesses felt the events enhanced the image of Surrey to tourists and 61% felt they would have a long term positive impact on tourism. 71% thought the events would encourage people to increase their cycling frequency.
12. In terms of sales 57% of businesses said that their sales remained the same on the event day while 22% said sales decreased and 9% said that they increased. In this context, 26% thought the events would have a long term positive impact while 47% didn't, indicating that while businesses believe the events will be good for tourism they don't see that translating into a positive impact for their own business. They also experienced other negative impacts including travel disruption (61%), access to premises disrupted (42%), regular local customers staying away (42%), regular tourists staying away (11%) and local events or conference not held (12%), though 34% didn't experience any of these.
13. There has also been specific feedback received from Abinger Parish Council which carried out its own research amongst local businesses, suggesting a negative impact. The Chairman of the Parish Council has asked that their research is considered as part of the Cabinet decision for any future events.
14. It is not intended to make any fundamental changes to the routes for 2015, 2016 and 2017. Some minor changes may be required to address operational issues, but to allow the events to develop, there is a need for routes to be established.
15. Through feedback from residents there have been requests for the routes to be altered on an annual basis. This would mean the event would not be viable in the longer term with traffic management and other event planning arrangements effectively starting at year one on an annual basis, so this is not recommended as a way forward.

16. As indicated above extensive consultation with local communities will continue to ensure they are aware of the impact of the events and it is minimised as much as possible. A countywide communications campaign will also be undertaken across Surrey to make sure awareness is high.
17. In addition the event organiser will identify and implement further ways to support local businesses to gain benefit from the events and keep the negative impacts to a minimum. This will include visits to businesses to discuss their concerns and identify the best ways to help.

COMMUNITY ENGAGEMENT:

18. During the delivery of the 2013 and 2014 event the event organiser, supported by County, Borough and District Officers undertook a programme of engagement events with those communities on the event route. This included,
- Engagement session with County, Borough, District, Town and Parish Councillors on the event route.
 - One to one sessions with key Councillors to establish community arrangements.
 - 'Drop in sessions' for seven communities on the event route to explain road closures and to make arrangements for residents with specific access requirements.
 - Newsletters with information regarding the event delivery information allowing residents to plan their activities on the event day.
19. It is planned to continue the engagement with residents as part of the event planning for the 2015 and future events. There will be a focus on providing information to residents to allow for them to planning their journeys on event days and engagement with businesses to allow them to maximise the benefits bought with the expected increase in footfall.

RISK MANAGEMENT AND IMPLICATIONS:

20. The event organiser will oversee the operational and strategic risks relating to the event.

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>

	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>	<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

21. The Prudential RideLondon-Surrey 100 and Classic have been 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:

22. The event organiser will be expected to pay for all costs in relation to the events, for example road closures and diversions, with the exception of officer time. Exceptions to this principle will require the approval of the Cabinet.

Legal Implications – Monitoring Officer

23. 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 such as this event and to devote officers’ time to act accordingly.

24. The Council has the 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, 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”. 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. Additional traffic regulation orders may need to be made to other roads to facilitate the safety of the public during the events.

25. Additionally it should be noted that “The Surrey Classic” is a road race and governed by the provisions of the Road Traffic Act 1988 and The Cycling Racing on Highways Regulations 1960. The effect of this is that racing on the highway is permitted, subject to compliance with various requirements in the regulations and subject to the organiser giving the police notice in writing of various particulars with respect to the race. It is an offence otherwise to promote or take part in a race or trial of speed on a public way between cycles.
26. Legal Services will be instructed when the anticipated routes to be used for the Surrey Cycling Strategy are known in order to agree the various contractual and road closure arrangements which need to be put in place to implement the Strategy (including those with other local authorities and third party sponsors) and any measures needed to ensure the health and safety of residents arising as a consequence of holding the events.
27. The public sector equality duty (Section 149 of the Equality Act 2010) applies to the decision to be made by Cabinet in this report. There is a requirement when deciding upon the recommendations to have due regard to the need to advance equality of opportunity for people with protected characteristics, foster good relations between such groups and eliminate any unlawful discrimination. These matters are dealt with in the equalities and diversity paragraph of the report.

Equalities and Diversity

28. An Equalities Impact Assessment has been carried out as part of the development of the Surrey Cycling Strategy. The EqliA includes consideration of the impact of major events on equalities groups.

<p>Key Impacts (positive and/or negative) on people with protected characteristics</p>	<p>Positive impacts:</p> <p>Reduced pollution affecting participants and 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>
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	Potential disruption to people wishing to get their place of worship.
Changes made to the proposal as a result of the EqlA	<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>
Key mitigating actions planned to address any outstanding negative impacts	<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>
Potential negative impacts that cannot be mitigated	There are no negative impacts that cannot be mitigated.

29. The Event organiser will also undertake an EqlA of the event as part of their commitment to the event delivery.

Corporate Parenting/Looked After Children implications

- 30. The event takes place at a weekend during the summer holidays, therefore reducing the impact on Children’s Services in general.
- 31. As in 2014, 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

32. 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

33. The Surrey Health and Wellbeing Strategy identifies physical activity as an important element of tackling and preventing ill-health.

34. 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.
35. 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.
36. The Cycling Strategy consultation revealed 23% of respondents were inspired to take up cycling as a result of the major events.

WHAT HAPPENS NEXT:

37. Engagement with stakeholders, local councillors and local communities continues. The event organiser is requesting that the Prudential RideLondon-Surrey 2015 events take place on 2 August 2015.
38. Lessons learnt from the 2014 event will be addressed through the plan for future events as part of continued improvements.
39. 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.
40. Discussions will take place with the GLA and TFL regarding the RideLondon-Surrey 100 and Classic events from 2018 onwards and a further decision on this will be brought back to Cabinet.

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

Consulted:

Surrey County Council Members & officers
Borough and District Council Members & officers

Annexes:

Annex 1: Prudential RideLondon-Surrey 100 & Classic 2015 Route Map
Annex 2: Equality Impact Assessment
