

**SURREY COUNTY COUNCIL****CABINET****DATE: 2 FEBRUARY 2016****REPORT OF: MR JOHN FUREY, CABINET MEMBER FOR HIGHWAYS, TRANSPORT AND FLOODING****REPORT OF: MR RICHARD WALSH, CABINET MEMBER FOR LOCALITIES AND COMMUNITY WELLBEING****LEAD OFFICER: TREVOR PUGH STRATEGIC DIRECTOR OF ENVIRONMENT AND INFRASTRUCTURE****SUBJECT: PRUDENTIAL RIDE LONDON-SURREY 100 AND CLASSIC (PRLS)****SUMMARY OF ISSUE:**

At the Cabinet meeting on the 25 November 2014 there was the decision to allow officers to progress the planning for PRLS to agree the feasibility of future events, but that a further paper would be brought back to the Cabinet for cycling events from 2018 onwards to gain Cabinet approval.

The Prudential Ride London-Surrey 100 and Classic events (the event) are part of the wider Prudential Ride London festival and largely follow the Olympic road cycling race route making them a key part of the Olympic legacy. The Prudential Ride London-Surrey 100 is an annual mass participation event for amateur cyclists and the Prudential Ride London-Surrey Classic is an elite race of 150 professional riders.

The event is seen as a key aspect of the County's Olympic Legacy and the event route is designed to follow as closely as possible the event routes for the Olympic Road race and time trial.

**RECOMMENDATIONS:**

It is recommended that Cabinet:

1. Agrees to host the Prudential Ride London-Surrey 100 and Classic across same route as in 2015 for the 2018 and 2019 events. (Note: the agreement is in place for 2016 and 2017)
2. Approves in principle, subject to the event continuing to be fully supported by the Mayor of London, the request from London/Surrey Cycle Partnership (the event organiser) for them to establish new route for a 46 mile event for 2016.
3. Delegates authority to the Strategic Director for Environment and Infrastructure, in consultation with the Cabinet Member for Localities and Community Wellbeing and the Cabinet Member for Highways, Transport and Flooding to agree any changes that may be required prior to the 2018 and 2019 events taking place.

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## **REASON FOR RECOMMENDATIONS:**

**Recommendation 1** – The recommendation has been made to allow for the detailed plan for the 2018 and 2019 events to be started, the map of the route for the London-Surrey 100 and Classic is attached to this report as Annex 1.

The event has received good feedback from those who were surveyed on the event day and has received national and international awards. Concerns remain as to the impact of the event on communities on the route particularly in the Leith Hill area that the event organiser will continue to address.

**Recommendation 2** – As a response to the Cabinet Member’s direction to ensure that where possible roads are reopened as early as possible, the event organiser has put forward the proposal of the 46 mile route.

The benefits of the proposal are seen as:

- Allowing the earlier road reopening on the western section of the route
- The shorter route is likely to support the strategic objective of encouraging new cyclists to take part in the event
- The shorter route is aimed at opening the event to new demographic groups who would be more likely to take part in the shorter event

The detailed proposal document is attached to this report as Annex 2.

**Recommendation 3** - The delegation will ensure that there is continued strategic and elected Member oversight of the event arrangements during the detailed planning phases of the event plan and that changes can be made to the event arrangements in a proactive manner to ensure the needs of residents, participants and spectators continue to be met.

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## **BACKGROUND**

1. The events in Surrey took place on 2 August 2015 were considered a great success. Over 25,000 people participated in the Ride London-Surrey 100, demonstrating a real commitment to undertaking the challenge and raising funds for over 400 charities.
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 event organiser delivers the event on a not for profit basis. Income comes from sponsorship, marketing, advertising, entry fees, TV rights etc and after costs 100 per cent of its surplus is handed to The London Marathon Charitable Trust, which then awards grants to recreational and sporting projects in Surrey and other areas where London Marathon Events Limited events are staged. Through association with the event Surrey sporting and recreational charities are able to bid for grants from this Trust. The current grants award to Surrey are contained in table 1.

**Table 1 - Annual total grant award to Surrey Sporting and Recreational Charities**

Year	Grants from	Amount
2013	Charitable Trust grants:	£385,000
2013	QEII Field Challenge Surrey:	£242,000
2014	Charitable Trust grants:	£375,000
2015	Charitable Trust grants applications in progress	
<b>Total</b>		<b>£1,002,000</b>

4. The event also aims to provide charities with the opportunity to generate income through sponsorship and allocations of charity rider spaces in the event. To date the income generated by national charities is £29m, (2013 - £7 million, 2014 - £10 million, 2015 - £12 million)
5. The event has been awarded 7 national and international awards including,
  - European Sport Tourism Event of the Year (2014)
  - BT Sport Industry Awards: Participation Event of the Year (2013 and 2014)
  - UK Event Awards: Large Event of the Year (2013) and Sports Event of the Year (2013 and 2014)
  - UK Cycling Event of the Year in the Total Women's Cycling readers' awards
6. Prior to the events, the County Council and its partners worked closely with the event organiser to ensure that concerns expressed through engagement with residents following the previous events were properly addressed.
7. As a result, there have been continuous improvements to the event to allow better access for residents. For example, the use of rolling road closures to reopen the roads on the west of the event route after the mass participation event, reduced the full road closure period and allow improved access for residents.
8. 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
  - Borough and District councils
  - Local resident/ parish councils / businesses
  - RideLondon helpdesk
  - Direct from residents
  - LSCP staff and contractors
  - Media articles
9. 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

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- Gaining the business benefits for local business
  - Removal of the event infrastructure following to event
10. Feedback is being reviewed by the event organisers and adjustments made wherever possible. On approval by Cabinet, the route and recommendations contained in this report will be shared with the elected representatives of communities on the proposed route including Parish, District, Borough and County Councillors.
  11. As indicated above, extensive engagement 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.
  12. 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.
  13. The event organiser is proposing an additional 46 mile route. This shortened route will divert riders at Hampton Court Bridge and send riders on to the Scilly Isles along Hampton Court Way to rejoin the event, this in effect creates a 46 mile route for a new event for a new group of participants.
  14. The proposed 46 event route will lead to road closures for different communities to previous years on the Hampton Court Way that will need to be addressed. The event organiser will be working to ensure that access will be provided although this will need to be managed to ensure the safety of residents and the event participants.
  15. Given the impact the proposed route has on residents in the Elmbridge Borough Council area there has been a briefing to Council officers involved in the planning for the event. Elmbridge Borough Council have given in principle agreement for the 46 mile route and the continued joint working will focus on ensuring that detailed planning and communication to residents is in place to ensure that there is mitigation for the planned closures.

#### **COMMUNITY ENGAGEMENT:**

16. During the delivery of the previous events 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.
  - Attendance at Local Committees on the route to assess community feedback
  - One to one sessions with key councillors to establish community arrangements.
  - Newsletters with information regarding the event delivery information allowing residents to plan their activities on the event day.
17. It is planned to continue the engagement with residents as part of the event planning for the 2016 and future events. There will be a focus on providing

information to residents to allow for them to plan their journeys on event days and engagement with businesses to allow them to maximise the benefits bought with the expected increase in footfall.

#### **CONSULTATION:**

18. There has been consultation with senior officers from the Borough and District Council on the event route and Surrey Police through the meeting of the Surrey Major Event Board. There has also been consultation with the Strategic Director for Environment and Infrastructure, the Cabinet Member for Localities and Community Wellbeing and the Cabinet Member for Highways, Transport and Flooding to ensure that there is on-going support for the delivery of the event.
19. On agreement with Cabinet the detailed planning for the events in 2018 and 2019 will be progressed. This will include maintaining the governance and planning structures that have supported previous events. The event organiser will continue to engage with residents and business living on the route to ensure that they are able to plan their activities on the event day.

#### **RISK MANAGEMENT AND IMPLICATIONS:**

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

<b>Risk</b>	<b>Mitigating Actions</b>
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 2016 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 in 2013.</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.

The commitment of officer time will include the scrutiny of the event plans and ensuring that Surrey Council services to the community continue on the event day. The fire service response on the event day will be made using the existing resources and unlike the Olympic there is no requirement for appliances or officers to be deployed outside of the routine provision to the community.

#### **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 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 highways officers, 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 on Surrey's Highways". Additional traffic regulation orders may need to be made to other roads to facilitate the safety of the public during the events.
25. Additionally as "The Surrey Classic" is a road race, it is 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. It is important to ensure that the route proceeds along highways that permit cycling and cycle racing e.g. not including public footpaths.
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 (EIA) has been carried out as part of the development of the Surrey Cycling Strategy which applies to the Prudential Ride London-Surrey 100 and Classic and this EIA is attached to this report as Annex 4.

<p><b>Key Impacts (positive and/or negative) on people with protected characteristics</b></p>	<p><b>Positive impacts:</b></p> <p>Reduced pollution affecting participants and spectators as a result of road closures.</p> <p>The event as a whole is a weekend festival of cycling that has specific events planned for vulnerable groups such as hand cyclists and young people</p> <p><b>Negative impacts:</b></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><b>Changes made to the proposal as a result of the EIA</b></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 2016 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><b>Key mitigating actions planned to address any outstanding negative impacts</b></p>	<p>Early consultation with local communities as the basis for developing plans.</p> <p>Improved communication is putting in place for the 2016 event, in a variety of formats.</p>
<p><b>Potential negative</b></p>	<p>There are no negative impacts that cannot be</p>



<b>impacts that cannot be mitigated</b>	mitigated.
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29. Once a decision has been made by Cabinet regarding the recommendation contained in this report the event organiser will be in a position to progress with the detailed planning for the agreed routes. As part of this planning the event organiser will undertake a detailed EIA which will take into account the impacts of the event at the specific times of day that the event will be running.
30. The EIA and mitigation measures will be managed by the event organiser in consultation with officers from the emergency services, borough, district and county councils through the established Detailed Planning Group. Oversight of the arrangements will be through the Surrey Major Event Board and if agreed, the delegation outlined in recommendation 3.

### **CORPORATE PARENTING/LOOKED AFTER CHILDREN IMPLICATIONS**

31. The event takes place at a weekend during the summer holidays, therefore reducing the impacts on Children's Services in general.
32. As in 2015, 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 CHILDREN AND ADULTS IMPLICATIONS**

33. 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**

34. The Surrey Health and Wellbeing Strategy identifies physical activity as an important element of tackling and preventing ill-health.
35. 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.
36. 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.
37. The Cycling Strategy consultation revealed 23% of respondents were inspired to take up cycling as a result of the major events.



<b>WHAT HAPPENS NEXT:</b>
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38. Once agreed the planning for the event will be progressed by:

- Once agreed the decisions from Cabinet will be shared with Borough and District Officers to progress engagement with elected Members
- The decision of Cabinet will be shared with London partners and the event organiser at the next board meeting
- Following the delivery of the 2017 event the planning will continue for subsequent years
- A report will be taken to the Resident Experience Board

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**Contact Officer:**

Ian Good - Head of Emergency Management – Tel: 020 8541 9168.

**Consulted:**

Surrey Major Event Board  
 Elmbridge Borough Council  
 Guildford Borough Council  
 Woking Borough Council  
 Mole Valley District Council

**Annexes:**

Annex 1- Map of Proposed Route London-Surrey 100 and Classic for 2018-19  
 Annex 2 - Prudential Ride London – 46, proposal Document provided by the event organiser  
 Annex 3 - Feedback for Prudential Ride London-Surrey 100 and classic (PRLS) 2015  
 Annex 4 – Equality Impact Assessment – Framework for Major Events

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