

**SURREY COUNTY COUNCIL****CABINET****DATE: 27 OCTOBER 2020****REPORT OF: MS DENISE TURNER-STEWART, CABINET MEMBER FOR COMMUNITIES****LEAD OFFICER: KATIE STEWART, EXECUTIVE DIRECTOR FOR ENVIRONMENT, TRANSPORT AND INFRASTRUCTURE****SUBJECT: PRUDENTIAL RIDE LONDON-SURREY****SUMMARY OF ISSUE:**

The Prudential Ride London Surrey (PRLS) cycling events were conceived as an Olympic Legacy and have taken place in Surrey annually since August 2013. The main 100-mile event route is based upon the route for the 2012 Olympic cycling road race events. It has been a prestigious occasion in the national cycling calendar and helps to inspire more people in Surrey to cycle as a healthy leisure activity and sustainable means of transport.

The event requires one-day road closures to support a traffic free event through Elmbridge, Woking, Guildford and Mole Valley which can impact on businesses and the provision of services to local people. In May 2018, Cabinet approved continuation of the 100-mile closed road event up until 2020.

For next year (2021), the organisers have proposed a shorter sportive/inspiration ride which would go through Surrey for only around four miles. Along with the "Freecycle" and the women's race ("Classique") events in central London, the new shorter event is focused on inspiring more women and families in to cycling and highlighting accessibility for all on two wheels. The Council Leader has agreed to support this smaller event in 2021.

Cabinet now needs to decide whether Surrey should continue to host the main 100-mile closed road event within Surrey beyond 2021. This decision has been informed by a public consultation undertaken by the Council ending in February 2020. The results of this survey showed that while there was a small majority of respondents who supported the large 100-mile event, a significant proportion of respondents were strongly opposed to the event. This report sets out an overview of the impacts of the event, the results of the consultation as well as a proposed way forward.

**RECOMMENDATIONS:**

It is recommended that Cabinet:

1. Agree that Surrey County Council will continue to work with the event organiser to maximise the benefits to Surrey and mitigate any potential negative impacts of the shorter sportive/inspiration ride event scheduled for May 2021 (subject to the implications of the COVID pandemic and any associated restrictions);
2. Agree that Surrey County Council will not continue to host the original 100 mile-event closed road event in Surrey after 2021; and
3. Agree the council will remain open-minded to and explore opportunities for smaller, less disruptive events (subject to the COVID pandemic and any associated restrictions) that might inspire cycling for everyday journeys, rather than events focussed primarily on sports cycling.

## REASON FOR RECOMMENDATIONS:

There are reasonable arguments in favour of continuing to support the 100-mile closed road event such as inspiring more cycling, generating grants for sporting and recreation organisations in Surrey and raising money for national charities. However, these benefits are set against the strong concerns from many Surrey residents over the disruption and negative impact on local businesses and services from the event, and concerns over anti-social behaviour of a small minority of sports cyclists.

With these finely balanced arguments in mind, a better deal for Surrey residents was sought from the event organisers to ensure that the negative impacts of the event on local communities was sufficiently outweighed by the benefits to the wider community. These efforts were led by the Leader, Cabinet Member and relevant senior officers, and specifically sought a financial contribution to provide thousands more children with cycle training across Surrey's schools, but regrettably this commitment was not forthcoming from London Marathon Events.

However, there are smaller events that could be hosted in the county that are less disruptive events and would build on the County Council's existing services to inspire and enable more people to cycle for everyday journeys. This approach would more closely align with the Council's corporate objectives, compared with longer events focused primarily on sports cycling.

## DETAILS:

### Introduction and Background

1. The PRLS events that have taken place in Surrey every August since 2013, are part of a wider annual festival of cycling taking place in London and Surrey. Originally, prior to the cancellation of the 2020 events due to COVID-19, the following events were scheduled to take place in Surrey on 16 August of this year:
  - "Classic" (elite professional men's cycle race in Surrey and London);
  - "100" (a mass participation event for amateur cyclists on a 100-mile route on closed roads through London and Surrey);
  - "46" (a mass participation event for newer or younger amateur cyclists on a 46-mile route through London and Surrey); and
  - "19" (a mass participation event for newer or younger cyclists and families on a 19-mile route starting at Sandown Park in Surrey and finishing in London).
2. Other events scheduled to take place in London as part of the same festival include:
  - "Classique" (professional women's race in central London);
  - "Freecycle" (a ride for families on traffic free roads in central London); and
  - "Brompton World Championship" (taking place in St James Park)
3. Within Surrey, the usual main event route (upon which the "Classic" and "100" take place) includes roads within the Boroughs and Districts of Elmbridge, Woking, Guildford and Mole Valley. The "46" and "19" events take place on a smaller portion of the main event route within the Borough of Elmbridge (and on into London). Consequently, the event requires extensive one day road closures from 05:30 to 19:00 across these areas.

4. In future years, if the event proceeds, it will be delivered wholly on a not-for-profit basis by London Marathon Events Limited. All financial surplus from the event would go towards allocation of grants to sporting and recreational charities in Surrey and London via the London Charitable Marathon Trust.
5. However due to the impact of COVID-19 and the cancellation of the London Marathon and PRLS in 2020, the Trust is not currently accepting any grant applications. All costs from the event are borne by the organiser. Surrey County Council and other partners do not provide any financial support, although officer time is required to review the event arrangements and to ensure regulatory and safety standards are met.
6. Next year in 2021, due to the current uncertainty regarding COVID-19, London Marathon Events have decided to focus on inspiring cycling in their priority target areas: women, families and ensuring accessibility for all on two wheels. Therefore, there will be no men's race, or 100-mile sportive, and instead a 50km sportive/inspiration ride is proposed which would go through Surrey for only around four miles. The "Freecycle" (focussed on families) and the women's race (the "Classique") will also take place in central London.
7. The Leader of the Council has indicated to London Marathon Events that the Council will support their plan for a smaller event due to the reduced disruption to Surrey, and due to the focus on cycling for women, families and accessibility for all which aligns more closely with Surrey's corporate objectives.
8. The County Council will continue to work with the event organisers to try to mitigate any negative impacts of the 2021 event. This would include continuing to ensure that residents, businesses, service providers, community organisations and places of worship are informed of the one-day road closures and alternative arrangements well in advance. The county council would also continue to highlight to the event organiser the need for polite and professional customer service by the event marshals.

## **Main Benefits of the Event**

### **Inspiring More Cycling**

9. As a prestigious national cycle event with tens of thousands of participants and spectators, national and international TV coverage, the PRLS has helped to inspire more people in Surrey to cycle as a healthy leisure activity and sustainable means of transport. This supports Surrey County Council's Community Vision for Surrey 2030 for "everyone to live healthy, active and fulfilling lives, to make good choices about their wellbeing, and for journeys across the county to be easier, more predictable and safer". More cycling as an alternative to motorised transport also contributes to the delivery of Surrey's carbon emissions reductions as set out in the Climate Change Strategy.

### **Financial Support to Sporting and Recreational Organisations in Surrey**

10. In the past, most of the financial surplus from previous events has been used to provide grants to sporting and recreational organisations across London and Surrey via the London Marathon Charitable Trust. Historically, there have been community projects that have received funding in Surrey each year. The total (since 2013) equates to £4.68 million to date over a period of seven years (about £650,000 per year on average). Projects that have benefitted from funding is available from the London Marathon Charitable Trust website: <https://www.lmct.org.uk/about/lmct-grants/surrey/index.html>

11. However, it should be noted that the London Marathon Charitable Trust is not currently accepting grant applications due to the cancellation of the 2020 London Marathon and PRLS. The level of grant funding for community projects in Surrey in future years will depend upon the financial stability of the event organiser following the impact of COVID, and the level of surplus generated from future events. It will also depend upon the number of Surrey organisations submitting bids, and the quality of their bids. Therefore, it cannot be assumed that similar amounts of grant funding would be available to organisations in Surrey in future years should the event continue in Surrey.

#### **Other Benefits**

12. As a result of rider sponsorship and charitable bonds, the PRLS has generated a total of £77 million for national charities such as The Alzheimer's Society and Diabetes UK, whose work across the country will include support for well-being objectives for Surrey residents. Participants in the 2019 Prudential RideLondon events raised £11.5 million for these charities.
13. The national and international coverage of the event on television and other media helps to promote Surrey as a tourist and leisure destination at no cost to Surrey County Council. In addition, part of the annual budget for organising the event is spent on goods and services from companies who are based in Surrey for their assistance with the event. This supports Surrey County Council's Community Vision for Surrey 2030 for "businesses to thrive".

#### **Negative Impacts of the Event**

14. Balanced against these positive impacts are some significant negative local impacts. The extensive one-day road closures (from 05:30 to 19:00) can result in significant temporary inconvenience to businesses, services, community facilities, places of worship and residents located near, or within the boundary of, the loop of closed roads. Although event planning seeks to mitigate the impact of these road closures by providing alternative routes, there remains an impact for affected communities, essential care providers and emergency services.
15. In addition, residents in affected areas have highlighted that despite the provision of crossing points and marshals to try to mitigate this disruption for residents, there often are not enough cross points for pedestrians and some of the on-street marshals who are responsible for supervising the pedestrian crossing points and closing and opening the roads have historically been unsympathetic to residents.
16. Further, there are reports from residents of anti-social behaviour from some cyclists on the event and in the run up to the event, with an increased volume of sports cyclists on the road throughout Surrey, particularly those that are training on the route prior to the event. Whilst this behaviour is absolutely not true of all taking part in the event, it can be disruptive to affected communities. For example, there are reports of litter being left in and around the route with food and nutrition packaging and participating cyclists displaying antisocial behaviour in public.
17. Finally, although the event may help to inspire people to cycle more, the nature of the event tends to attract sports cycling enthusiasts, rather than inspiring people who do not yet cycle, or cycle only occasionally, to cycle more frequently for everyday journeys.

## Improving the deal for Surrey

18. Responding to views expressed by residents about the need to review the event in Surrey, the Council undertook a consultation to gather views and feedback on whether the county should continue to be included in the event. The full details of the results are set out in the Consultation section below and in **Annex 1** to this report. The consultation highlighted that although there was a small majority of residents that supported continuing the event, a significant minority were in favour of discontinuing the event. It was clear from the results that there needed to be more work done to try to improve the outcomes from the event for Surrey residents to address the concerns that were raised by affected residents in the consultation.
19. With the consultation closing in February, a decision on the future of the event was therefore delayed by the Leader and the Cabinet Member for Community Safety, Fire and Resilience who sought to negotiate with London Marathon Events to explore ways to improve the outcomes for Surrey's residents as part of any agreement for the larger, 100-mile event to proceed in Surrey in future years beyond 2021. As part of these discussions London Marathon Events indicated that they were working on a strategic plan for "every primary school leaver in Surrey to have been taught to ride a bike", though no detailed plans were explained or tabled. Surrey County Council already provides cycle training to about 5,000 to 6,000 primary school children in three year-groups (Pedals, "Bikeability" Level 1 and Level 2), a total of about 16,000 primary school children each year. This is about half of the total population of each of these year groups in Surrey's schools.
20. Therefore, London Marathon Events were asked if they could make a financial contribution to allow the County Council to expand its existing school cycle training programme, as this would be a great way for them to directly support safer cycling for thousands of families across Surrey every year and meet their own aspirations. Unfortunately, London Marathon Events were not able to make a commitment to support this aim and advised that this would not be compatible with their criteria and rules for grants awarded by the London Marathon Charitable Trust.

## Summary

21. Without a better deal from the event for Surrey residents, the negative impacts and the strong views of a significant number of affected residents has led to a conclusion that the 100-mile event should no longer be continued, but that the County should focus on attracting smaller such events that more effectively align with the Community Vision and the Council's objectives for cycling. This includes events such as the smaller event which London Marathon Events are preparing for 2021.
22. Such events would see more limited disruption to the areas affected and would be focused more on family and young people, as well as encouraging amateur and beginner cyclists to cycle more. Obviously, at the current time in view of the COVID pandemic and the restrictions on mass participation events, it is understood that such events are not possible in the immediate future, but it is recommended that the Council pursue such event opportunities from next year and beyond.

## CONSULTATION:

23. A survey was disseminated to Surrey residents on 31 December 2019 to obtain their views on the Prudential Ride London Surrey event. The survey was hosted online on “Surrey Says” for six weeks, closing on 16 February 2020. It was advertised on various social media channels and resulted in a total of 9,064 responses, which is a very high response rate compared to other county council consultations. An important caveat is that the survey respondents were self-selecting rather than a representative sample of Surrey residents. A summary of the results is provided at **Annex 1**, and the key findings are summarised below.
24. The impact of PRLS evoked polarised responses. 53% of respondents who were Surrey residents strongly agree or tend to agree that they would support the continuation of the event for the next five years. When non-Surrey residents are included the level of support rises to 58%.
25. Of those who were Surrey residents, 58% strongly agreed that they have been impacted by the road closures created by PRLS. Despite this, 54% of residents (and 59% of all respondents) still strongly agreed or tended to agree that the benefits of PRLS outweighed the disruption caused.
26. However, there was strong opposition to continuing the event: 41% of respondents who were Surrey residents strongly disagreed that the council should continue to host PRLS events with a similar route over the next five years and 35% of respondents who were Surrey residents strongly disagreeing that the benefits of PRLS events outweigh the impact and disruption.
27. Some of the key arguments that were cited in favour of the event were the increase in tourism, the promotion of exercise, and the increase in business as a result of PRLS, all having a positive indirect impact on Surrey’s economy and wellbeing. Respondents also noted the positive benefits of the additional funding raised for Surrey-based charities.
28. However, concerns were expressed over the safety and restrictions of roads, the impact this has on emergency services, and the antisocial behaviour of both spectators and cyclists, including increased littering. Many respondents also noted the long-term impacts of an increased number of cyclists using the route for practice or leisure all year round.
29. The improvements mentioned most frequently were:
  - Altering/updating the route and introduce new safety procedures (26%)
  - Stopping the event for good due to inconveniences for locals (13%)
  - Considering specific charities/charity pathways for funding (9%)

## RISK MANAGEMENT AND IMPLICATIONS:

30. Should the event continue in Surrey, the event organiser will oversee the operational and strategic risks relating to the event.



## FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

31. The Prudential RideLondon-Surrey has been established as Surrey's Olympic legacy event. 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 except for officer time are borne by the event organiser.
32. The event is designed as a "not for profit" enterprise with the aim of offering the opportunity to generate income for charities. Since the start of the event £4.68 million has been given to Surrey sporting and recreational organisations by the London Marathon Trust.

## SECTION 151 OFFICER COMMENTARY

33. Although significant progress has been made over the last twelve months to improve the Council's financial position, the medium-term financial outlook is uncertain. The public health crisis has resulted in increased costs which are not fully funded in the current year. With uncertainty about the ongoing impact of this and no clarity on the extent to which both central and local funding sources might be affected from next year onward, our working assumption is that financial resources will continue to be constrained, as they have been for the majority of the past decade. This places an onus on the Council to continue to consider issues of financial sustainability as a priority in order to ensure stable provision of services in the medium term. Should this event continue in Surrey the event organisers will pay for all costs in relation to the event, for example road closures and traffic diversions. The only exception is the need for county council officer time to review plans and arrangements put in place by the event organiser, which will be managed within existing budget envelopes. As such, the Section 151 Officer supports the proposal approach.

## LEGAL IMPLICATIONS – MONITORING OFFICER

34. The general power of competence contained in Section 1 of the Localism Act 2011 enables the Council to do anything which an individual may do. Such power includes the ability to promote and support sporting events in the county and across its borders and to allocate officer time to this.
35. The Council has the power to make "Special Events Orders" under sections 16A and 16B of the Road Traffic Regulation Act 1984 and in past years Prudential Ride London Surrey in Surrey has been authorised under this legislation. Such orders can only be made if it is not reasonably practicable for a relevant road other than on a road.
36. Any decision made by Cabinet must be made subject to the County's public sector equality duty contained in section 149 of the Equality Act 2010. 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 addressed in the following Equalities and Diversity paragraphs of this report.

## EQUALITIES AND DIVERSITY

37. An Equalities Impact Assessment has been carried out as part of the development of the Surrey Cycling Strategy. The Assessment included consideration of the impact of major events on equalities groups. Should the event continue in Surrey, the Event organiser

will undertake an Equalities Impact Assessment of the event as part of their commitment to the event delivery.

### **SAFEGUARDING RESPONSIBILITIES FOR VULNERABLE CHILDREN AND ADULTS IMPLICATIONS**

38. If the event continues in Surrey, road closures could have access implications for vulnerable groups and their carers. Should the event continue in Surrey, the event organisers will continue to review any reported access issues and will put in place emergency and critical service access arrangements. As in previous years, there will also be extensive engagement and communication with local residents about the road closures and access arrangements.

### **PUBLIC HEALTH IMPLICATIONS**

39. The Surrey Health and Wellbeing Strategy highlights physical activity as an important factor in tackling ill health. Therefore, if cycling event inspires more cycling by more people this will contribute to better health and well-being. More cycling as an alternative to using petrol and diesel vehicles will reduce local air pollution.

### **WHAT HAPPENS NEXT:**

40. Officers will begin work with London Marathon Events on preparing for the shorter sportive/inspiration ride event scheduled for May 2021 (which will include around 4 miles of Surrey's roads), with the aim of maximising the benefits to Surrey and mitigating any potential negative impacts.
41. If Members agree to the recommendations in the report, officers will also start to explore the opportunity for smaller cycling events focused on the Community Vision 2030 objectives.

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#### **Contact Officer:**

Duncan Knox, Road Safety and Active Travel Team Manager

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#### **Consulted:**

The decision to continue hosting the event was subject to public consultation as described within the report.

#### **Annex:**

Annex 1: Public Consultation Results

#### **Sources/background papers:**

Minutes of Surrey County Council Cabinet Meeting 29 May 2018

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## ANNEX 1: Responses from Public Consultation

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### 1. Introduction

On 31/12/19 a survey was sent out to Surrey Residents to obtain their views on the Prudential RideLondon Surrey, a legacy event of the 2012 Olympic Games. Prudential RideLondon Surrey (PRLS) attracts thousands of participants and is held on closed roads in and around Surrey for one day of the year. The aim of the survey was threefold:

1. To calculate overall support for PRLS
2. To understand the impact of the event on residents and local businesses
3. To quantify support and opposition for the event.

These findings, and other influencing factors will be used by Cabinet to review the positive and negative impacts of such an event and determine if this commitment should continue beyond 2021.

### 2. Context and Considerations

The survey was in field for six weeks and closed on 16/2/20. It was hosted on Surrey County Council’s survey platform Surrey Says and was pushed out and promoted on various social media channels. To mitigate against digital exclusion, paper copies were also made available in Libraries. In total, we received **9064** responses - an extremely high response rate.

Although the response rate was strong, the aim of the survey was to gauge opinions (as discussed in para 1) and support this with qualitative and quantitative data, which we recognised would be difficult to achieve. As a result, we conducted a post survey review about the ways in which we conducted the survey and what lessons we could learn should we need to design a survey like this in the future. The output of the review has highlighted some important considerations to bear in mind:

- While the demographics of respondents were generally reflective of Surrey as a county, the survey was self-selecting, and the data was not weighted. Therefore, it is not guaranteed to be a full representation of Surrey residents views. Despite this part 3 (below) shows that the results appear to be from an engaged sample of people with a vested interest in Surrey.
- Some respondents may construe the survey questions as leading. For example, all questions predated by a statement to which the respondent had to agree or disagree were positively phrased.
- Some respondents may have felt forced into answering questions because some questions did not include the option of N/A or ‘prefer not to answer’.

- The three open ended questions in the survey were not distinctly phrased enough to provide drastically different answers.
- Only 1.46% of respondents were aged 18-24. More research into this demographic may need to be conducted to understand if responses drastically differ for this age group.

As such, the results should be treated as indicative rather than full fact. Notwithstanding, what appears clear is there were strong views both to support or oppose the PRLS events.

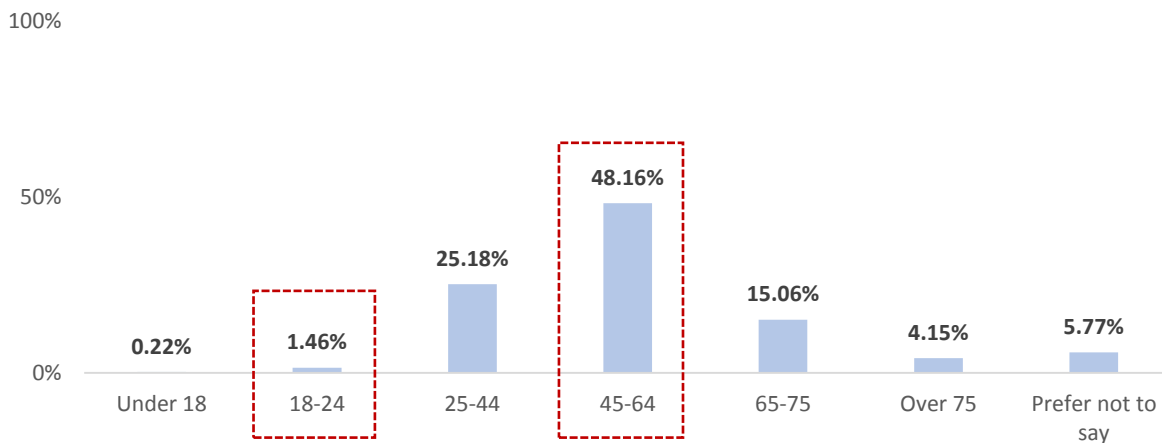
The following summary report outlines the findings of the survey. A full breakdown of the raw data is available upon request, but on its own can be misconstrued.

**3. Demographics of Respondents**

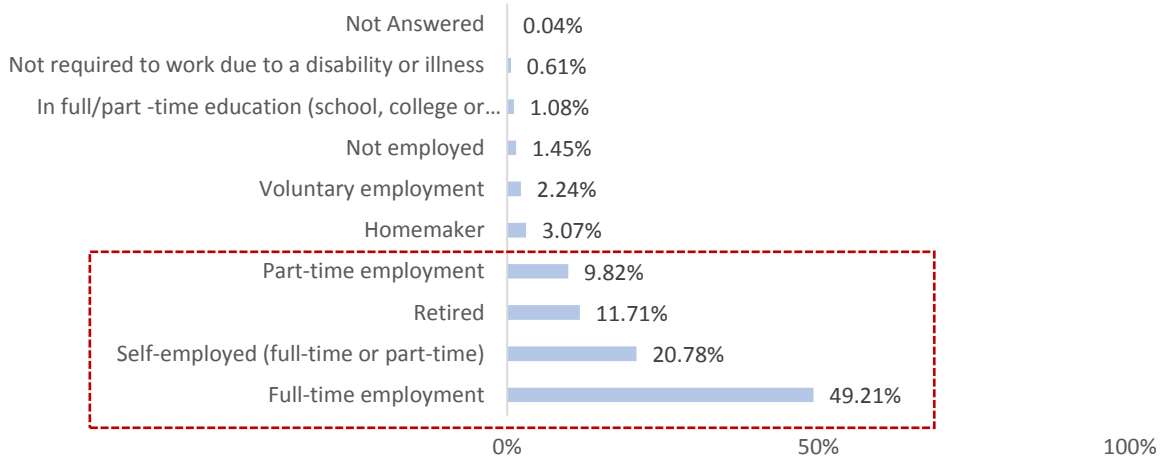
Respondents were spread relatively evenly with 42% being women and 54% being men (4% preferred not to say). Nearly half of respondents were aged 45-64 which is reflective of the known Surrey age demographics. This is reflected in the employment status of respondents with around 80% of respondents being in employment and 20.8% being retired.

As previously mentioned, additional research would need to be conducted into respondents aged between 18-24 (1.46% of total respondents), a known low response age group.

**Age of Respondents**

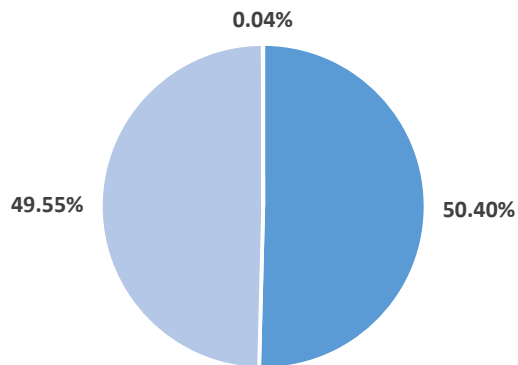


**Employment Status**



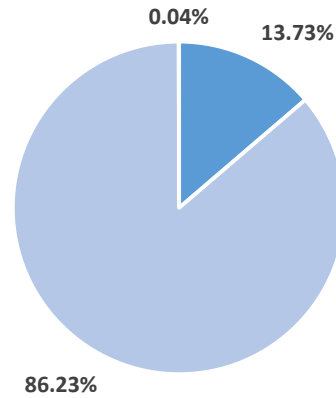
The vast majority (86.23%) of responses were received from Surrey residents and roughly half (49.55%) of responses were from those who work in Surrey. This could suggest an engaged sample with a vested interest in Surrey.

Place of work



■ Does not work in Surrey ■ Works in Surrey  
■ Not Answered

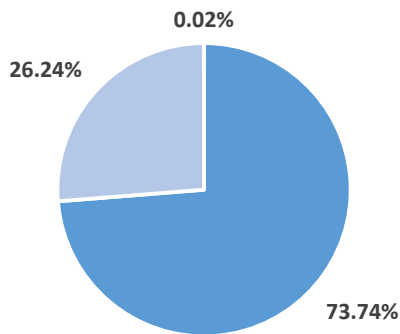
Resident Status



■ Not Surrey Resident ■ Surrey Resident  
■ Not Answered

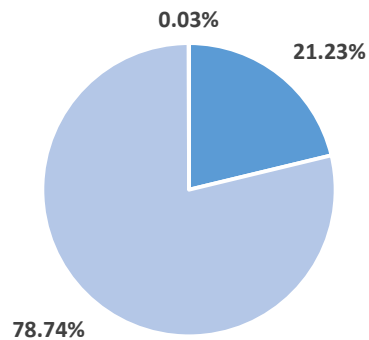
Only around a quarter of respondents had participated in previous PRLS events, however, roughly two thirds had either watched on TV or gone to watch events in person. This suggests respondents have high levels of engagement with the event.

Participation Status



■ I have not participated  
■ I have participated  
■ Not Answered

Spectator Engagement



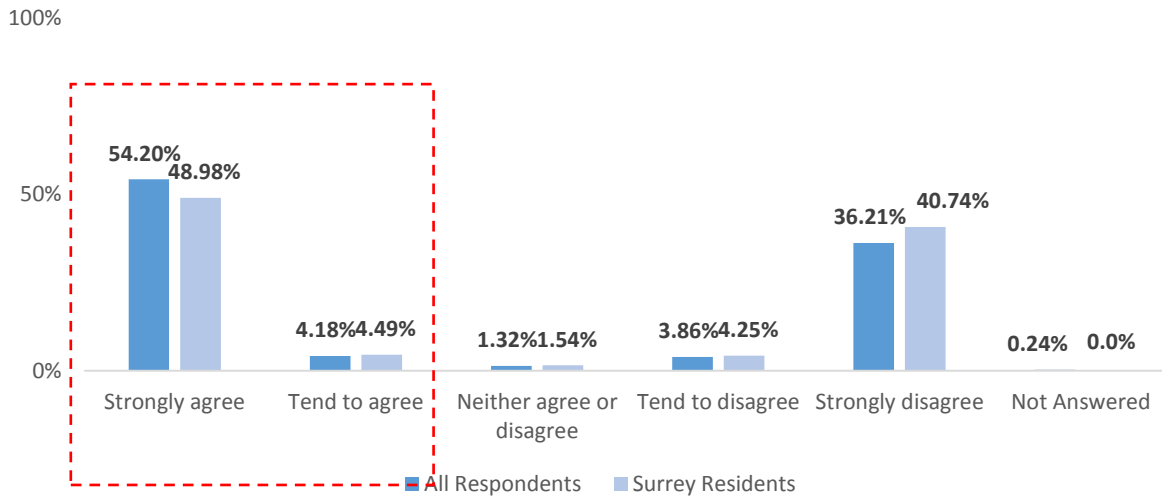
■ I have not watched  
■ I have watched on t.v. or in person  
■ Not answered

## 4. Key Findings

### Support

58.38% of all respondents strongly agree or tend to agree that Surrey should continue to host PRLS. Respondents who were Surrey residents offered slightly less support with 53.47% (-4.91% compared to the full sample) agreeing that they would support the continuation of the event for the next five years.

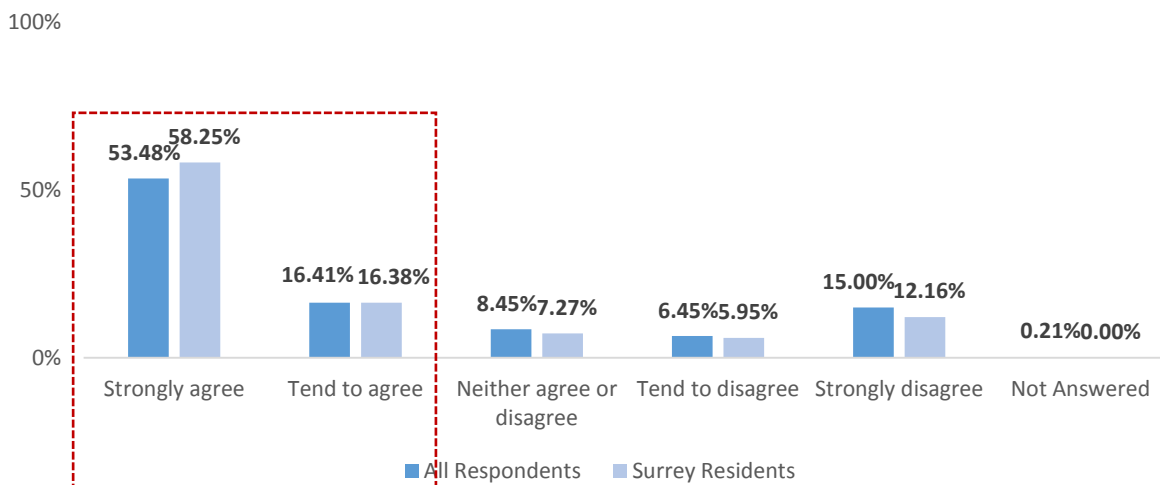
**'I would support the decision of Surrey County Council continuing to host Prudential RideLondon-Surrey events over a similar route for the next five years'.**



### Impact

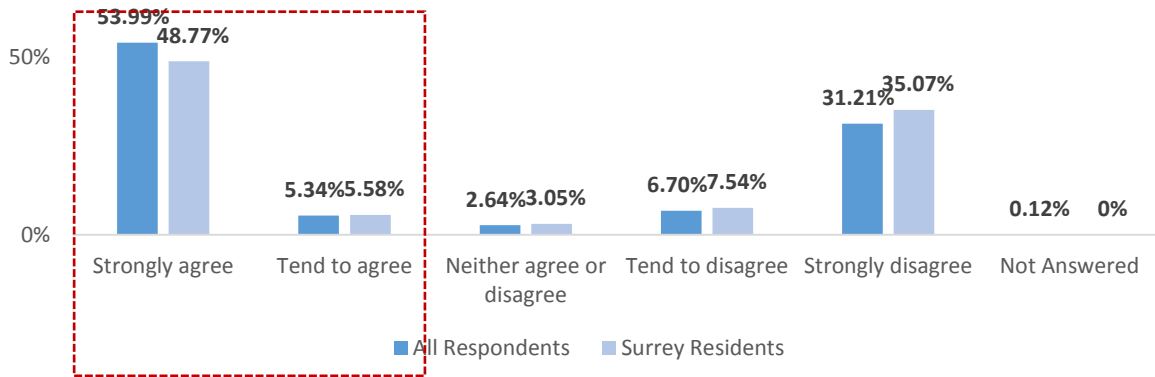
Just over half of all respondents and 58.25% of Surrey residents strongly agree that they have been impacted by the road closures created by PRLS. Despite this, 59.33% of all respondents and 54.35% of residents (-4.98% compared to the total sample) still strongly agreed or tended to agree that the benefits of PRLS outweighed the disruption caused, a small but significant majority.

**I have been directly impacted by the road closures for Prudential RideLondon-Surrey cycling.**



**'I think the benefits of Prudential RideLondon-Surrey events outweigh the impact and disruption'**

100%



**5. Key Arguments**

**Key Arguments Against PRLS**

A range of polarised views have been expressed by residents and business owners in Surrey. Major concerns are the safety and restrictions of roads, the impact this has on emergency services, and the antisocial behaviour of both spectators and cyclists, which results in increased littering. Many respondents also noted the long-term impacts of PRLS due to several cyclists using the route for practice or leisure all year round.

**A) Safety concerns**

"I witnessed six accidents and a tree falling on someone! I would only support future events if numbers of participants reduced"

"Elderly people feel insecure as their carers' are unable to come when needed"

"Surrey's priority is to deliver a SAFE public transport service, closing roads and creating diversions is not safe and limits emergency services"

**B) Antisocial behaviour and littering**

A number of cyclists behave offensively and have been observed displaying anti-social behaviour in people's gardens.

"I have witnessed litter of food wrappers thrown away along with squeezey high protein food supplements containers etc."

"There are groups shouting abuse at anyone in their way who might slow them down. This now happens all year round as the route is used to practice"

**Key Arguments in Favour of PRLS**

The benefits of PRLS for both Surrey and its residents were also emphasised. Respondents highlighted the increase in tourism, the promotion of exercise, and the increase in business as a result of PRLS, all having a knock-on positive impact on Surrey's economy and wellbeing. Respondents also noted the positive benefits of the additional funding raised for Surrey based Charities through PRLS.

#### A) Increase in tourism and business

"It's a great event to showcase Surrey as a fabulous cycling destination, and it must pull in a surge in tourism-related business"

"It brings in tourism, prestige and above all funding to Surrey. I've seen first-hand how funding has benefitted Surrey charities"

"The event is a good way to promote Surrey not just in the cycling community but for interest and tourism with the associated benefits to the local economy"

#### B) Promotion of health and wellbeing

"As an NHS consultant it's clear the event has a long-term effect on the fitness, general health and psychological wellbeing of all that take part"

Cycle owners benefit the whole population by keeping healthy and not causing noise, pollution or serious traffic jams when they travel"

"It allows cyclists just once a year to cycle in an environment that is free from traffic, safe to ride and free from pollution"

### 6. Suggestions for Improvements

Respondents were then asked about how they felt PRLS could be improved in the future. The most commonly mentioned improvements suggested for PRLS were:

#### A. Altering and/or updating the route and introduce new safety procedures (25.89%)

"To make sure riders of similar ability ride together. This will make it safer and less likely there will be crashes"

"Make the maps of the route online work better with phones rather than laptop, so it's easier to plan driving routes to avoid the closed roads more easily"

"It might be worth deviating the route as there are many super cycling roads throughout the county."

#### B. Stopping or moving the event for good due to inconveniences for locals (12.58%)

"Stop the event, costs a huge amount to businesses. Residents can't get out, poorly organised. No longer brings community spirit just complaints"

"Please stop coming to Surrey. Contestants flock to Surrey for months before and after the event to practice for the event and cause chaos on our roads"

"Move the event annually to the other counties around London"

#### C. Considering local charities/charity pathways for funding (9.14%)



“There could be more publicity for the local charities in Surrey in the promotional material so that cyclists are encouraged to raise funds for them.”

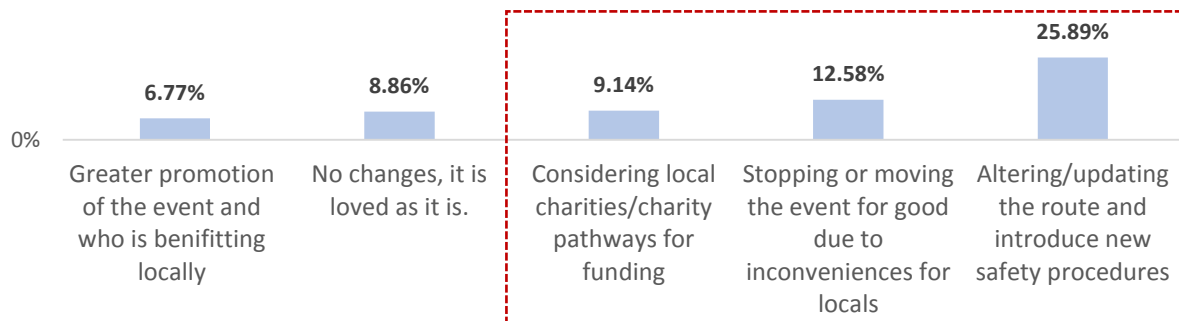
“I think it would be helpful to have a choice or charity suggestion on the entry forms as this would make participants more aware that they can propose one.”

“Have charitable funds located for the areas most affected by the event”

### Top 5 Areas for improvement

100%

50%



## 7. Conclusions and Next Steps

Overall, the findings lean towards supporting the continuation of PRLS for the next 5 years, with 58.38% of all respondents and 53.47% of Surrey Residents agreeing that Surrey should continue to host PRLS.

However, this margin is relatively small and there have been many lessons identified for Surveys like these in the future. If the decision is taken to continue PRLS, it is recommended that further consideration of the following recommendations takes place: Key areas of focus for this should be;

- Addressing widespread safety concerns
- Assessing the route and considering widespread requests for the route to be altered year on year
- Addressing health and social care concerns
- Analysing the current funding structure and understanding if there is more appropriate distribution required.

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