

**Communications with residents/landowners living along the route:**

Organisers of the event have learnt from previous year's experiences and they have a clear marketing and communications plan in place. They have already been in discussions with local members, community councils and residents post last year's event through focus groups and so on.

The organisers will be looking at the residents' letter to ensure properties just off the route will also get the notification letter. It has been suggested that a mail drop is undertaken. The timing of these letter drops will also be discussed with both Councils' communication teams.

They will continue to identify businesses affected by the route and those affected by the proposed new route.

There will be a dedicated residents tab on the organiser's website, which was introduced last year. It will be developed further showing more detail about the road closures.

Printed materials of the public notices and maps will be made available to the Council to distribute in the relevant areas.

**Inadequate marshalling and traffic management:**

The traffic management plan will continue to include the erection of Advance Warning signs at key road positions around the area to warn road users about the event.

Residents will be notified of alternative routes out of their homes where previously, residents have only been told where they cannot go.

The organisers will continue to recruit from local communities who have local knowledge, stewards and volunteers to support the event to help local residents with road access and so on.

**Communities and local knowledge:**

After feedback from residents and members, the organisers have agreed to appoint a part time local engagement officer who will be responsible for promoting the vent locally, getting the message out, point of contact for residents and businesses, liaise with the farming community, local community councils, organise drop in sessions and identify other local people that would like to be an ambassador for the event to help disseminate information to others in their area.

To increase the organisers' knowledge of the local area, they will do site visits to the area and work with the Event Director and Local Engagement Officers to increase the knowledge of the local area, how it is affected, and alternative routes residents can take and so on.

**Route:**

A vast amount of work has been done looking at alternative routes for the event. Four alternative routes have been discussed with officers from Denbighshire County Council, Wrexham Borough Council and the Lead Member for Tourism, Youth and Leisure and it has been agreed by this group that route 5, attached, is the most suitable and has reacted to feedback that they have received in the past.

As you will see, route 5 will relieve the pressure that was felt in and around Llandegla, Bryneglwys and Graigfechan, with improved traffic management measures ensuring residents have alternative routes out of their homes without compromising the safety of the event where possible.

**Opportunity to market Denbighshire as a destination:**

Promotional materials to promote and market Denbighshire as a destination appear on the events website and will be repeated this year. Last year, Llangollen Pavilion hosted the registration for the event, allowing maximum exposure to what the County has to offer and encouraging repeat visits in the future. Services and businesses at the registration event included tourism, leisure, countryside services, local outdoor businesses and craft stalls. It is hoped that the Pavilion will host the registration again in 2014.

The Council will also be using its own websites and publications to market the event and Denbighshire as a destination.