

2014 Etape Cymru – Statements of Intent

The below outlines the statement of intents re the Etape Cymru event to help to improve some of the issues that the event has had to date. The below is not an exhaustive list of all actions that each party shall undertake but helps to outline what action will be taken.

Human Race (HR) Statement of Intent

Marketing & PR

- HR Marketing & PR team to work with the Council Marketing & PR team to create marketing plans specific to each stakeholder
- HR & Council to work together to promote the event / the area including through a variety of mediums

Community Engagement & Communications

- To attend a focus group in October to discuss the 2013 event to engage with those affected and discuss the positives and negatives about the event and hear suggestions for improvements
- To look at resident letter process to ensure properties just off the route are also letter dropped
 - FYI this could mean that to minimise the risk of the wrong information being delivered the letters won't be bespoke to the zone of course & show a zoomed in map with the relevant timings (which were in 2013 after feedback from 2012 stated that this was wanted). However the 2013 letter then also gave website details of the Residents Tab (see below) where residents could view the full route map & the impact of the route in the surrounding area – this could be reversed in 2014 so the full route is on the letter with the zoomed in information available on the website (as well as the full map).
- 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
- To clarify more clearly the Traffic Management that is put in place to allow movement across the route as not clear on the 2013 map distributed and some people were not aware of the movement that could be made
 - E.g. 2013 route – a rolling vehicle crossing point was in place on A525 above Llandegla village and also at the junction of the A542 with the A525 – both of these allowed vehicles to journey along the A525 / Nant-Y-Garth Pass
- To continue to identify affected businesses along & just off of the route and to inform them about the event
 - To continue to contact them direct via email / phone to advise them how they are affected and the timings involved
 - To continue to provide moto escorts for staff of affected businesses on the route to get work
 - To examine each business to try to minimise the effect of the event as far as practicably and safely possible (course route, moto escorts, Traffic Management etc)
- Examine timing of letter drop and agree with both councils when it should take place
 - Is a letter going out in early July as it did in 2013 the best time?
- HR customer service team to continue to answer and respond to any queries. Queries can be directed to cycling@humanrace.co.uk or via phone to 0208 391 3913
 - To increase their local knowledge in 2014 the lead contact for the event will do site visits to the area and work with the Event Director and Local Engagement Officer(s) to increase knowledge of the local area, how it is affected, alternative routes residents can take etc.
- To continue to have the dedicated Residents Tab on the website which was introduced in 2013.

- To develop further the information on this tab in 2014 e.g. rather than a map showing the closures to also introduce a table listing the roads closed and the times closed to aid those that cannot easily get this information from looking at a map
 - To share this table with council so that it can be displayed on council events / information pages too to ensure a wider reach of people can access the information
- To continue to provide the council with printed Public Notices + Maps to be put up / distributed in the area as required
- To recruit a part time Local Engagement Officer(s) for 2014
 - To help to promote the event locally
 - To help to get the message out into the local communities about the event and increase their understanding of it, the road closures, what can and can't happen and why (safety reasons etc) and what movements can be safely facilitated. To give them the information to help them to plan their lives, farm/business movements around the event & the timings impacted in good time so it is pre-planned into their routine for that weekend.
 - To be a point of contact for residents & businesses throughout planning and at the event (via phone).
 - To book in Moto escorts for staff or affected businesses & for vital vehicle movement which is given dispensation to occur so can be planned in to the operational requirements for the day
 - To attend a parish meeting for all directly affected parishes to tell them about the event & timings etc and to answer any questions
 - To liaise with identified local farmers groups to tell them about the event & timings etc, to answer any questions and to book in as much vital movement required on the day as possible in advance so can be planned in to the operational requirements for the day
 - To attend a select number of local group meetings where necessary / useful (e.g. farmers groups)
 - To liaise with Diocese of St Asaph to ensure all churches aware of event and planned into their calendar – also to allow for escorted vicar movement etc as per 2013
 - To contribute to a database of groups, other events in the area etc to be kept informed about the event in 2014 and going forward
 - To help to organise drop in session(s) where residents can come to learn more about the event & have their queries answered – one organised for first time in 2013, look to have 2 or 3 in 2014 to allow for more possible dates for people to attend
 - To identify if possible any local people that would like to be ambassadors for the event who can help to disseminate information to others in their area

Stewards

- To continue to recruit from local communities as have local knowledge of the area and to allow them to feel some ownership of the event & to fundraise for a local group
- Should the course route risk assessment allow it, to increase the number of positions filled by local “volunteers”
- To continue to supplement the “volunteer” stewards with professional stewards in certain locations where this level of cover is required due to professional experience deemed as a requirement in the location for safety reasons or otherwise
- To continue to provide Steward Notes for the day with information on role & what to do plus a map of course etc for use as a reference for each steward
- To examine the steward liaison / briefing processes both pre event and on the day to see where improvements can be made

Course Route

- To work with the Council to examine the course route and to propose changes where possible to ease impact on the worst affected residents or businesses (e.g. Llandegla Bike Centre). Any amends made to reduce or remove impact on some will invariably cause others that were previously affected to be affected more or for new communities and businesses to be affected by new route who were previously unaffected. Alleviation could possibly be achieved by alternate routes every other year.

Denbighshire Council Statement of Intent

- To ensure that all those across the council that could interact / speak with the public as part of their role (e.g. call centre etc) are aware of the event, the basic information about it, and how to find more information and where/who to direct people to get answers (website, our CS team etc).
 - Including in the receptions of all local council buildings
(There were some complaints in 2013 that residents phoned the council with queries and those answering the phone knew nothing about the event which immediately doesn't promote confidence in those calling about how the event will be managed & the knowledge of it in the area etc)
- To ensure that those whose role includes direct work / interaction re the Etape Cymru have a knowledge of the route, the timings involved and the Traffic Management Plan put in place to allow vehicle crossing points etc so can talk confidently about the route and how those affected can negotiate the area to get to places at different times throughout the event day
- To work with HR to support on community engagement. Including providing knowledge of &/or contact information on local groups, and opportunities for the promotion of the event
- To provide HR with information on other events that know about / find out about that may be affected
- To provide where possible addresses of all farms that own land along the route (including those where the actual farm buildings / main hub is off route) – i.e. so HR can ensure that all affected farmers can be contacted
- To work with HR to draw up a list of all communities & postcodes affected directly or indirectly by the event that HR can then contact
- To work with HR to draw up a joint marketing plan and a joint community communication plan that is evenly spaced throughout the year and not all within the last few weeks before the event (whilst this time is important for resident communications it is also the key required time to finalise the health and safety etc planning for the operational side of the event - an organised and planned campaign across the year should negate the need for last minute information / attendance requests).
- To plan a reasonable notice period (minimum of 2-3 weeks) into any proposed meetings / residents evenings etc to allow attendance to be organised
- To provide Welsh translations for HR public / community notices etc
- To do more to promote Denbighshire as a destination, link more with HR on delivery this on all promotion of the event.