

Report to: Communities Scrutiny Committee

Date of Meeting: 12 April 2012

Lead Officer: Head of Highways & Infrastructure/
Head of Planning, Regeneration & Regulatory
Services

Report Author: Principal Regeneration Strategy Officer

Title: Etape Cymru Cycling Event: Update

1. What is the report about?

The Etape Cymru 2012 cycling event – progress report on actions since last Communities Scrutiny Committee.

2. What is the reason for making this report?

To outline the progress to date with the arrangements for 2012 event including the outcomes of the communication and consultation process and any actions arising from that process

At its last meeting, the Communities Scrutiny Committee resolved that it endorsed the road closure to allow the Etape Cymru 2012 to take place, subject to:

a) full consultation with the communities and local businesses impacted by the road closures taking place, including consultation with the local Area Member Group;

b) the impact the event has on local communities being monitored before, during and after the race, with a report on this aspect being submitted to the Communities Scrutiny Committee in Autumn 2012; and

c) the Committee receiving a guarantee that the Horseshoe Pass will be re-opened to traffic by 11am.

An update on progress to meet these conditions was requested by the Committee at this subsequent meeting.

3. What are the Recommendations?

That the Committee considers the update on progress and provides observation.

4. Report details.

Denbighshire County Council is now in regular communication with Participate Sport, the new organisers of Etape Cymru, and Wrexham County Borough Council, in relation to a second 'closed road' cycling event to take place on Sunday 9 September 2012. The route will start in Bangor-on-Dee and about 70 miles of its route will run through Denbighshire, showcasing the county's superb cycling country.

The Safety Advisory Group (joint Emergency Services/Highways/Police) is happy to endorse this event providing issues that arose in 2011 relating to traffic management and marshalling are addressed, as per their guidance. An event management plan is being produced by Participate Sport highlighting the plan for consultation, communications and traffic management with regular liaison with Wrexham and Denbighshire County Council officers and the wider Safety Advisory Group throughout.

Organisers have met with officers Highways, Regeneration and the Cycling Centre of Excellence Project Manager, to review 2011 and they have taken on board the recommendations of the Safety Advisory Group. The communications plan for Etape Cymru 2012 is attached (appendix 1) for observations.

5. How does the decision contribute to the Corporate Priorities?

Denbighshire is a quality destination for cycling, which as yet is fairly undiscovered, and has a great opportunity to benefit economically from the growth seen in the activity tourism sector. Regeneration is one of the Council's corporate priorities.

Significant parts of Denbighshire have recently been designated the North Wales Cycling Centre of Excellence, with the aim of *creating an area acknowledged nationally as an outstanding all year round destination for road and off-road cycling and outdoor activity for all in outstanding and contrasting scenery.*

The Cycling Centre of Excellence project is part of Visit Wales' vision to create exemplar tourism areas through a significant investment programme, funded by the European Regional Development Fund. Denbighshire County Council is the lead partner for the North Wales Cycling Centre of Excellence project, which is an innovative public/private sector partnership across Conwy and Denbighshire.

Denbighshire County Council is also committed to the principles of Destination Management, driven by the Tourism Strategy for North Wales, in which its Action Plan includes the development of major events and outdoor attractions and activity.

6. What will it cost and how will it affect other services?

There is no financial contribution to the event from Denbighshire County Council.

Staff time provided by Highways, Regeneration and Cycling Centre of Excellence project to support the event planning by the organisers. Note: the DCC led Cycling Centre of Excellence project budget (European and other sources) funded costs of information letters to residents and businesses, just as it has supported other recent cycling events in the same way.

7. What consultations have been carried out?

Consultations relating to the road closures were carried out by the event organiser directly, with guidance from DCC officers:

- Letters sent out via e-mail by Participate Sport on 29 March 2012 to town and community councils and county councillors along the route.
- Press release issued to media on 3 April – see appendix 2
- Within DCC – consultation and engagement is already taking place with the following departments: Highways, Public Transport, Public Protection, Health & Safety, Countryside, Cycling Centre of Excellence Project, Regeneration & Tourism, Chief Executive, Corporate Communications Legal Team and the Lead Members for Regeneration and Highways.
- North Wales Police and other emergency services have been fully involved, and a joint Wrexham/Denbighshire Safety Advisory Group has been established again to oversee traffic, transport and pedestrian management procedures for this event – see appendix 3 and 4
- Event organiser has had initial meetings with some key businesses in advance to try to engage them in the event, to discuss opportunities for them to engage and benefit from this event. They will make further visits to each business along the identified route, once the route map and timings for temporary road closures is finalised with Highways Departments in both Denbighshire and Wrexham.

As a result of feedback from consultation so far:

- different options for the route have been considered
- media launch in Llangollen

8. Chief Finance Officer Statement

The council is not currently considering any financial contribution to this event.

9. What risks are there and is there anything we can do to reduce them?

Reputation risk, from dissatisfied residents and businesses that might be affected by temporary road closures on 9 September 2012

The risk will be managed by ensuring the event organiser has done all possible to remind residents and businesses about the finalised road closure plans to allow alternative travel plans to be made if necessary.

10. Power to make the Decision

Section 2 of the Local Government Act 2000 (for the promotion or improvement of the economic, social or environmental well-being of a local authority area)

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