

**Wrexham County Borough Council &
Denbighshire County Council**

Debrief of Etape Cymru 2011

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PREFACE

The debrief meeting was arranged to learn lessons from the inaugural Etape Cymru cycling event and to make recommendations to be implemented in future

The following organisations were represented: -

North Wales Police
Wrexham County Borough Council
Denbighshire County Council
Welsh Ambulance Service Trust
K-extreme (organiser)
St Johns Ambulance

The objectives of the debrief were: -

- To identify areas of development and improvement for future events.
- To make recommendations to be implemented when planning future events

DEBRIEF SUMMARY

Place: Guildhall, Wrexham

Date: 2 November 2011

Debrief Leader: Raymond Smith

The debrief meeting was conducted by inviting participants to identify areas that went well, together with areas that required improvement across a range of headings.

Following this exercise participants were given the opportunity to reflect on their roles during the event and to contribute their views in discussion.

This report is based upon the comments made by participants during their feed-back and discussion throughout the debrief process. The report also takes into account written feed back from a wide range of sources, e.g. organisations involved in the pre planning and on the day, local residents, social network sites.

This report highlights suggested areas for improvement together with the main areas that went well. Based upon the debrief process a number of recommendations have been made to assist in the management of future events.

INTRODUCTION

Etape Cymru was a cycling 'sportif' challenge and was only the second fully closed road event in the UK. It involved a 100 mile route which started and finished in Wrexham and passed through the Clwydian Range in Denbighshire.

The route included several well-known climbs such as the Horseshoe Pass, The Shelf, The Garth and Worlds End.

The event was organised by 'K-Extreme Ltd' and took place on Sunday 9 October 2011.

AREAS FOR DEVELOPMENT AND IMPROVEMENT

Route / Traffic Management / Marshalling

- Route needs to be carefully chosen to avoid heavily populated urban areas.
- The start of the event needs to be considered and managed to avoid dangers associated with congestion of cyclists on narrow roads.
- Consideration should be made to utilise sections of the route more than once to reduce the number of closed roads.
- A risk assessment of the whole route must be carried out to identify locations that require special signage / marshalling.
- Key personnel identified in the traffic management plan need to be totally familiar with the route, well in advance of the day of the event.
- Teams need to be identified to manage specific roles, such as signage, marshalling, welfare.
- Traffic Management Plan needs to be concise, but must identify all key locations and actions to be taken.
- Route signage and road closure / diversion signs need to be fully implemented, with contingency plans to ensure potential sabotage is avoided / rectified.
- Implementation procedure and sign schedule must be included in the Traffic Management Plan, including dates and times.
- Clear distinction needs to be made between marshalling and traffic management.
 - Traffic Management is carried out by appropriately trained operatives to manage traffic that is affected by the event.
 - Marshalling is carried out by appropriately briefed stewards, primarily to advise cyclists, but they may also offer advice to motorists, regarding diversions etc.
- Locations where local knowledge would be desirable should be identified in the plan.

Consultation / Liaison

- Consultation must be undertaken through the Safety Advisory Group, to allow North Wales Police, Welsh Ambulance Trust and Local Authorities to fully evaluate the impact of the event on their organisations, participants and the general public. This shall be initiated at an early stage
- Once all details of the event are agreed, early liaison should take place with stakeholders, including community representatives, businesses and residents affected by the route, to identify any issues that need to be resolved.

Welfare

- The welfare needs of marshalls must be catered for, ensuring they have appropriate clothing, refreshments and breaks.
- Provisions for cyclists at feeding stations must be managed to ensure that **all** participants are catered for.
- The closed road event must apply to **all** entrants, regardless of ability.

Communications

- Mobile phone coverage must be tested along the route.
- A contacts list must be produced and issued to all key personnel identified in the Event Management Plan
- The use of the radio communications system must be implemented as outlined in the Event Management Plan
- Marshalls must be fully briefed, with regard to welfare, knowledge of their marshalling point and emergency arrangements. They should also be given radios and maps where deemed necessary by the route risk assessment

Publicity / Support

- The event needs to be advertised as a cycling event, as 'Etape Cymru' did not convey this to the public.
- The registration process needs to be clear to participants.
- The event should be advertised as a showcase event for North Wales
- Welsh Government should be approached for financial support to assist with promoting the event.
- Both local authorities should fully support the event in order to promote the region as a premium cycling location.

THE MAIN AREAS THAT WENT WELL

Route / Traffic Management / Marshalling

- The scenery and challenge of the route were praised by many of the participants
- Advanced signage advising of road closure times etc. was good and went up in plenty of time.
- Diversion routes were well signed.
- Marshalling in the Minera / Gwynfryn area was very good.
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Consultation / Liaison

- The Safety Advisory Group (SAG) was well organised once set up.
- Multi agency working was good once SAG set up.
- Engagement with residents regarding access along some parts of the route was good.

Welfare

- Excellent support from St Johns Ambulance.
- Welsh Ambulance Service Trust provided excellent service.

Communications

- Broom wagon was well briefed
- Communication with event organiser was excellent throughout the planning process

Publicity / Support

- The atmosphere and support through some of the local communities was excellent.
- Website was very good and informative
- Media coverage was excellent.
- Good support from local authority personnel, both in the planning stage and on the day.

RECOMMENDATIONS

- That the Safety Advisory Group is set up at the earliest opportunity with appropriate attendees identified from both Local Authority's, Police, Ambulance Service and event organiser, to consider all safety issues relating to the event, including route management, marshalling, welfare and communications.
- That a Planning Group be set up at the earliest opportunity, with appropriate attendees identified from both Local Authority's and event organisers to consider all planning / event issues, including liaison with stake holders, publicity, engagement with local communities, together with arrangements at the 'event village' and feeding stations.
- An Event Management Plan is produced by the organiser to ensure that all issues identified in the 'areas for development and improvement' are included and that arrangements are put in place to ensure that they are implemented.
- The event organiser must ensure that ALL personnel, including participants, sub contractors, welfare providers and volunteers are fully aware of their responsibilities, through briefing and pre event advice.