

Report To: Communities Scrutiny Committee

Date of Meeting: 17 January 2013

Lead Member / Officer: Head of Housing & Community Development

Report Author: Principal Regeneration Strategy Officer

Title: Etape Cymru Cycling Event

1. What is the report about?

To provide an analysis of the impact of the 2012 event on the local community, local businesses and participants along with the benefits realised/impact on the wider local economy and Denbighshire as a whole.

2. What is the reason for making this report?

To provide information on the review of the 2012 event and to outline progress to date with the arrangements for 2013.

The Communities Scrutiny Committee resolved that it endorsed the requested 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 Member Area Group (MAG)
- b) an impact assessment being undertaken
- c) the Committee receiving a guarantee that the Horseshoe Pass will be re-opened to traffic by 11am

3. What are the Recommendations?

That the Committee considers the update on progress and provides observations, which would support a report to Cabinet in February 2013.

4. Report details.

Denbighshire County Council has continued with its regular communication with Human Race, the organisers of Etape Cymru, and Wrexham County Borough Council, in relation to the 2012 'closed road' cycling event which was held on Sunday 9 September 2012 and plans are now underway for the 2013 event to be held on Sunday 8 September.

Organisers have met with the Safety Advisory Group (Police, Ambulance, Emergency services and Wrexham / Denbighshire Highways and Regeneration officers) to review 2012 and they have taken on board the Group's recommendations.

Appendix 1 is the organisers' review of the 2012 Etape Cymru event which gives a positive overview of the economic impact on the Wrexham/South Denbighshire area.

Appendix 2 (which is exempt from public disclosure by virtue of paragraphs 12, 13 and 14 of Part 4 of Schedule 12A of the Local Government Act 1972) is Denbighshire County Council's review of businesses on or near the Etape Cymru route of temporary road closures, which shows that most businesses were either positive or indifferent about the event. Negative comments from a few businesses shown are being addressed by the organisers with a view to making the necessary adjustments to the rolling road closures.

Appendix 3 attached are the minutes of the last Safety Advisory Group meeting, whereby main challenges to be addressed by the organisers in 2013 are shown as improved communication with the farming communities on route, and improved briefing and communication with marshals.

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.

Denbighshire County Council is also committed to 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?

No financial contribution has been made 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.

7. What consultations have been carried out?

Consultation 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 Human Race to town and community councils and county councillors along the route.
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- Press releases
- Within DCC – consultation and engagement is already taking place with the following departments: Highways, Public Transport, Health & Safety, Countryside, Cycling Centre of Excellence Project, Regeneration & Tourism, Chief Executive, Corporate Communications the Lead Member for Tourism, Leisure & Youth and the relevant ward Members.
- 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 organisers had initial meetings with businesses in advance to try to engage them in the event, to discuss opportunities for them to engage and benefit from this event.

As a result of feedback from Safety Advisory Group, ward members and businesses so far:

- different options for the route have been considered to reduce the impact of the temporary road closure in the Graigfechan and Llandegla areas
- improved communication with farming community along the route of temporary road closure
- consider amendment to the route in the Graigfechan/shelf/Llandegla area to reduce the length of road closure times and reduce impact on two or three key businesses
- registration and complimentary event to be held 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?

Potential reputation risk, from dissatisfied residents and businesses that might be affected by temporary road closures on 8 September 2013.

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)

Article 6.3.2 stipulates that scrutiny committees “consider any matter affecting the area or its inhabitants.”

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