

County Council

20 July 2018

Agenda Item 6(c) - Notice of Motion from Dr O'Kelly

Velo South - Briefing Note

Velo South takes place on Sunday, 23 September 2018. It is a major new 100-mile, closed-road cycling event that will welcome 15,000 cyclists of all abilities to West Sussex. It is being organised by CSM Sport & Entertainment - a Global sports marketing and entertainment agency chaired by Lord Sebastian Coe. Visit: www.csm.com.

Their Active division specialises in the creation and management of live, outdoor sporting events, such as running, cycling and triathlon events. Velo Birmingham, the second largest cycling event in the UK, and Adidas City Run Series in London, are two examples of their work.

CSM created the Velo brand to offer cyclists the 100-mile event (this being the marathon distance for cyclists) on closed roads (the most desirable distance for cyclists to prove themselves). CSM's inaugural 100-mile cycling event took place on 24 September 2017 – Velo Birmingham which saw 15,000 riders take part and of those 3,000+ rode in a fundraising for one of the 36 official charities raising millions of pounds.

CSM have introduced the same charity strategy for the Velo South event and have chosen the lead charities as; Alzheimer's Association, British Heart Foundation, West Sussex Age UK and Restart Rugby.

Velo South participation will again be set at 15,000 riders (to make the event financially viable to CSM). CSM are using Goodwood Motor Circuit as the start and finish location, although pre-registration of all riders will take place in Chichester the day before to encourage tourism over the whole weekend. The full route can be viewed at: www.velosouth.com/the-route.

The number of these major closed-road cycling events will always be limited in the UK due to the logistical challenges of delivering the necessary road closures and hence the interest for West Sussex in securing hosting rights for the only event of this type in the South of England.

Latest Situation:

CSM completed three waves of leaflet drops to promote the event to all affected addresses in the Horsham district and Chichester district areas. The last was completed on 22 June 2018. 160,000 leaflets have been distributed.

CSM undertook a two-week roadshow from 11 to 22 June 2018 covering key areas around the route. This offered local people the chance to sit with them face-to-face to run through their specific questions and problems. They spoke to circa 200 people in this time and have followed up on email.

CSM presented at several County Local Committees (12 June - South Chichester; 19 June - North Chichester; 25 June - North Horsham). The CLC on 11 July in Chanctonbury was cancelled but will be rescheduled.

CSM have received 600 enquiries to date, including voicemails, of which we understand approximately 50 remain open. They have agreed to respond to all enquiries with five days, but often achieve this within three. Emerging themes for the enquiries being received are: emergency access, road closure timings, pedestrian access, business access, community welfare and public transport.

CSM are proactively calling impacted stakeholders. They are about half way through their calls, but we have been informed that all calls to businesses and churches directly on the route have been completed. Calls to at-home care providers and care homes in the event footprint provided by the County Council are ongoing.

CSM have a Community Celebration Fund to fund activities across the route, and have been reaching out to people interested in getting involved to put things on, including pubs and some villages. They are looking to start locking-in activations over the next couple of weeks and hope to eventually feature them on their event website.

Velo South featured in the County Council's 'Connections' magazine in June and in Horsham District Council's 'Our District' and Chichester District Council's 'Initiatives' magazines in July. CSM have sent reminder emails to their contacts in the National Trust, the NFU (who are issuing a press release to trade press), Sussex Cricket, FA, CLA, NHS, county sports leagues and RFU. These organisations will promote the event to their members.

The County Council will co-host a Community Meeting for key stakeholders in partnership with CSM on 26 July 2018 in Petworth. This will provide another platform for the latest concerns and issues to be discussed and resolved. Access plans are in development for numerous places across the route. They will be circulated to the working group for their awareness prior to sending out to the public.

The next Super Safety Advisory Group meetings (combined with representatives from the County Council, Chichester District Council and Horsham District Council) will be held on 17 July 2018 and then 4 September 2018, with a table-top exercise planned for a date in August. This will test the emergency response planning and set up of the Velo South team. The County Council's steering group continues to meet monthly, chaired by Jo Osborne with the Director of Highways and Transport sitting on the group.

Twice-monthly Velo Communications meetings continue to take place, led by CSM Active. They include communications representatives from the County Council, Chichester District Council and the South Downs National Park Authority.

Lee Harris

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