

# Velo Birmingham

1. 22<sup>nd</sup> May Please see below this note the questions and answers from the public meeting with representative of Velo Birmingham. Follow up answers had been received but did not answer in detail the outstanding issues.
2. 5<sup>th</sup> June the council passed the following resolution which was relayed to the County Council: *Council was not satisfied with the responses from CMS and approved a motion by 9 votes in favour, with 2 abstentions, to write to the County Council objecting to the principle of this year's event on the grounds that there had been insufficient consultation by the organising company including their addressing of the impact on the local community.*

While the Parish Council has no problem with cycling as a healthy pursuit it feels that the event proposed with 15,000 cyclists is too large for the village to cope with and has had very little meaningful advance consultation

3. 3<sup>rd</sup> July Mr Ed Dursley from WCC attended the PC meeting to update the members however there still remained many unanswered issues to address. This meeting was also attended by County Cllr Karen May whom has held many meetings with the County Council officers in recent days, again there remain matters outstanding to be addressed.

The Council advises that residents who wish to register their comments / enquiries / objections should do so at [route@velobirmingham.com](mailto:route@velobirmingham.com) copying in both the County Cllr. at [kmay@worcestershire.gov.uk](mailto:kmay@worcestershire.gov.uk) and at the County Council Mr Ed Dursley [edursley@worcestershire.gov.uk](mailto:edursley@worcestershire.gov.uk) and Mr J Frazer at [jfraser@worcestershire.gov.uk](mailto:jfraser@worcestershire.gov.uk)

This should be done before **24<sup>th</sup> July** which is when the County Council Director is due to receive a report from his officers on the event organisation including health and safety issues and access arrangements for the general public, to enable the final decision to be taken on road closures.

**INFO :** <https://velobirmingham.com/the-route/>

<https://velobirmingham.com/the-route/road-closure-faqs/>

## **b. Velo Birmingham Q and A 22/5/2017**

Matt Hodgson answered the following questions on the 100 mile closed road 'Sportive' cycling event which the company CSM Ltd aimed to run which will be through parts of Belbroughton, on Sunday 24<sup>th</sup> September.

He said that the 15,000 entries had sold out in three days & four major charities were on board. It was set to be the second biggest event of its kind in the UK. Between the charities they looked to raise £1m. As well as individuals raising funds for their individual causes.

He acknowledged that there were significant road closures that will have an impact and they aimed to work closely with communities to minimise effects.

Specific access questions he would deal with separately after the session.

Q. How will you deal with access issues?

A. They are varied dependent upon the locality. e.g,we are working with a farmer in Gt Witley on how a crop can be moved on the day. Working with care homes and Worcs C.C.G.s to ensure we capture all homes effected. We would tailor the care provision needs/ people getting to work.

Q. Is the figure of 15,000 cyclists correct – how many hours of road closures in Belbroughton?

A. Yes, 15,000 is correct – first cyclist leave Broad St Bham 7.00am and go off in waves through until 9.00am. Amateur cyclists - but expect finishes in period 11.30am – 5.45pm. So a 6 hour period.

Q. Severn Trent communication was good on their project your publicity mentions the attractive Scarecrow village of Belbroughton, although you have wrecked it with the date clashing. Thus there was not consultation. Why?

A. Yes, we hold out hands up we should have consulted on the date.

Q. What alternative carparking is available?

A. We would need to know the precise road you live on and advise you.

Q. What access is there to be to the care home off Holy Cross Lane both for emergency vehicles and visitors to the home? Also I have concern on the large increase in numbers of cyclists now using local roads in 'packs' causing dangers to themselves and others.

A. If people are training for the event they will advise through social media a request that cyclists adhere to the rules of the road and respect the local area.

*( The parish council would take note of the general issue raised of 'inconsiderate' cycling).*

Q. Are you a private company organising the event?

A. CSM are an event management company, an event delivery company taking on all the costs involved working with local authorities to put on the event.

In terms of consultation – for last 18 months we have worked with the local authorities on getting a route having the least impact on highways.

Q. District cllr. Margaret Sherrey - There are elderly people in these villages needing in some cases daily care some even three times a day. How are you organising access? There is often only one road in and one road out.

A. We have met with the CCGs and the NHS and will look at each area specifically – on previous events we've amended with agreement the carers' schedule to reduce movements and it is a complex process of letter drops and

meeting people to assess needs. Including people who are travelling to see relations needing care. It's an ongoing dynamic process.

7.

Questioner requested that MH notes that communication needs to include not only the CCGs and NHS trusts but County, District and Parish Councils who are the people on the ground.

Q. Living on the High St in Belbroughton a lot of cars park on the road because there is nowhere else. Will you be expecting cars to be moved ?

A. Yes, there will be some areas where we will ask for cars to be taken off the road and we would communicate this well in advance of the event. We would look to find alternative parking working with the local councils.

Q. C.Cllr. Karen May - Speaking previously to Andrew Taylor Director - event manager - he had promised to send someone to 'walk' the route with me probably by car, six weeks ago – nothing has happened. He also assured that there would be safe areas for people to park vehicles. Speaking to Ed Dursley at W.C.C. nothing has come through on this. Turning to businesses and loss of turnover – a nursery may lose £10,000 turnover.

A. I have spoken to the nursery business owner and while Bromsgrove Road would be closed they would maintain access on the roundabout and use sign posting albeit using the A491.

Q. response - This is taking traffic onto a very narrow country lane used by horse riders and pedestrians.

Q. C.Cllr. Karen May - I believe the event is scheduled for five years – local county cllrs. should be consulted on this.

Also I have concerns at the route in this area where 'stragglers' could not be easily picked up thus leading to longer road closures. This impacts further economically on businesses. While charity fund raising is laudable your entity is a private company looking to make money.

A. Confirmed a five year agreement is in place subject to conditions. The event probably will not break even until year 3.

Clit. May requested a representative of CSM Ltd meets with her and fellow C.Cllr. Shirley Webb to:- See the plan of the road closures.

Where proposed car parking will be situated.

The remedial care for care homes.

Emergency services access.

Pedestrian and horse riders access.

A. road closures would include horseriders as it would not be safe for that activity. It is ongoing to inform horse owners.

Q. the entrance fee is £75.00 x £15.000 – how much of this £1m+ is going to charity?

A. The four charities have bought places they 'sell' these on to individuals possibly at a discounted rate. Ticket sales are circa £1m our costs are around £2m.

Q. response How much is CSM Ltd giving to charity?

A I can't give all the information on the 'charity model' to inform you of what amount the company is giving to charity. I will feed that request back to the company and arrange a response for the councils.

Q. Distribution of leaflets was promised in March showing maps and areas hit by road closures – I have not received this leaflet. Also, would you commit to put on your website that the Belbroughton Scarecrow which massively benefits this community has had to move because of your event date which was chosen without consultation.

A. It would not be my decision to do so. *(place any such words on the website)*

**8.**

Q. With 15,000 cyclists coming through, while most are fine and good people, there will undoubtedly be a litter issue with gel wraps, would you send through to the clerk the plans you have for the clean up after the race. Also there are parts of the road surface that are treacherous – would you pledge to finance the County Council to resurface these parts.

A. There are a number of pit stops / feed stations – they will all have bins – we will also be doing a full route cleanse both before and after the event.

Cllr. Sherrey advised that should the District Council have to clean up afterwards then the costs would come back to CSM Ltd.

A. As part of risk assessment for the event the roads are assessed and reported into the local authorities. Any works required we try to merge in with routine works that are due.

Our own teams may carry out works where felt needed. The WCC would have to advise CSM Ltd when specifically the Dordale Rd / Boom Hill area may have attention. The clerk would be informed by MH.

Q. How will pedestrians access areas?

A. In narrower areas we will look to put in barrier lines working with WCC and more crossing points with our stewards and these would be signposted.

Q. Own refreshments – can we sell our own wares?

A. At feeding stations we will offer refreshments to cyclists for free. A group could volunteer to assist at feed stations. There is no restriction from CSM Ltd on what else is going on.

Q. From experience how many spectators should we expect? And how will they transport themselves in and out of the villages?

A. With no 'pro-race' attached it varies – some areas will be difficult to get to. Along the entire route we feel 20,000 to 30,000.

A. In terms of Belbroughton – spectating - then as there is no formal parking area – then potentially farmers could use fields we could work with you to find these. In terms of Scarecrow Weekend rightly people are upset – in future years we will look to change the dates so as not to clash with this and other events in Worcestershire.

Q. You require road closure notices approvals – have these been obtained ,if not will county cllrs. and other councils be part of the consultation process.

A. We work with the local authorities to get a route agreed in principle. Then we have to go through the detailed planning of the event to ensure their concerns are met in terms of emergency access, general access, and any impact on local hospitals. Then the Highways depts. would sign off the ‘orders’ under sec 16a this then ‘gives’ the roads to CSM Ltd.

C.Cllr. Karen May advised that she was yet to be consulted by the Highways Dept on the matter.

Q. What access arrangements are you making for emergency vehicles, as there will be a huge number of people gathering on local pavements?

A. Starting with the event users (cyclists) –we work with a medical company to provide all our own doctors nurses ambulances – thus for the event itself we are self -sufficient. Those vehicles can also be used for anything happening on the event as ‘first responders’ We work with emergency services and they sit with us in event control and we will facilitate any 999 access requirements. We have 60 motorcycles escort vehicles to manage the event. So the race can be ‘held up’ or even stopped. We will also liaise with farmers re road use requirements and local vets. We will be working through the list of vets used by local farmers advising the of the event.

**9.**

Q. Scarecrow Weekend and loss of facilities – have you thought of reimbursing us for the loss, is there a mechanism for us to use?

A. In terms of compensating – it’s not something events like this would do.

Q. Response – The Scarecrow Weekend involves volunteers and so its not a 'commercial' organisation?

A. Its not my decision but I will take this back to the company.

Q. Could you arrange marketing on behalf of the Scarecrow Weekend for Scarecrow events?

A. I'll also take this request back.

Q. As you are running this on a Sunday – how many churches are you closing?

A. I can't give an exact number we will be contacting them and find ways to facilitate access. We have had list of churches to speak to and will work together looking to compromise on timings and access points.

Q. Concern after the event – additional cyclist activity may result causing potential nuisance to vehicles, is there a way please of educating club cyclists that they may not ride two abreast along narrow lanes especially with potholes on our roads. Accidents are likely.

A. Acknowledged.

Q. Are you aware that Severn Trent may be working in the area and may be cutting across the route?

A. Noted.

Q. Can you advise us when you can give us the firm plan of the route – where spectators may be - toilet blocks locations etc. ?

A. In a couple of months we will have a final route which enables us to spend August onwards on working on the fine detail. We appreciate disruption and want to make it a celebration of cycling and wish to help create an event that in future may have TV coverage.



Q. The sooner we hear then as a community we can begin to plan - but presently there appear more questions than answers.

A. The route is 'firm' but because we are still assessing access issues and working with all five local authorities on their questions then the signing of the traffic orders is still to occur. Velo Birmingham will pay for the traffic management costs via our contractor. So no cost to the county council.

Q. Are the local authority getting anything from you?

A. We are working with them to help their economic health plan targets around cycling use.

Q. Could you 'get you act together' and come back and tell us precisely what has been agreed to when it is agreed?

A. Yes, that is our job.

Q. Where have you held similar races?

A. I personally worked on the Yorkshire 'Grande Departee' of Le Tour de France, Velo Wales, Ride London and triathlon events. This will be my first event with CSM Ltd. There is a vast amount of experience in the team.

Q. Health and well-being is important but this event appears to run on a cart before the horse basis and you must communicate better. The District council being unaware of the event until recently.

A. Noted.

**10.**

Q. C.Cllr. Karen May advised that her e mail inbox had many questions on the event that she could not answer and wished for clarity from VB asap.

A. He would happily answer such enquiries and requested such were sent on to him.

MH acknowledged that there were many concerns and they would work hard to resolve these.

Anything you wish to advise to me please e mail.

MH advised that the leaflet drop in March was to initially inform residents of the event and its planning, he would look into instances of non-delivery. 208,000 were issued.

Further information would come out locally for example on where parking was available for vehicles that would be requested are not parked along the route.

Q. On the website there is mention of CSM - What is CSM?

A. CSM is the event delivery company – in fact ‘CSM Active’ is the ‘active division’ of Chime Sports Marketing Ltd.

Cllr Bradley thanked Mr Hodgson for his presentation. He commented that he was concerned that the County Council knowing of the event since Sept 2016 appeared to have been ‘asleep on the job’ as regards informing the public of the event. He requested answers via the parish clerk on questions raised during the evening and invited MH to come back and discuss the event on a further occasion. MH was quite happy to do so.