

Forward Plan reference number: FP/456/07/22

Report title: Host County for Ride London Essex 2023 Cycle event	
Report to: Councillor Lee Scott - Cabinet Member for Highways Maintenance and Sustainable Transport	
Report author: Paul Crick Director of Highways and Transportation	
Date: 2nd August 2022	For: Decision
Enquiries to: Jason Fergus, Head of Active Essex, email Jason.fergus@essex.gov.uk	
County Divisions affected: Epping, Uttlesford, Chelmsford,	

1. Everyone's Essex

- 1.1 Everyone's Essex, our new organisation strategy, sets out four strategic aims and 20 commitments. Within the strategic aim of health, wellbeing and independence for all, it includes a commitment to support people to live healthy and active lifestyles. Everyone's Essex also makes a commitment to supporting people to switch to more sustainable travel options so that we can achieve our targets for achieving net zero carbon emissions.
- 1.2 Consistent with achieving these commitments, this paper sets out a proposal to bring the "Ride London Essex" cycling event to Essex in May 2023. Ride London is traditionally a three-day cycling event that includes 2 elite cycle races and a mass participation event for members of the public. This partnership with LME will allow Essex to be the host county for the mass participation event in 2023, which will help support and inspire people in Essex taking up cycling as part of a healthy, active and environmentally sustainable lifestyle. It will also showcase Essex as an attractive county that is open for visitors and for the staging of big events. Bringing this event to Essex will also help boost fund-raising for local charities that play an important role in supporting our communities.

2 Recommendations

- 2.1 Agree to be the Host County for Ride London Essex 2023 Event and that the event will be held on 28th May 2023
- 2.2 To agree that the Council should enter into a Memorandum of Understanding with Transport Trading Limited (a wholly owned subsidiary of Transport for London) and London Marathon Events Limited (the delivery partner) to govern the roles and responsibilities of the parties involved in delivering the Event.
- 2.3 To agree that the Director, Highways and Transportation is authorised to agree the final terms of the Memorandum of Understanding.

3 Background and Proposal

- 3.1 ECC working in partnership with Transport Trading Limited (TTL) and London Marathon Events (the Delivery Partner) has the opportunity to be part of a mass participation cycle event that will travel through the County of Essex. It is proposed that the Council and the Delivery Partner work together to deliver 'RideLondon Essex'. The participation of ECC in the Event will encourage cyclists of all levels, including families, to participate in the sport and creating wider benefits to Essex as set out below.
- 3.2 RideLondon was initially launched in 2013 as a two-day summer event of public rides, catering for all ages and abilities, and professional races. The event took place on the original Olympic cycle route in London and Surrey and was a legacy event from the Olympics. The event is recognised by Guinness World Records as 'the world's greatest festival of cycling' and is hailed as the most successful sporting legacy from the London 2012 Summer Olympics.
- 3.3 Following the successful delivery of the 2022 event in Essex, where Essex hosted the full 3-day event, TTL and the Delivery Partner have entered into an agreement to stage and deliver the Event. However, although the mass participation cycling event starts and finishes in London, it is proposed that up to 60 miles of the mass participation event will take place on Essex roads as the Host County for the event.
- 3.4 The Council's role will be to work in collaboration with the Delivery Partner for the successful and safe delivery of the Event with specific responsibilities relating to:
- Event Planning Requirements
 - Event Technical Requirements
 - Event Command, Coordination and Communications
 - Permissions and licensing including Safety Advisory Groups
 - Marketing and Communications
 - Community Engagement
 - Event Production
 - Road closures
- 3.5 The benefits the Council are looking to achieve for Essex residents from the Event include: (i) Inspire cycling activity through participation; (ii) provide pathways for new and lapsed cyclists to cycle; (iii) deliver inclusive, diverse, and accessible participation; (iv) improve physical and mental wellbeing of Essex Residents; (v) encourage Essex residents to become more physically active and sustainable travel habits; (vi) support Essex's grassroots, schools, and community cycling initiatives; (vii) promote awareness of Essex cycle networks; and (viii) showcase Essex's towns, cities and regions to national and international audiences.
- 3.6 The Council will be required to enter into a Memorandum of Understanding ("MOU") with TTL and the Delivery Partner in relation to its role as Host County. This will include collaborative terms and specific responsibilities for ECC relating to the responsibilities as set out above in paragraph 3.4.

- 3.7 The Council has a statutory duty to inspect and maintain the highway where the cycle event will be held. Should any damage be incurred on the highway as part of the cycle event, the Delivery Partner has indicated its willingness to cover the cost of this however details of this have not been negotiated in full and it could be that the Council incurs some cost of any damage to the highway.
- 3.8 Following agreement to and signature of the Memorandum of Understanding, continued extensive efforts will be made to ensure a comprehensive debrief process of 2022 event has taken place. This debrief will inform a detailed engagement, planning and consultation between the Council, the Delivery Partner and TTL to settle the final routes. The Council will be required to make temporary Traffic Regulation Orders (TROs) and further decisions will be required in the future. The costs of the TRO's will be met by TTL.
- 3.9 The Delivery Partner and TTL will be commissioning an independent provider to deliver an economic impact evaluation following the event. Essex County Council are keen to understand and evidence the benefits this event has on the economic growth and tourism levels in the county to enable communities to further capitalise on the event.

4 Links to our Strategic Ambitions

- 4.1 There are a number of benefits from promoting and facilitating the Event and there are several policy areas impacted including:
- i) Public health – the Event will encourage people to be physically active throughout their lives regardless of age and ability. It has been demonstrated that cycling improves physical and mental wellbeing. Participating in this event will encourage people to do more cycling and attract new cyclists to the sport. Children and young people will be exposed and inspired to the benefits of cycling and given a chance to change behaviour and form good habits while young.
 - ii) Promoting active travel: the Event will promote cycling as a sustainable means of transport. Cycling is a practical means of travel for short journeys or as part of an integrated transport journey (with rail for example). The event will help in promoting the use of quieter roads and dedicated cycle facilities and promote cycling as a sustainable and healthy means of transport.
 - iii) Cycling strategy: the Council has a policy to enable and promote more cycling and provide safe cycle facilities. The Event supports this policy and demonstrates that the Council are serious about promoting cycling. The Event will build on the foundations laid down at the 2019 Cycling Conference which was organised by the Council. Further, the Council's involvement and participation in high profile activities will demonstrate to the public and funding bodies, the benefits of investment in Essex whether for public health, economic growth or transport reasons.
 - iv) Economic growth: it is anticipated that the Event will attract many thousands of people to Essex, to both participate in a cycling event, stay in hotels and promote Essex as a destination for shopping and recreation.

The legacy from such events has been demonstrated already from participating in 2022 Ride London event and other events such as the Tour de France and the Olympics.

- v) Promoting Essex as a destination– it is hoped that the Event will gain local, regional and nation publicity and will be a great showcase for the County. The event is an opportunity to show case Essex as a destination for families, cyclists, tourists and businesses.

- 4.2 It is proposed that the Council will procure the co-operation of relevant authorities (such as the emergency services and district and borough councils) to the extent that it is able to do so.
- 4.3 The Event will contribute to Essex County Council climate change priorities looking to encourage Essex residents to be more aware of the benefits of being physical activity by cycling which in turn would increase awareness of active travel and support reducing the number of short journeys made by car and reduce emissions.

5 Options

Option 1 – Enter into the Agreement with the Event Organiser

- 5.1 It is recommended that approval of the event is given and an agreement with the Event Organiser entered into to detail the responsibilities and obligations of both parties.
- 5.2 This option is recommended because of the benefits it brings to the Council and residents in terms of promoting the county, encouraging sustainable travel and promoting a healthy and active lifestyle. An indirect benefit will be to boost the economic impact of the area and showcase the County.
- 5.3 The proposed agreement sets out terms which will enable the event to take place in a reasonably safe way. It should be noted however that it is not possible to entirely eliminate risks from an event of this nature but work will be done to ensure that any risks are reduce to an acceptable level.
- 5.4 This is the recommended option.

Option 2 – Do Nothing

- 5.5 This option is not recommended as it will not enable the event to take place and the Council will not obtain the benefits set out in this report.
- 5.6 This option would avoid the risks associated with the event and the moderate inconvenience that some residents will experience as a result of the road closures on one day per year, but the Council would lose the opportunity to host this event with the associated economic, public health, active travel and publicity benefits that it will bring.

6 Implications

6.1 Financial implications

- 6.1..1 No incremental financial expenditure will be incurred beyond existing officer time to support this activity. This is estimated to be £50,000 and is already budgeted for within the Medium-Term Resource Strategy. No staffing backfill will be required. The costs associated with TROs will be paid for by TTL.
- 6.1..2 There is a potential financial risk should any damage be incurred on the highway as part of the cycle event. The Delivery Partner has indicated its willingness to cover the cost of this, however whilst details of this have not been negotiated in full, there is a risk that ECC could incur some cost of reparations if any damage to the highway is caused which is unbudgeted for.

6.2 Legal implications

- 6.2..1 The Council as traffic authority has the ability to close roads to motor vehicles for the purpose of facilitating the holding of a sporting event, enabling the public to watch the event or reducing the disruption to traffic caused by such event. Such order can be subject to such conditions or exceptions as the traffic authority considers necessary or expedient. Before making such an order, the Council should satisfy itself that it is not reasonably practicable for the event to be held otherwise than on a road.
- 6.2..2 No order can be made with respect to any road which would have the effect of preventing, at any time, access for pedestrians to any premises situated on or adjacent to the road or any other premises accessible for pedestrians from and only from the road. The Council should also have regard to the safety and convenience of alternative routes for traffic affected by the order.
- 6.2..3 An order may not be made in relation to a race or time trial unless such race or time trial is authorised in accordance with the relevant applicable regulations governing cycle racing on the public highway. It is an offence to promote or take part in a race or trial of speed between cycles on a public highway unless the race or trial is authorised and conducted in accordance with the conditions laid down by the applicable regulations.
- 6.2..4 A Memorandum of Understanding between the Council, Transport Trading (a wholly owned subsidiary of Transport for London) and London Marathon Events Limited is required to ensure that the obligations and liabilities of the parties are clearly set out. The agreement will detail with the May 2023 event including post event roles and responsibilities.

7 Equality and Diversity Considerations

- 7.1 The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:

- (a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
- (b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
- (c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.

7.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, sex, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).

7.3 The Equalities Comprehensive Impact Assessment indicates that the proposals in this report will not have a disproportionately adverse impact on any people with a particular characteristic.

8 List of Appendices

- 8.1 Equality Impact assessment
- 8.2 Initial Feedback report

9 List of Background papers

- 9.1 None declared

I approve the above recommendations set out above for the reasons set out in the report.	Date 12/08/2022
Councillor Lee Scott, Cabinet Member for Highways Maintenance, and sustainable travel	

In consultation with:

Role	Date
Paul Crick – Director, Highways and Transportation	10.08.2022
Executive Director, Corporate Services (S151 Officer)	12.08.2022
Stephanie Mitchener on behalf of Nicole Wood	
Director, Legal and Assurance (Monitoring Officer)	08.08.2022

.Laura Edwards on behalf of Paul Turner	
--	--