

## Background Information Document

### Essex County Council Policy

Essex County Council recognises the direct benefits this event will continue to provide for the communities of Essex and that this event supports several of the commitments outlined in the Everyone's Essex agenda:

Policy areas impacted include Healthy Lifestyles, Economy, Environment:

#### 1) Health:

##### Healthy Lifestyles –

*We will aim to increase the proportion of people able to live healthy lifestyles by embedding a community-first approach, by helping people to overcome social isolation, mental ill health and substance misuse, and by helping people to live fit and active lifestyles.*

- a) The Event will encourage people to be physically active throughout their lives regardless of age and ability.
- b) It has been demonstrated that cycling improves physical and mental wellbeing.
- c) This event will encourage people to do more cycling and attract new cyclists to the sport.
- d) 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.

##### Levelling Up Health

*We will seek to reduce health inequalities by bringing together partners and communities to address the socio-economic drivers that underpin poor health outcomes, such as poor housing, poverty, economic insecurity and low skills.*

- a) RideLondon used as a vehicle to launch new initiatives in Levelling up areas of Essex

***\*37% said their participation has inspired close family members to cycle or cycle more.***

#### 1) Economy:

##### Green Growth

*We will develop Essex as a centre for innovation, supporting new technologies and business models to enable our economy to transition to net zero and secure green jobs for the future by ensuring we have the right local skills and drawing in investment opportunities.*

- a. 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. T
- b. 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.
- c. Economic impact of hosting the event includes direct spend of more than £500,000 by the organisers with Essex businesses (including 400 hotel room nights, local suppliers, florists etc)
- d. Promoting Essex as a destination 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.

\*Data taken from 2022 Participation survey London Marathon Events

- \*29% of participants had never visited Essex before***
- \*53% are likely to visit/ride in Essex again***
- \*27% bought food, drink (or other purchases in Essex)***

## 2) Environment:

### Net Zero

*We will work across the council and the county to hit our net zero targets, by ensuring that the council significantly reduces its carbon footprint, whilst also supporting an acceleration in the progress towards sustainable housing and energy, and active and alternative forms of travel across the county.*

- a. This event will promote cycling as a means of sustainable travel, thus helping to achieve the councils aim of Net Zero and reducing its carbon footprint.

### Green Communities

*We will work with communities and businesses, providing advice and support to enable and empower local action to reduce greenhouse gas emissions and build climate resilience.*

- b. This 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).

### Levelling Up the Environment

*We will help all our communities to enjoy a high-quality environment - reducing air pollution*

- c. 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.

***\*37% said they expect to make fewer journeys by car and cycle more***

### Essex Cycling strategy:

*The Essex Cycling Strategy aims to encourage Essex residents, worker's and visitors to enjoy the health benefits of cycling, which also offers an affordable travel choice for journeys around our towns. As well as encouraging more leisure and family bike rides to enjoy the Essex countryside.*

- a. This Event supports this policy and demonstrates that the Council are serious about promoting cycling.
- b. This Event will build on the foundations laid down at the 2019 Cycling Conference which was organised by the Council.
- c. 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.

#### 2022 Debrief process

1. London Marathon Events released a 2022 Feedback survey to all professional stakeholders and have collated the feedback and shared back to stakeholders.
2. LME hosted a virtual debrief session with professional stakeholders from the Essex SAG this was an additional debrief sessions requested by Essex SAG partners.
3. LME hosted an event wide debrief session for all professional partners involved across TFL, London boroughs and Essex during which key trends in the feedback received were shared, lessons learnt and planned improvements moving forward.
4. Essex County Council supported LME to send out a resident and business feedback survey to all communities impacted by the route and key businesses we knew wanted to feedback.
  - a. Following the low number of responses from this survey LME have re-appointed engagement manager Chris Davey who has contacted all 44 parishes impacted by the route to gather feedback on the event and the route.
  - b. ECC is Supporting LME to contact businesses impacted on route to provide the opportunity for further feedback.