



FURTHER EVENT INFORMATION

1. What are the benefits of Vélo South?

Vélo South is one of only two cycling events this year that offer participants the special thrill of covering the magical 100-mile distance on a closed road route - the ultimate experience for an amateur rider. The event organisers deliver the event at absolutely no cost to West Sussex or the public finances. We are investing in building something that in time we hope will become a celebrated annual event.

As well as being a great experience for the event's 15,000 participants, Vélo South brings many benefits to the local area, some of which are detailed below.

- **Economic:** Based on previous experience, over 50% of non-local riders will book local hotel accommodation the night before the event. In addition, each rider will on average have around 2 spectators with them, all of whom spend money in the county. We plan to further dial up the economic impact by promoting, via the Vélo South website and PR activity, relevant businesses, hotels and restaurants in the county.
- **Profile:** Vélo South will be an opportunity to showcase West Sussex and its surrounding areas to visitors in the run up to, during and after the event. We expect around half of our 15,000 riders to come from outside of the region and therefore West Sussex will be introduced to a whole new audience. Following previous Vélo events, around 90% of non-local riders said they were 'very likely' or 'likely' to visit the surrounding areas in the future based on their event experience, while 87% said they were 'very likely' or 'likely' to recommend to others that they visit these locations.
- **Health & wellbeing:** In line with the objectives of West Sussex County Council and Chichester and Horsham District Councils, Vélo South aims to inspire more people to cycle by encouraging a healthy and active lifestyle. Major events inspire greater sport participation in both participants and spectators. The 2017 Vélo Birmingham post-event rider survey indicated 62% of participants were inspired to cycle more regularly and 34% said they would replace short car journeys with their bike.
- **Community:** Vélo South is anticipated to be a great spectacle and an opportunity for communities to support friends and family and engage with event activations in the local area. A spectator guide will be available online as the event approaches and there will be opportunities for local residents to volunteer at the event along the route and at Goodwood. Between 40,000 - 50,000 spectators lined the route of the 2017 Vélo Birmingham, where every town and village saw the community turn out to support the riders. Examples of local support included a village that put on a bike festival, local pubs holding micro events with music and food, restaurants and shops offering event day discounts to riders, huge family engagement (food stands/cake sales in driveways, etc), and numerous opportunities for businesses to partake in the event directly, cross promote and fundraise. We will seek to encourage and support similar activities at Vélo South.
- **Charity:** We expect the riders to raise in the region of £2 million for local and national good causes, which will make the event one of the most successful charitable sporting events of 2018. Our four principle charity partners are Alzheimer's Society, British Heart Foundation, Age UK West Sussex and Restart Rugby.

2. Road closures and the road closure process

Due to the scale and numbers participating in Vélo South, it is necessary to implement road closures across the full route to facilitate the safe passage of the participants and to ensure the safety of residents and businesses. These are put in place and removed in sections to minimise the length of time the roads are closed. Road closures are planned through a partnership of all local authorities, emergency services, and transport operators to minimise the inconveniences of the necessary road closures. Full details of all closures and their timings will be published once finalised.

We have seen referenced by a small number of concerned residents that we have launched the event before the road closures have been agreed. We can categorically state that this is not the case. The process we follow for any major closed road event is as follows:

- We initially agree at a senior political level the desire to stage the event and the essential elements of the event (such as road closures).
- We then undertake more detailed operational and logistical planning to deliver a safe and successful event and meet the specifications of all local authorities. This process includes working with stakeholders and meeting with Safety Advisory Groups (as detailed in point 4).
- Several months before the event is due to be staged, we begin a detailed and ongoing communication process with all residents and businesses along the route. This is designed to inform local businesses and residents of the event and give them the opportunity and resources to plan for the event, be it to get involved, spectate, or to plan around road closures. This is also a chance for us to assist anyone who may be potentially impacted by the event in order to mitigate any inconvenience.
- Close to the event the TTRO is signed off by the Council. This marks the end of the process and represents not a decision-making hurdle in itself but formally concludes many months of collaborative work.

3. Informing local people of the event

Vélo South recognises that wide spread communication of the event and its associated road closures are crucial to the success of the day. Full details of the event will be published at the earliest date when able to ensure ample time to plan ahead. Communication methods of event information will include two leaflet drops (with the first scheduled for May) to all addresses in close proximity to the route and within the event footprint; local media, together with the use of local community mediums, such as on local noticeboards and newsletters and in selected local community halls and businesses; and advanced warning road signage, strategically placed through the event's footprint two weeks prior to the event.

4. Safety at Vélo South

Safety is a primary focus from both a participant and general public perspective and is at the forefront of decision making throughout every aspect of planning for Vélo South, including road closures, medical plans, and route selection. Subject to the scrutiny of 'Safety Advisory Groups', Vélo South engages with Local Authority representatives, Emergency Services and other key stakeholders on all safety planning aspects. Appropriate infrastructure, signage and stewarding will be employed across the route and closures to mitigate risk to both participants and locals.

Local residents should be reassured that emergency services vehicle access will be maintained with services operating as usual, and that the event has its own highly experienced medical provider to cover all of its participants.

We also work hard to ensure other required and emergency access is facilitated throughout the road closure period, the majority of which is planned ahead of time via the Route Team. On event day a hotline number for local businesses and residents is in operation; this links directly into the event control and ensures we can respond quickly to situations.

5. Event economics

CSM is a global sports marketing enterprise and we are long-term investors in the mass participation event space. Our business model is to work in tandem with local governments to create major, high quality events which have the scale to deliver long lasting tangible economic and social benefit for the regions involved. We do not ask for or take any public funding in relation to our events - the costs and risks are completely underwritten by us. We are not a charitable organisation and longer term we of course hope that the events achieve profitability although traditionally these events are loss-making until well established. We understand, however, that to achieve this long-term financial stability we first have to deliver the aims of our local government stakeholders as well as respecting and winning the support of local communities and businesses.

More information

For more detailed FAQs and further information on the event, please visit www.velosouth.com.

The Vélo South Route Team are happy to assist with any other enquiries:

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