



**UPDATE**

12 May 2023

# Event Summary



**14 days until RideLondon–Essex returns to the county and focus has now turned to delivery and activation.**

Just a reminder of the event weekend:

## **FRIDAY 26 MAY**

### **Ford RideLondon Classique Stage 1**

- UCI Women's WorldTour Professional road race – Saffron Walden to Colchester – 150km
- 120 Elite women cyclists
- Start 11:00 / Finish 14:45

**Hosted by Uttlesford District Council and Colchester City Council**

## **SATURDAY 27 MAY**

### **Ford RideLondon Classique Stage 2**

- UCI Women's WorldTour Professional road race – Maldon to Maldon – 140km
- 120 Elite women cyclists
- Start 11:00 / Finish 14:30

**Hosted by Maldon District Council**

## **SUNDAY 28 MAY**

### **Ford RideLondon–Essex (Mass Participation event)**

- 100/60 -mile routes for 25,000 registered participants
- 65 Miles of the mass participation route in Essex
- Riders in Essex from 06:40 to 16:55
- Amateur cyclists with a broad range of age and ability
- Charity ride raising millions of pounds for charities both in Essex and nationally

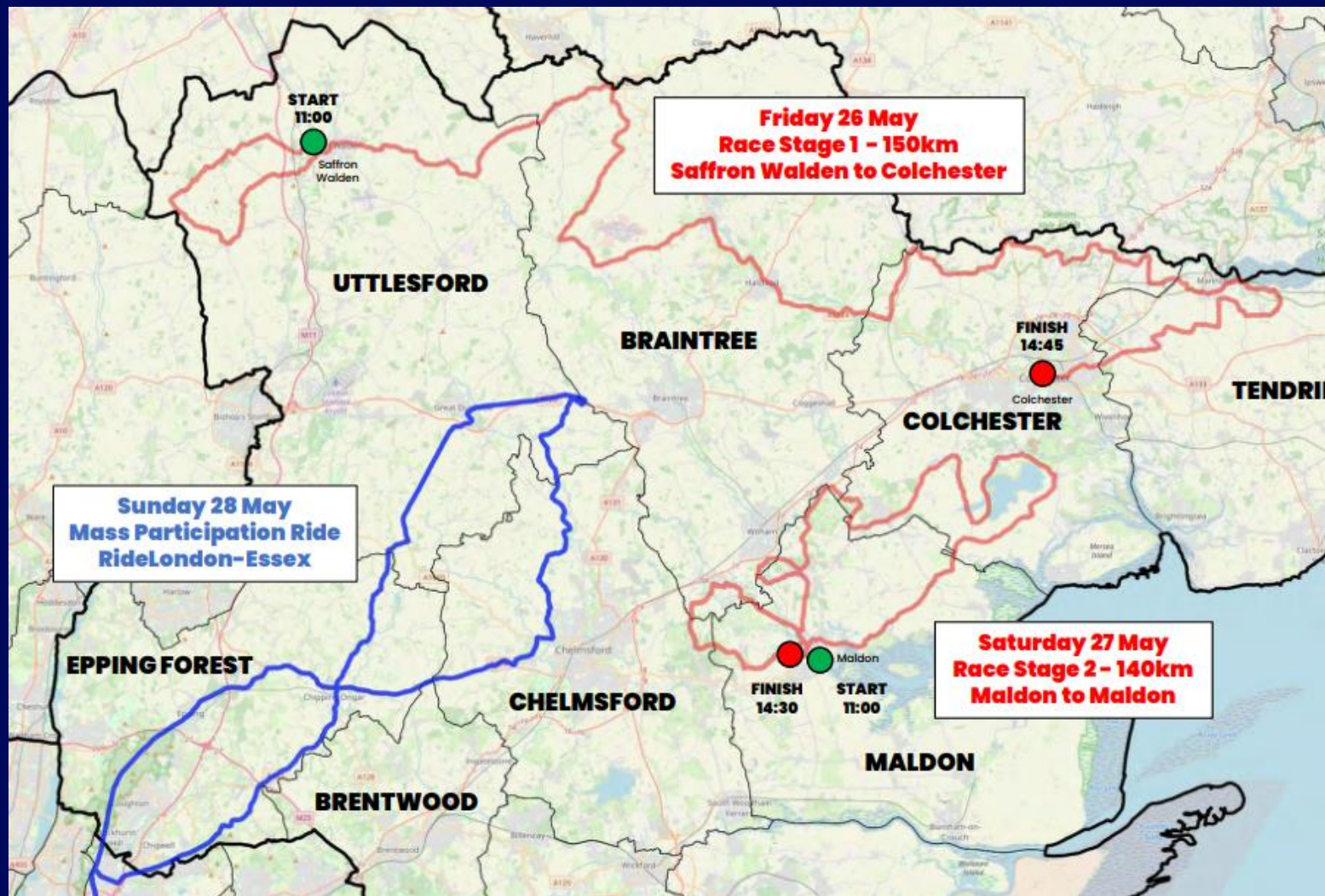
**Hosted by Essex County Council**

[ALL DETAILS FOR ALL 3 DAYS AVAILABLE HERE](#)

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# Event Footprint



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## Work to date

### Engagement

- 19 Public engagement events complete. Including Route and **Access** engagement events
- LME have produced a detailed Event pack and video shared with all care and health partners
- Hospitals on route received hard copies of Road closure leaflets and access plans to share with staff and patients
- Adult Social Care Providers have all received calls and any access issues are being supported through LME Access plans
- Engaged with all care and NHS facilities on route
- Private Health care comms out and further information through public health channels
- Wedding venues supported and Access plans in place

### Communication

- In addition to 650,000 road closure leaflets delivered across the event footprint; 13,000 additional road closure leaflets hand delivered by courier service
- Targetted 'paid for' Social media campaign focus on Plan your journey.
- A4 road closure posters sent out to community venues and D/B/C's to display and shared through EALC
- Stakeholder newsletters shared through EALC, Health partners and D/B/C's
- RideLondon–Essex Community info page updated - Link to [RideLondon–Essex community page](#)

### Operational

- Final Essex Safety Advisory Group meeting held, no concerns raised; Final sign off to take place 19<sup>th</sup> May.
- Event wide LOPSG held Essex - no concerns raised
- Final drafts of contact processes and on call sheets being circulated

### Activation

- Working with targeted areas across the route we have confirmed Activation zones in Ongar, Epping, Great Dunmow and Writtle details on next slide.
- Community Pitstop fund was launched through EALC to support local communities and businesses on route looking to support participants and spectators with refreshments and activities.
- 7 Pitstops supported including Rabbits Pub, Leadon Roding village hall and Fyfield village hall.

# Activation Plans



## **Epping – Official Breakfast stop 25 miles – Time Stop!**

As a direct result of feedback from 2023 this year Epping is an official time stop. Event day will be a celebration event of the work that takes place within the community. For example, supplying ‘come and try’ activities, offering children a fun range of activities, such as face painting, pavement arts and crafts, and lawn games. Museum exhibition in Council offices, live music as well as a selection of Cafes open along the high street for food and drink.

## **Dunmow – 45 Miles**

Catering to both spectators and participants with a number of activities planned including Smoothie Bikes, Join the Dunmow Velo Cycle Group, Dancing, 4 Cycle Care Gazebo's, BBQ, Live Music and recorded music throughout the road closure timings.

## **Writtle**

Ride Writtle – An opportunity to get involved: Family bike ride along part of the closed road circuit and the Chelmsford cycle path. –[Sign up here](#)

Cycle Club activities and an adult led ride, BMX demonstrations and workshop; Come & try Writtle Performance Centre equipment/Watt Bikes & tour the lab – (Writtle College collaboration)

Dr Bike Maintenance workshops, Music, Smoothie Bikes, Bouncy Castles, Play in The Park team to providing a range of sports activities and arts and crafts and Refreshments/snacks and toilets available on site.

## **Ongar – Official Time Stop 65 Miles**

Zinc Arts to offer refreshments and activities on site including Inflatable dartboard and football pitch; High street cafes open for refreshments; Along the high street there will also be face painting, DJ, Street art, pottery painting, a magician and smoothie bikes along with a selection of high street businesses setting mini challenges including treasure hunts and raffles to engage spectators and participants.

Epping Ongar Railway Open! – Line open between Epping and Ongar; advertised to spectators and cheer squads.

## **School Activations**

Along the route schools have been taking part in a design a banner competition and set a series of Active Travel challenges and activities to take part in throughout May.

**Wednesday 25<sup>th</sup> schools have been asked to take part in Wheely Wednesday to promote Active Travel to all.**



## Upcoming Activity



### What to expect in the next 14 days

- Continued engagement with businesses and care providers on a 1-2-1 basis
- Local Access plans being delivered to impacted communities by courier (est. 13000)
- Bus stop signs up
- Paid for Campaign continue to inform – Plan your journey and share links local access plans
- LME contact centre phone line to open – this is opening a week earlier than last year in response to feedback
- Advance Warning road signs – black and yellow, out along the route
- First leaflets on cars along the route from 14<sup>th</sup> May
- Full press release Key information and Event details from 14<sup>th</sup> May
- Second leaflets on cars along the route form 21<sup>st</sup> May
- Increase campaign on Social media about travel from 4<sup>th</sup> May
- Where to watch campaign and website live on Active Essex site – links to ECC and Ride London sites
- Activation details finalised and confirm all plans fit with LME Event planning

### RIDELONDON-ESSEX EVENT DAY

Activation zones live

Live coverage on BBC

Interview opportunities at Ford RideLondon-Essex 100, 60, 30 and FreeCycle

Live blog on website

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## London Marathon Foundation Funding

Active Essex's partnership with London Marathon Foundation (LMF), has seen over 19,000 residents get active as a result of their funding following RideLondon-Essex 2022.

One million pounds has been injected into Essex to inspire activity, thanks to last year's RideLondon-Essex event. Over 200 initiatives, sessions and programmes have been set up as a result to encourage residents to find the activity that's right for them, with lots of this provision taking place for residents along the RideLondon-Essex 2022 route. However, LMF funding has helped inspire activity at every corner of Essex, increasing activity levels for better physical and mental wellbeing, and strengthening communities by harnessing the power of physical activity.

**For details of projects and organisations funded please see the [Active Essex website](#):**

Details for the 2023 funding are being finalised, with a launch planned for June!

# Classique Stages 1 & 2

## Up date



- Road Closure leaflets distributed along the routes both days
- Classique Road Closure A4 posters distributed to local DBC's to be displayed in community venues
- Advance road closure warning road signs out on route
- LME business engagement
- Event notice leaflets left on cars on route from 14<sup>th</sup> May and 21<sup>st</sup> May
- Saffron Waldon Town Council supported by Uttlesford District Council working on activation zone in Market Square
- District Borough and City Councils communicating road closures, supporting LME
- Engagement with local travel providers in place with communications plan to provide warning on impacts and diversions
- Engagement with local health care providers in place (hospitals, GPs, pharmacies, private care, adult social care etc.)
- LME community engagement supported by local district and boroughs
- Engagement with local schools with programming provided the week of the event; including but not limited too cycling bingo, active travel and design your own cycling jersey. Schools along the route are also engaged for any Friday travel impact
- Safety Advisory Group meetings held in Maldon, Saffron Waldon and Colchester

## ACTIVATIONS

- Colchester Castle Park activation for Classique Stage 1 – including a big screen showing live event footage to public, over 10 stall holders including local charities, sports clubs and local businesses
- Maldon Prom Park and High street activation zones for Classique Stage 2 – activities in the morning until moving to the High Street including local sports clubs and leisure centre sessions, inflatable course and stall holders. Active Essex supporting King Ramps to host a community skate park event from 12:00–17:00 in the skate park.
- Saffron Waldon Market Square Activation including local stall holders, charities, sports and leisure clubs and live music across the day