

RIDE LONDON

KEY CONTACTS

ESSEX COUNTY COUNCIL (ECC)

- JASON FERGUS – Head of Active Essex
- ALEXA CADWALLADER – Assistant Relationship Manager
- KAREN YATES – Communications and Marketing Manager

LONDON MARATHON EVENTS (LME)

- KEVIN NASH – Event Programme Director
- RYAN GOAD – Head of Event Communications
- ROBERT MITCHELL – Event Engagement Manager

TODAY'S MEETING WITH EALC

- RIDELONDON PARTNERSHIP – LME & ECC
- RIDELONDON OVERVIEW
 - PROPOSED EVENT FORMAT
 - PROPOSED EVENT ROUTES
 - PLANNING PROCESS & TIMELINE
 - LOCAL ENGAGEMENT & COMMUNICATION
 - COMMUNITY ACTIVATION
- NEXT STEPS
 - EVENT & ROUTE INFORMATION
 - DETAILED PLANNING
 - LOCAL ENGAGEMENT MEETINGS
- Q&A

LONDON MARATHON EVENTS LTD.

- Our vision – **Inspiring Activity**
- Our values
 - Inspiration
 - Excellence
 - Integrity
 - Together
 - Fun
- 80 Full-time staff
- **Not for profit**, operates under the London Marathon Charitable Trust
- Delivered London Marathon since 1981
 - **45,000 runners per year**
- Delivered RideLondon since 2013
 - **100,000 cyclists per year**

Not Vélo Essex (CSM) nor Women's Tour (SweetSpot)

RIDELONDON

- The world's greatest festival of cycling – a 2012 legacy
- A family of cycling events in Essex and London
- Opportunities for local activation & business promotion
- **No direct cost to local authorities**
- Positive economic impact

PARTNERSHIP WITH ECC

- Proud to host three days of inspirational cycling activity
- Putting Essex at heart of the celebration
- Create a long term partnership over 3–5 years
- Engage with schools and community groups
- Showcase tourism offer and promote cycling in Essex
- Leverage to achieve positive outcomes for Essex

RIDELONDON EVENT PURPOSE



SUSTAINABLE AIMS

- **Aligned to local authority strategic aims**
- **Long-term partnership and RideLondon**
- **Promotion of Essex as a destination for visitors**
- **Seek to host the events annually**
- **Generate positive economic benefits for local businesses**
- **London Marathon Events is a not for profit and The London Marathon Charitable Trust (LMCT) provides funding to inspire children and adults across the UK to be active for life.**
- **Build and grow the positive impact of the event each year through participation and activation**
- **Internationally recognised event with BBC broadcast**
- **£12m raised for charities by riders each year**

More information on LMCT – [here](#).

PLANNING STAKEHOLDERS & AGENCIES

- Camden
- City of London
- Essex County Council
- Essex Districts / Boroughs / City
- Hackney
- Lambeth
- LLDC
- Newham
- Redbridge
- Southwark
- Tower Hamlets
- Transport for London
- Waltham Forest
- Westminster
- MPS
- City of London Police
- British Transport Police
- Essex Police
- London Fire Brigade
- Essex County Fire & Rescue Service
- London Ambulance Service
- East of England Ambulance Service
- NHS England & CCGs
- Train Operating Companies
- Network Rail
- National Highways
- Public Health England

WHAT IS RIDELONDON & WHY DO IT?



Traffic free central London ride



25,000 mass participation ride



Elite women's 3 day road race

WHY? To inspire activity – more people cycling, more often

Elite UCI Women's WorldTour race

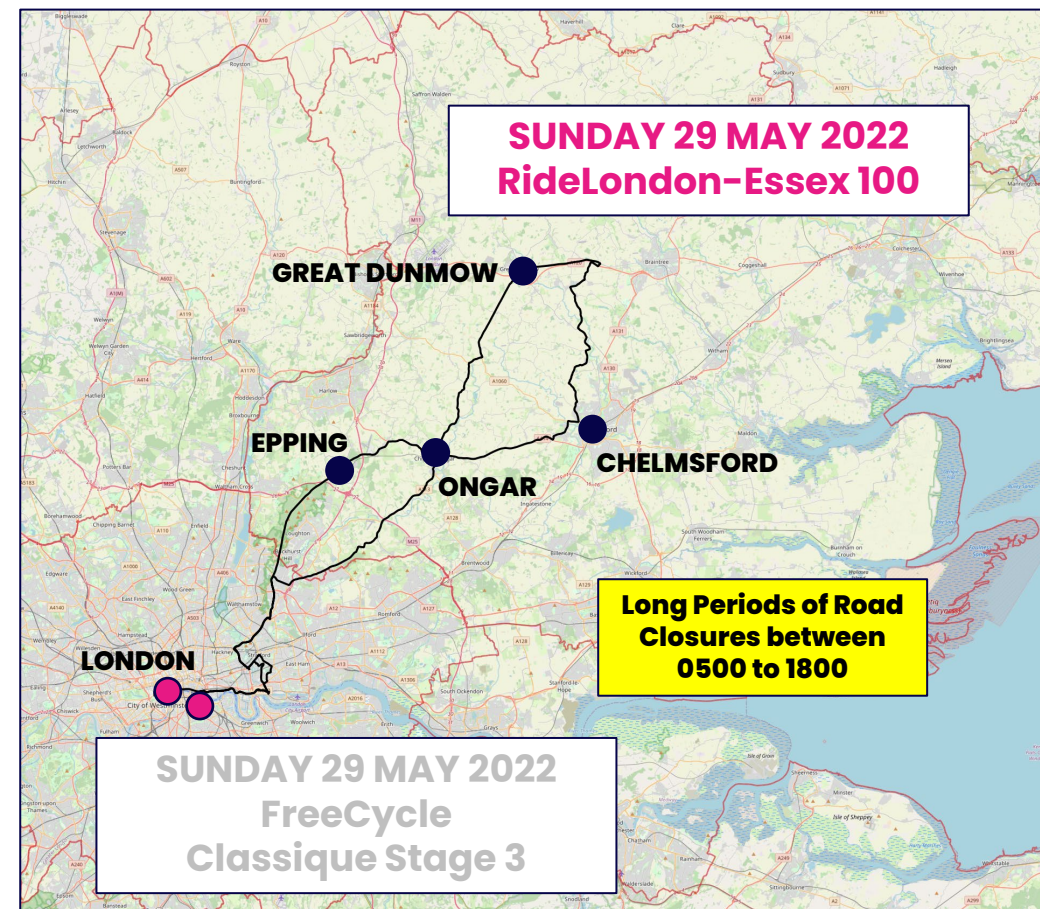
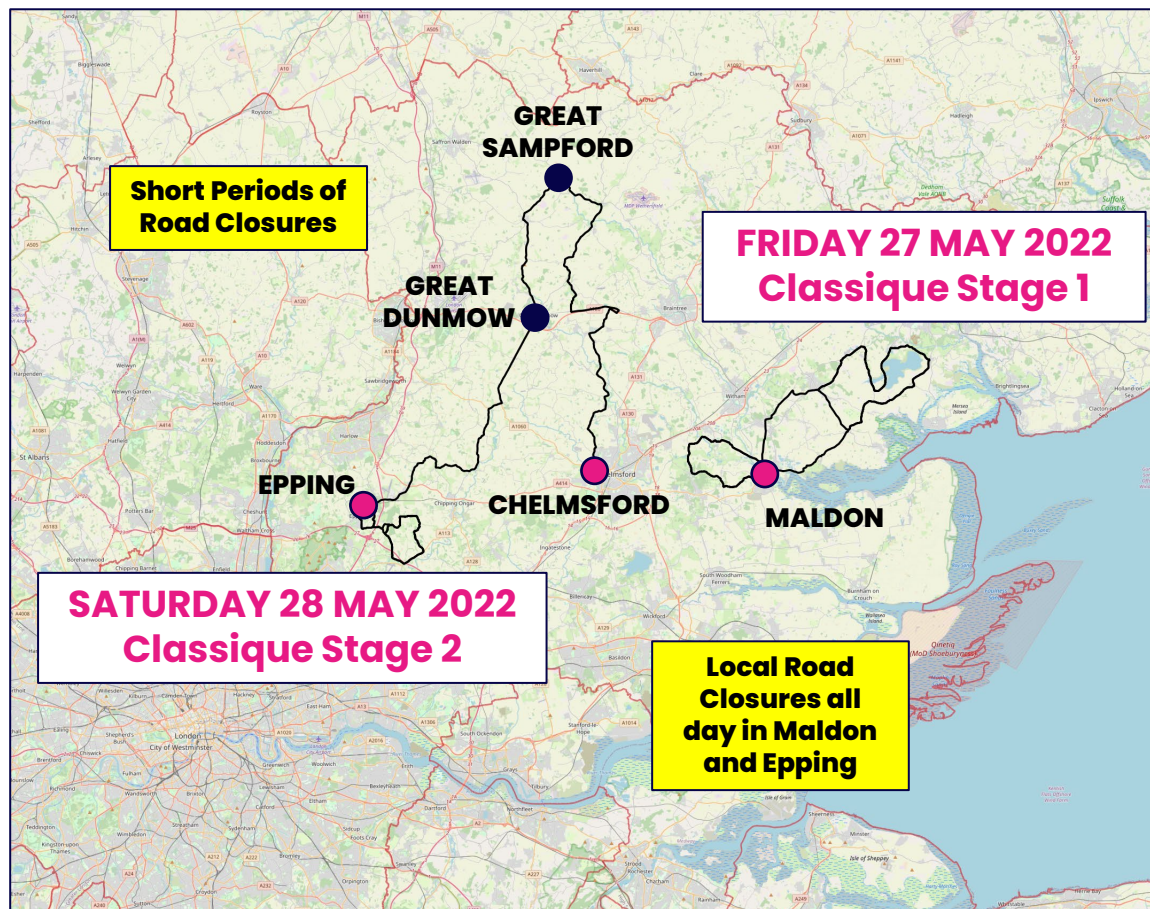
- Stage 1 – Friday 27 May 2022
- Stage 2 – Saturday 28 May 2022
- Temporary road closures
- Town centre closures
- 120 Elite athletes
- BBC Broadcast

Mass participation ride

- Event day – Sunday 29 May 2022
- Closed road event
- 100 miles
- 25,000 participants
- BBC Magazine show & live broadcast
- £12m raised for charity

Elements in London on Sunday 29 May only – FreeCycle in central London and Stage 3 of the women's race.

EVENT ROUTES – WHERE & WHEN?



FRIDAY 27 MAY 2022: 1100 to 1500

- RideLondon Classique Stage 1 – Maldon to Maldon 1100 to 1500 (Essex)

SATURDAY 28 MAY 2022: 1100 to 1500

- RideLondon Classique Stage 2 – Chelmsford to Epping 1100 to 1500 (Essex)

SUNDAY 29 MAY 2022: 0600 to 1830

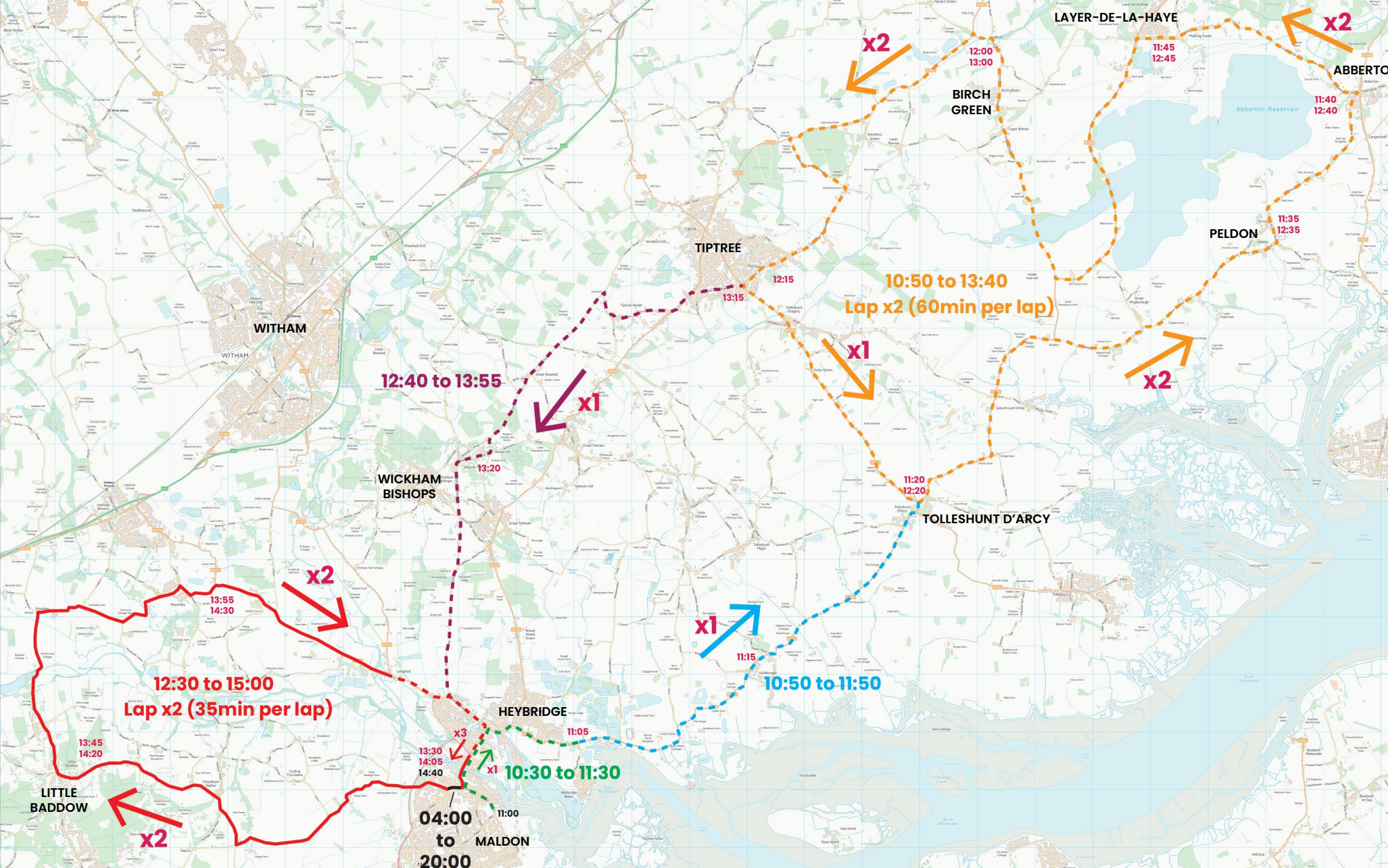
- RideLondon Essex 100 0600 to 1830 (Essex / London)
- RideLondon Essex 60 (within the above footprint) 0600 to 1400 (Essex / London)
- RideLondon Essex 30 0600 to 1400 (London)
- RideLondon FreeCycle 1000 to 1600 (London)
- RideLondon Classique Stage 3 – London circuit 1630 to 1900 (London)

FRIDAY 27 MAY

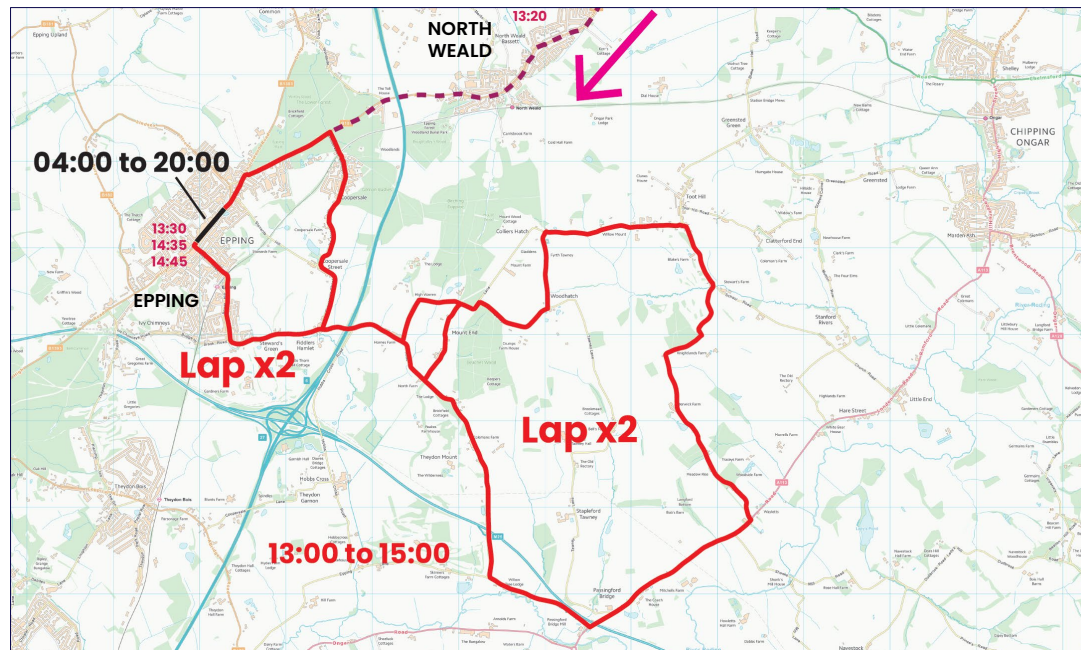
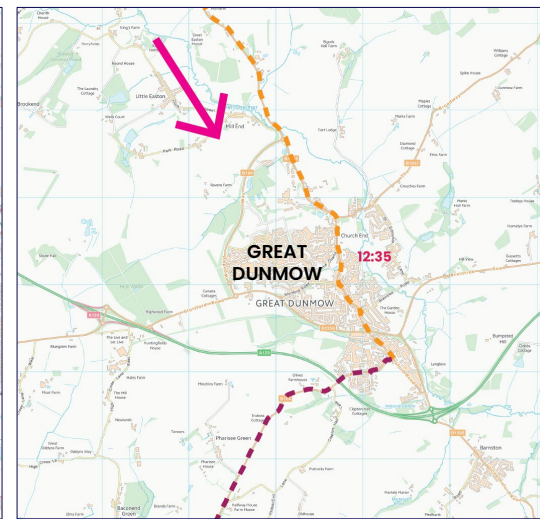
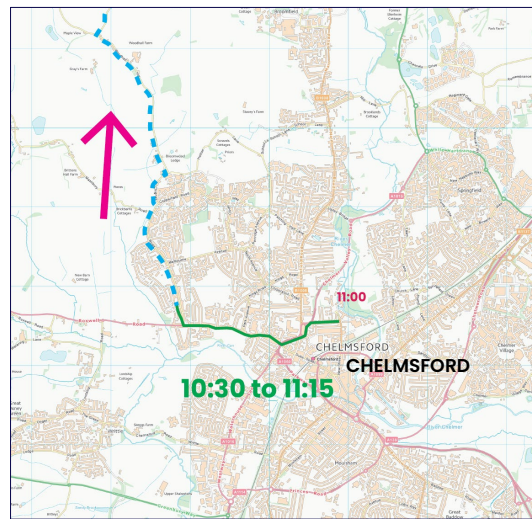
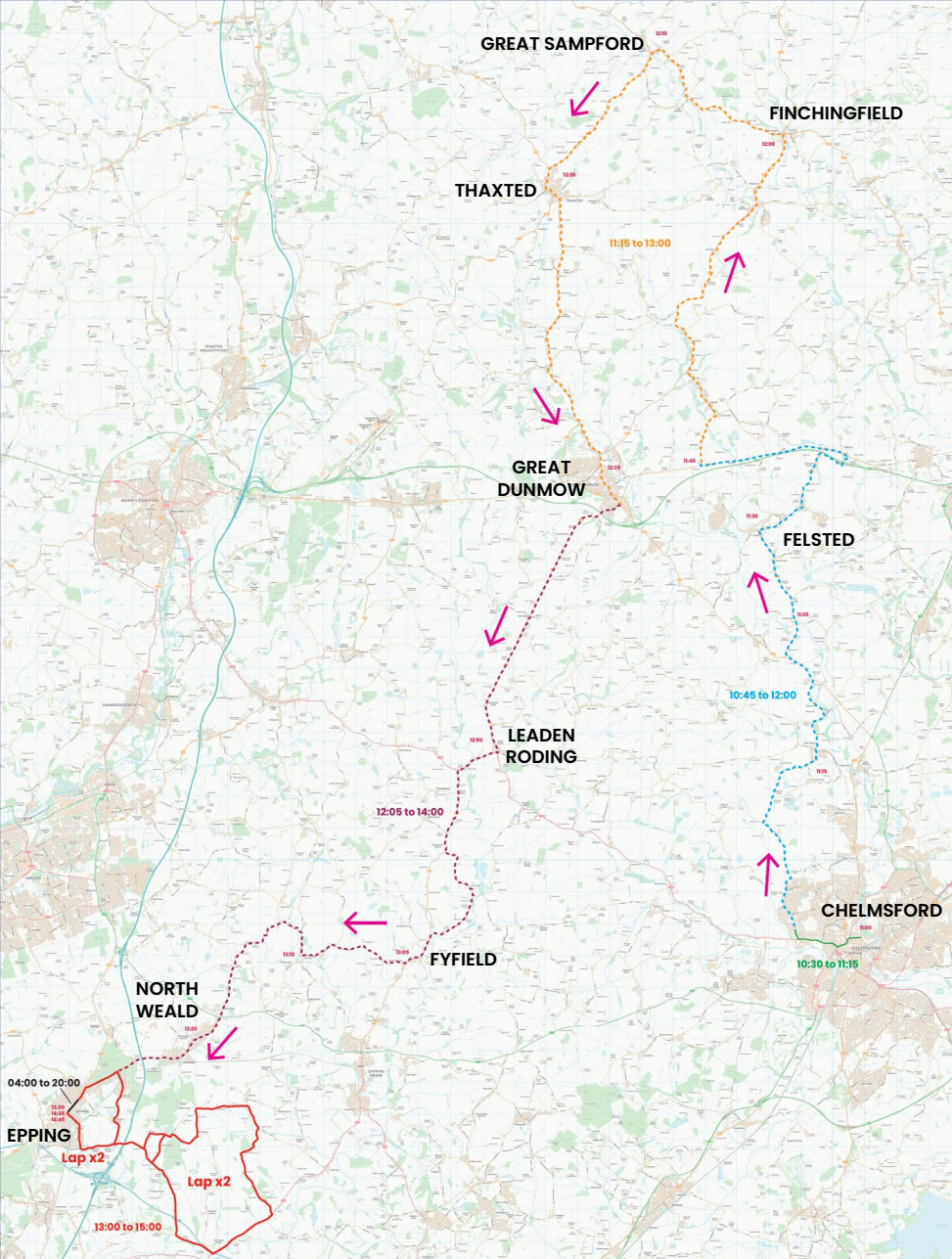
Friday 27 May 2022

Maldon to Maldon

- Stage 1 - 85 miles
- 120 Elite athletes
- Race period 1100 to 1500
- Temporary road closures for route
- Police Escort
- Event Control Room in Maldon
- Fixed closures for Maldon High Street
- Web link - [Stage 1](#)



SATURDAY 28 MAY



Saturday 28 May 2022

Chelmsford to Epping

- Stage 2 – 88 miles
- 120 Elite athletes
- Race period 1100 to 1500
- Temporary road closures for route
- Police Escort
- Event Control Room in Epping
- Fixed closures for Epping High Street
- Web link – [Stage 2](#)

SUNDAY 29 MAY



Sunday 29 May 2022

- 100 mile event
- 65 miles in Essex
- Riders in Essex 0630 to 1700 in Essex
- 25,000 riders occupy 30 miles of road space when moving
- Fixed closures for entire course
- Sequenced closures between 0500 to 1800
- Web link - [Route Map](#)

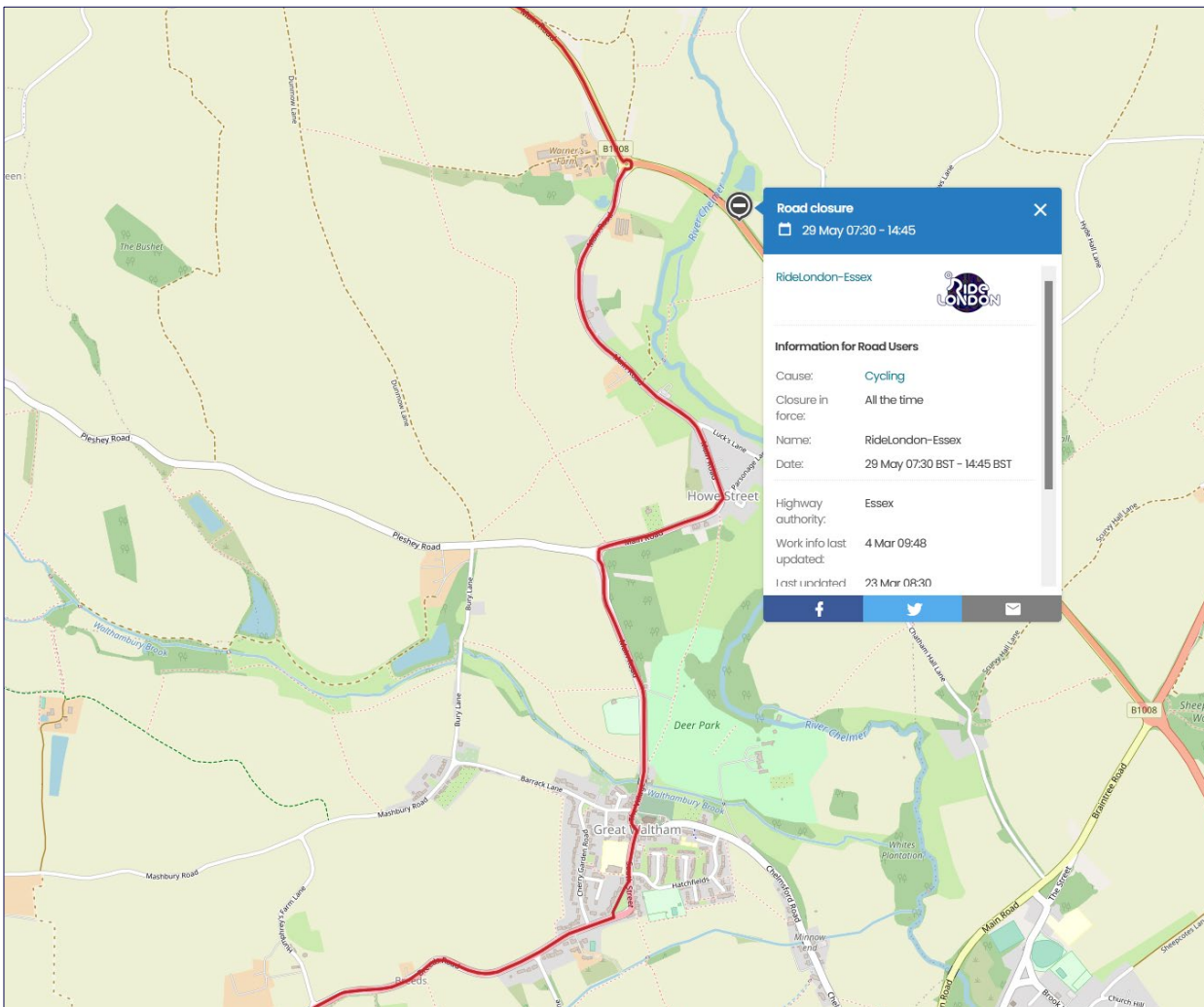




ACCESS TO INFORMATION

ACCESS TO INFORMATION

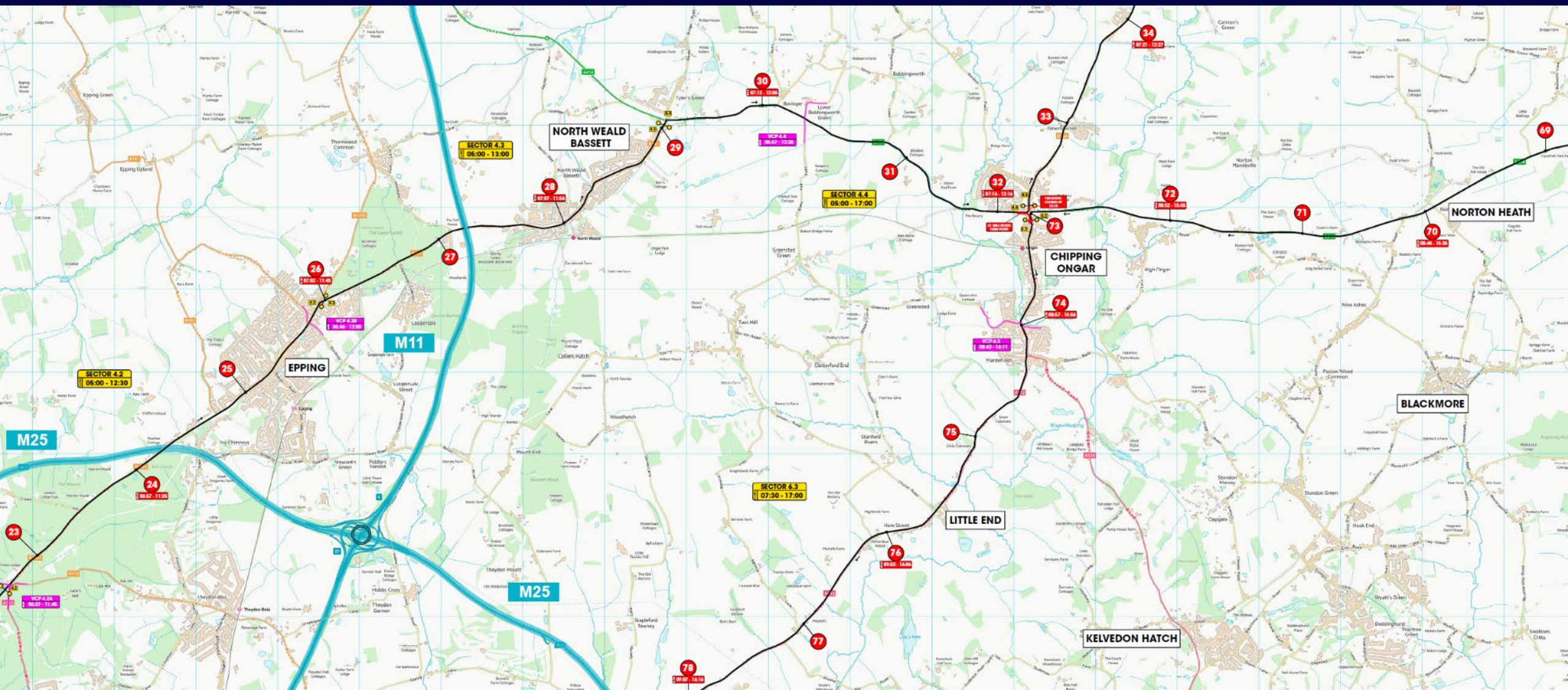
- Online road closure [maps](#)
- Helpdesk – email or phone
- Road closure leaflets by Royal Mail
- Individual community access plans
- Contact our Engagement Manager
- Sign-up for newsletters
- On the day real-time updates to road closures
- Changes to public transport on ECC and RideLondon websites





Vehicle Crossing Points active in Writtle until 08:20 then after the last participant by 15:30

Pedestrian crossing points available throughout the event



21 February: Save the date Letter

April: Full road closure leaflet

May: Three weeks of leaflet drops on route

May: Signs across road network





COMMUNITY ENGAGEMENT

LOCAL ENGAGEMENT

Looking to connect and provide information to all communities to ensure information and local requirements are understood – to minimise the impact and assist with planning.

- Drop-in sessions are being arranged for towns and villages on the route
- Presentations Parish Councils
 - Online
 - In person
- Bespoke workshops
- Call Helpdesk or contact our Engagement Manager to speak in person



COMMUNITY ACTIVATION

MAYOR OF LONDON



COMMUNITY TOOL KIT

- Essex County Council supporting communities to get involved
- Toolkit available to provide ideas
 - Community Events
 - Street parties
 - Open days / local club promotion
 - Business involvement
- Funding to Parish Councils
- The Queen's Jubilee Activity Fund
- Support through a merchandise pack
- Advertising your community activations



SUMMARY

KEY MESSAGES FROM TODAY

- 3 days of event activity in Essex
- Localised and temporary road closure impacts on 27 & 28 May
- **Significant road closure impact on Sunday 29 May**
- Focused awareness campaign leading up to the event
- Information available to plan ahead
- Important to **share information** through all community channels
- Options for **further local engagement** to assist communities
- Community **activation support** through ECC available



THANK YOU.

Q&A