



# VÉLO

## BIRMINGHAM & MIDLANDS

SOLIHULL | WARWICKSHIRE | COVENTRY | DUDLEY | SANDWELL

### Dear Cheswick Green Parish Council,

On Sunday 21 June, Vélo Birmingham & Midlands, a major 100-mile closed road sportive, will welcome 18,000 cyclists to Birmingham, Warwickshire, Coventry, Solihull, Dudley and Sandwell. The event is a great platform for local and national charities to raise money for good causes, anticipated to be one of the most successful charitable sporting events of 2020.

Following on from the latest communication you will have received, which included a copy of the business & resident leaflet, we are now sending you further detailed information of all the event associated road closures in the Cheswick Green Parish Council area, ahead of these details being sent to local residents and businesses via the leaflet drop commencing from 10<sup>th</sup> February. This marks the beginning of our fuller detailed engagement programme, and will give you further information on the event, how people can get involved, how we plan to communicate with local people and what access may be available within the local area. We appreciate the important role that Parish Councils play as representatives of the local community, and subsequently are engaging with you first to make sure that you are aware of current planning ahead of wider communication of event information, should you get any enquiries from your parishioners.

The detail in this document is circulated to make sure you have as much information about the event as possible at this early stage. Certain plans or timings may change based on access needs, but the timings and route below are those that have been agreed with all Local Authorities. We are also currently working with all Local Authorities in developing our TTRO applications. Once complete, the final details of the road closures will be advertised by Solihull Borough Council in line with the guidelines for TTRO applications and in conjunction with our wider communications.

You will find on pages 4 and 5 of this document the map for the route and full details of road closures specific to your Parish.

If you know of any specific access needs on the day of the event within your Parish, or have any further information on how best to communicate with your community i.e. a Parish magazine, please get in touch with the contact details so that we have plenty of time to plan ahead. You can contact us on [route@velobirmingham.com](mailto:route@velobirmingham.com) or 0121 396 1296.

We welcome the opportunity to work with you to deliver an enjoyable and beneficial day for participants, local communities and businesses.

Best wishes,  
The Vélo Birmingham and Midlands Team

## ROAD CLOSURE DETAILS

### Communications Timeline

Please find below a topline summary of our communications to date and over the coming months.

<b>June 2019:</b>	Initial one-page document 'Notice of Velo' circulated with Parish Councils.
<b>September 2019:</b>	More detailed event notification for Parish Councils (4 pages) circulated with Parish Councils.
<b>October 2019:</b>	Initial email sent to Parish Councils from Event Organisers as an introduction.
<b>December 2019:</b>	Sent an update email regarding the finalised route and details about the leaflet drop.
<b>January 2020:</b>	Reminder the leaflet drop is commencing in under 2 weeks, including a copy of the leaflet. Bespoke Parish specific documents circulated, with more information about the event and the impact of the road closures on each Parish.
<b>February 2020:</b>	Leaflet Drop.
<b>March 2020:</b>	Any additional Managed Access Plans circulated to Parish Council.
<b>April / May 2020:</b>	On-going communication with Parish Councils, Businesses and Local Residents.
<b>June 2020:</b>	Advanced warning signage erected around the region with road closures timings and contact details two weeks prior to the event. Parking notices distributed along the route.

### Road Closures and Timings in your Parish

Kineton Lane / Dryers Lane / Salter Street / Tamworth Lane (B4102) = 07:30-16:00

You can find more information about road closures on our website, along with an interactive route map. Head to the 'road closures' page on [www.velobirmingham.com](http://www.velobirmingham.com).

### Local Access Details

- The M42, M40 and M6 will be unaffected by road closures.
- The A34 towards Birmingham is unaffected by road closures.

Last year the riders turned right off the Kineton Road, onto Illshaw Heath Road, going straight over Vicarage Road onto Watery Lane and then joining this year's route at Salter Street. This year, instead of turning right onto Illshaw Heath Road, the route goes straight over onto Dryer's Lane, before turning right onto Cut Throat Lane, and then right onto Salter Street.

Before 9am, and after 2.15pm, access from School Road to Illshaw Heath Road will remain open for local access. As Illshaw Heath Road was closed throughout last year's event, we are hoping this will be a positive change for local residents and businesses, as this allow access to various business in that area. Illshaw Heath Road will also be accessible from Creynolds Lane / Cheswick Green.

Whilst we are doing all we can to minimise the disruption caused to local communities, some delays are to be expected when travelling near those roads affected by the closures. We strongly recommend people plan their journeys ahead and allow for more time to complete their journey; and consider the best mode of transport, departure time and rout to avoid the road closures.

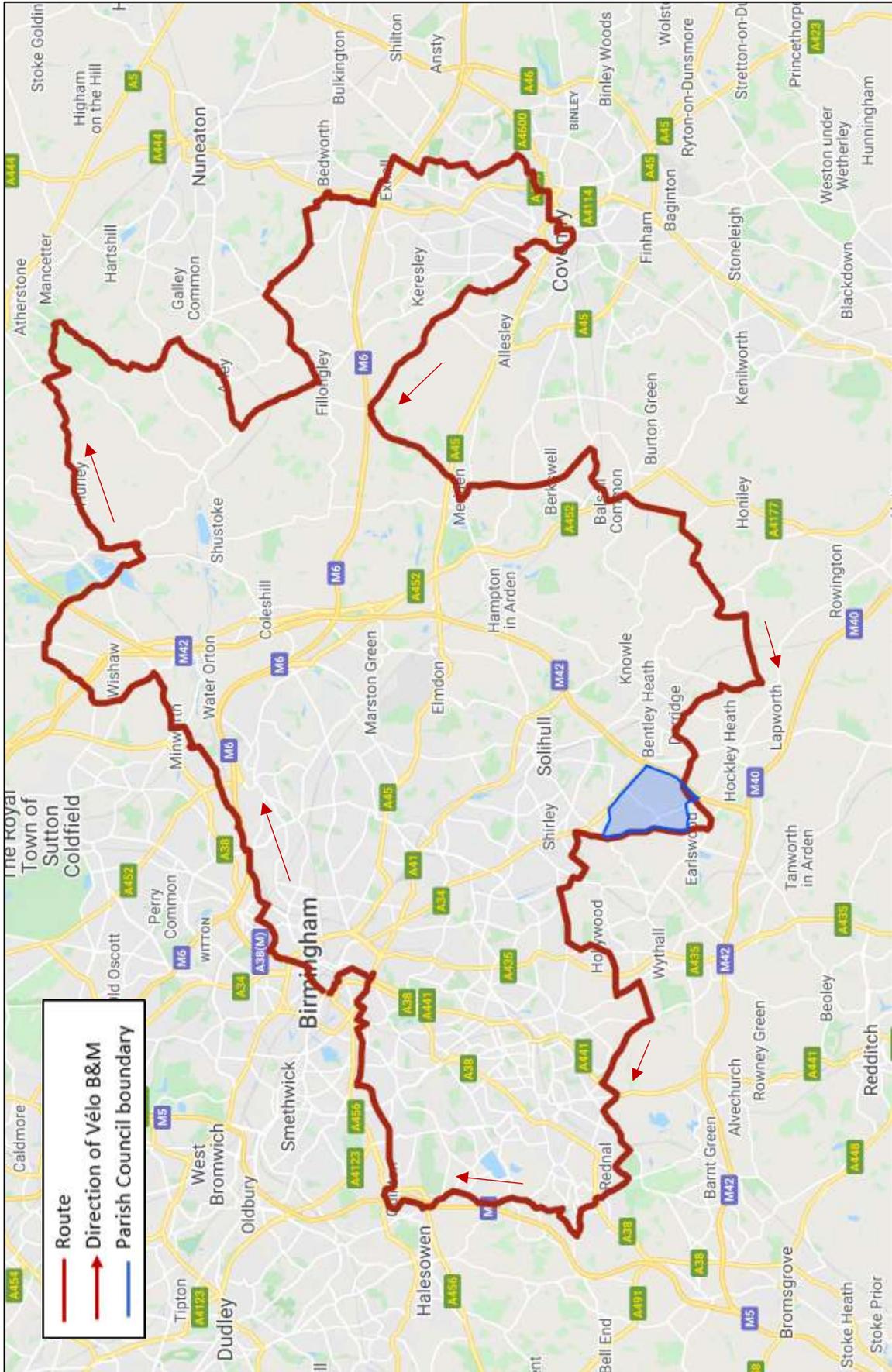
The easiest way to navigate around the road closures will be to use Google maps or a live update GPS, as the route and road closures will be updated live into these systems on the day of the event.

### **Public transport**

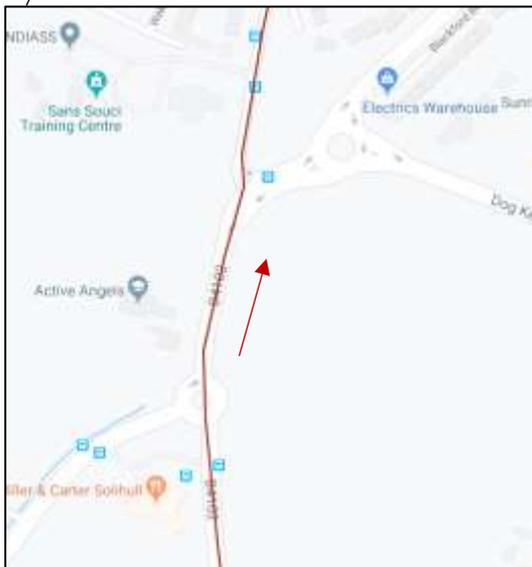
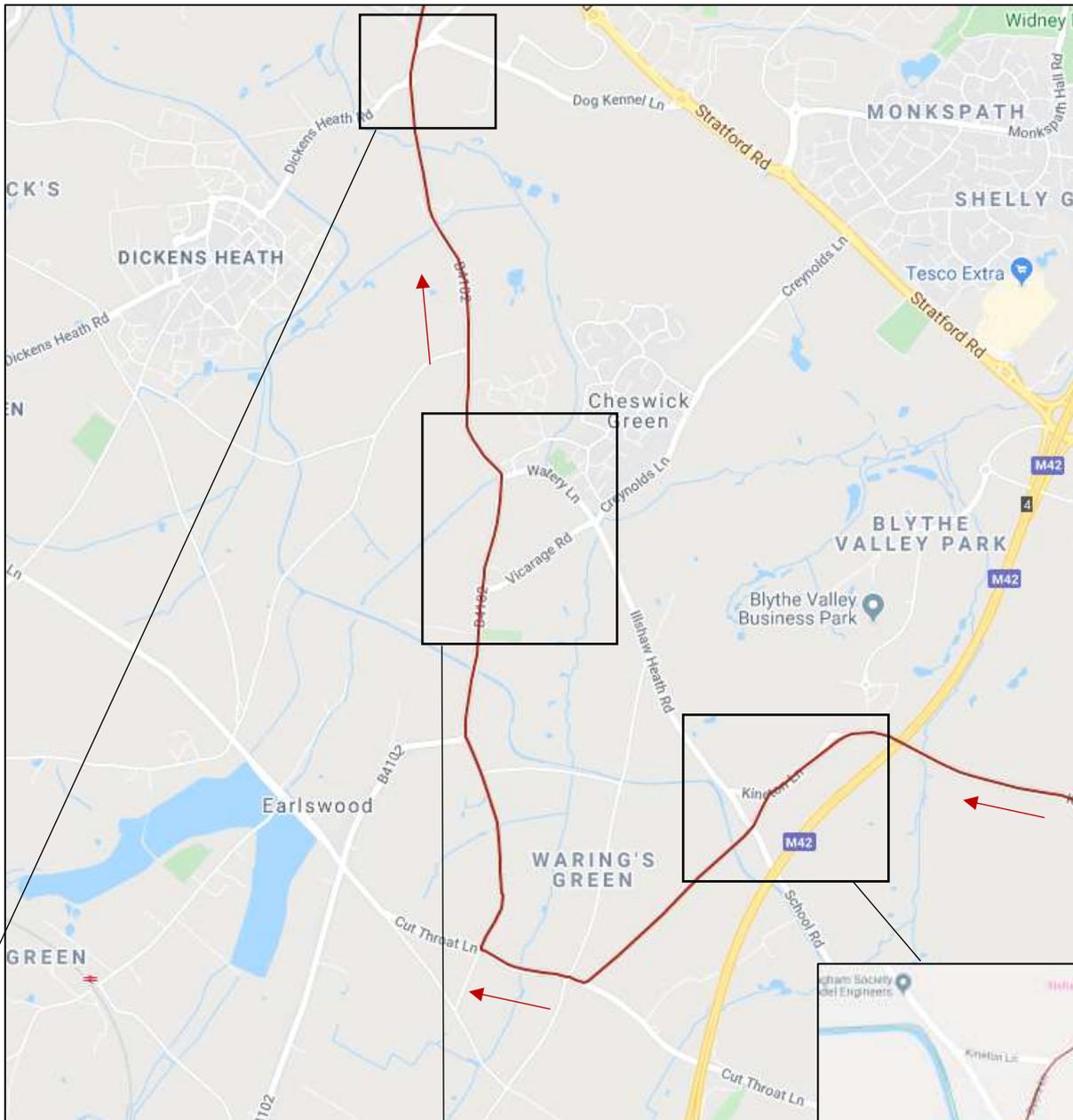
Vélo Birmingham & Midlands is working closely with Network West Midlands and other transport providers to assist them in planning and to communicate any affected services on the day of the event. With road closures in place some local bus services may be affected. The West Midlands Network website will be updated closer to the event, so check local bus route and get the best travel options using the public transport journey planner.

**Visit – [wmnetwork.co.uk/velo](http://wmnetwork.co.uk/velo).**

## ROUTE OVERVIEW



# ROUTE FOOTPRINT WITHIN CHESWICK GREEN PARISH COUNCIL



## IMMEDIATE ACCESS CONSIDERATIONS

### **How will local people be informed about the event?**

Vélo Birmingham & Midlands recognises that widespread communication of the event and its associated road closures are crucial to the success of the day. Full details of the event are published at the earliest possible date to allow ample time to plan ahead. Communication of event information will include a leaflet drop (scheduled for early February) to all addresses in close proximity to the route; local media, together with the use of local community mediums, such as 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. Certain key businesses such as wedding venues will have also been contacted ahead of the leaflet distribution date to allow them to begin planning around the road closures.

### **Will emergency services be affected?**

All Emergency Services are fully engaged with the planning process and attend all meetings including safety meetings. They will have a presence in the Event Control Room on the day of the event to make sure their response needs are maintained and unobstructed.

Emergency Services will operate as usual on the day of the event and emergency services vehicle access will be maintained throughout. The public should use normal protocol, calling 999 or 111, as appropriate in the case of an emergency.

Please note the event has its own medical provider to cover the needs of participants during the event.

### **How will carers be able to carry out their normal visits?**

Care companies will be contacted about the event as part of event communications. All care providers are advised to plan for care visits bearing in mind road closure timings and that there may be increased traffic on some roads. Care companies and care providers should plan ahead using the information provided. Where assistance is required, the Route Team will be able to assist in identifying access solutions. We are very much used to assisting with care visits and priority is given to assisting carers, especially in the case of timed medication.

If there are any issues on the day of the event, the event hotline should be used to arrange access. In the case of an emergency, emergency services can be called as normal.

### **What steps will be taken to manage the Pit Stops?**

Vélo Birmingham & Midlands will have Pit Stops along the route, which will provide facilities to support the cyclists. These will include temporary toilets and waste management facilities to make sure that the event does not have an adverse impact on local communities and the environment.

### **Who is responsible for waste management in the area?**

We will organise full cleansing of Pit Stops, their surroundings and the wider route will occur before and after the event to make sure that any litter is collected.

### **How can people get around the road closures, and what access will be in place?**

Advice on getting around the road closures is available on the event website: [www.velobirmingham.com/the-route/road-closures/](http://www.velobirmingham.com/the-route/road-closures/).

We do recommend where possible to plan any journeys ahead of time. The easiest way to navigate around the road closures will be to use Google maps or a satellite enabled/live update GPS. The route and road closures will be updated live into these systems on the day of the event.

Diversion routes are agreed with Solihull Borough Council Highways department and will be in place on the day of the event. There will also be stewards in position at every road junction who will be briefed on event information and will be able to assist with local access.

If you are aware of any access considerations for the day of the event, please get in touch as early as possible so that we have plenty of time to organise any access or plans.

### **Is staging the event a burden on the taxpayer?**

The event is privately funded and covers all aspects of its staging. There is no request for financial support from Birmingham, Warwickshire, Coventry, Solihull, Dudley and Sandwell Councils and their public finances for the event delivery. We are investing in building something that we hope will become a celebrated annual event over time.

### **How can local communities and businesses get involved in the event?**

Local communities, businesses and residents are encouraged to get involved with Vélo Birmingham & Midlands and spectate at the event to support their families, friends and other participants who are cycling. There will be opportunities for local residents to volunteer at the event along the route and at the venue. If you are interested in volunteering please email [volunteer@velobirmingham.com](mailto:volunteer@velobirmingham.com).

We want to make it easier for businesses, communities and clubs to see the benefits of the day. For businesses and communities looking to take part, the Vélo Birmingham & Midlands website will feature a page of ideas and tips on how to get involved and the support that is available. More information on this will be on the event website in the coming weeks.

NB: Whilst we will support additional community activity alongside the event, any activity will be independent to the delivery of Vélo and still subject to full Safety Advisory Group (SAG) scrutiny and council event licensing applications.

Businesses can also take part in the event through Business 100. Find out more at: <https://www.velobirmingham.com/ride-in-2020/business-100/>

### **Contact**

Further information is available on: [www.velobirmingham.com](http://www.velobirmingham.com).

The Vélo Birmingham & Midlands Route team are available to offer assistance both before and on the day of the event.

**Email:** [route@velobirmingham.com](mailto:route@velobirmingham.com)

**Phone:** 0121 396 1296