

**Tendring District Council**  
**Community Leadership Task and Finish Group**  
**Review of Tendring Road Rally**  
**1 October 2018**

## 1.0 INTRODUCTION

At Council on 23<sup>rd</sup> January 2018, it was agreed that from May 2018 there would be two Overview and Scrutiny Committees of which the Community Leadership Overview and Scrutiny Committee would be one. The new Community Leadership Overview and Scrutiny Committee has fewer ordinary meetings but its work is supplemented by Task and Finish Groups.

An item to review the recent road rally in Tendring was previously included on the Work Programme of the Resources and Services Overview and Scrutiny Committee. However, it was ruled that this item should be considered by the Community Leadership Overview and Scrutiny Committee as the Council was not the organiser for this event. At the meeting of the Committee on 4 June 2018 it was agreed that, rather than be a single agenda item, this formed the basis of a task and finish topic.

## 2.0 BACKGROUND

The first Tendring Road Rally was held on 22 April 2018. It was England's first ever car rally on closed public roads following a change in legislation. The Corbeau Seats Rally Tendring and Clacton saw 106 rally cars complete three laps of a five-stage course which totalled 45 miles around Tendring. Drivers used open, public roads to access the closed-road rally sections. An estimated 6,000 people watched the event.

A date of 28 April has been confirmed for the Rally to run again in 2019. The Task and Finish Group is therefore looking at what recommendations it considers should be put forward to be taken into account in planning next years event.

The Task and Finish Group has no remit to make a decision on whether the Closed Road Rally should or should not go ahead in 2019. The authorising authority is the Motor Sports Association and they have a dedicated safety delegate that oversees and scrutinises the event. Essex County Council is responsible for agreeing the road closures. The scope of the review, set out below, is to consider evidence and make recommendations on the running of any future event.

## 3.0 SCOPE OF THE REVIEW

The programme for this Task and Finish Review was agreed at the meeting of the Community Leadership Overview and Scrutiny Committee held on 4 June 2018.

<b>Review Topic:</b> Tendring Road Rally
<b>How does the topic fit with the Committee's Terms of Reference:</b> Community Safety
<b>What question is the review aiming to answer:</b> What recommendations would the Committee make in relation to any future road rally event held in Tendring?
<b>Aim / Objectives:</b> To review the Road Rally event which took place in Tendring In April 2018, speak with the relevant parties and put forward recommendations in relation to any future road rally event held in Tendring.
<b>Scope:</b> The review will consider:-

Management process and event planning;

Health and safety aspects;

Communication and public engagement;

Impact and benefit on residents and TDC;

Advertising and marketing;

Future recommendations

**Membership (including officer support):**

Councillor Mike Bush

Councillor Chris Griffiths

Councillor Karen Yallop

Councillor Andrew Pemberton

Head of Leadership Support and Community

**Timescale:**

Final recommendations to be presented to the meeting of the Committee in September 2018.

[Note: due to the work undertaken to ensure that the review was thorough, the task and finish did not complete the review in time to bring before the main Committee in September]

#### 4.0 EVIDENCE GATHERING

The Task and Finish Group held three meetings on 12 July, 2 August and 4 September. Attendees who provided oral evidence for the review were:-

Paul Price Services	Tendring District Council (TDC)	Corporate Director – Operational
Mike Carran	Tendring District Council (TDC)	Head of Sport and Leisure
Cllr Mick Skeels	Tendring District Council (TDC)	Portfolio Holder for Leisure and Tourism
Tony Clements	Chelmsford Motor Club (CMC)	Event Director
Andy Champ	Essex County Council (ECC)	Network Operations Manager
Will Lodge	Tendring District Council	Communications Manager

Written evidence was received from:-

Adam Pipe	Essex Police	
Will Lodge	Tendring District Council	Communications Manager
Great Bromley Parish Council		
Tendring Parish Council		
Bradfield Parish Council		
Ardleigh Parish Council		
Great Bentley Parish Council		
Great Oakley Parish Council		

In addition Lawford, Wix, Manningtree and Little Bentley Town and Parish Councils were asked if they wished to submit any evidence but no response was received.

## 5.0 EVIDENCE AND CONCLUSIONS

The evidence received and conclusions reached by the Task and Finish Group are as follows:-

### 5.1 *Management process and event planning*

Overall Chelmsford Motor Club (CMC) and ECC reported that from their perspective the event went very smoothly. The turnout was at the upper end of what was manageable within the arrangements put in place on the day. Both CMC and ECC commented that the pleasant weather had helped attract people to the event. However, CMC have said that there are some detailed areas of the planning process that can be improved for any future event. CMC are considering an extension to the route for 2019 to bring it up to 60 miles. This would include more spectator areas. The group were advised that in terms of consideration of the overall route, other bigger roads were not suitable for rallying as they were too fast.

ECC Highways examined the whole route following the event but did not identify any defects or areas that needed remedial works.

From a roads policing point of view, Essex Police have raised no concerns.

The Portfolio Holder and officers from TDC also endorsed the event as being very successful with many people saying they had enjoyed the event and also offering compliments on the Tendring countryside.

Feedback from those Parish Councils that responded has been mixed with some residents being reported as unequivocally against the event and not wanting to see it repeated whilst others have expressed support for the event. However there are a number of recurring issues which will be considered under the relevant headings below. Concerns raised regarding the planning of the event were that:-

- for those on the route the disruption was not just on the day of the event but also the day before where competitors were undertaking reconnaissance of the route;
- comments regarding disruption on the actual day have been received with some citing this as reason for opposing the rally with other suggesting that the disruption can be justified through the overall beneficial impact for the district and that it may help local opposition if more of the benefit were seen in those areas that the route passes through (see also section 5.4 on this); and
- some landowners have complained that there were trespassers onto their land.

## Conclusions and Recommendations

The Task and Finish Group recognises that there are mixed feelings about the Rally with some very supportive of it whilst others absolutely do not want it ever to be repeated. The Group has had sight of the proposed route for the 2019 event and notes that there is now a stage that proposes to pass through Wix. IT is of concern to the Group that this passes through a residential area and appears to have implications for access to and from the A120. The Group considers it imperative that all necessary and appropriate consultation is undertaken as a matter of urgency and that all additional health and safety requirements are fully and properly instigated.

The Group RECOMMENDS that:-

- a. Any proposed change or extension to the route for 2019 is consulted on with all affected local residents as soon as possible with particular attention given to the proposed route through Wix.
- b. In Planning for any future event CMC ensures that information is provided and consultation undertaken on the impact on local roads on the day before the event as well as on race day itself.
- c. CMC seeks to establish all landowners that will be affected and ensures that consultation is undertaken with them.

## **5.2 Health and safety aspects**

A Safety Advisory Group (SAG) was set up prior to the event with a range of partners attending to look at all the aspects of health and safety for the event. As well as involving the traditional Emergency Service consideration, the SAG also looked at environmental concerns, the effect on local wildlife and the impact on the local infrastructure. Hourly updates on the situation on the group were fed back to the team on the day. None of the SAG partners have reported any concerns about the health and safety of the event on the day.

Although a number of the responses from residents through the Parish Councils have expressed concern about the health and safety implications there is a paucity of evidence to show any serious health or safety incidents actually happening on the rally day. There has been very little feedback regarding the marshals but what there has been has been positive citing their politeness and helpfulness.

Notwithstanding this, health and safety continues to be a key concern of those residents opposed to the rally. This includes risks to all potential road users including horse riders, cyclists and pedestrians.

One recurring point is concern that the road rally has engendered an increase in speeding especially from people wanting to 'try out' the route. For residents this seems at odds with other initiatives that seek to control and reduce speed particularly on narrow country roads. Although initiatives, such as Community Speedwatch, are undertaken under normal road conditions.

Some concerns about the level of noise the start of stages 1,6 and 11 have been raised.

It was reported that some hay bales were set alight.

## Conclusions and Recommendations

The Task and Finish Group recognises the good work that the SAG did prior to the event and are pleased that the Rally happened without any serious injury. Nevertheless, the group recognises that health and safety remains a key concern for those opposed to the rally and that effective marshalling of the event is paramount to ensuring the safe running of the event.

The Group RECOMMENDS that:-

- a. For a few days leading up to and after the Rally, Essex Highways and Essex Police consider actions that can be taken to prevent any speeding taking place as a result of the promotion and running of the Rally.
- b. Chelmsford Motor Club ensure that sufficient trained marshals with the necessary local knowledge are stationed along the length of the route.

### **5.3 Communication and public engagement**

CMC and TDC reported that the overriding feedback from the event has been positive and supportive, and that any negative feedback and complaints has generally been from residents who have homes on the rally route.

Correspondence from the Parishes has indicated that some residents were dissatisfied with the timing and extent of consultation prior to the event. The feedback received is that there was confusion about where, when and to whom comments could be given, that it did not happen early enough, that there was sometimes inconsistency in the information provided, that not all residents on the route were consulted and that consultation was not meaningful. There is also confusion from residents about the relative roles of TDC, CMC and ECC in the process and where responsibility lays. A suggestion has been made by residents that a TDC liaison officer could be provided. After the event a few complaints were received by TDC Officers from residents who live on the periphery of the event but, nevertheless, were not consulted.

The comments regarding the actual communication with the public on the day are mostly positive although feedback is that some aspects of the arrangements were a bit last minute and that some information such as alternative routes, viewing points and parking arrangements were not immediately clear. Although residents actually on the route received an information pack it is felt that this would also have been useful for other residents in the villages if not directly on the route.

Appendix A shows a selection of the media coverage following the event.

## Conclusions and Recommendations

The Task and Finish Group notes the comments that have been made about consultation prior to the event. The Group feels that the consultation process can be improved and that early, clear and comprehensive consultation prior to any future event is vital to the successful running of the event.

The Group RECOMMENDS that:-

- a. ECC, CMC, TDC and a parish representative set up a joint project board to oversee any future event. The representative board member from each organisation and the role of each organisation should be clearly identified.
- b. Clear and Comprehensive consultation takes place as early as possible.
- c. The Project Board is clear about who the affected residents are and not only those who live directly on the route.

#### **5.4 Impact and benefit on residents and TDC**

As part of the review the Task and Finish Group asked for information on the cost / benefit of the rally to the District. However, these figures are not currently available.

This point is also raised in the feedback from parishes with comments made about maximising the benefit for Tendring as whole.

A number of comments in the feedback provided by the Parishes also make the point about how far financial and economic benefits from the rally filter down to the parishes that the route goes through. Most responses on this subject felt that the local areas were not seeing any real benefit but there are also a number of suggestions about how local communities can benefit more. These range from some sort of direct financial contribution or contribution in kind coming back to the parish area to arranging community events through the local pub etc.

A comment has been made that it is not clear who the charitable beneficiaries from the rally were.

One common suggestion is to have much more promotion of local amenities for use by competitors so that local businesses can benefit from the event including accommodation where competitors can stay and where they can eat.

In relation to a question raised at the Council on 15 May 2018 about providing allocated parking for residents when events mean that road closures restrict residents access, it was suggested that the scheme be rolled out for all events.

##### **Conclusions and Recommendations**

The Task and Finish Group is of the view that this is an area where much more can be done to bring benefits from the road rally more directly to those living where the route passes.

The Group RECOMMENDS that:-

- a. TDC produces a promotional brochure to Tendring for members of the public.
- b. TDC produces a local guide to Tendring amenities for competitors.
- c. CMC and TDC work with local parish councils to identify ways in which the benefits from the road rally could assist their local area.
- d. Parishes take a lead in establishing local events that could enhance the road rally day in their local area.
- e. CMC consider giving local parishes a say in who the charitable donations go to or give a direct donation to the parishes.
- f. TDC undertake an exercise to identify the value of these types of outdoor events to the district as a whole.
- g. The provision of allocated parking for residents who have difficulty accessing their property due to road closures for events, be considered for all events.

#### **5.5 Advertising and marketing**

There was agreement from CMC and TDC as well as comments from parishes that advertising and marketing is an area where much more can be done for any future event. It was felt that the Clacton greensward was underused.

## Conclusions and Recommendations

In terms of making better use of the Clacton greensward the Group RECOMMENDS that:-

- a. In relation to the service area:
  - i. consideration to purchasing some TDC banners to put around the event service area as a way of advertising the local authority
  - ii. Put up a marquee on West Greensward to allow visitors to get up close to a rally car providing an opportunity for the organisers to publicise their sport.
  - iii. Install information boards showing times of races etc. at the service area with 'Supported by TDC' on it.
- b. In relation to advertising:
  - i. Creation of a stuffed toy mascot for the town that we can sell at these type of events on sale in the marquee.
  - ii. Install notice boards in Clacton town centre and sea front areas listing events e.g. Beach Festivals, Car Rallies, Air Shows.
  - iii. Ask if we can have a mention in car rally publications to advertise the area.
  - iv. Undertake a competition via social media with a prize, for example, of a ride in a rally car.