

**Ironman Wash-up Meeting
27th September 2016 @ Dorford Centre**

Present:

Attendees	
Kevin Stewart (KS)	Iron Man Director
Pete Downing (PD)	Events People –TM for Ironman
Matt Parsons	Events People –TM for Ironman
Alan Rose Race Director (AR)	Race Director Ironman Weymouth
Lucy Rose (LR)	Ironman (PR for future events)
Peter Finney (PF)	County Councillor (portfolio holder)
Jill Haynes (JH)	County Councillor
Cllr Andy Canning (AC)	County Councillor
Cllr Dave Mannings (DM)	County Councillor
Cllr Mike Lovell (ML)	County Councillor
Kevin Cheleda (KJC)	Traffic Team Manager (Chairperson for the meeting)
Marc Cutler (MC)	Traffic Team Coordinator
Simon Bendell (SB)	Traffic Team –(Minute taker)
Sam Paulley (SMP)	Traffic Team Coordinator
Simon Gledhill (SG)	Network Traffic Manager
Sue Frost DCP (SF)	Dorset Councils Partnership
Jessica Rice DCP (JR)	Dorset Councils Partnership
PC Heidi Moxam (HM)	Dorset Police

1. Welcome

KJC Welcomed attendees, KS loaded a video which documented the Ironman Weymouth event.

Cllr AC questioned why District Councillors weren't involved in the meeting. KJC put it to the meeting that district councillors do not hold the highway portfolio and that the County Councillors represented their division for all matters "highway" and not the District Councillors. This seemed to be accepted but Cllr ML suggested that District councillors be included in next year's planning/wash up, but it was agreed that this could make the meetings unwieldy, and in any case most Cllrs present were two or even three hatted.

Apologies

County Councillors:

- Trevor Jones
- Peter Wharf
- Andrew Cattaway (Chairman)
- Dave Harries
- Mike Byatt

2. Minutes of 2015 Challenge Weymouth

KJC said that there were no action points actioned from the 2015 minutes and to be mindful that DCC need reassurance for next year before it can be approved as lessons do not seem to have been learnt and it was "chilling" reading knowing that some issues have reoccurred.

3. Do the organisers want to hold a 2017 event?

KJC asked if Ironman wanted to return next year, as if not, the meeting could be very short! KS confirmed that Ironman wished to continue to stage the event in Weymouth for years to come but maybe under the smaller 70.3 title, which would involve less course time for bikes etc.

4. Summary of complaints

KC stated that there were unprecedented number of complaints with the event. In excess of 80 email complaints. Some positive comments were received on social media but also a lot of negative comments about the day. The feedback has been collated/acknowledged and gone to Ironman for their information also. The complaints have been categorised and there are four distinct issues namely marshals, signage, communications and the course which are covered in the following agenda points

5. Event

AR – September 11th was the first time that a full ironman and a 70.3 have been staged on the same day. Biggest number of participants in any UK event. From athletes perspective the day was great, a number of athletes commented on the course and how they had enjoyed the day.

Build up

A number of parish meetings were arranged. Two of the councillors present (DM & JH) both said that the meetings arranged in their constituency were hugely under attended. The Charlton Down meeting wasn't attended by anyone. KC said there was an obvious communications failure. JH agreed and added that the prep should have begun earlier and been more extensive.

AR - Emails were sent to local businesses/bus companies/ 70k leaflet delivered via Royal Mail on affected routes. Marshalling companies were contacted well in advance but two of them pulled out with less than 10 days to go, resulting in shortfall of 140 Marshals

Race day

Good event, ran successfully from race point of view, obvious shortfall in marshalling had huge knock on effect with travelling public navigating road closures.

Post event

A great number of complaints received by DCC

AC asked AR if Farms had been contacted, KS had visited a number of farms in Piddle Valley personally. SG asked if Dorset Countryside rangers had been contacted – No. Cllr ML said that next year the parishes should be well informed as they have an effective hierarchy for cascading info down.

KS thought that a number of the leaflets were potentially ignored, KJC confirmed that his leaflet turned up folded inside a Mole Valley Farmers Leaflet on “junk mail day” and therefore likely to be ignored by many.

6. Marshals**Briefing –**

KS went to local companies to source marshals Weymouth City Recruitment & 1 other

PD admitted that marshals weren't briefed as effectively as the Council had thought they would have been.

PD They were briefed via a cascade system- KJC said this way had the potential of “chinese whispers” effect.

PD Marshalls were instructed to enforce the closure not direct traffic.

Local knowledge-

KC very obvious from the feedback that marshals had no local knowledge and were unable to direct traffic when asked and even sent them further in to “trouble”.

Information Pack-

PD stated that all marshals were issued with an information pack, but feedback would indicate that not all marshals had their pack on race day.

Radio Comms -

PD Not all Marshalls had radios but stated that some did not need them.
MC advised that CSAS marshals might be of use next year – have the ability to direct traffic

7. Signing

A lot of signage on the day was left face down in the verges

PD stated that marshals were not responsible to stand signs up. Would it have made their life and travelling public's life a lot easier if they did?

JH – Directional diversions with approximate locations (Yeovil, Sherborne etc.) would have been useful

PF suggested that DHO do signage next year – local knowledge more readily available to respond to incidents.

Ironman TM

Ironman TM

Ironman (AR and KS)

8. Communications

Residents

70k leaflets – distributed on junk mail day, tucked inside other junk mail. Parish magazines? Good at reaching the masses. Parish clerks will help push the message in future.

It was agreed that the leaflets weren't visually appealing. AR to improve this next year.

Businesses

Not all were visited. No ledger kept of who was visited and who wasn't. Ironman had roughly 100 pre event emails and 60 calls.

KC recommended that a ledger be kept next year and businesses sign once informed to eliminate any doubt on who was and wasn't consulted. Cllr AC said business complaints this year would be a good starting point for next year's event.

Ironman

Telephone Hotline

Feedback is hard to keep record of via hotline. Hotline seemed to work well pre event.

Control room where hotline was based seemed very fraught on race day. Hotline was suspended for an hour and command structure seemed a fractured (was there a command structure?)

No Wi-Fi in control room meant all communications were hampered and contacting control room at DCC was hard.

Media Partners

2 sides to Dorset Echo – Advert & Editorial.

DCC's Media Team not as proactive as could have been

Ironman Website hard to navigate/ search for info on race day

Lessons to be learnt from both sides re media communications

9. Policing

From Police perspective the event was a success, no injuries or incidents

More officers would be beneficial but with some local knowledge.
 More officers patrolling route next year would be good.
 Dorchester was a hotspot for conflict and angry residents – Charlton Down completely cut off.
 Tow-away was confusing. No one was sure who was towing vehicles. DCC and Police received calls re getting vehicles back
 Car parking used to compound towed vehicles hadn't been fully consulted - Jack Creeber W&PBC not happy.
 KS said that they may pay for Police time next year.

10.Course

KJC Course needs refining – Bowleaze & Littlemoor, A35 @Puddletown, Max Gate and Kingston Mauward were all problematic, as was Littlemoor/Weymouth Relief Road.
 KS Likely to be 70.3 next year double the participants but half the route – course likely to be reopened by 02:30 KJC agreed that this would be good.
 Athletes enjoyed the challenging course.

11.Economic Impact Assessment

Dave Walsh's team can carry out an economic impact assessment, useful to prove to parishes that the event was of benefit to the county AR to contact David.

AR

12.Claims for losses from businesses.

Law is robust – previous claims for compensation quashed. It was asked to be minuted that IM must indemnify the County Council against any claims- it is their event after all.

AR and KS

13.Ironman “Weymouth”

The name of the event came into question. Other events Ironman Wales, Ironman Bolton, why can't it be Ironman Dorset? AR claimed that Weymouth defines the event. People and businesses in rural Dorset could not identify with IM Weymouth. Ironman asked to revisit this.

Ironman

14.Call-to-Account –

PF - Issues to overcome before next year can be planned, more forward planning/consultation. This title of the meeting sounds quite “authoritarian” but is purely to reassure the Councillors that the event is under control, well managed and will not cause reputational damage.
 Event for next year can't be authorised until Called-to-Account has taken place.
 AR gave assurance that the issues would be resolved and was keen to publicise next year's event which is hoped will be on 17th September 2017.

KJC didn't want to end the meeting on a low note, but did state that holding events on the highway were Ironman's bread and butter work and had hoped that bringing this prestigious brand to the event would have brought with it a higher level of professionalism and expertise, so it was disappointing at the level of fall out this year. It is their event and is only a small part of the Traffic Teams remit (less than 10% on events). Lessons did need to be learnt and the Call-to-Account was a crucial point to reassure DCC that lessons have been learnt.

AOB

Sept 17th 2017? AR keen to get the date on the Ironman website.

MC recommended liaising with Rotary/carnival committee for TM/Marshal requirements.

Ironman