

# Audit and Governance Committee

**Dorset County Council**



Date of Meeting	24 July 2017
Officer	Andrew Martin, Service Director Highways and Emergency Planning
Subject of Report	<b>Update Report for Weymouth Ironman 2017</b>
Executive Summary	<p>The 2016 Weymouth Ironman event whilst proving to be a successful event for participants, attracted considerable criticism due to the significant communication and traffic management issues experienced prior to, and on the event day itself.</p> <p>To examine the reasons behind the problems experienced by the travelling public ,the Audit and Governance Committee convened a specific “Call to Account” meeting on 7 December 2016 to explore the reasons behind the traffic management issues as a result of the event</p> <p>The Committee produced a Recommendation and Implementation Plan outlining the key action points they wished to see addressed prior to the 2017 event.</p> <p>This report contains an updated version of the Recommendation and Implementation Plan outlining the actions taken to date. This aims to offer the Committee reassurance that the lessons learned following last year have been put into practice, and all the necessary arrangements have been put in place to ensure any inconvenience to the travelling public on the day of the event, is kept to a minimum.</p> <p>The event this year is substantially changed from the 2016 Ironman in that it is to be a “Half Ironman” known as a 70.3 which is a single circuit as opposed to a repeat loop, this being a significant change reducing the impact upon the highway network. The effect of this change will see the road closures being in</p>

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	position for significantly less duration than previous years with the affected roads being opened as soon as possible after the last competitor passes or the cut off time, whichever comes first.
<p>Impact Assessment:</p> <p><i>Please refer to the <a href="#">protocol</a> for writing reports.</i></p>	<p>Equalities Impact Assessment:</p> <p>There are not considered to be any equalities issues associated with the specific content of this report.</p>
	<p>Use of Evidence:</p> <p>The report updates the Recommendation and Implementation Plan produced by the Audit and Governance Committee during the “Call to Account” process in December 2016 – January 2017.</p>
	<p>Budget: N/A</p>
	<p>Risk Assessment:</p> <p>Having considered the risks associated with this decision using the County Council’s approved risk management methodology, the level of risk has been identified as:            Current Risk: MEDIUM            Residual Risk LOW</p>
	<p>Other Implications: None</p>
Recommendation	That the Committee note the progress made in ensuring all necessary arrangements have been made prior to the 2017 Weymouth Ironman event.
Reason for Recommendation	To ensure a successful Ironman event is undertaken on Dorset’s highway network that results in minimum inconvenience to the travelling public, contributes to the health of the participants and the prosperity of the local economy.
Appendices	<p>Appendix A Updated Recommendation and Implementation Plan</p> <p>Appendix B Memorandum of Understanding</p> <p>Appendix C Course Information Flyer</p> <p>Appendix D Communication Plan</p>
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**Andrew Martin**  
**Service Director Highways & Emergency Planning**  
 July 2017

## Audit and Governance Committee

### Call to Account - Ironman Event

#### Updated Recommendations & Implementation Plan

Ref.	Recommendation From Audit and Governance Committee	Current Position	By Who?	By When?
1	<p>A Memorandum of Understanding (MoU) is produced and agreed between all key Safety Advisory Group (SAG) members.</p> <p><i>(This will be done in accordance with the Home Office guidance and approved by the Cabinet Portfolio Holder for Highways &amp; Transportation.)</i></p> <p>As a minimum the Audit and Governance Committee consider that the following criteria are included;</p> <ul style="list-style-type: none"> <li>- The establishment of clear roles, responsibilities and timelines <i>(With all parties formally acknowledging accountability for their assigned roles and responsibilities.)</i></li> </ul>	<p>A Memorandum of Understanding document was produced and co-signed by Ironman representatives, Peter Finney Portfolio Holder at the time and Simon Gledhill Service Manager for Dorset Highways Network Management. A copy of the document is attached as Appendix B</p> <p>This MoU document is based around the principles and timescales for events as set out within the Home Office guidance document "Good Practice Safety Guide for Events 2006 " and includes :</p> <ul style="list-style-type: none"> <li>• A full Risk Register</li> <li>• Key activities time scales</li> <li>• Apportionment of key responsibilities</li> <li>• Key signatories' commitment to a safe and well managed event.</li> </ul> <p>Ironman have secured the services of a nationally recognised traffic management company, RSS Events, to manage the road</p>		

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	<ul style="list-style-type: none"> <li>- Adequate resource contributions made by event organisers which reflect an appropriate level of professional input by the various key partners.</li>   <li>- Use of skilled, accredited and knowledgeable local marshals to support the smooth running of the event.</li>                   <li>- An appropriate Traffic Management Plan which is clear, agreed, widely communicated in advance and adhered to.</li>   <li>- Effective and early consultation across the various stakeholder groups, agencies and bodies.</li>   <li>- An effective communication strategy which is wide ranging, utilising all avenues available, to maximise</li> </ul>	<p>network during the event. RSS have a wide range of experience in relation to Ironman and major marathon events across the UK and are reputationally committed to the provision of a well-managed event.</p> <p>Ironman have commission 44 DCC Marshalls to be located at key strategic locations along the route. These members of staff are drawn from the highways workforce who have both extensive local knowledge and experience in managing traffic on the Dorset Highway Network.</p> <p>An additional 6 substitute Marshalls will be deployed to cover any instances of sickness on the day. A senior Operational Highway Manager will be in attendance throughout the day to ensure sufficient liaison between DCC Marshalls, Ironman Event Controllers and the County Traffic Control Centre is happening and to deal with any other management issues that may emerge.</p> <p>A comprehensive Traffic Management Plan was received by County Council Officers in March 2017 and following presentation to the SAG, was approved. The contents will be widely communicated closer to the event through the media streams contained within the Communication Plan.</p> <p>The Traffic Management Plan (TMP), the Communications Plan (CP) and the Memorandum of Understanding (MoU) are</p>		
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	<p>awareness to the general public, local residents and business affected well in advance.</p> <ul style="list-style-type: none"> <li>- Evidence based staged reviews to ensure adherence to the agreed criteria.</li> <li>- Adequate contingency planning is in place, supported by a robust risk register.</li> </ul>	<p>included as appendices to this report but it must be appreciated that they are live documents and are continually monitored and updated as necessary.</p> <p>On 28 April an information flyer was sent to local businesses and all affected Parish Councils along the route outlining the traffic management proposals and seeking their comments, a copy of this flyer is attached in Appendix C.</p>		
2	<p>The Cabinet Portfolio Holder receives evidence at key stages of the event planning process to ensure that the agreed conditions as set out in the agreed MoU are met.</p>	<p>Councillor Finney as Portfolio Holder was regularly consulted and was one of the signatories of the completed MoU document in March 2017.</p> <p>Following the County Council elections, the new Portfolio Holder Councillor Turner has received a full briefing from the team on 10 July 2017, to fully familiarise him with the arrangements made to date.</p>		
3	<p>A post event meeting and evaluation is undertaken within a month of the event taking place and consider Legal Services involvement when legal issues are involved.</p>	<p>This will be carried out in November 2017.</p>		
4	<p>Event organisers are asked to produce a detailed communication plan, at least 6 months before the event, in support of their application for a Temporary Traffic Regulation Order (TTRO) which seeks to consult and, where possible, engage the District, Town, Borough and Parish Councils.</p>	<p>A Communication Plan was submitted to Dorset Highways Communications Team on 19 May 2017. The contents have been reviewed and are deemed to be acceptable.</p> <p>A copy of the Plan is attached in Appendix D.</p>		

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		<p>The key points within the Plan see :</p> <ul style="list-style-type: none"> <li>• Placing posters in gyms / businesses.</li> <li>• Placing posters in community areas.</li> <li>• Conducting social media campaign.</li> <li>• Visiting Key Parish Council meetings.</li> <li>• Attendance at SAG Meetings.</li> <li>• Visit to businesses on the run route.</li> <li>• Monthly business on route emails.</li> <li>• Wessex FM updates.</li> <li>• Dorset Echo News articles.</li> <li>• Letters to residents.</li> <li>• Placing of Advance Warning Signs.</li> </ul> <p>In addition to this Plan, Dorset Highways issues an electronic newsletter each month detailing the latest news from the service. The publication currently has 14,000 subscribers and will be used to publicise the Ironman event during the preceding months.</p>		
5	<p>Ensure that the Ironman hotline, Dorset County Council Traffic Control centre and event Control centre work in a fully integrated manner.</p>	<p>The Ironman hotline will be manned by their traffic management provider.</p> <p>County Council Highways Officers will be on duty within both the Traffic Control Centre in</p>		

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		<p>County Hall and the Event Control in Weymouth.</p> <p>Both sets of staff are clear that a full appraisal of emerging events needs to be shared without delay to enable suitable reactive actions to put in place.</p>		
6	<p>Review and refresh practices, systems and training needs relating to legal and practical processes and requirements.</p>	<p>A review of Dorset Highways road closure procedures has been carried out to ensure all affected roads are included in the Temporary Traffic Regulation Order and statutory notifications to the Secretary of State.</p>		