

7. PENNY FARTHING CYCLES PARK TO PIER BIKE RIDE 2000

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Corporate Plan Output: Events Management	

The purpose of this report is to provide a post-event report for the 2000 Penny Farthing Cycles Park to Pier Bike Ride that was managed by the Leisure Unit's events team.

EVENT BRIEF

The Penny Farthing Cycles Park to Pier Bike Ride was run on Sunday 29 October 2000 for the second consecutive year. This year, the City Streets Cycle Advocates contracted the Council's in-house events team to manage this event for the first time.

The aim for this year's event was to provide a free, non-competitive, safe family fun ride with the emphasis on "having a go". The event was open to people of all ages and abilities and everyone who has a bike was encouraged to participate.

Leisure secured a naming rights sponsor for the event for the next three years, namely Penny Sport Cycles (formally Penny Farthing Cycles).

The event started at 10.00am when riders left the starting area in North Hagley Park and proceeded along the event route to finish outside the New Brighton Library on Marine Parade.

Overall this event was a great success with participant numbers virtually doubled from the previous year to an estimated ,2000 people.

START AND FINISH AREAS

The starting area was positioned in the North Hagley Park main entertainment area (off the Armagh Street Bridge). Entertainment in the form of local crowd workers and background music commenced at 9am. The event started on time at 10am when participants left the starting area and proceeded along the event route.

Participants were positioned and started in three different ability-focused starting lanes. This was done primarily for the safety of the participants, especially small children, and to ease with potential congestion problems at the Armagh Street Bridge and further down Armagh Street.

The finishing area was positioned in the New Brighton Pier village green area. The entertainment programme started on-site at 10.20am, consisting of a stage with a local band and children's rides and stalls positioned around the surrounding areas of the venue. An information tent as well as a display tent for Penny Farthing Cycles was positioned at the side of the stage.

A free secure bike park was provided at the finish of the event allowing riders to enjoy the festivities, while not having to worry about the safety of their cycles.

The official prize draw took place at 11.30am on the main stage, as soon as all of the riders had finished the ride.

THE EVENT ROUTE AND TRAFFIC PLAN

Leisure, in consultation with both the New Brighton and Central Police, and the Christchurch City Council Parking and City Streets Units drew up and carried out a successful traffic management plan.

Temporary road closures and suggested detours were put in place at certain locations to both ease traffic congestion and assist riders in getting through the high risk central city area of the event route. Police were in position to give riders a free ride through the traffic lights and intersections from the starting area to Fitzgerald Avenue, which worked well. Police also had two mobile units patrolling the event route maintaining safe access ways for riders.

A total of 34 marshals were positioned at designated intersections and in general locations along the event route to direct riders and provide encouragement to the participants and assist riders when required.

Safety riders were also strategically positioned throughout the participants to assist with minor bike problems and help with safety. A mobile first aid unit followed the riders and no major incidents were reported.

The traffic plan worked extremely well. However, in future years as the participant numbers increase, free ride areas, where all traffic is stopped for the participants, will need to be increased to aid in the safety of the riders and reduce traffic congestion and potential problems.

PUBLIC REACTION

Public response and feedback for this event was extremely favourable, with City Streets Unit Cycle Advocates and sponsors fully supporting the initiative.

Overall, the event achieved its key performance indicators and was considered a success for the Christchurch City Council.

Chairman's

Recommendation: That the information be received.