



RideLondon–Essex 100 26 May 2024



Elite women's 3-day road race

PROFESSIONAL RACE - **TWO DAYS IN ESSEX** / ONE DAY IN LONDON

Friday 24 & Saturday 25 May 2024 in Essex

Sunday 26 May 2024 in London



25,000 Mass participation ride

SPORT & CHALLENGE RIDES - **ONE DAY IN ESSEX & LONDON**

Sunday 26 May 2024 in Essex



Traffic free central London ride

FAMILY & LEISURE RIDE - CENTRAL LONDON ONLY

Sunday 26 May 2024



RideLondon Classique – Neutral race departure

120 Elite athletes including current World Champion



RideLondon–Essex 100 Community Stop

23,000 Participants in 2023



FRIDAY 24 MAY

- **Ford RideLondon Classique Stage 1**
 - UCI Women's WorldTour Professional road race – **Saffron Walden to Colchester – 160km**
 - **120 Elite women cyclists**
 - **Start 11:00 / Finish 15:30**
 - Average speed. 40kph / 25mph

SATURDAY 25 MAY

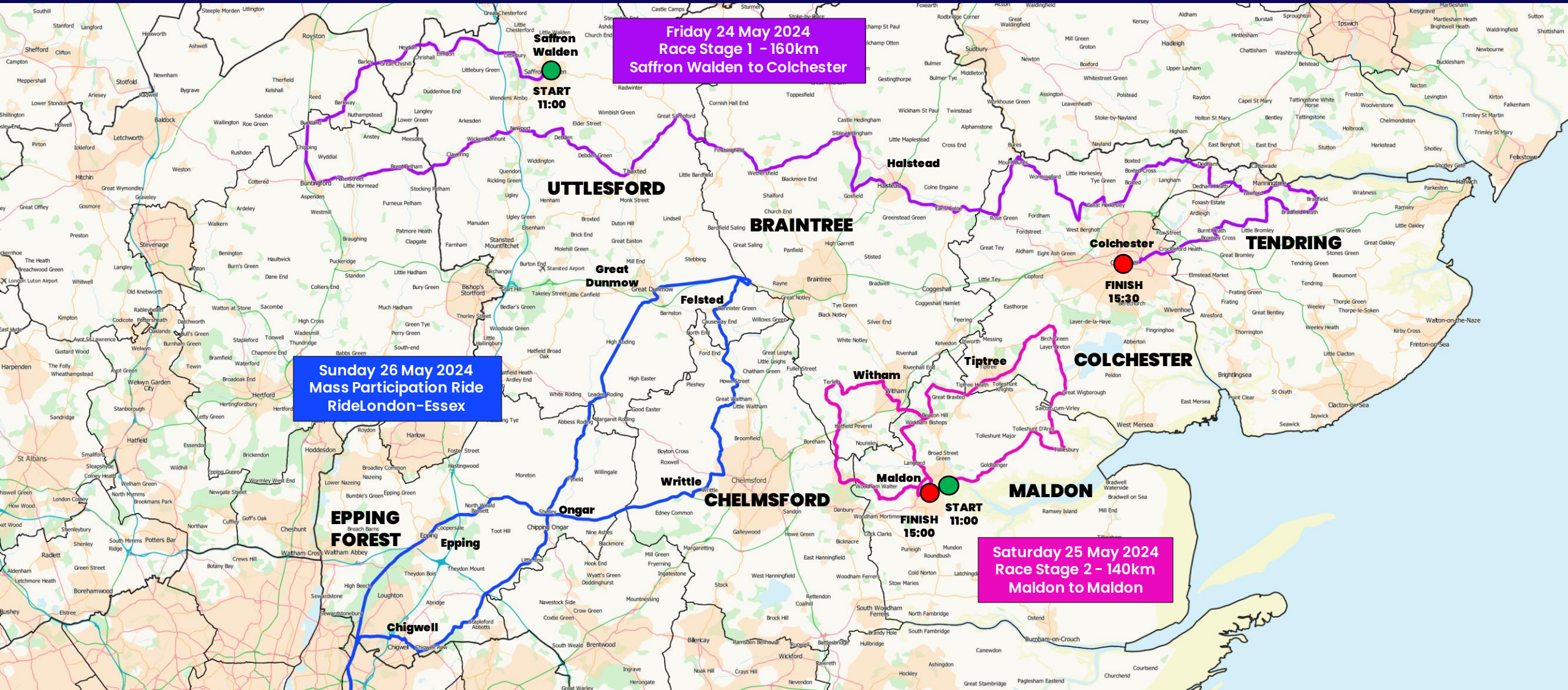
- **Ford RideLondon Classique Stage 2**
 - UCI Women's WorldTour Professional road race – **Maldon to Maldon – 140km**
 - **120 Elite women cyclists**
 - **Start 11:00 / Finish 15:00**
 - Average speed. 40kph / 25mph

SUNDAY 26 MAY

- **Ford RideLondon-Essex**
 - 100/60/30-mile routes for 25,000 registered participants
 - **65 Miles of the mass participation route in Essex using the same roads as 2022**
 - **Riders in Essex from 0640 to 1655**
 - 25,000 amateur cyclists with a broad range of age and ability
 - Start 06:00 to 09:30 St. James's Park, Westminster
 - Finish 10:00 to 18:30 Tower Bridge, Southwark
 - Average speeds vary from 10mph to 25mph

RideLondon-Essex100

ESSEX LOCAL AUTHORITY EVENT FOOTPRINT 24-26 MAY 2024



PLANNING & DELIVERY

Race: 24–25 May 2024

- Stage 1
 - Different route in Uttlesford
 - More schools engaged in Essex
 - Enter Cambridgeshire & Hertfordshire
- Stage 2
 - Change of route through Braintree
 - Taking in Witham & Terling

Ride: 26 May 2024

- Change to the 2022 & 2023 route in EFDC
- Passing through Buckhurst Hill & Chigwell
- More community led activations e.g.
 - Epping
 - Great Dunmow
 - Ongar
- More businesses opening up along the route
- Greater positive support from communities



All groups have been engaged with the planning and approved each aspect of the Event Plan.

Local SAGs all completed.

LME needs to understand the level of integration required between Essex stakeholders and Cambridgeshire & Hertfordshire stakeholders.

Overall status of Essex Event Planning Group meetings is green.

Only minor operational issues to be resolved and LME are working through these at the local level as normal.

Final preparations taking place.

PART 3: CLARIFICATION OF PLANNING RESOURCES

PDF or Print

- Essex Road closure leaflets
- Event route maps
- Road Closure Times
- Vehicle Crossing Points (VCPs)
- Community Access Plans

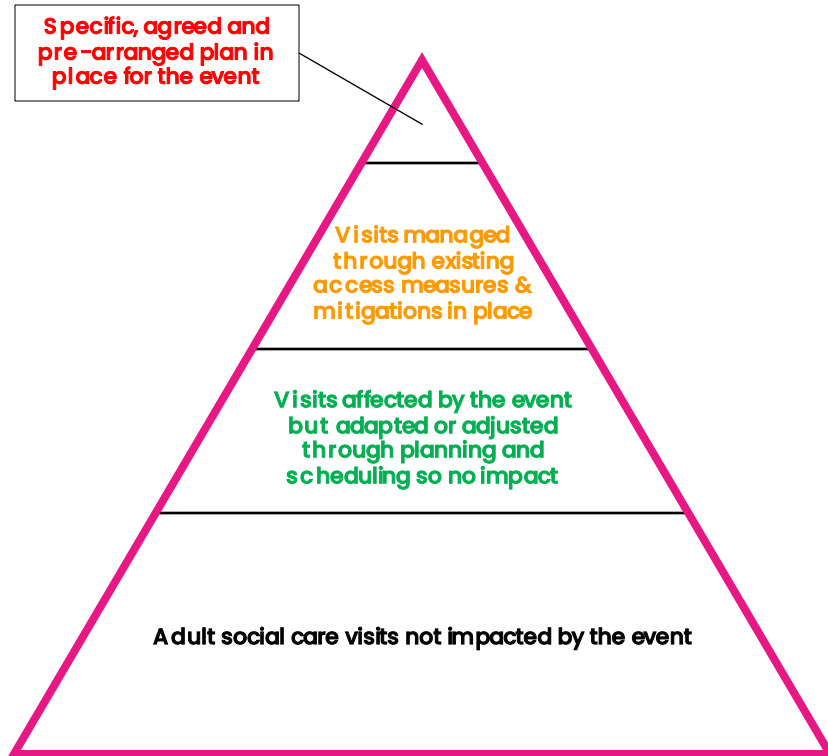
Online

- Google map with VCPs
- Event routes
- Community Access Plans
- Interactive map - One.Network

www.ridelondon.co.uk/community-info

MINIMISING THE DISRUPTION & FOCUS ON PROVIDING CARE

Working with care providers to help minimise the impact on provider operations



- Assist in the planning for the delivery of all care packages:
 - Identify those staff and visits located across the event footprint and timing
 - Work to identify those visits that can be adapted to avoid the impact of the event
 - Work to identify those visits that need more detailed planning to retain access using:
 - Road closure information
 - Vehicle crossing points
 - Local Access Plans
- Filter to a small number of packages that need a specific plan:
 - Plan in detail with the event organisers to generate specific plans for those visits that are most impacted by the event and are unable to be adapted due to client needs
 - A bespoke plan, which is agreed by the care provider and the event organiser
 - Plans are logged and then monitored on the day of the event
- Use contact numbers for the event day on Sunday if access issues arise

COMMUNICATIONS & ENGAGEMENT

- Detailed road closure leaflets
- Detailed local maps and plans
- Event routes and timings
- Online information & direct contact via our website
- Vehicle Crossing Point access
- Dedicated Provider Workshop plus online Q&A sessions
- ECC ASC Information Hub – www.essexproviderhub.org
- Extensive engagement & relationship management
- RideLondon–Essex – www.ridelondon.co.uk/community-info
- RideLondon Event Helpdesk across all the 3 days



Activation



Community Activation Fund

- Hosted by Essex Association Local of Councils
- Promoted by Active Essex, EALC, Essex County Council and London Marathon Events
- Applications on the EALC website open until 20th May
- Funding is available up to the value of £250 to support celebrations, activities, or other community events considered appropriate by the applicant.

13 Applications have been approved to date primarily from parish councils in Epping and Uttlesford

Essex Cycle Grant FRLE Activation Funding

- Funding Partnership developed between ECC Sustainable travel team, Essex Cycle Grant and Active Essex
- Promoted by Active Essex, and London Marathon Events
- Applicants closed 20th March
- Funding is available up to £3000 for Activations that may include:
 - Community Rides
 - Planned initiatives and on-going programme of engagement prior to and post event
 - Local community activation zones with activities for visitors and spectators

8 Activation zones across the weekend in Uttlesford, Colchester, Maldon, Braintree, Chelmsford and Epping

Friday 24th May



Saffron Walden Activation

 **Market Square**

 **9am - 11am**



**SAFFRON WALDEN
START**

SUPPORTING THE START OF
THE FORD RIDELONDON CLASSIQUE

Friday 24th May 2024
MARKET PLACE,
SAFFRON WALDEN, CB10 1HR

9am-11am

- bike challenge with 1Life Lord Butler •
- smoothie bike •
- pop up library •

visitsaffronwalden.gov.uk/events/
events@saffronwalden.gov.uk
Tourist Information Centre 01799 516501

Colchester Activation

 **Colchester Castle Park**

 **11am - 3pm**

- Fun activities and catering available.
- Local community and sporting groups will be present to provide entertainment and information on their activities, including Essex Pedal Power, The Dry Skate Project, Essex County Council mobile library, Leisure World Colchester, Colchester Sports Park, and more...
- Arts and Crafts
- Refreshments



Saturday 25th May



Maldon Activation

 Promenade Park

 9:30am - 12pm



RideLondon
Community Fun Day

Come down to Promenade Park in Maldon for a morning of family-friendly fun in support of RideLondon.

- Dr Bike repair station
- Bike security marking
- Local clubs, classes, and groups
- Fun and games

visitmaldondistrict.co.uk/ridelondon

Delivered in partnership

MALDON DISTRICT COUNCIL

Active Essex

SAFER GREENER HEALTHIER

LTF London Transport Foundation

25 MAY
10AM - 12PM

The poster features a collage of images: a hand adjusting a bike tire, two cyclists on a path, and a group of cyclists. A calendar icon highlights the date 25 May from 10am to 12pm. Logos for Maldon District Council, Active Essex, Safer Greener Healthier, and LTF are at the bottom.

Witham Activation

 Fusion Leisure Centre

 12pm - 3pm

- Spin-athon / competition
- Stalls with local partners
- Children's activities such as colouring/ badge making/ flag making
- Bike marking with Essex Police
- Refreshments



Sunday 26th May



Epping Activation

 **Epping High Street**

 **8am - 12pm**

 **Official 25 mile breakfast stop**

Epping Forest District Council will host a community Fete throughout the morning of the event featuring:

- Refreshments available from local cafes and businesses
- Family Crafts and activities, Smoothie bikes, face painting, tombola, competitions, live music and performers
- Cycle King, one of the sponsors of the Epping Community Fete, has donated 2 bicycles to be won.

Ahead of the event EFDC are running a series of Learn to ride and led ride sessions across the district.



Sunday 26th May



Great Dunmow Activation

 **High Street**

 **10:15am - 4pm**

Great Dunmow are hosting a street festival closing the high street beyond the required times:

- Refreshments
- Live music
- Balance bike lessons
- Dr. Bike for residents
- Face painters
- Family games and activities

Ahead of the event GDTTC are running a community Love2Ride Cycling challenge to promote cycling in the community.



The poster features a vibrant orange background with white polka dots and yellow wavy lines. At the top, it includes the Ride London Essex 100 logo, the Ford logo, and the Great Dunmow Town Council crest. The main text reads 'Great Dunmow Town Council in association with Ride London'. Below this, a list of activities is provided: 'Live music from 10.15am in the High Street', 'Food Stalls inc Bar and BBQ', 'Free Facepainter', 'Free massages', 'Free cycle repairs to residents', 'Free Fox Cycling taster lessons', 'Free Street games inc stock super soaker', 'Hook A Duck', and 'Sweetie Bags'. The event details at the bottom are '26th May from 10am - 4pm High Street, Great Dunmow'.

RIDE LONDON ESSEX 100  

Great Dunmow Town Council
in association with
Ride London

Live music from 10.15am in the High Street
Food Stalls inc Bar and BBQ
Free Facepainter
Free massages
Free cycle repairs to residents
Free Fox Cycling taster lessons
Free Street games inc stock super soaker
Hook A Duck
Sweetie Bags


26th May from
10am - 4pm
High Street,
Great Dunmow

Sunday 26th May



Chelmsford Activation

 **Central Park**

 **10:30am -
2:30pm**

Chelmsford City Council are hosting a number of opportunities for families to try and improve their cycling throughout May. On Sunday the 26th May Chelmsford will be celebrating Ford RideLondon-Essex with a Cycling festival in Central Park featuring:

- Learn to ride sessions
- Balance bike sessions
- Bike workshops
- Family bike ride
- Community Stalls

Plus the chance to cycle along the route starting at Chelmsford central park to join the main ride and cheer on the participants.



Sunday 26th May



Ongar Activation



High Street



10:30am - 3pm

Chipping Ongar are hosting a street festival; with local high street businesses, up and down the high street proving games and activities including:

- Refreshments
- Live DJ
- Face painters
- Treasure hunt
- Tombola
- Smoothie Bikes
- Open top bus
- Vintage vehicles and museum at Epping Ongar Railway
- Inflatables
- Family games and activities

JOIN THE FESTIVITIES
Ongar town high street comes alive for Ford RideLondon-Essex
SUNDAY 26 MAY

Ongar High Street businesses are coming together to organise activities for people to enjoy on the day in our town!

Find out more here...

ActiveEssex, Epping Ongar Railway, RideLondon Essex logos

Ongar High Street businesses are coming together to organise activities for people to enjoy on the day in our town!

- A** Zinc Arts – refreshments, inflatables & art activities. Water station
- B** EOR – Epping Ongar Railway – Small vintage vehicles on display. Cafe museum & platform will be open
- C** Ongar Sports Club – Bar open, cricket match
- D** Puzzles/Escape Rooms – Art activities & candy floss
- E** KO Coffee – Coffees, cakes/pastries. Seating inside & outside
- F** Pleasance Car Park – Toilets, refreshments, water station, First Aid & bike racking
- G** Budworth Hall – Bar will be open; Smoothie bikes outside – a great way to cycle & make your own smoothies.
- H** Nerissa & Claire's Coffee Bar & Restaurant – Breakfasts, lunches & lovely homemade cakes
- I** King's Head pub & restaurant – Serving a seasonal Mediterranean inspired menu with outdoor & indoor seating
- J** Cherie Boutique – The latest ladies fashion
- K** Brick Lane Bagel Co – Refreshments available. Outdoor & indoor seating
- L** Activity Area – A selection of stalls, Kids activities, DJ, Singer, Magician, treasure hunt & tombola
- M** Porterhouse – Stylish steakhouse with indoor & outdoor seating
- N** Crazy Kids Café – Children's soft play area, a baby area & 2 story play frame. Café area for parents to relax whilst kids play. Seating indoor & outdoor
- O** AvaGrace Designs – A lovely gift & coffee shop
- P** The Seafood Shop – Selection of lovely seafood
- Q** Refill Mill – Sustainably sourced & ethically made products
- R** Haus & Hagon – Eclectic homeware
- S** Bus Stop – Open topped bus as a viewing platform
- T** Balgore Estate Agents – Open
- U** Capital Flowers – Tombola
- V** The Royal Oak – BBQ, Live Music. Water station & Bike mechanic available
- W** Fire Station – Chance to explore the station & meet the Ongar crew
- X** Kitchens by Guy – Open celebrating 5 years of business
- Y** Dell'mores Café – Offering a range of drinks, breakfasts, baps, paninis
- Z** Ongar Bridge Garage – Will have a fundraising event
- AA** Two Brewers – Open
- AB** Fratelli's Bites & Coffee – Offering a range of hot & cold food & drinks with indoor & outdoor seating

Not to Scale

School Activities



There are a number of ways schools can get involved, and Active Essex are here to support with everything they may need to make it happen.

Schools Resources

ActiveEssex **Ride LONDON ESSEX**

Week of Activity

20TH - 24TH MAY 2024

With Ford RideLondon-Essex fast approaching, we want to encourage children to take part in different cycling based activities each day, leading up to the weekend's events!

Monday RideLondon X The Daily Mile Get to know the Essex map and learn about the local area as you run the RideLondon-Essex route	Tuesday Cycling Bingo How many things can you find on your way to school tomorrow on the bingo sheet?	Wednesday Wheelie Wednesday Travel actively to school today, whether that be walking, running, cycling or scooting!
Thursday Get Creative Design your own cycle jersey using the template provided!	Friday Fans Friday Head outside and cheer on the riders if you're on or near the route!	

Online Activation Pack

- Design a banner
- Cycling Bingo
- Wheelie Wednesday
- Design your own jersey
- Bikeability resources
- Love2Ride
- Active Travel Toolkit

Register for an Activation Pack to be sent:

- Flags for waving
- Design a banner
- Cycling Bingo
- Wheelie Wednesday
- Design your own jersey
- Bikeability resources
- Love2Ride
- Active Travel Toolkit



School Cycling Champions



This year, we're excited to have a number of school staff who are taking part in Ford RideLondon-Essex, as 'School Cycling Champions'. They have been using this challenge to help inspire and engage children and young people in cycling at their school, in the lead up to the event. We have been following their training journey and supporting them in helping to engage their pupils through cycling themed activities and by being an advocate for promoting the benefits of physical activity.



After addressing the whole school, there was a short Q&A session with the Year 6 classes, which was a more in-depth session where the children could fire away with their questions!

Woodville Primary School in South Woodham were thrilled to welcome Katie Archibald to their school on St. George's Day for an inspiring assembly in the lead up to Ford RideLondon-Essex 2024.

Katie Archibald is a double-Olympic champion and cycling has always been a huge part of her life. 350 children eagerly listened to Katie talk about her journey, her goals, and the benefits that physical activity has not only on your health but on your development into adulthood.



Impact and Evaluation – 2024



How will we measure the success - Everyone's Essex

- **Spectator Surveys**
- **Essex Cycle Grant participant surveys**
- **Participant Surveys**
- **LMF funding data (2024 coming soon)**

- **Health**
 - Cycle taster sessions
 - Inspiring activity
 - Learn to ride sessions
 - 6 week cycling Programmes
 - Activity sessions
 - Signposting to local opportunities for sustained activity
 - Community rides
 - Essex Pedal Power

- **Economy**
 - Local businesses engaged in Activation zones
 - Activation zones advertised to attract a wider audiences
 - Businesses and community along the route engaged as 'pitstops'

- **Environment**
 - Increase in Cycling as a form of Active Travel
 - Schools active travel initiatives

2023 FORD RIDELONDON IMPACT REPORT



ECONOMIC IMPACT

Ford RideLondon 2023 supported economic impact of

£1.3M

in Essex and London

More than

60,000

people came out to watch the event in London and Essex

INSPIRING ACTIVITY

52%

of participants said their RLE participation had inspired people close to them to cycle more

81%

of spectators surveyed were more inspired to become more physically active and **66%** were inspired to cycle more

67%

of respondents who participated used active modes of transport to commute in the three months post-event

COMMUNITY

98%

of Essex spectators reported feeling proud their county was hosting the event

94%

of Essex spectators felt more positive about where they live and **90%** said it brought their local community together

LEGACY

Participants in the 2022-2023 FordRideLondon -Essex events raised more than

£5M
FOR CHARITY

17,866

unique individuals in Essex participated in activities funded by Active Essex, awarded by the London Marathon Foundation, in 2022/23

2023 Impact Report



Independent Impact report

The report was commissioned by London Marathon Events (LME) and carried out by Sheffield Hallam University's Sport Industry Research Centre (SIRC).

- **Spectator Surveys**
- **Participant Surveys**
- **LMF funding data**
- **LME Data**

Health and Wellbeing

- **98%** of Essex spectators reported feeling proud that Essex was hosting the event
- **94%** felt more positive about where they live and **90%** said it brought their local community together
- **81%** of spectators surveyed in Essex were inspired to become more physically active
- **66%** of spectators were inspired to cycle more.
- **17,866** unique individuals in Essex are estimated to have participated in activities funded by this investment in 2022/23

Economy

- **£1.3million** economic impact (additional expenditure in the host locations from outside the area) in Essex
- Spectators in Essex spent an estimated **£640,000** over the three days
- Estimated **£5 million** raised for charity
- The London Marathon Foundation (LMF) awarded £1.75 million (£1 million in 2022/23 and **£750,000** in 2023/24) to Active Essex
- **84%** of spectators from outside Essex said the event enhanced their image of Essex as a place to visit and **76%** were motivated to return to Essex for a break in the future

Environment

- **52%** of participants said their participation had inspired people close to them to cycle more
- **67%** of respondents had used active modes of transport for commuting purposes (3 months post event)



RideLONDON
ESSEX

QUESTIONS?



BBC SPORT

THANK YOU FOR YOUR SUPPORT



MAYOR OF LONDON

