

GOWER CYCLING FESTIVAL 13-20 August 2016

a report by

David Naylor (*Wheelrights* Secretary)

SUMMARY

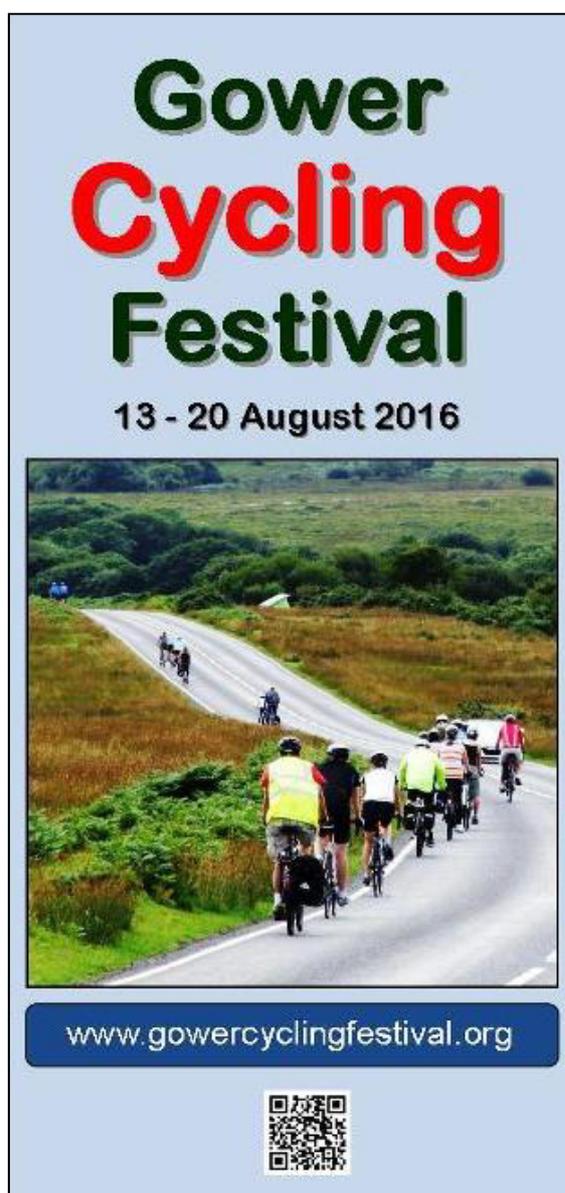
Following last year's precedent we again provided camping at the Dunvant RFC. One more person camped than last year. Again, most were from England with a large contingent from the Midlands cycling club, *Stourbug*. Many stayed for the week. The problems we had last year (principally with the showers) had been addressed and we have had no complaints.

The total number attending rides was up on last year with the average/ride 20% higher. This was to some extent due to the excellent weather we had for the first six days. Due to more 'free' rides, meaning that those attending just these rides didn't have to pay the £5 registration fee, there were fewer registrations than in previous festivals. The free rides comprised the three CTC rides plus eight which doubled as 'ParkLives' events. There were less pre-festival registrations than last year. (81 compared with 89.)

Following the first six days of sunshine there was some heavy rain on the Friday morning (with sunshine in the afternoon) followed by westerly gales and heavy showers on the final Saturday. As a result of this some changes to the rides on these two days were made. (See 3.2 below.)

As last year, after the first day, nearly all the rides started and finished at the Dunvant RFC. Several, mainly the rides to the east, had an alternative later rendezvous, usually the Sail Bridge.

Apart from one ride, promoted as family friendly but which was not, the feed back has been good.



The poster features the title 'Gower Cycling Festival' in large, bold, green and red letters, with the dates '13 - 20 August 2016' below it. A photograph shows a group of cyclists riding on a paved road through a green, hilly landscape. At the bottom, there is a blue banner with the website 'www.gowercyclingfestival.org' and a QR code.

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1. Introduction

This report provides a record of the seventh *Gower Cycling Festival*, held from 13th to 20^h August, 2016. Its main purpose is as a source of information for the next one.

Some facts and figures are presented, followed by comments and conclusions.

The web page now shows a selection of photos taken during the Festival.

2. Preparation and Publicity

2.1 General

The Working Group comprised Allyson Evans, Colin Fielder, Nick Guy, Dale Hall, David Naylor and Chris Walsh. They met in Volcano's High Street office on 14 Sep. 2015, in the Civic Centre Café on 6 Oct. 2015, 23 Jan., 1 March, 30 April, and 23 July 2016.

The event was covered by articles in the *Evening Post*, key ones being on 9 August and (after the Festival) on 17 August. It was publicised in visitswanseabay.com, on Sustrans and CTC's websites (See Appendix A). Also an article appeared in the 17 June *cycleclips*. Prior to this we had registered the event with the CTC (Appendix B.)

A novelty this year was for eight of the shorter rides to double as 'ParkLives' event. ParkLives is a National initiative to get people more active, which Swansea Council are supporting. As these events must be free we agreed not to charge the Festival £5 for people who only attended ParkLives rides on the understanding that the Council refund us the revenue thereby lost. There were 15 in this category.

2.2 Flyers and posters

An A4 flyer (Front panel on p.1) was again produced in house. 4,000 copies were printed most of which were distributed. As before the flyer incorporated a booking form. (Figure 4 on p. 6.)

A4 posters (Figure 1) were produced and put up in local bike shops, cafés, pubs and on NCR 4 and 43 cycle paths. It could also be downloaded from the website.

2.3 Registration

81 (incl. 6 free children) registered in advance of the Festival. A further 15 (incl. 2 free children) registered during it. The total registered were therefore 96 (including 8 children). The breakdown of the numbers, including the ParkLives and CTC rides for which registration was not required, are given in Table 1 (on p. 5).

As last year, advance registrants were invited to indicate which rides they intended to join. These were added to the 'Riders lists' in advance to be ticked by the steward if the person turned up.

Of those who registered in advance most paid by PayPal with most of the rest by bank transfer (both used the website on-line facility). The on-line payments facility worked OK, the problems of previous years having been sorted.

There is some uncertainty about how many registered during the Festival due to our procedure for recording this not working as it should.



Figure 1 – Poster

2.4 Website

As in previous years the GCF web page could be accessed from either www.wheelrights.org.uk or www.gowercyclingfestival.org. The format was unchanged with the *Introduction, Rides Programme* and *Map* (Figure 2 on p. 4.) downloadable as pdf files.

As before on-line registration allowed the choice of payment by PayPal or bank transfer. A printable booking form was provided for those who paid by cheque. In addition an on-line booking facility was provided for camping at the Duvant RFC.

3. The event

3.1 Launch

We had bought a *Wheelrights* gazebo just before the Festival so this was duly erected – not that it was needed, it being a lovely day. Ian Charles and Richie Saunders of the Gower Heritage Centre provided music and commentary. The problem of how to protect the PA power cable where it crossed the path was solved by laying it alongside a plank nailed to the path. The Mumbles ‘train’ could (and did) cross it.

David Judd, disguised as Isambard Kingdom Brunel, introduced Cllr Mark Child who, at 2.00pm, launched the Festival.

The first three rides set off at 2.30pm as planned.

3.2 The rides

18 of the 21 rides took place as planned. Due to the wet weather on the Friday morning the start of the ride/walk (Ride 17) was postponed to 11.45am thereby cutting out the morning part of the planned walk. Due to the gales forecast for the following Saturday Rides 20 and 21 were replaced by the shorter North Gower circuit. This went well with the weather not being as bad as expected. The four who braved it on the Rhondda Tunnel ride (No. 22) got rather wet, and two of them took the train from Port Talbot back to Swansea.

The other rides all went ahead as planned, and the average attendance was the best yet. Those who took part appear to have enjoyed themselves, the only criticism being of the “Bont’n’back” ride which, although advertised as a family ride, was not suitable for young children. This was because part of it was on busy roads, mainly the B4296 between Gowerton and Gorseinon.

Again a talk about the local history was given at the Pontardawe Riverside Centre on Ride 8 and a visit was made to Bridge Pottery on Ride 11. The Rhondda Tunnel Society had supported Ride 22 and despite the weather their secretary, Tony Moon, attended it.

As last year the rides were described as “gentle”, “moderate” or “challenging” using the traffic light colours **g**, **m**, **c**, and **e** for the two evening rides.

Further to the breakdown of numbers between registrants and others given in Table 1, Table 2 (also on p. 5.) gives the average ride attendance in the different categories. Table 3 shows the number (and whether male, female or child) on each ride, and Table 4 where the registrants had come from and how they learnt about the Festival. Figure 3 (on p. 6) shows how the proportion of rides doing just one, two or three, and more than three has varied in successive Festivals.

3.3 Social

A BBQ, attended by over 60 was provided on the Wednesday evening at the Duvant RFC. This was followed by Ian Charles playing his guitar and a song from members of the Duvant male voice choir. A charge of £5 covered the BBQ and drinks for the entertainers. There was also a raffle in aid of BikeAbility.

3.4 Camping

8 campervans and 7 tents (+ 2 of one or the other) used the Duvant RFC facility. These accommodated 27 adults and 5 children.

Thanks to the efforts of John Watkins, his staff and David Judd, who took on the role of coordinator doing everything from cleaning the toilets to collecting the camp fees, the camping worked well.

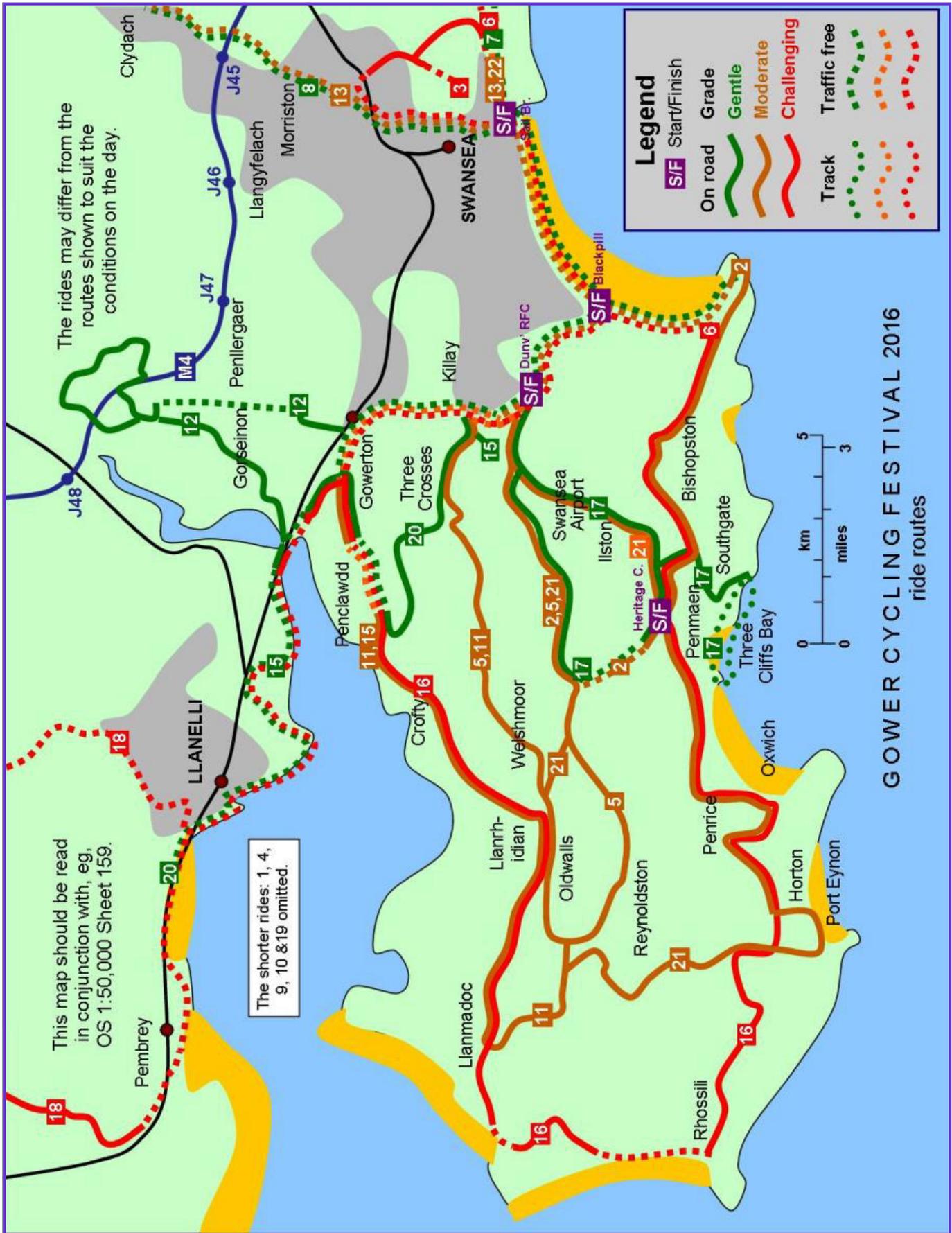


Figure 2 – Map showing routes

Registered	At least 1 ride	86
	No rides	10
Non-reg.	ParkLives (PL) only	15
	≥1 ride (excl. PL only)	29
Anonymous riders (Estimated)		22
Total:		162

Table 1: Registration breakdown.

Category	g	m	c	e	130 riders
No. rides	8½	5½	4	2	20 total
Riders/cat.	18.9	22.0	12.5	15.5	Av. = 18.1

Table 2: Av. number per ride.

M = Men; **W** = Women; **C** = Children; **T** = Total on ride; PL = ParkLives ride.

Date	Ride	Ride title	(Leader)	M	W	C	T
Sat. 13 th	1	Tweed ride [PL].	(Nick Guy)	10	7	1	18
	2	Taste of SE Gower	(David Naylor)	16	4	0	20
	3	Kilvey Hill	(Chris Walsh)	9	3	1	13
Sun 14 th	4	Life Cycle ride	(Nick Guy)	8	10	1	19
	5	Arthur's Stone [CTC]	(David Naylor)	12	7	1	20
	6	Top of Glamorgan [CTC]	(John Cardy)	16	4	0	20
Mon. 15 th	7	Campus 2 Campus [PL] [U3A]	(Colin Fielder)	10	9	0	19
	8/8	Port to Pottery [PL]	(Allyson Evans)	13	10	1	24
	9	Folk ride ^{Evening} [PL]	(John Roach)	13	5	1	19
Tue. 16 th	10	BikeAbility Wales [PL]	(Chris Walsh)	12	7	1	20
	11	Llanmadoc and Pots	(David Naylor)	11	12	0	23
Wed. 17 th	12	Bont'n'back	(James Hedges)	9	5	1	15
	13	Rivers and Canals [CTC]	(Dale Hall)	21	12	0	33
Thu. 18 th	15	Penclacwydd [Sustrans] [PL]	(Nick Guy)	18	11	5	34
	16	Grand Gower circuit	(David Naylor)	11	8	0	19
Fri. 19 th	17	Ride/Walk (3 Cliffs) [PL]	(David Naylor)	8	8	1	17
	18	Kidwelly	(Carl Preece)	4	2	1	7
	19	Sports venues ^{Evening} [PL]	(Nick Guy)	7	4	1	12
Sat. 20 th	X	North Gower circuit	(David Naylor)	6	1	0	7
	22	Rhondda Tunnel ride	(Nick Guy)	4	0	0	4

Table 3: Numbers on the rides

Swansea	43
Wales (rest of)	39
England	37
Further afield	-
Unknown	21
Total:	140

(a) Origin

Flyer	9
Facebook	1
Internet	1
Word of mouth	15
Been before	27
Other	6

(b) Source

Table 4: Participants' origin and how they knew about it.

Origin numbers are for individuals. Source numbers are based on pre-Festival registrations and many are for a couple or a family.

4. Finances

Table 5 summarises the finances. The payments from the Dunvant RFC campers and for the BBQ are not included as these were paid directly to the club. The ParkLives refund (to cover fees not paid for those joining just those rides) and the gazebo share are unique to this Festival.

<u>Receipts</u>	£	<u>Expenses</u>	£
Gower Heritage Centre	100.00	4000 flyers	190.00
Three Cliffs Café	100.00	Gazebo	94.00
Registrations: cash	135.00	15 posters (6 lam.)	9.75
Cheques	65.00	Uplands market	40.00
Bank trans.	95.00	Gower mag. ad.	40.00
Paypal	143.93	Lifecycle actors	200.00
Gazebo (BikeAbility share)	47.00	Ride 7 (Riverside) fee	15.00
Lifecycle tickets	118.50	Music at launch	40.00
Donations	21.87	Music at party	51.50
ParkLives refund	75.00	GCF registration refund	5.00
Total receipts:	901.30	Total expenses:	685.25
Receipts exceed expenses by 216.05			

Table 5 – Finance summary

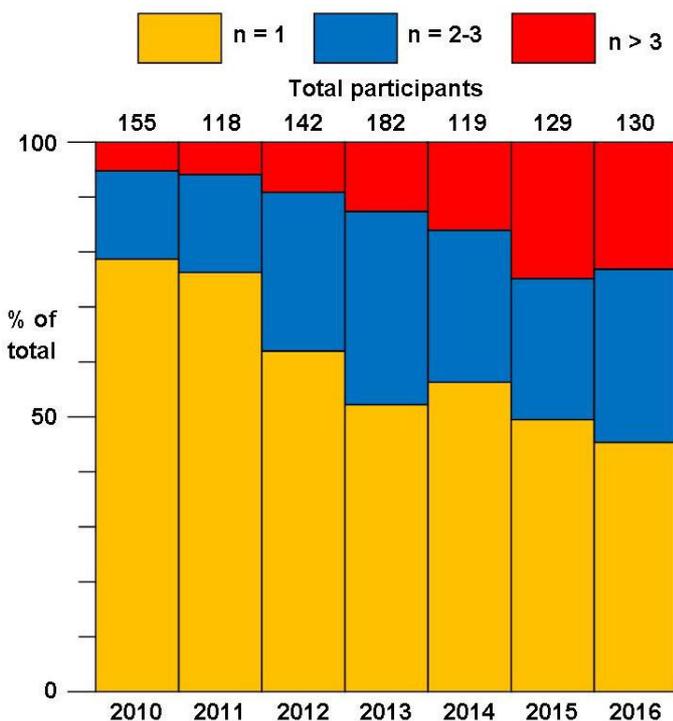


Figure 3
Proportion of riders who took part in n rides.

Gower Cycling Festival
(13-20 August 2016)
Booking Form

This form is for *Festival Registration* with payment by cheque (or cash). If you prefer to pay by PayPal or bankers order please use the interactive form on the Festival web page.

Registration costs £5 for adults, children under 16 free. It entitles you to *unlimited rides*. Please register *in advance of the Festival*.

Name(s):
(Identify children with "C".)

Where you're from (Enter home town or County.):
.....

Phone:

Email:

Emergency Contact:
Phone:

Please indicated the rides you are likely to join. This does not commitment you.
.....
.....

I wish to register . . . adults at £5 and . . . child(ren).

I enclose a cheque/cash (indicate which) for £
Cheques payable to "Wheelrights"

Signed

How did you hear about the Festival? Please circle:
Flyer; poster; facebook; web; verbal; been before
or tell us how:

Please return this form with your payment to:
David Naylor (Wheelrights Secretary), Copper Roof,
45 Pennard Road, Southgate, Swansea SA3 2AA.

Figure 4 – Flyer booking form

5. Comments and Conclusions

5.1 General

The excellent weather during the first six days contributed to the success of this year's Festival. A further factor was the smooth operation of the camping at the Dunvant RFC, helped also by an excellent BBQ and entertainment on the Wednesday evening. The Festival was not however as family friendly as it might be and this needs to be addressed in future.

Less registered in advance than last year but this was more than in the years before that. Fewer registered during the Festival than in the previous ones. This was because of the eight 'free' ParkLives rides together with the three CTC rides. Those joining just these rides were not expected to pay the £5 registration fee, and therefore didn't need to register. Due to our incomplete records it has not been possible to establish how many joined just the ParkLives rides. As we can reclaim the £5 registration fee for each of them we need to know the numbers; there were, however, at least 15, so will be claiming for these from the Council.

5.2 Registration

Minor changes to the on-line registration were made this year. They included changes to the computer code to allow cancellation thus preventing spurious applications being automatically emailed to *Wheelrights*. Provision was also made for people to note how they found out about the Festival. This provided the information for Table 4.

As the on-line registration worked smoothly no further changes are proposed. However, our procedures for registering people at the start of rides is not working well and some way of streamlining this needs to be found.

5.3 Launch

Holding the launch at Blackpill as in the last three years worked fine. Also we kept to the schedule of rounding people up at 1.30 for a 2.00pm for the launch with the rides starting at 2.30pm. Unfortunately Byron Davies MP had again to pull out leaving cllr Mark Child to open the Festival.

The recently purchased gazebo (Shared between BikeAbility and *Wheelrights*.) served its purpose. Richie Saunders and Ian Charles of the Gower Heritage Centre were again indispensable, between them providing the PA with Richie making the announcements and Ian providing music.

5.4 Rides

Generally the rides programme was satisfactory. New rides this year were as follows:

- Ride 1. *Tweed Ride*. A revival of the 2014 ride.
- Ride 3. *Kilvey Hill*. An obvious ride – why hadn't we thought of this before?
- Ride 4. *Life cycle ride*. Actors re-enacted Swansea's past. A good innovation.
- Ride 6. *Top of Glamorgan*. This replaced the Henrhyd Falls ride.
- Ride 7. *Campus to Campus*. A popular ride and another good innovation.
- Ride 12. *Bont'n'back*. Provided by *Gower Riders*. This was a novelty.
- Ride 13. *Rivers and Canals*. A new ride linking the Swansea and Neath valleys.
- Ride 20. *Estuary Ride*. Explored new lanes on the Peninsula.
- Ride 22. *Rhondda Tunnel*. This was supported by the Rhondda Tunnel Society.

All these rides went well except for the mechanical problems which dogged Ride 6, requiring the leader, back marker and one other to be rescued, the unsuitability of Ride 12 for families, and the bad weather which affected Ride 22.

All these new rides are suitable for future festivals except that a more family friendly alternative to Ride 12 is needed. Rides 6 and 22 in particular are candidates for next year when hopefully the former can be spared breakdowns and the latter take place in better weather. If Ride 4 is held again maybe there should be just one 'showing' since, although the morning ride was well attended only two turned up for its afternoon repetition.

Some of the other rides were altered slightly: eg Ride 16, the *Grand Gower Circuit*, went anti-clockwise round the Gower (and included a swim in Broughton Bay), Ride 18 went to Kidwelly via the Swiss Valley and the evening ride (19) visited sports centres instead of Copperopolis.

Nearly all the rides to the east had alternative starts, the first being the Dunvant RFC, with a second further east, usually 45 minutes later at the Sail Bridge. This worked well and should be repeated.

As last year the number joining more than one ride was significantly higher than in the first five Festivals. (Figure 3.) Actually, the highest yet. This however might not be the case as there were more anonymous riders than usual (Due to incomplete attendance records.) many of whom probably joined just on ride. This would heighten the yellow column in Figure 3.

5.5 Publicity

The production of 4,000 A4 flyers (Last year: 5,000) was appropriate. Probably rather more than the 15% (9 of the 59 responses.) indicated in Table 4 found out about the Festival from the flyer. This was because the responders were mostly non-local. No doubt some local people learnt about it from the posters although none who pre-registered indicated that they did. Surprisingly Facebook and the Internet were not how people found out about it, although nearly all who pre-registered used the website to register. Most of them knew about the Festival either because they had been before (44%) or from a recommendation (25%). Other sources of information included cycle shops and the article printed in CTC's *cycleclips*.

More should be done to use Facebook to publicise the next Festival. Apart from that there does not appear to be a case to do things differently.

5.6 Feedback

A feedback form was not provided this year. We had considerable feedback by word of mouth and email. Nearly all of these praised the rides, implying that we should not change course. One family however tactfully alluded to Ride 12 not being family friendly, so this confirms that we need to address this next year. (Possibly by reintroducing the successful Gower Heritage Centre/Green Cwm ride of last year?) Particularly helpful is an email (dated 11 September) from Susan Young (a cycling instructor who comes from Nottingham) which provides detailed comments including recommendations.

David Naylor
September 2016

Appendix A

Web link recipients

The following table lists the organisations/people to whom the link to our Festival web page was sent. Responses received are shown in **red**.

To whom sent	When and response
Previous participants	1 Feb. email
Hannah Grover (CCS marketing officer)	Emailed Hannah on 28 Jan. with text plus pic. for entry in www.enjoyswanseabay.com and www.visitswanseabay.com . Hannah replied 1 Feb.: will circulate to colleagues.
CTC (Cycling UK)	29 March emailed GCF16ctcReg.pdf, GCF16ctcRA.pdf and other attachments to (groups@ctc.org.uk). Julie Rand ack'd by return but GCF did not appear on CTC site. Emailed her again on 3 June. She replied by return having put the GCF on CyclingUK's website.
Sustrans	1 April sent GCF16SusReg.doc and two alternative pic.s to reception@sustrans.org.uk together with text for an entry on their website. Entry appeared with pic. 15aug09nh.jpg.
Around Town (Amy)	2 June sent 15aug09nh.jpg plus words to: amy@aroundtownwales.co.uk .
Harrogate Easy-Wheelers	3 June emailed Malcolm and Gia (margolis@virginiamedia.com). Reply by return: declined to list it – too many events.
Stourbug	9 June: Following email exchanges with kaye.radford@tiscali.co.uk posted a message on www.stourbug.org.uk/forum .
Birmingham Cyclist	10 June: Registered with http://www.birminghamcyclist.com and posted a message + 13aug11b.jpg on their events page.
John Grimshaw, David Gray	11 June: sent single email to both.
Cycleclips	Plug for GCF in 17 June issue – unsolicited! (See CTC above.)

Appendix B

Form entries in blue



CTC Event Registration form

Member Group/Affiliated Club: **Wheelrights** Year in which event is taking place: **2016**

Please enter one event per row, expanding the table as necessary when submitting electronically. If you expect more than 200 riders for your event, please note that for insurance purposes, CTC must be notified. A CTC Risk Assessment form must be completed for each event – keep it on file for your records. Note that you can now upload your own events and rides to the CTC website via [your group page](#) or email [Alistair Martin](mailto:Alistair.Martin@ctc.org.uk) for details.

Notes. This application is for a single event: the eight day *Gower Cycling Festival*. It comprises 21 rides which are entered in the table below. <http://www.gowercyclingfestival.org/> provides details. The columns for entries which apply to all the rides have been replaced by bullet points as follows:

- None of the rides are competitions.
- Less than 200 riders are expected on the rides.
- An entry fee of £5.00 covers all the rides.
- The organiser is David Naylor, 45 Pennard Road, Pennard, Swansea SA3 2AA; phone: 01792 233755; email: davidjohnnaylor@sky.com.
- All the rides are new for 2016.
- A CTC risk assessment form has been submitted.

DATE	Ride No.	TITLE and DISTANCE (miles)	START DETAILS	
			LOCATION	TIME
Sat. 13 Aug	1	Tweed ride (6)	Blackpill Lido	14.30
	2	A Taste of Golden (19)	Blackpill Lido	14.30
	3	Kilvey Hill (18)	Blackpill Lido	14.30
Sun. 14 Aug	4	Life Cycle rides (6) [am/pm choice.]	Blackpill Lido	11.00/14.00
	5	King Arthur's Stone [CTC ride] (25)	Dunvant RFC	10.00
	6	Top of Glamorgan. [CTC ride] (48/60)	Sail Br./Dunv. RFC	10.00/9.15
Mon. 15 Aug	7	Campus to Campus (19)	Dunvant RFC	10.00
	8	Port to Potten (21/33)	Sail Br./Dunv. RFC	10.45/10.00
	9	Evening ride to a Folk Club (1)	Dunvant RFC	18.30
Tue. 16 Aug	10	Bike Ability Wales (6)	Dunvant RFC	10.00
	11	Llanmadoc and Pois (25)	Dunvant RFC	10.00
Wed. 17 Aug	12	Bont'n Back [Gower Riders ride] (17)	Dunvant RFC	10.00
	13	Rivers and Castles [CTC ride] (34/46)	Sail Br./Dunv. RFC	10.00/9.15
	14	A social evening (not a ride)	Dunvant RFC	19.00
Thu. 18 Aug	15	Go Explore Penclawdd [Sustrans] (16)	Dunvant RFC	10.00
	16	Grand Gower Circuit (42/30)	Dunvant RFC	9.00
Fri. 19 Aug	17	Ride/walk on S. Gower coast (14/5 walk)	Dunv. RFC/Southgate	10.00/11.30
	18	Ridwelly (46)	Dunvant RFC	10.00
	19	Swansea Sports Venues (6/18)	Sail Br./Dunv. RFC	17.45/17.00
Sat. 20 Aug	20	Estuary wide ride (15/32)	Dunvant RFC	10.00
	21	Gower Traverse (30)	Dunvant RFC.	10.00
	22	Rhondda Tunnel (40/52)	Sail Br./Dunv. RFC	10.00/9.15

Notes

- 'Traffic light' colours indicate level of ride: **gentle**, **moderate**, **(relatively) challenging**.
- The "/" indicates alternatives. eg (34/46), Sail Br./Dunv. RFC and (10.00/9.15) means the 34 mile option leaves the Sail Br. at 10.00am, the 46 miler Dunvant RFC at 9.15.
- Start grid ref.s are Blackpill Lido: 619906; Dunvant RFC: 593931; Sail Bridge: 663921; Southgate: 553974.

Form submitted by: **David Naylor** CTC Membership No.: 4702710.

28 March 2016

CTC Event Registration Form v.2