

GOWER CYCLING FESTIVAL 12-19 August 2017

a report by

David Naylor (*Wheelrights* Secretary)

SUMMARY

As in the last two years camping was again provided at the Dunvant RFC Albeit with less campers than last year. Thanks to our efforts, in particular of David Judd, the camping arrangements worked well. There have been no complaints.

The numbers participating were the highest for four years, having been exceeded in 2010, 2012 and 2013. The proportion joining more than three rides was the highest yet, indicating an increasing number staying for the full week. Interestingly the proportion joining just one ride was up on recent years. (See Figure 3 on p.6.)

Pre-Festival registrations were up on last year as were the number registering (and paying) during the Festival. A reason for the latter was that we did not have the free 'ParkLives' rides of last year. However the CTC and U3A rides were free for those who joined only those rides.

Considering the rather miserable summer we have had the weather was kind. Apart from some rain on the Monday, a wet evening on Wednesday and heavy showers on Friday it was fine and mainly sunny. One person even took up the swim option on the Grand Gower Circuit ride!

We used the Dunvant RFC as a starting point for all the rides after the first day (when they left from Blackpill following the launch). For most of those heading east there was an optional more easterly starting point which offered a shorter ride.

Our endeavours to make the Festival more family friendly appear to have been successful with a number of children joining several rides.

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**Gower
Cycling
Festival**

12 - 19 August 2017

www.gowercyclingfestival.org



1. Introduction

This report provides a record of the eighth *Gower Cycling Festival*, held from 12 - 19 August, 2017. 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 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, Pat Hansard, David Naylor, Fes Simmons and Chris Walsh. They met on 8 Oct., 12 Nov. 2016, 14 Jan. & 25 Feb. 2017 in the Civic Centre Café, on 6 May in the Environment Centre Café, and on 22 June & 3 Aug. in BikeAbility's office at the Duvant RFC.

The event was covered by articles in the *Evening Post*, the main one being after the Festival, on 15 August. It was again publicised in Phillip McDonnell's *Environmental Events*, on Swansea Bay Cycle Forum's website. on visitswanseabay.com, and on CTC's website. It was included in an editorial in *What's On* and there was a paragraph in the August/September edition of *cycle*. (Unfortunately it missed the June/July edition.) Prior to this we had registered the event with the CTC (See Appendix.)

2.2 Flyers and posters

An A4 flyer (Front panel on p.1) was again produced in house. 3,000 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 (At Blackpill. Unfortunately somebody removed it before the Festival.) It could also be downloaded from the website.

2.3 Registration

87 (incl. 11 free children) registered in advance of the Festival. A further 23 (incl. 1 child) registered during it. The total registered was therefore 112 (including 12 children). A breakdown of the numbers, including the U3A and CTC rides for which registration was not required, are given in Table 1 (on p. 5). The grand total including both those who registered but did not participate and those who participated but did not register was 152. 134 joined rides.

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 or bank transfer using the website on-line facility which worked well. Conveniently for us more used bank transfers than previously.

The stewards seem to have done a better job than in previous years as only one on-the-day registration was not recorded, thus reducing the inevitable uncertainty about the precise numbers.



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 cash or cheque.

3. The event

3.1 Launch

A week or so before the launch Nick Guy approached the Council to arrange for keys to the hut at Blackpill so that we could get mains electricity for the PA system, only to learn that we would have to pay £150 to be allowed to hold the event at Blackpill. Fortunately Cllr Mark Child intervened on our behalf and the fee was waived. However we did have to pay a £35 administration charge.

It was a lovely day and, as in previous years, Richie Saunders of the Gower Heritage Centre provided a commentary while Ian Charles played his guitar. Ian Williams of *Recycle* offered a Dr Bike service.

Promptly at 2.00pm Nick Guy introduced Mark Child who launched the Festival.

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

3.2 The rides

All 21 rides took place as planned. Due to the wet weather on the Monday and Friday turn out for the rides on those days was low. This was particularly unfortunate for the Llanmadoc & Pots and Port to Pottery rides (7 and 18 respectively) as prior arrangements for larger numbers had been made. (Based on previous experience we had planned for about two dozen on each of these rides but a fraction of that number took part.) Most of the other rides were well attended.

Table 2 on p. 5 shows the breakdown between the gentle (g), moderate (m) and challenging (c) categories. For the rides with two start options, ie g/m or m/c, lacking records of who took which option, the numbers were apportioned on the assumption that twice as many took the longer ride, ie starting at the Dunvant RFC. Thus if 15 joined a g/m ride it was assumed that 5 took the gentle option and 10 the moderate. Or if it was an m/c ride the split would be 1:2 moderate:challenging. Table 3 shows the attendance on each ride divided into men, women and children.

Retaining the established popular rides we made a few changes. E-bikes were explicitly made welcome with Ride 1 labelled as an e-bike ride. Four took part in this with ride with at least one more on the other rides. We reintroduced the Henrhyd Falls ride (6) and this, partly because it was also a CTC ride and the weather was good, had the highest turnout of 32. The division of the Bont and Wildfowl ride (15) into two parts with the shorter ride aimed at families worked as planned. It replaced the purported family ride to Pontarddulais last year which turned out to be unsuitable for young children. Two other innovations which worked well were the Copperopolis and Swansea Pier & Docks rides. (12 & 20 respectively.) Copperopolis had previously been an evening ride, but with Dawn Aplin acting as a guide round the museum making it a short day-time ride worked well. Once again we had a representative of the Rhondda Tunnel Society attending the Rhondda Tunnel ride (8). This time it was Stephen Mackey, their Chairman. Even though it rained, this ride was well attended; not the wash-out of last year.

Once again the Council asked us not to take our rides through Lethrid Cwm. To respect an earlier decision I discretely informed the Council that we would not be changing our plans.

3.3 Social

We had ordered food for 50 (Reduced from an earlier order of 60.) for the BBQ at the Dunvant RFC on the Wednesday evening. With between 35 and 40 attending we had to reimburse the caterers for the surplus food. We had charged £6/head (or £7 incl. gateaux). Once again Ian Charles played for us on his guitar. There was also a raffle with the proceeds going to *Wheelrights*.

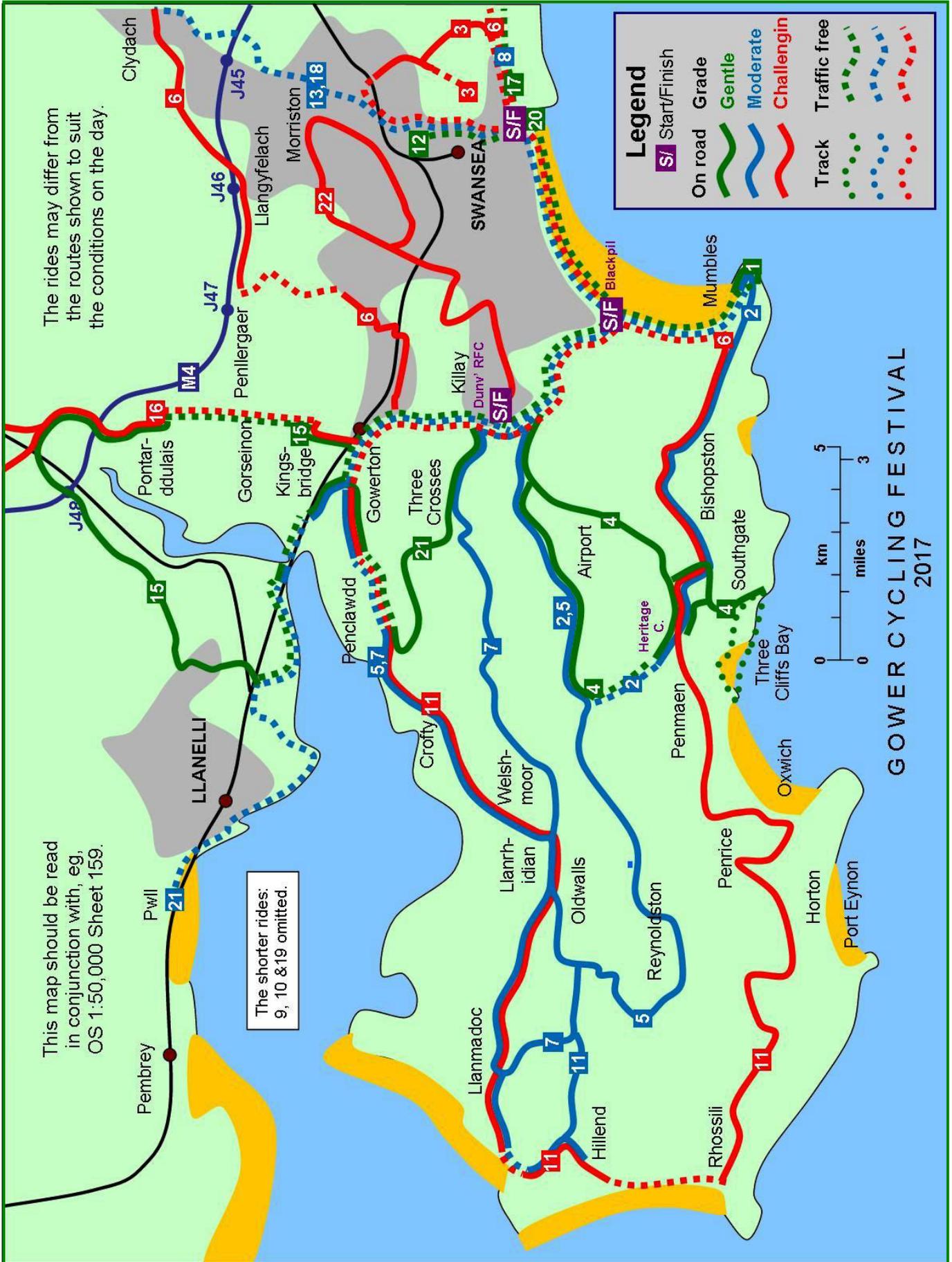


Figure 2 – Map showing routes

Registered incl. children	At least 1 ride	95
	No rides	18
Not reg.	U3A & CTC only, ie []	21
	≥1 ride but not []	18

Category	g	m	c	e	
No. rides	7	6	6	2	21 total
Riders/cat.	17.7	16.0	17.0	8.0	Av. = 16.1

Table 1: Registration breakdown.

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. 12 th	1	Mumbles fun ride	(Nick Guy)	6	8	0	14
	2	Taste of Gower	(David Naylor)	13	11	0	24
	3	Kilvey Hill	(Chris Walsh)	4	2	0	6
Sun 13 th	4	Ride/walk (3 Cliffs)	(David Naylor)	8	7	0	15
	5	King Arthur's Stone [CTC]	(Pat Hansard)	7	7	0	14
	6	Henrhyd Falls [CTC]	(John Cardy)	22	10	0	32
Mon. 14 th	7	Llanmadoc and Pots [U3A]	(David Naylor)	4	2	0	6
	8	Rhondda Tunnel	(Nick Guy)	13	6	0	19
	9	Folk ride ^{Evening}	(John Roach)	6	2	0	8 *
Tue. 15 th	10	BikeAbility Wales [PL]	(Nick Guy)	7	2	1	10
	11	Grand Gower Circuit	(David N./Dale H.)	21	9	0	30
Wed. 16 th	12	Copperopolis	(Dawn Aplin)	6	12	4	22
	13	Rivers and Canals [CTC]	(Dale Hall)	10	7	0	17
Thu. 17 th	15	Bont and Wildfowl [CTC]	(David N./Nick G.)	15	8	4	27
	16	Carreg Cennen Castle [CTC]	(Ian davies)	13	3	0	16
Fri. 18 th	17	Campus to Campus	(Colin Fielder)	6	5	4	15
	18	Port to Pottery	(Allyson Evans)	3	2	0	5
	19	Mumbles Mile ^{Evening}	(Susan Young)	7	9	5	21
Sat. 19 th	21	Estuary wide ride	(Dale Hall)	14	10	0	24
	22	City Heights	(Chris Walsh)	5	0	0	5

* These were the ones who cycled; a further 8 drove to the Folk Club.

Table 3: Numbers on the rides

Swansea	74
Wales (rest of)	37
England	23
Further afield	-
Unknown	18
Total:	152

(a) Origin

Flyer	8
Facebook	-
Internet	2
Word of mouth	8
Been before	29
Other	3

(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.

3.4 Camping

2 campervans and 7 tents used the Dunvant RFC facility, accommodating 13 adults and 4 children. This was somewhat less than last year. The charge was £8/night without electricity, £10 with. We took in £462, paid directly to the RFC.

A motor cycling rally had nearly 70 motorbikers sharing the campsite with us on Friday and Saturday (11/12 Aug.) nights. They were an accommodating lot and this was not a problem. Once again, thanks to David Judd's efforts, the camping went smoothly. He did rather more than just being a 'bog-wallah'!

4. Finances

Table 5 summarises the finances. The payments from the Dunvant RFC campers and for the BBQ (Apart from a contribution to make up for a shortfall.) are not included.

<u>Receipts</u>	£	<u>Expenses</u>	£
Three Cliffs Café	100.00	3000 flyers	200.00
Registrations: cash (34)	170.00	Posters (Print Partnership)	29.50
Cheques (14)	70.00	Uplands market stall	45.00
Bank transfers (26)	130.00	CCS for Blackpill launch	35.00
Paypal (26)	130.00	Party BBQ (Shortfall)	84.00
Raffle	33.00	Ride 18 (Riverside) fee	15.00
		Music at party	40.00
<u>Total receipts:</u>	633.00	<u>Total expenses:</u>	448.50
Receipts exceed expenses by 184.50			

Table 5 – Finance summary

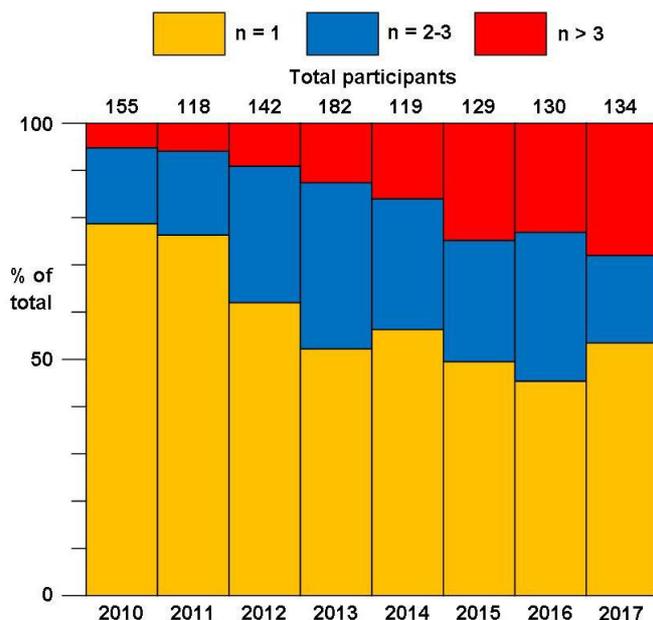


Figure 3
Proportion of riders who took part in n rides.

Gower Cycling Festival
(12-19 August 2017)
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, Copper Roof, 45 Pennard Road,
Pennard, Swansea SA3 2AA.

Figure 4 – Flyer booking form

5. Comments and Conclusions

5.1 General

Good weather except on the Monday and Friday contributed to the success of this year's Festival. The initiative to welcome e-bikes bore fruit as there were at least five e-bike riders. Our attempts to make the Festival more family friendly appear to have been successful.

The proportion of visitors from outside Wales was down: 23 from England compared with 37 last year. This was mainly due to the Midlands *Stourbug* club giving us a miss this year.

As last year the camping at the Dunvant RFC ran smoothly. The numbers however were about half of last year's. While the BBQ on the Wednesday evening was fine (See 3.2) we grossly overestimated the attendance with a little over half the number we had catered for turning up. We made the mistake of assuming the number would be similar to last year. Had we assumed it to be proportional to the number of campers we wouldn't have been far out. A possible way forward would be to get people to commit both before and at the start of the Festival.

5.2 Registration

No significant changes to the on-line registration facility was made as, like last year, it worked smoothly. The proportion of pre-Festival registrations was similar to recent years. It would help if this proportion could be increased. Our procedures for registering people at the start of rides is cumbersome and it would be good if some way of streamlining it could be found.

5.3 Launch

This was the fifth successive year we have used Blackpill for the venue and the first time we have had a problem with the Council. (See 3.1) That we should not be charged for the event (even if there was the £35 admin. Fee) is a useful precedent which should enable us to continue holding the launch there.

The arrangements (Rounding people up at 1.30 for a 2.00pm for the launch with the rides starting at 2.30pm.) worked OK. Dignitaries other than Mark Child had been invited but were unable to come. We did not have an Evening Post photo-shoot this year although an article plus photo (featuring the Rhondda Tunnel ride) appeared on 16 August.

5.4 Rides

Generally the rides programme was satisfactory. The modest changes made since last year have been described in 3.2 above. The distribution of participants between the three categories of ride was even (Table 2), except for a lower attendance of the evening rides. This was probably due to the weather being wet on both days.

The practice of starting nearly all the rides (except for those following the Launch on the first day) from the Dunvant RFC with alternative pick up points for some of them worked as planned. This provides flexibility and should be continued. It also reinforces the idea of the RFC being a base for the Festival.

As in the past we have had positive feedback from a number of participants. A selection of these is provided on p.4 of *Wheelrights* autumn Newsletter. These suggest that we are doing the right thing. One suggestion, of which we should take note, is to plan shorter daytime rides on the days we have evening rides.

The process of getting the Llethrid public footpath upgraded to *restricted byway* has been languishing in the Council's legal department since January 2015. We need to put pressure on them to get this implemented so that we can have their blessing on future Festivals.

5.5 Publicity

We produced 3,000 A4 flyers this year (compared with 4,000 in 2016 and 5,000 in 2015). Even so the proportion who learnt about the Festival from the flyer (16%) was similar to last year. As can be seen from Table 4 most knew about it because they had been before. Next was word of mouth, on a par with the flyer. Although only 2 claimed to have learnt about it from the Internet, the website was key as all except those who relied only on the flyer would have used it. Significantly no one claims to have found out about the Festival from Facebook.

Clearly something needs to be done to use Facebook effectively to publicise the next Festival. Apart from that there does not appear to be a case to do things differently.

David Naylor
September 2017

APPENDIX



Registration Form 2017

Form entries in blue except for colour coding to identify ride level: gentle, moderate or challenging.

Cycling UK Event

Member Group/Affiliated Group: ...Wheelrights. Year in which event is taking place: ...2017

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, Cycling UK must be notified. A Cycling UK 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 our website via [your own group page](#)

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@skv.com.
- All the rides are new for 2017.
- A CTC risk assessment form has been prepared.

DATE	Ride No.	TITLE and DISTANCE (miles)	START DETAILS	
			LOCATION	TIME
Sat. 12 Aug	1	Fun ride to Mumbles (6)	Blackpill Lido	14.30
	2	A Taste of Gower (20)	Blackpill Lido	14.30
	3	Kilvey Hill (18)	Blackpill Lido	14.30
Sun. 13 Aug	4	Ride/walk (Ride: 14/Walk: 5)	Dunv. RFC/Southgate	10.00/12.00
	5	King Arthur's Stone [CTC ride] (28)	Dunvant RFC	10.00
Mon. 14 Aug	6	Henrhyd Falls [CTC ride] (52)	Dunvant RFC	10.00
	7	Llanmadoc & Pots (25)	Dunvant RFC	10.00
	8	Rhondda Tunnel (40/52)	Sail Br./Dunv. RFC	10.00/9.15
Tue. 15 Aug	9	Evening ride to a Folk Club (9)	Dunvant RFC	18.30
	10	BikeAbility Wales (6)	Dunvant RFC	10.30
Wed. 16 Aug	11	Grand Gower Circuit (30/42)	Dunvant RFC	9.00
	12	Copperopolis (4/16)	Sail Br./Dunv. RFC	10.45/10.00
Thu. 17 Aug	13	Rivers and Canals [CTC ride] (34/46)	Sail Br./Dunv. RFC	10.00/9.15
	14	A social evening (not a ride)	Dunvant RFC	19.00
Fri. 18 Aug	15	Bont & Widfowl (10/22)	Kingsbr../Dunv. RFC	10.30/10.00
	16	Carreg Cennen Castle (45)	Dunvant RFC	10.00
Sat. 19 Aug	17	Campus to Campus (20)	Dunvant RFC	10.00
	18	Port to Pottery (21/33)	Sail Br./Dunv. RFC	10.45/10.00
Sat. 19 Aug	19	Mumbles Mile (12)	Dunvant RFC	18.30
	20	Swansea Pier and Docks (18)	Dunvant RFC	10.00
	21	Estuary wide ride (15/32)	Dunvant RFC.	10.00
	22	City Heights (20)	Dunvant RFC.	10.00

Please return by email to:	Form submitted by:
For regular events: groups@cyclinuk.org	Name: David Naylor Cycling Membership No: 4702710