

Subject: Wheels Festival 2017/ Bikers Take Over Event

Report to: Economic Development Committee

Report by: David Helsdon/ Events Manager GYBC

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| SUBJECT MATTER/RECOMMENDATIONS |
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| Economic Development Committee supports the proposal. |
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1. **INTRODUCTION/BACKGROUND**

During April, 2016 the first unofficial 'Great Yarmouth Motorcycle Takeover' took place and attracted over 3,500 motorcyclists. Economically the event was incredible for local traders who reported a massive uplift in profits. Operationally the event was fraught with traffic management issues as the parking turned into a free for all. Enforcements was nigh on impossible by Civil Enforcement Officers and Norfolk Police due to the number of participant's.

Over a month ago through a third party source and online social media coverage GYBC and Norfolk Constabulary were made aware of the 'Great Yarmouth Motorcycle Takeover' returning to the town on Saturday, 8 July, with motorcycles arriving from 10:00 – 12:00. It is estimated the event this year will attract 4,000 – 5,000 motorcyclists. The event coincidentally takes place during the Saturday of the annual Wheels Festival which is now entering its third year.

I believe GYBC has two options in relation to arrival of the bikers on the 8th July.

- a. GYBC along with the other relevant authorities can ignore the arrival of the bikers and try to carry on regardless.
- b. Engage with the event organisers and find a solution which benefits the town and causes minimum traffic and parking problems along with making the event part of the ever growing Wheels Festival.

Over the last few weeks I have been working with Norfolk Constabulary's Sgt.Ben Bell, Martin Dixon of NCC Highways and the two main organisers of the event to come up with a plan to handle bikers.

2. **MAIN BODY**

Based on details passed on to myself and Norfolk Constabulary I am suggesting the following Plan. The details are as follows:

Road & Car Park Closures/ Estimated capacities.

- Marine Parade with the closure starting 5m north from the entrance into Jetty Car Park North and finishing 5m south of Marina Centre Car Park North (See attached map). It is estimated this section of road closure can hold up to 3,500 bikes.
 - The Landau Lane will remain open for horse and carriages and cyclists.
 - An emergency vehicle access of 3.3m will remain open on the west side of the road to allow fire tenders and other emergency vehicles to service the buildings located on the west of Marine Parade.
- Closure of Marina Centre Car Park South.
 - This car park will be used to house up to 100 trikes or other similar specialist motorcycles.
- Sea Life Centre Gardens to be used as a motorcycle and motorcycle trade stand area. It is estimated this area is capable of housing 1,500 motorbikes and up to five trade stands (See attached map)
 - Access to the Sea Life Centre Gardens is via a service road running along the east side of the centre. The service road is relatively easy to marshal.
 - The ground has excellent drainage and is hard enough for bikes to be parked in long display lines.

Management of motorcycles/ Pre-Event

1. Clear information times along with maps will be relayed to the participants' regarding event parking. Information will be relayed in the press and via the bikers main source of communication facebook.
2. Information clearly stating to those who consider not using the designated parking zones or other legal parking bays that they will be enforced against.
3. Bikers reminded of the rules of the road.
4. Bikers to be asked to arrive between 10:00 – 12:00.
5. AA road signs to be used to direct the bikers to approach the sites from the south of the town.
6. Trade stands to be set-up before 09:00 on Sea Life Centre Gardens.

Management of motorcycles/ Event

1. The bikers to be encouraged to approach the agreed parking zones from the south. The AA road signs will be designed to direct the bikers as they head into the town to take the following route (See map):
 - a. Along south Quay in a southerly direction.
 - b. Turn east down Hartman Road.
 - c. On reaching Hartman road they will be marshalled into groups of around 200. The groups will then be sent at regular intervals to back fill the dedicated parking zones.
 - d. A CSAS (Community Safety Accreditation Scheme) traffic management team will be used to manage all road closures along with the marshalling of the bikers.
 - e. Organisers of the event will be in attendance at all the aforementioned locations to assist the traffic management officers with the smooth running of the event.
 - f. Once the designated areas are full the designated capacity. Additional bikers to the event will be instructed to park legally elsewhere within the town.
 - g. Those who do not park legally (if spotted) will receive enforcement notices.

Management of motorcycles/ Post-Event

1. Bikers parked on Marine Parade when they wish to leave will head out of the road closure in a northerly direction.
2. Bikers parked on Marina Centre South Car Park will leave in a southerly direction heading east along St. Peter's Road or south along Marine Parade.
3. Bikers parked on the Sea Life Centre Gardens will leave via the access road and turned south on to Marine Parade.

Event Management Requirements

1. Traffic Management team made up of the following staff.
 - a. Marine Parade: 3 x CSAS Traffic Marshals.
 - b. Sea Life Centre Gardens: 2 x CSAS Traffic Marshals.
 - c. Supervisor Team: 2 x Supervisors.

The CSAS Traffic Marshals role is to legally direct traffic on the public highway along with marshalling the ingress and egress to the designated parking zones.

2. The organisers of the event have agreed to provide a minimum of 12 marshals. Their job will be to park and line up the bikes within the agreed parking zones.
3. Crowd Control barriers will be deployed on the various road closures.
4. Prior to the event, road closure signs and other relevant signage will be erected.
5. A medical team comprising of a treatment centre and two technicians will be located within Sea Life Centre Gardens.
6. Communications are vital between the various sites i.e. once Marine Parade is full the bikers will then be directed to the Sea Life Centre Gardens. Radios will be used.
7. An event management control room will be set up within Maritime House on the second floor which gives clear views of all the aforementioned closures. The following representatives will be present:
 - h. GYBC Events
 - i. GYBC Parking
 - j. Norfolk Constabulary

Conclusion

The above option will need to be finessed as the date approaches and I fully expect to have two hours of organised chaos as the bikes arrive onsite. However with our involvement the event will be handled professionally which will go a long way to reassure residents and traders. The traders should grasp the opportunity to make serious profits.

It allows GYBC/ Norfolk Constabulary the opportunity to provide a carrot or apply the stick. Those who work with us will use the designated zones those who don't and wish to break the various traffic/ parking regulations will receive the relevant enforcement action. The approach is pragmatic and works with all relevant authorities and parties.

The event will be a challenge and to quote Martin Dixon of NCC Highways “***what do you prefer, organised chaos or unorganised chaos?***”

3. **FINANCIAL IMPLICATIONS**

GYBC Revenue Implications

1. There will be a loss of income Marina Car Park South closure. It is worth noting that due to the cost of parking compared to other car parks. The car park is relatively quiet.
2. All other car parks on the seafront will be kept open.
3. Monies to pay for traffic marshals/communications will come from the existing GYBC events budget.

Economic uplift for Great Yarmouth

1. It is estimated a day visitor will spend £29.00 per head*. Based on 5000 bikers the traders can expect to share an uplift of £145k.

***Source 2015 Volume and Value report published by Destination Research.**

2. The five trade stands attending will be charged an attendance fee. Price to be determined by Tim Noble of Property Services.
3. If the event is a success in future years we can look to charge the bikers an attendance fee.

4. **RECOMMENDATIONS**

That EMT considers appropriate support for this event.

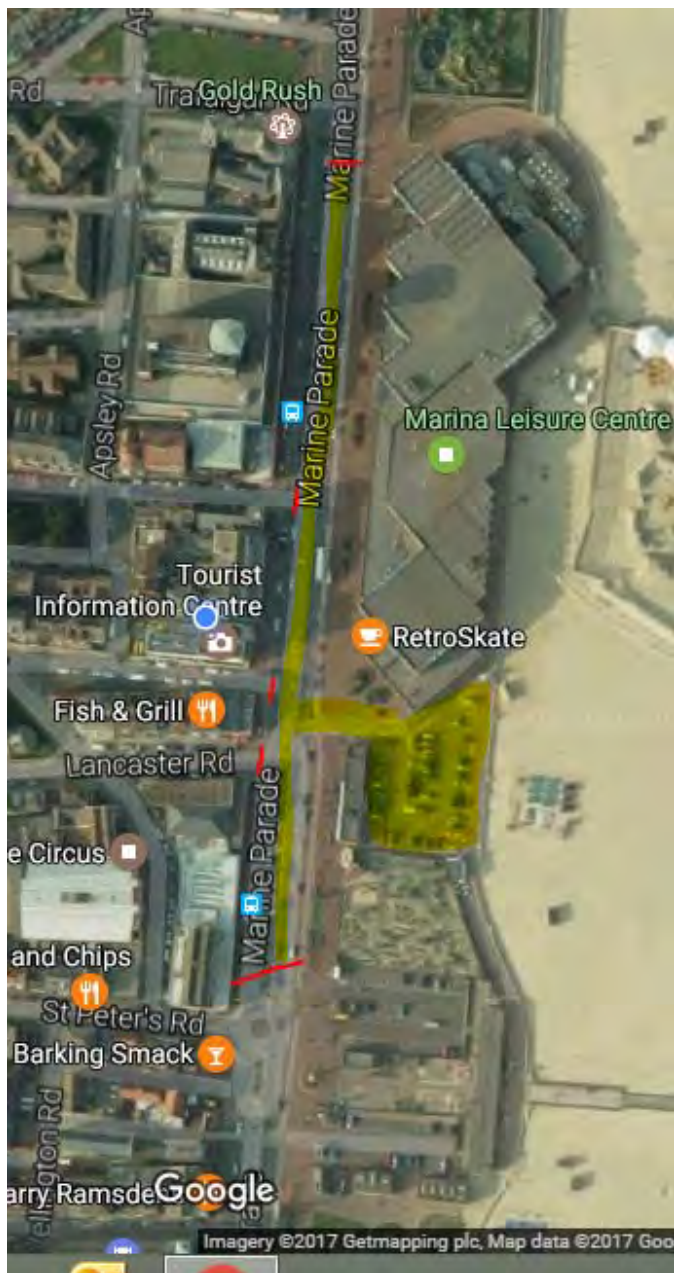
5. **BACKGROUND PAPERS**

- See attached relevant site maps

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

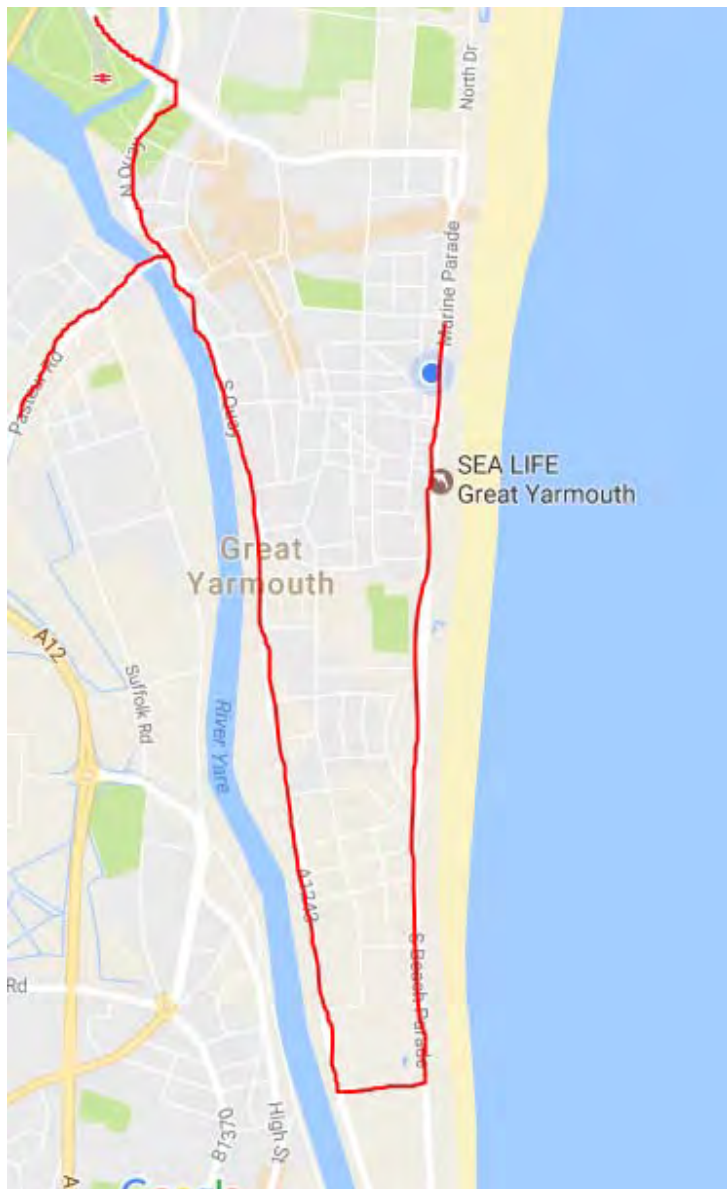
| Area for consideration | Comment |
|--|-----------------------------------|
| Monitoring Officer Consultation: | Yes |
| Section 151 Officer Consultation: | |
| Existing Council Policies: | None |
| Financial Implications: | See above |
| Legal Implications (including human rights): | None |
| Risk Implications: | Traffic and parking implications. |
| Equality Issues/EQIA assessment: | None |
| Crime & Disorder: | Traffic and parking offences. |
| Every Child Matters: | None |

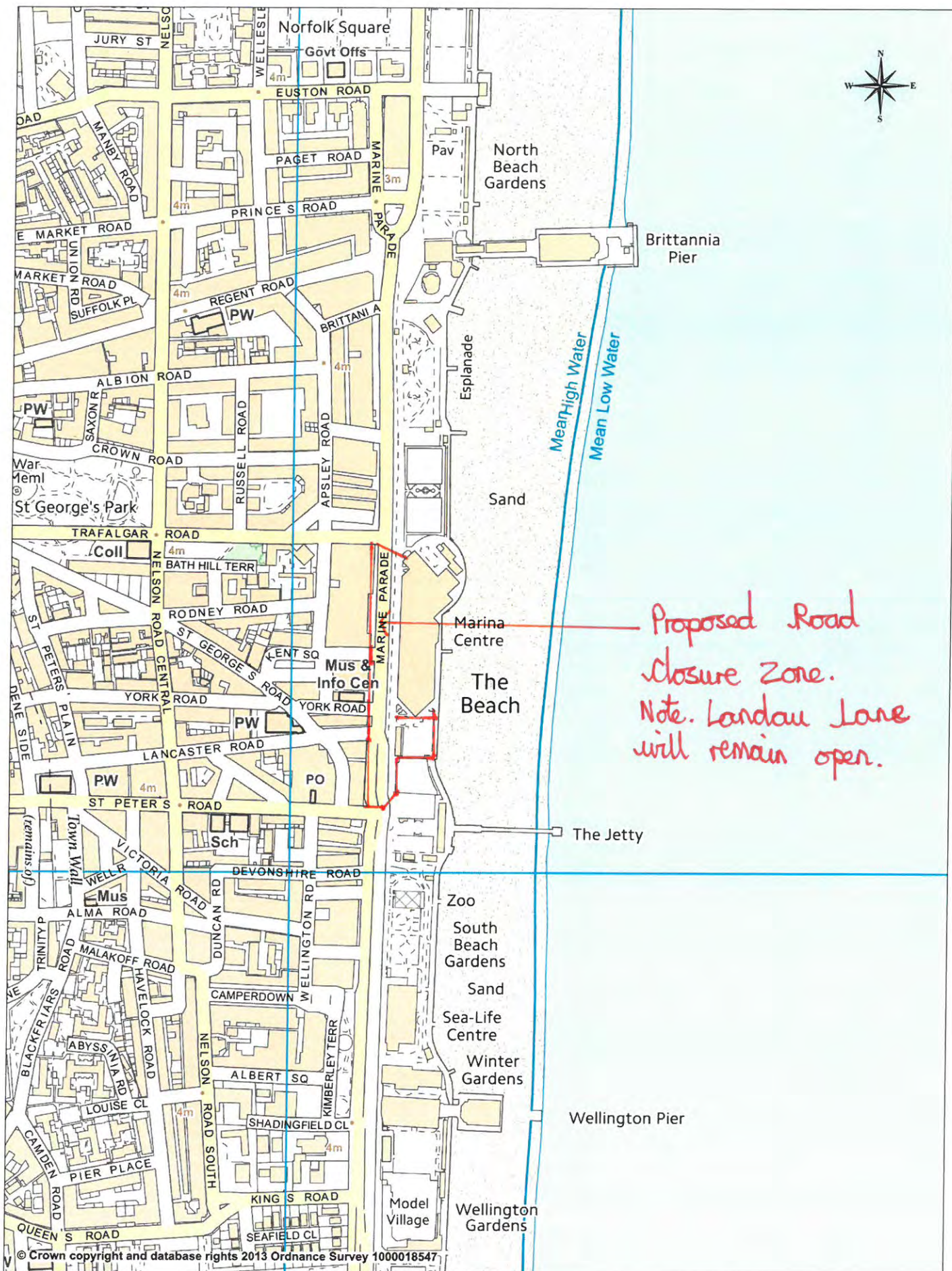
Marine Parade/ Marina Centre South Car Park Closure



Nb. Please see attached map.

Proposed Route Of Bikers

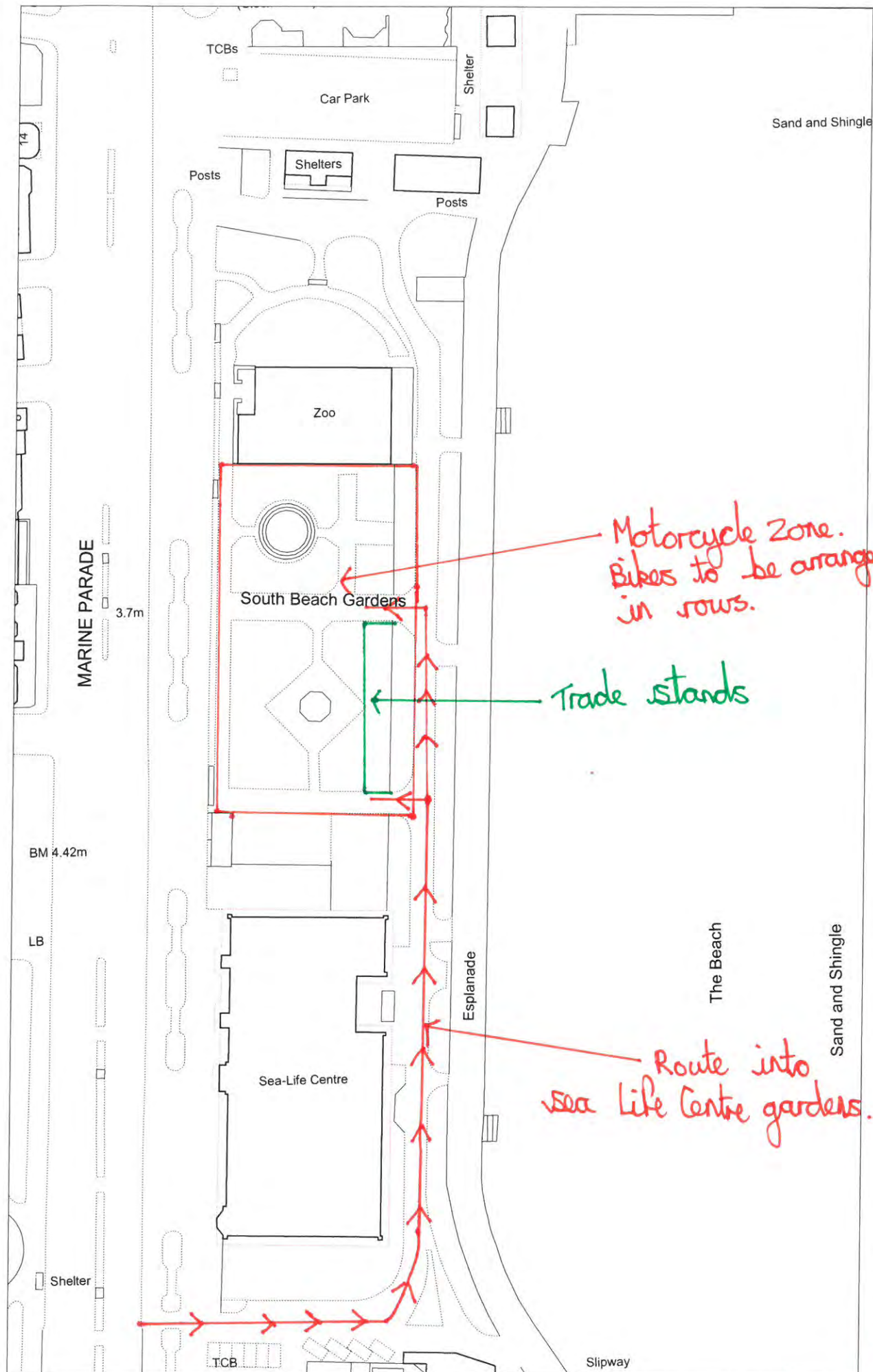




GREAT YARMOUTH
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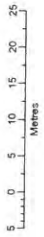


Motorcycle Zone.
Bikers to be arranged
in rows.

Trade stands

Route into
sea life Centre gardens.

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Ordnance Survey [100018567]
Date: 01/08/11 Scale: 1:500



Sea-Life Centre, Marine Parade.



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