

# GOWER CYCLING FESTIVAL 2011

a report by

David Naylor (*Wheelrights* Secretary)

## SUMMARY

The Festival was as last year deemed a success. The numbers were down: 81% of last year's. This was attributed to the unfavourable weather forecasts. In reality there was little rain, and the forecast gales did not result in winds strong enough to cancel rides

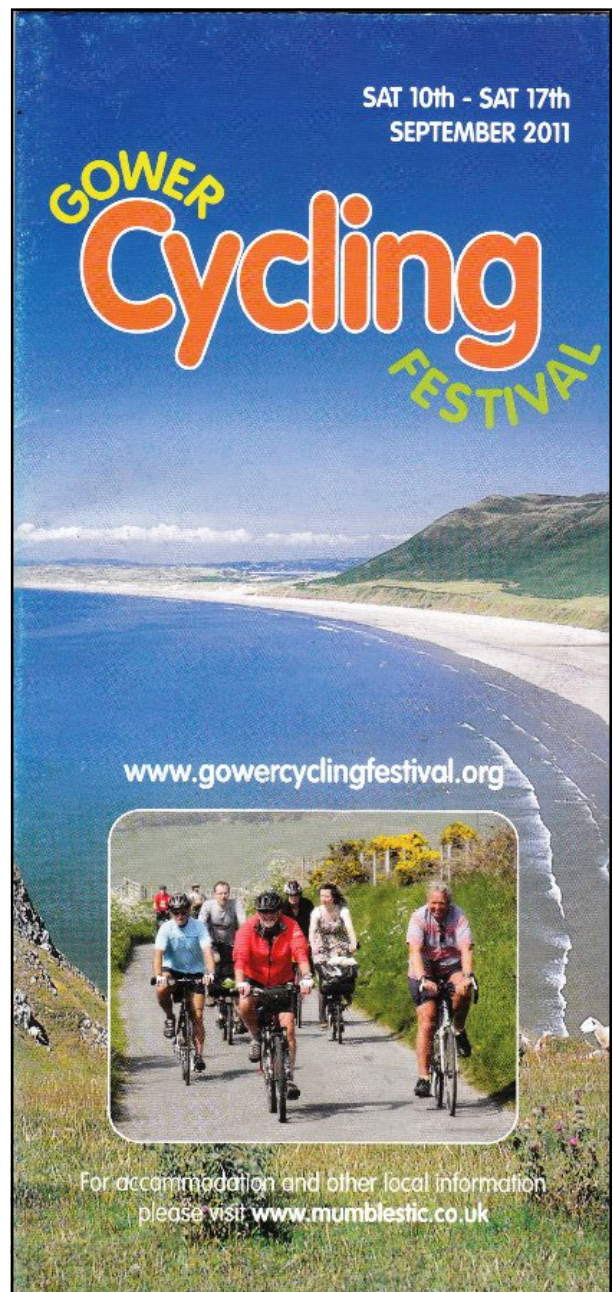
The feedback was again very positive. The small changes we made to the ride programme – more rides on the weekends, a Sustrans ride, a ride/walk and a couple of new challenging rides – appear to have been justified.

In response to feedback from last year we held the party on the Saturday. We would probably have been better to have held it on the Friday as last year, as the attendance was poor

The £5 Festival Pass, £3 single ride compared with last years £10, £2 brought in more money but only marginally increased the proportion joining more than one ride. The hope had been that this would result in more from afar making a Gower holiday of the Festival,. This needs to be addressed.

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## 1. Introduction

This report provides a record of the second *Gower Cycling Festival*, held from 10<sup>th</sup> to 17<sup>th</sup> September, 2011. Its main purpose is as a source of information for the next festival..

The event itself – the opening, the rides and the Festival party – are described first, then the preparations and how it was publicised. This is followed by the sections: Finances, Feedback, Analysis and Concluding remarks. There is inevitably some subjectivity in the last two sections for which the writer takes full responsibility.

The web page has now been altered to show a selection of photos taken during the Festival.

## 2. The event

### 2.1 Opening

A formal launch of the Festival took place at 10.30 on Saturday, 10<sup>th</sup> September by the Blackpill Lido. A gazebo was erected under which a stall was shared by Sustrans and *Wheelrights*. It was windy and there were some heavy showers. Turnout was poor. We blame the weather. David Judd introduced Martin Caton MP who gave a short speech and cut a tape to formally open the Festival. The event did not get media coverage

The formalities were completed on time so that the first three rides which started from Blackpill set off on schedule.

### 2.2 The rides

All except Ride 16, the Teenagers ride, took place as planned. Ride 16 was cancelled for lack of participants.

The routes followed are shown on Figure 1 (on p. 3). These were the intended routes. There were some minor deviations from them.

There were 125 participants, comprising 94 men and 31 women including 3 children. A breakdown of the numbers on each ride is given in Tables 1 and 2 (on p. 4). Figure 2 (on p. 5) uses histograms to compare the data of Table 2 with last year. As then most registered at the ride starts. Of those who bought passes quite a few bought them then rather than in advance. (We don't have a record of the proportion.)

Back up to the rides was provided by David Judd and by the *Heritage Centre* who offered to rescue people stranded for one reason or another. Their services were not needed.

### 2.3 Registration

The procedure for registering participants at the start of rides was essentially as last year. The riders lists (Appendix 2) was slightly modified to include an emergency contact as well as the participants' email. Unfortunately the information on some of these forms was incomplete or unclear so that we did not get the hoped for contact information (esp. email addresses)

Having learnt from last year we handed out feedback forms (Appendix 3) at an early stage and managed to get one to almost every rider. Despite this only 10 were returned. (16 last year.).

### 2.4 The Party

This took place on the evening of Saturday, 17<sup>th</sup>, in the Gower Heritage Centre starting at 7.0pm. Entertainment was provided by the guitar player/singer Scotty accompanied by Rhiannon who both sang and provided percussion, and Patrick Ellis who played different instruments and sang. This was followed by a raffle which helped defray Festival expenses.. Around 25 (excluding the performers) attended. Despite the low turnout it was a good party.

While all the entertainers were excellent, in retrospect it would have been sufficient to have had just Scotty and Rhiannon.

We had put the party on the last day in response to feedback from last year. It would however have been better on the Friday since many went home after the last ride.

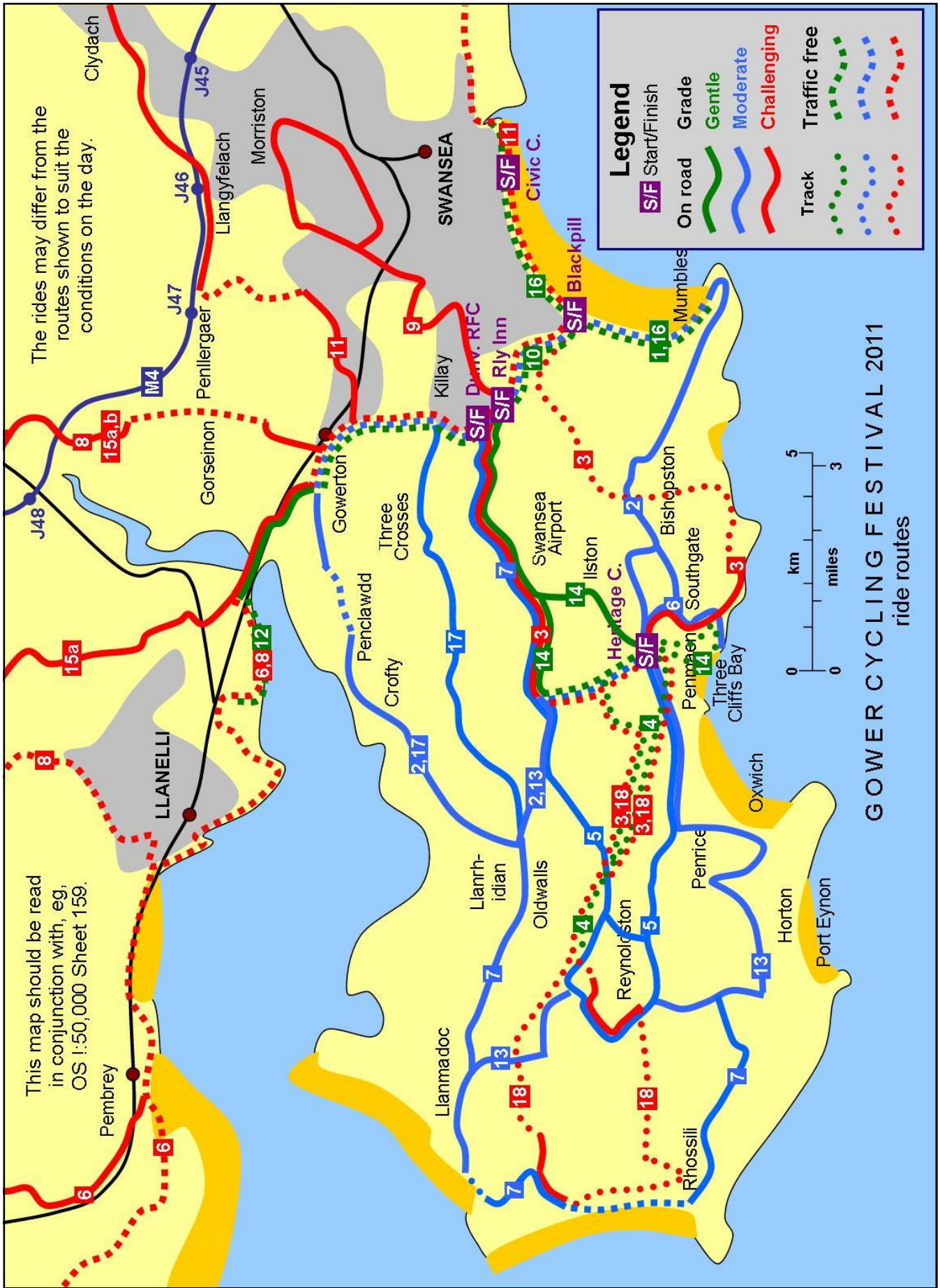


Figure 1 – Map showing routes

## Key

**P** = Number with Passes

**S** = Number buying single (£3) ride

**N** = Number paying nothing

**T** = Total number on ride

Date	Ride	Ride title	P	S	N	T
Sat. 10 <sup>th</sup>	1	Family Fun ride to Mumbles	6	1	5	12*
	2	A Gower Taster	9	6	1	16
	3	Gower Combine	4	2	-	6
Sun. 11 <sup>th</sup>	4	Cefn Bryn (MTB)	5	1	1	7
	5	Cefn Bryn plus	2	1	2	5
	6	Kidwelly (CTC ride)	5	7	9	21
Mon 12 <sup>th</sup>	7	Gower Circuit	7	1	-	8
	8	Swiss Valley	3	-	-	2
Tue. 13 <sup>th</sup>	9	City Heights	4	1	1	6
	10	Bikeability	4	-	15	19
Wed 14 <sup>th</sup>	11	Henrhydh Falls (CTC ride)	-	-	5	5
Thu. 15 <sup>th</sup>	12	Penclacwydd (Sustrans ride)	10	3	2	15
	13	A Gower Traverse	8	-	-	8
Fri. 16 <sup>th</sup>	14	Three Cliffs ride/walk	6	1	-	7
	15a	Carreg Cennen Castle (the long way)	7	1	-	8
	15b	Carreg Cennen Castle (the short way)	7	-	-	7
Sat. 25 <sup>th</sup>	16	Teenagers ride	-	-	-	-
	17	North Gower	5	5	1	11
	18	Heritage Trail	1	10	3	14

\* Includes 2 children

Total number of Passes sold = 44

Total number of £3 rides sold = 40

**Table 1: Numbers on the rides**

n	r	Breakdown			
		g	m	c	t
1	90	33	18	39	90
2	14	7	11	10	28
3	7	5	9	7	21
4	3	9	-	3	12
5	3	10	1	4	15
6	1	2	3	1	6
Total	118	66	42	64	172

### Legend

**n** = rides joined by an individual.

**r** = Riders who joined n rides

**g, m, c** = rider/rides in respective categories, ie **gentle**, **moderate** or **challenging**

**t** = sum of previous 3 columns (= n x r)

**Table 2**  
**Breakdown of ride attendance**

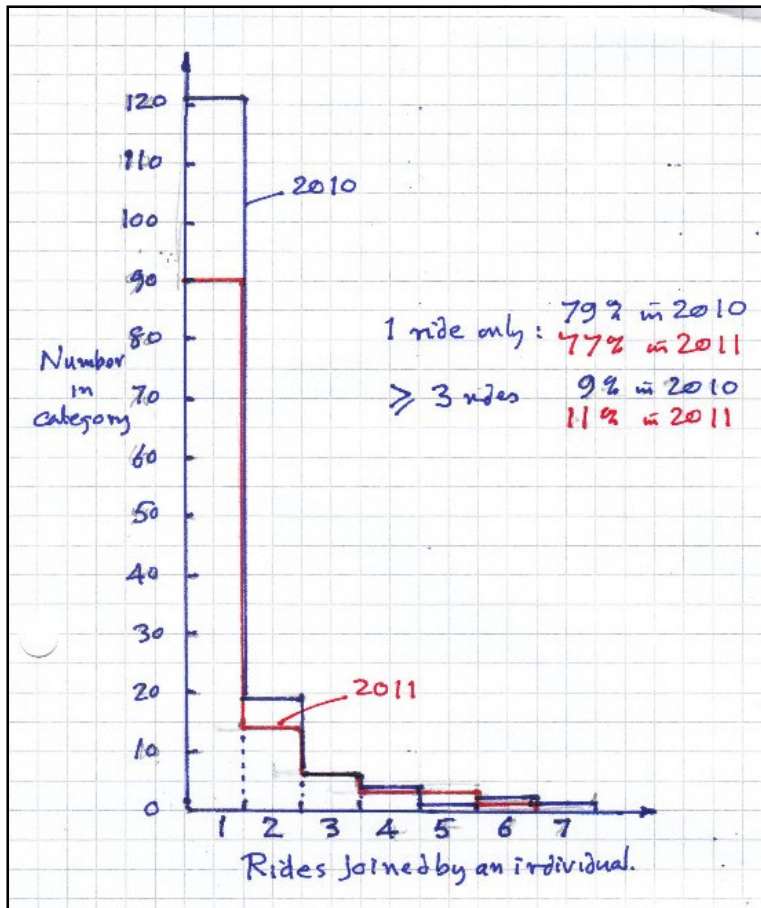



Figure 2 – Ride attendance distribution

**WELCOME**  
 The Gower Cycling Festival is an opportunity to explore some of Britain's most beautiful countryside. If you're a visitor seeking a relaxed way to see the sights, an experienced cyclist looking for a new area to explore, or a local resident expanding your cycling horizons, there is something to suit you.



**BOOKING FORM**

Name: \_\_\_\_\_ (Party leader if applicable.)

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

In case of emergency contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Number in party:  Adults  Children (under 14)

Prices: (Children under 14 are free.)

**Festival Pass** (unlimited rides): £5.  
**Rides** (if you don't have a Pass): £3. Payable at start of ride.  
**Festival Party** on 17th September: £5.  
 Food and drink may be purchased on the night.

I enclose a cheque payable to "Wheelrights" for £ \_\_\_\_\_

This covers  Festival Pass(es) and  Party ticket(s).

Signed \_\_\_\_\_

Please return this form with your cheque to:  
 David Naylor (Wheelrights Secretary)  
 45 Pennard Road, Southgate, Swansea SA3 2AA,  
 Any queries phone David on: 01792 233755; or  
 Email: davidjohnnaylor@tiscali.co.uk

Figure 3 – Flyer booking form



Figure 4 (left) – The tickets  
 Note that the three aims of *Wheelrights* are printed on the back of each

### 3. Preparation and Publicity

#### 3.1 General

A Working Group was set up comprising Martin Brain, Claudine Conway, Colin; Fielder, Nick Guy, Phil Jones, David Naylor, Richie Saunders and Rob Wachowski. Ten meetings were held in the Railway Inn between January and October (the last two after the Festival).

#### 3.2 Booking and Registration

The web booking form (Appendix 1) provided for the advance payment of £5 Festival Passes, a £5 Party ticket and T-shirts. £3 single rides could only be purchased at the start of rides. This avoided the need for ride tickets, but implied that there was no limit on the number joining a ride. As last year there was no charge for CTC members joining the two CTC rides The booking form on the flyer (Figure 3) was similar to the web form but did not include T-shirts.

This worked OK, but it would have been better if more Passes had been bought in advance. Also as most of those who attended the Party paid at the door (just 9 bought tickets) the question arises is advance booking necessary?

### 3.3 Flyers, posters and a banner

4000 copies of an A3 flyer, similar to last year's, were produced by the same printers: *Riddler Webster*. The cost was higher but this was offset by more advertising income.. (See 4 below.). The flyers were distributed to local bike shops, libraries, visitor attractions, pubs and cafés, Gower campsites. They were also handed out on the Foreshore cycle path.

100 A4 posters were produced and displayed in bike shops, pubs and cafés, and elsewhere.

Last year's Festival banner was updated to this and it was displayed outside the Railway Inn. It featured in photos illustrating Evening Post articles about the Festival on 8<sup>th</sup> and 12<sup>th</sup> September

### 3.4 Website

As last year the GCF web page could be accessed either from [www.wheelrights.org.uk](http://www.wheelrights.org.uk) or from [www.gowercyclingfestival.org](http://www.gowercyclingfestival.org).

The web page was modified from last year by providing the programme as three separate pdf files instead of a five page one. It was split into a two page Introduction, a two page rides programme and the map (reproduced here as Figure 1.) This was to enable those interested to print out the files they needed.

The writer had attempted to provide an online booking form with provision for credit card payment but was defeated by the perversity of Microsoft. He chose therefore to provide the booking form as a downloadable pdf (Appendix 1) as last year. The feedback form was also provided as pdf.

Links to the web page were sent out to various contacts across the UK. These are listed in Appendix 4

### 3.5 T shirts

With £300 sponsorship from the Three Cliffs Café 100 were ordered. 43 had been sold or donated by the end of the Festival. The dates were not printed on them so the remaining 57 can be used for subsequent festivals. Figure 5 illustrates the logos on the front and back.



Front

Back

Figure 5 – T-shirt logos

## 4. Finances

### 4.1 Sponsors.

Sponsor	£
Swansea Council	150.00
Heritage Centre	150.00
Three Cliffs Café (T-shirts)	300.00
Three Cliffs Café (ad)	35.00
Gower Farm campsite	20.00
The Dolphin Inn (ad)	50.00
The Dragon Hotel	35.00
The Railway Inn (ad)	60.00
Tredz bikes (ad)	60.00
Urban cyclery (ad)	60.00
Wheelies (ad)	60.00
Schmoos (ad)	60.00
Traveline Cymru	60.00
<b>Total:</b>	<b>1100.00</b>

Table 3 – Sponsor funding

In addition to Three Cliff's Café £300 and a £150 contribution from CCS income, other than that generated during the Festival, came from the flyer ads, Table 3 gives the breakdown

### 4.2 Financial summary

Table 4 provides a balance sheet for the Festival.

Receipts	£	Expenses	£
Sponsors	1100.00	Webhosting	46.64
Passes/rides	370.00	Launch music	50.00
T shirt sales	304.50	Flyers	779.00
Raffle	73.00	Posters	80.00
Party tickets	45.00	T shirts	851.30
<b>Total receipts</b>	<b>1892.50</b>	<b>Total expenses</b>	<b>1806.94</b>
Receipts exceed expenses by £85.56			

Table 4 – Finances

## 5. Feedback

Ten feedback forms were returned. Their content is summarised as follows.

### Qu 1. How did you find out about the Festival?

Seven found out about the event by word of mouth, two from the flyer and one from a web search. Of the seven three indicated they got details from the web page, one from the flyer and one from both. The other two didn't say. One person (who did not return a form) had a flyer handed to him by somebody (Nick?) on the foreshore path.

### Qu. 2. How was the Festival?

All reported very favourably.

### Qu. 3. How might we improve it?

Separate individuals suggested that:

- we have an evening ride;
- the party be on the Friday;
- we make it clear in our publicity that you don't have to pre-book rides. [But wasn't it?]
- we endeavour to get younger people on the rides
- we have longer stops in the more scenic areas;
- we hold the event earlier in the year;
- we visit certain places (which she listed), but realised that this wasn't practical and that she would have to return to the Gower to do this;
- pubs which we visit at lunch time should serve lunch. [This refers to the Railway Inn who let us down.]

### Qu. 4. Further comments

Further accolades and thanks. Someone else wondered how we might attract younger people. One person noted that Ride 4 was not 'Gentle'. [Note to regrade it to 'Moderate']

## 6. Analysis

### 6.1 General

The decision to reduce the cost of a Festival Pass from £10 to £5 and increase that of a single ride from £2 to £3 brought in more money but made little difference to the number of people joining more than one ride. Figure 2 does show a slight increase compared with 2010 but it is hardly significant. Linked with this is our failure to attract people from afar. See 6.3.

Nick Guy has provided an evaluation of the Festival (Appendix 5). It comments separately on the rides and publicity and should be read in conjunction with the notes below.

### 6.2 The rides

"If it ain't broke don't fix it" would appear to apply here. Our decision to provide three rides/day during the weekends and two on most other days was appropriate. We could have coped with larger numbers – we had sufficient marshals. The suggestion that we provide at least one evening ride is something we might take up next year.

The participation of the partially disabled tandem riders from Pedal Power, Cardiff, on Ride 6 to Kidwelly was a welcome innovation even though they only came part way. (This ride was particularly challenging due to a near gale force headwind and they wisely decided to turn back half way.) This supports Nick's idea of a "Tandems' ride" next year.

Forecast rain and gale force winds probably explains the poor turn out for Rides 7 and 8 on the Monday and perhaps also Ride 9 (*City Heights*) on the Tuesday.

The novel *City Heights* ride appears to have gone down well and should be repeated

Rides 15 a & b to Carreg Cennen should probably be replaced by a single ride next year. (whether the short or long ride is open to debate.)

There being no takers for the Teenagers Ride (16) it appears that this ride could be dropped..

### 6.3 Publicity

That only a handful came from outside South Wales (just six from England) meant that we failed in one of the objectives of the Festival. This was to provide business for the accommodation suppliers in the Gower and thereby extend the tourist season into September. We did provide business for the pubs and cafés but, apart from the few from England, not for the B&Bs, campsites, etc. How to address this is a challenge for next year.

Insofar as we can be guided by the inexplicably small number of feedback forms returned (Were the forms perhaps too complicated?) it appears that most people heard about the Festival from the 'grapevine' and that most of them picked up the detail from the website.

It would appear therefore that the very considerable effort and expense in producing what was undoubtedly an excellent flyer was misplaced. Would not better use of the internet coupled with a much cheaper A4 flyer be more effective in publicising the Festival ?

Nick Guy in his evaluation (Appendix 5) makes some useful suggestions for distributing flyers (and also the banner and posters). These of course apply irrespective of the type of flyer.

### **7. Concluding remarks**

- (1) Despite unfavourable weather (but it could have been wetter) the Festival was a success. The numbers however were disappointing. We should hold one in September 2012..
- (2) The level of the rides again appears to have been about right with a fair distribution between the three grades. (See Tables 1 & 2) Had Ride 4 been graded 'M' rather than 'G' (as has been suggested) the distribution would have been more even.
- (3) The number of rides – in particular having three on the weekend days – was about right. We should consider having just one ride to Carreg Cennen Castle, ie 15a or 15b. A similar number of day rides plus one or two in the evening is suggested for next time.
- (4) We should retain a £5 Festival Pass with a charge of £3 for single rides (with the CTC rides remaining free for CTC members)
- (5) Without reducing the number of local people we need to persuade more from outside South Wales to make the Festival a Gower holiday. Achieving this will increase the proportion joining more than one ride.
- (6) More use was made of the web page than last year and it is potentially the most effective way of publicising the Festival. Its improvement and how to distribute links to it across the UK must therefore be given high priority.
- (7) A flyer is certainly needed, but in view of (6) above we need to review whether to again produce an A3 flyer with ads or go for a much cheaper and simpler A4 flyer.
- (8) The Party would have been better on the Friday evening, as last year. If Scotty and Rhiannon are available, we should consider inviting just them next year. We should review the need for advance Party tickets since only 9 were sold and most paid at the door
- (9) In retrospect too many T-shirts were ordered, but with the generous £300 Three Cliffs Café sponsorship and the lack of a date on them the surplus can be kept for next year's Festival.
- (10) The failure of people to return the feedback forms suggests that they were intimidated by them. We should see if it can be made less intimidating.
- (11) Receipts exceeded expenses by a small margin.



# Appendix 1

## Gower Cycling Festival

(10-17 September 2011)

### Booking form

(for printing out and filling in by hand.)

Name: ..... (Party leader if applicable.)

Address: .....

.....

..... Postcode: .....

Phone number: .....

E-mail: .....

In case of emergency contact: .....

Phone: .....

Number in party; Adults .....

Children (under 14) .....

Prices. (Children under 14 are free.)

**Festival Pass** (unlimited rides): £5].

**Rides** (applicable if you don't have a Pass): £3.

Payable at start of ride. (Suitable if you only want to join one ride.)

**Festival Party** on 17<sup>th</sup> September: £5. Price covers entertainment;

Food and drink may be purchased on the night.

**T-shirts** Fairtrade Festival T-shirts: £10 each, or £12 for Festival Pass plus T-shirt.

To order please enter how many in the box(es) below: (Note: 14 is smaller than S.)

Women

Men

10:

12:

14:

S:

M:

L:

If your total commitment is £12 (eg Pass + T-shirt) or more you can have free 2011 membership of *Wheelrights* ([www.wheelrights.org.uk](http://www.wheelrights.org.uk)) If this applies and you would like to take up this offer (To save postage it is limited to email users.) please tick  
Phone Colin Fielder on 01792 208571 if you have T-shirt queries.

I enclose a cheque payable to "Wheelrights" for £ .....

This covers ..... Festival Pass(es), ..... Party ticket(s) and ..... T-shirts.

Signed .....

Please return this form with your cheque to:

David Naylor (Wheelrights Secretary)

Copper Roof,

45 Pennard Road,

Southgate,

Swansea SA3 2AA,

Any further queries phone David on: 01792 233755; or

Email: davidjohnnaylor@tiscali.co.uk



# Appendix 3

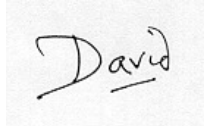
## Gower Cycling Festival (10-17 September 2011) Feedback Form

Dear Participant,

After your last ride please complete this form and return it either

- by hand to one of the organisers,
- by post to me at Copper Roof, 45 Pennard Road, Southgate, Swansea SA3 2AA, or (if form downloaded from our website):
- by e-mail to me at [davidjohnnaylor@tiscali.co.uk](mailto:davidjohnnaylor@tiscali.co.uk)

Thanks in anticipation.



David Naylor (Wheelrights Secretary)

### 1. How did you find out about the Festival? Tick one box.

- (a) By word of mouth:  If so did you subsequently get details from our **flyer**, our **web page** or **neither**? Circle which.
- (b) From a flyer  If so how did you obtain the flyer? Circle source: **Tourist office; library; bike shop; by hand, other**
- (c) From the internet:  If so circle how you found our web page: **web search; from another website; Facebook; poster or ad.; email advice; other.**

### 2. How was the Festival?

.....  
.....

### 3. How might we improve it?

.....  
.....  
.....

### 4. Further comments

.....  
.....  
.....

### 5. Your name and means of contact. But only if you would be happy for us to get in touch for advice or to let you know about future events such as a 2012 Festival.

.....

## Appendix 4

### Web link recipients

The link [www.gowercyclingfestival.org](http://www.gowercyclingfestival.org) was sent to the following:

- Cardiff Cycle Campaign [<http://cardiff-cycling-campaign.co.uk>]
- Jane Chapman (Sustrans Bristol HQ) [[jchapman@sustrans.org.uk](mailto:jchapman@sustrans.org.uk)]
- CTC Right to Ride Forum. [[CTC-RTR@yahoogroups.com](mailto:CTC-RTR@yahoogroups.com)]
- CTC Cymru (In 2010 Ross put the GCF on their front page.) [[rossjeal@btinternet.com](mailto:rossjeal@btinternet.com)]
- Cycle Bristol CTC [[groupsec@cyclebristolctc.org.uk](mailto:groupsec@cyclebristolctc.org.uk)]
- John Grimshaw [[johngrimshaw@ymail.com](mailto:johngrimshaw@ymail.com)]
- John Holland (Portsmouth Cycle Campaign Group) [[john\\_holland@totalise.co.uk](mailto:john_holland@totalise.co.uk)]
- London Cycle Campaign [[info@lcc.org.uk](mailto:info@lcc.org.uk)]
- Malcolm & Gia Margolis (Harrogate *Wheel-easy*.) [[info@wheel-easy.org.uk](mailto:info@wheel-easy.org.uk)]
- Geraldine Williams (CCS Tourism. Requested change to existing entry in [www.visitswanseabay.com](http://www.visitswanseabay.com).) [[Geraldine.Williams@swansea.gov.uk](mailto:Geraldine.Williams@swansea.gov.uk)]

Only one acknowledgement was received. This was from Cycle Bristol CTC on behalf of whom Melanie Weber [[mweber@talktalk.net](mailto:mweber@talktalk.net)] replied saying they would advertise it. The links were however not sent out only a month before the start of the Festival. They should have been sent out earlier.

In addition a notice appeared in the Aug-Sep edition of *cycle*. Unfortunately they only gave DN's phone and email, not the web address (although this was requested).

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# Appendix 5

## GOWER CYCLING FESTIVAL 2011 EVALUATION NOTES by Nick Guy

These comments are my subjective views and to be read in conjunction with David's Report

### Rides

- **General:** Despite poor weather (reduced numbers) most participants enjoyed the rides (and some talked of returning next time)
- **Dates:** For more discussion. I was struck how many cycling tourists were around in September; and advantage of cafes/pubs being almost empty & welcoming. Some advantages of early Sept, maybe with a couple of evening rides (an employed asked).
- **Linking up with other organisations:** the CTC, Sustrans and Bikeability rides successful. Potential for more link ups eg Tandem/Pedal Power and Loughor Folk club rides etc??
- **Classification:** some criticism; maybe keep "Gentle" for shorter/flat rides ? More potential **for ride just on cyclepaths ; advantages in keeping classification simple.**

### Publicity

- **Flyer: ibution:** Foreshore successful; BHF agreed we can cover Gower Bike Ride in July. More Positive feedback & for map Potential for more adverts/income But need to sacrifice space eg Booking form or map (& have them on website) or less rides eg 16??
- **Flyer Distr**Potential with campsites, B & Bs, accommodation outlets & Gyms/Leisure centres.
- **Posters and banner used well :** eg Railway Inn display (Thanks Rob)
- **Publications:** Ev Post & "Whats On" coverage could be improved, local radio etc
- **Websites:** More potential for better website coverage & links . Need date by Nov and Meeting with Tourism and allied organisations.

### Accommodation

**Chesterfield CTC would prefer Swansea self catering, But Sat – Sat may mean missing Party/Launch?** I made contact with "Seren" on Gower who have 2 Yurts for use!! Maybe someone to take responsibility re Accommodation and possibly offer space on Festival Website?

### Ideas for consideration

Keep going : keep it small, but with more changes to rides and party:

- Ride to Loughor folk Club?
- Tandem Ride (see if Eifion interested)?
- More linked rides with other organisations ( & link with their contacts)
- Change the Party format??

Nick Guy (Chair)