

GOWER CYCLING FESTIVAL 9-16 August 2014

a report by

David Naylor (*Wheelrights* Secretary)

SUMMARY

The numbers were down with relatively few from last year returning. This may have been because the programme was essentially unchanged; not, we think, due to lack of publicity as this was much as in previous years.. Another factor may have been loss of access to online registration early in the year and later to the website itself. Nonetheless the attendance on the rides was comparable and all appear to have enjoyed themselves.

The tail end of Hurricane Bertha led to negative weather forecasts for the Sunday which resulted in some reduction in numbers on that day. The weather was not in fact bad, with early rain clearing. Despite showers it was mostly fine for the rest of the week although blustery and relatively cold for August.

A similar proportion to last year joined more than one ride. This is attributed to more making a week's holiday of the event, in particular an even larger contingent this year from the Midland's cycling group, Stourbug.

The replacement of the party by a pub evening on the Wednesday worked as intended. BBQ's at the Gower Heritage Centre didn't happen.

We should look into the possibility of camping – tents and camper vans – at the Duvant rfc, thus making this a hub, replacing the Gower Heritage Centre (GHC) in that role.

Other recommendations include making greater changes to the rides programme and altering the way the rides are classified.

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1. Introduction

This report provides a record of the fifth *Gower Cycling Festival*, held from 9th to 16th August, 2014. Its main purpose is as a source of information for the next festival.

Some facts and figures are presented, followed by feedback, ending with 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 Don Ashman, Ed Connors, Claudine Conway, Allyson Evans, Colin Fielder, Nick Guy, Phil Jones, David Naylor, Richie Saunders, Rob Wachowski and Chris Walsh. They met in the Railway Inn on 18 Sep. & 13 Nov. 2013 and 15 Jan., 12 Feb., 26 Mar., 25 June & 30 July 2014.

A free ad. appeared in the July/August *What's On* (Unfortunately with the wrong date.); also the event was covered by articles in the *Evening Post* on 23 July, 8 & 11 August; the last being a two page spread.

Various contacts across the UK were emailed. (Appendix A.) To get the Festival included on CTC's website it needed to be registered with them. (Appendix B.)

2.2 Flyers and posters

A4 flyer was produced in house (by the writer). 4000 copies were distributed locally; most of them quite early in the year so that we were a little short in the weeks leading up to the Festival.

An A4 poster (Figure 1) was produced and put up in local bike shops, cafés, pubs and on NCR 4 and 43 cycle paths. This could be downloaded from the website.

Last year's Festival banner was updated and displayed at the launch.

2.3 Registration

81 (incl. 5 free children) registered in advance of the Festival. A further 39 (incl. 3 free children) registered during it. The total registered were therefore 120 (including 8 children).

As usual there was no charge for CTC members joining the two CTC rides. Again we allowed non-registered non-CTC people to take part in these rides as CTC guests.

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 the 52 bookings for those who registered in advance (several of which were for more than one) 21 paid by PayPal, 11 by Bank Transfer (both using the website on-line facility) and 20 by cheque or cash (of which 8 used the website and 12 the flyer booking form.)

There is some uncertainty about the precise number of during-Festival registrations as the returns on some of the Riders Lists were not clear.



Figure 1 – Poster

2.4 Website

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

Due to problems with PayPal (associated with my changing my ISP from TalkTalk to Sky last year) on-line booking was not available until the end of May. A further problem was that the www.gowercyclingfestival.org link didn't work for an unknown period (probably some weeks) ending on 17 July. This was because the domain registration had expired. These two problems may account in part for there being less advanced registrations than last year.

3. The event

3.1 Launch

This took place, nominally at 13.30, in reality a little later, on Saturday, 9th August, by the Blackpill Lido. The sun shone.

A gazebo provided by the GHC was put up together with a power connection for the speakers. As last year we strung a power cable high above the path to the hut containing the power source by throwing a weight attached to a string, in turn attached to the cable, over a branch.

There was some display material and a few people registered. Ian Williams of *Recycle* provided a Dr Bike service. The arrival of a number of people dressed 1920's style for the *Tweed Family ride* (or 19th Century style in the case of Brunel [aka David Judd] who accompanied the ride on a period engine.) helped make the pre-launch atmosphere festive.

Nick Guy introduced cllr Nick Davies, Byron Davies AM (Shadow Transport Minister) and *The Badger*, all of whom gave short speeches and cut a tape to formally open the Festival. This was accompanied by an *Evening Post* photo shoot.

The first three rides set off at about 14.30 as planned.

3.2 The rides

All 21 rides took place as planned. 'Ride 14' was not a ride, but the pub evening on the Wednesday evening in the *Black Boy*, Killay. This also went ahead as planned

143 either registered or joined rides. Of these 119 went on rides, divided into an estimated 68 men, 46 women and 5 children. A breakdown of the numbers on each ride is given in Tables 1 and 2 (on p. 5). Figure 3 (on p. 6) uses histograms to compare the data of Table 2 with the previous four Festivals.

The percentage distribution of participants between the *gentle, moderate, challenging and evening* rides was approximately 28%, 32%, 32% and 8% respectively.

As last year a talk about the local history was given at the Pontardawe Riverside Centre on Ride 7 and a visit was made to the Cheriton Pottery on Ride 12. Adrian Metcalf (a CTC member) acted as a guide on the Dylan Thomas Trail ride (20) and the Mumbles & Clyne ride (17) was well attended with commentaries by Alun Evans, Colin Fielder and David Judd as was also the cultural Copperopolis evening ride (19).

3.3 Social

Approx. 20 attended the social evening (Ride 14) in the *Black Boy*. The BBQ at the GHC advertised as following the Sunday rides did not materialise. Their café was however open and a few people took advantage of this to purchase refreshments after the rides. It had been assumed that the GHC would hold a party on either the Friday or final Saturday, not specifically for our Festival but for all and sundry, and that we would let participants know about it. In the event they didn't.

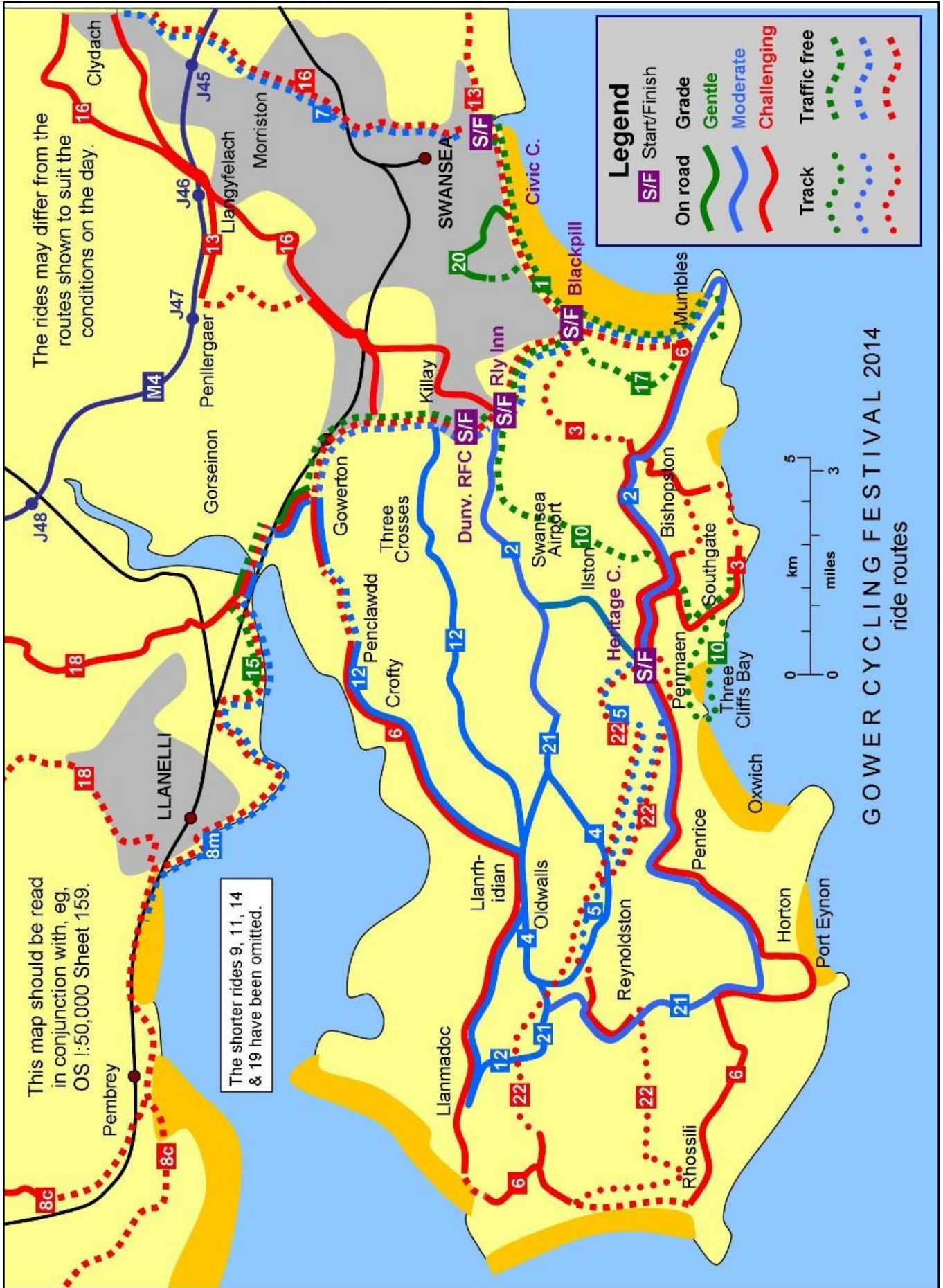


Figure 2 – Map showing routes

Key

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

Date	Ride	Ride title	(Leader)	M	W	C	T
Sat. 9 th	1	Tweed Family ride.	(Nick Guy)	7	3	3	13
	2	A Taste of SE Gower	(David Naylor)	13	8	0	21
	3	Pwlldu by MTB	(Claudine Conway)	2	2	0	4
Sun 10 th	4	King Arthur's Stone	(Phil Jones)	3	4	0	7
	5	Cefn Bryn by MTB	(Claudine Conway)	4	1	0	5
	6	Grand Gower Circuit [CTC]	(David Naylor)	6	3	0	9
Mon. 11 th	7	Port to Pottery	(Allyson Evans)	4	3	0	7
	8/8	Kidwelly	(Don A./Colin F.)	13	10	0	23
	9	A Folk ride ^{Evening}	(John Roach)	5	1	0	6
Tue. 12 th	10	Three Cliffs ride/walk	(David Naylor)	7	7	0	14
	11	BikeAbility Wales	(Mike Cherry)	9	2	1	12
Wed. 13 th	12	North Gower	(David Naylor)	10	11	0	21
	13	Henrhyd Falls [CTC]	(John Cardy)	20	3	0	23
Thu. 14 ^h	15	Penclacwydd	(Nick Guy)	8	7	1	16
	16	Ride to the Masons	(Ed Connors)	5	1	0	5
Fri. 15 th	17	Mumbles and Clyne Gardens	(Colin Fielder)	5	8	0	13
	18	Swiss Valley	(Martin Brain)	8	2	0	10
	19	Copperopolis ^{Evening}	(Nick Guy)	8	5	0	13
Sat. 16 th	20	Dylan Thomas Trail	(Nick Guy)	7	4	0	11
	21	A Gower Traverse	(Phil Jones)	4	3	0	7
	22	Gower Beast MTB ride	(Roy Church)	5	0	0	5

Table 1: Numbers on the rides

n	r	Breakdown				
		g	m	c	e	t
1	67	30	13	22	2	67
2	15	6	11	9	4	30
3	18	17	20	13	4	54
4	9	13	11	9	3	36
5	5	5	8	10	2	25
6	1	1	3	2	-	6
7	4	7	9	8	4	28
∑r	119	6	6½	6%	2	21
Av/Ride		11.8	11.8	11.7	9.5	11.7

Legend

n = number of rides joined by an individual.

r = number of riders who went on n rides

g,m,c,e = riders in respective categories, ie gentle, moderate, challenging, evening.

t = sum of previous 4 columns (= nxr)

Av/Ride = total riders on cat. x rides/No. of x rides where x = **g,m,c,e** or **t**.

Col. 3-6 are the number of rides in each category.

Table 2: Breakdown of ride attendance

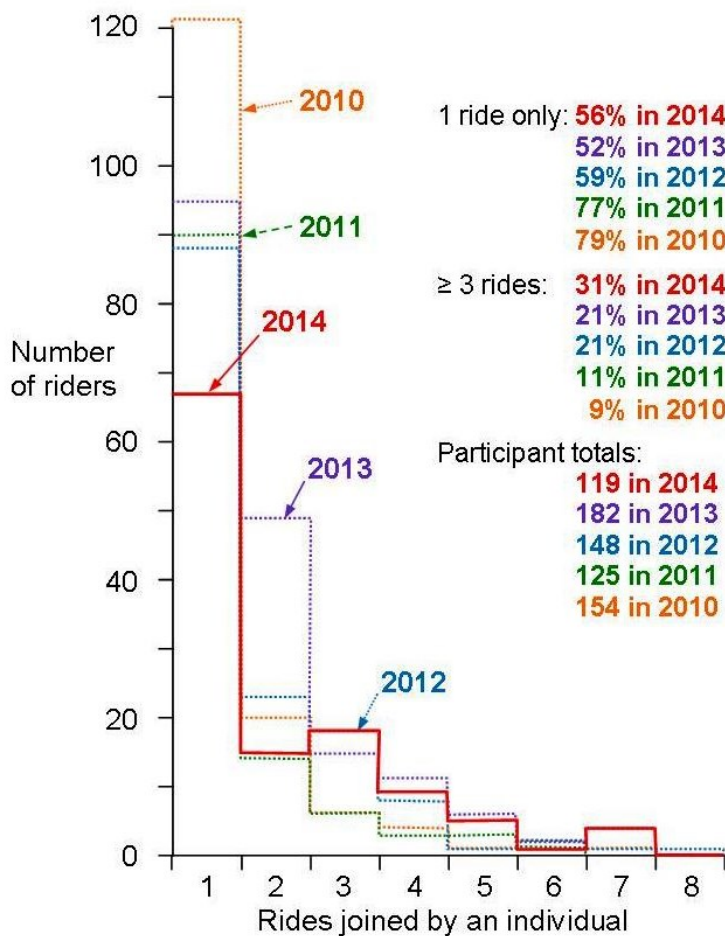


Figure 3 – Ride attendance distribution

Gower Cycling Festival
(9-16 August 2014)

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:

Address:

Postcode:

Phone:

Email:

Emergency Contact:

Phone:

I wish to register ... adults at £5 and ... child(ren) (free). If more than one please add the additional names below. Also it would help us if you indicated the rides you are likely to join – no commitment.

.....

.....

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

Signed

(By signing you agree that *Wheelrights* can accept no liability for loss or injury incurred during the Festival.)

Please return this form with your payment to:
David Naylor (Wheelrights Secretary), Copper Roof,

Figure 4 – Flyer booking form

4. Finances

A list of the sponsors is given in Table 3, and Table 4 provides a balance sheet.

Sponsors	£
Swansea Council	150.00
Gower Heritage Centre	100.00
Three Cliffs Coffee Shop	100.00
Total from sponsors:	350.00

Table 3 – Sponsor funding

Receipts	£	Expenses	£
Sponsors	350.00	4000 flyers	235.00
Reg'n: cash	190.00	Forestry permit	60.00
Cheques	115.00	Uplands market	40.00
Bank trans.	95.00	Ride 7 room hire.	20.00
Paypal	150.56	GCF Banner repair	15.00
		50 posters	15.00
		Misc. copying	10.00
Total receipts:	900.56	Total expenses:	395.00
Receipts exceed expenses by £505.56			

Table 4 – Finance summary

5. Feedback

Six feedback forms (Figure 5) and one email with feedback were returned. There was also a letter from Nick Guy and useful verbal feedback.

As in previous years most commented that they enjoyed the rides and noted the good organisation.

The feedback indicates the following key points for consideration in planning next years Festival:

- Look into the possibility of using the Duvant rfc for camping, ie for tents and camper vans. This would then provide a more central base for the Festival than the GHC.
- Include the Start/Finish points on the flyer.
- Alter the classification of the rides to replace gentle, moderate & challenging by measures of their length and hilliness. (The local CTC are reclassifying their rides on this basis.)
- While retaining most of the rides change more of them than we did this year. (The 2014 programme was essentially the same as 2013's. This may be why relatively few from 2013 returned this year.)

Evidence as to how people learnt about the Festival came more from the advance registrations than from the feedback forms. Of the 52 advance registrations 40 either registered on line or used the webpage booking form and 12 used the form on the flyer. However more than 12 will have found out about the Festival by picking up a flyer. It appears that people found out about the Festival variously from the flyer, seeing a poster, word of mouth, doing a google search or directly from the website.

6. Comments and Conclusions

6.1 General

As last year we had a reasonable number from outside South Wales, but this was mainly due to an increased contingent from the Midlands cycling group *Stourbug*. Their participation in several of the rides contributed a lot to the success of the event. We should endeavour to encourage not only them but more from the UK and beyond to make a week's holiday of the event as many of our non local visitors did this year.

As last year about two thirds registered in advance. Measures to increase this proportion should be taken.

As in the past not all the returns from the stewards were clear, making it difficult to figure out who had joined some rides and more importantly who had paid. Obviously this problem would be eased if more registered in advance. Should we charge more for on-the-day registration?

As last year the number who took part without paying (including those who only joined the CTC rides and were not expected to pay) was offset by 24 who registered in advance but didn't take part in any rides. In fact, including children, one more registered than took part, the respective figures being 120 and 119.

The reversion to 8 days rather than the 9 of last year made sense. We should stick with 8 days.


Gower Cycling Festival (9-16 August 2014)
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@sky.com

Thanks in anticipation

 David Naylor (Wheelrights Secretary)

1. How did you find out about the Festival? Circle, or fill in 'Other'

Internet	Word of mouth
Flyer	Poster
Other	

2. Your comments

.....

.....

.....

3. Your name and means of contact if you would be happy for us to get in touch or to let you know about future events such as a 2015 Festival.

.....

.....

Figure 5: Feedback form

6.2 Launch

Holding the launch at Blackpill as last year worked fine. Next year we should advertise the start for 1.30pm rather than 2.00pm (We did advance it to 1.30pm this year but rather late in the day.) This should allow time for late registrations with the rides starting promptly at 2.30pm.

6.3 Rides

As can be seen from Table 2 the distribution of riders between the three categories of rides was even. (Note that since nearly half the participants joined more than one ride the average/ride is higher – nearly twice as high – than the number of participants divided by the number of rides.) This indicates that the balance in difficulty between the rides was OK.

Very few children took part. We need to address this. One of the reasons for holding the Festival in August was to make it available for families.

As mentioned under 5. (Feedback) some variation in the programme is needed both to attract participants to return and to make it more suitable for families. A 25% change has been suggested. A number of the more popular rides should be retained. These should include the two evening rides as well as those which visit places of interest.

Generally the marshalling of the rides worked well. We need to continue to prepare for the eventuality of greater numbers by providing riding marshals in addition to a back marker, as are used eg in the 'Friday Night to the Coast' rides. Provided one or two strong cyclists are taking part these marshals can normally be allocated at the start of a ride. With a maximum of 23 on a ride marshalling was not a problem this year

As an alternative to 'gentle', 'moderate' and 'challenging' the distance together with a traffic light system to describe the terrain might be tried. eg mainly flat, moderately hilly and hilly.

6.4 Social

The mid week pub evening worked well and should be repeated. If however the Dunvant rfc can be used for camping the use of their Club House for a social evening as an alternative to the *Black Boy* should be considered.

The BBQ proposed for Rides 4 and 5 which started at the GHC on the Sunday didn't materialise. Nor was there a GHC party. In deciding not to hold a Festival Party we had thought that the GHC would hold one anyway and that we would let participants know about it. In view of this, and particularly if camping at the Dunvant rfc can be arranged, we should shift the focus from the GHC. This should not preclude starting and finishing some rides there.

6.5 Publicity

We should again distribute flyers, put up posters and advertise the link to the website.

An in-house produced A4 flyer should be repeated. Even allowing for the income from the ads we had previously included in our A3 flyers it was still cheaper. Also the space taken up by the ads was used for information so that nearly as much could be provided on the 6 (99x210mm) panels as could previously on the 12 panels of an A3 flyer.

We produced 4000 flyers. We perhaps overdid early distribution so that we found ourselves short in the last two months before the Festival! Next year, while this number is probably sufficient, we should be more careful in the timing of their distribution.

More use could be made of the poster, particularly by putting up more on cycle routes, cycle shops, leisure centres, etc.. They had been available (as a pdf) for downloading from the website from early on, but it is not known how much use was made of this.

Due to the reluctance of people to complete a feedback form to let us know how they found out about the Festival we should see if the registration form can be used to for this.

David Naylor
September 2014

Appendix A

Web link recipients

The link www.gowercyclingfestival.org was sent to the following:

- CTC UK. Emailed Julie Rand on groups@ctc.org.uk on 14 April to request event be registered. This involved filling in a registration form (Appendix B) and the event duly appeared on the UK Cycling Events page of www.ctc.org.uk.
- CTC's *cycle*. Emailed Dan Joyce on cycling@ctc.org.uk on 14 April to request an entry. A note appeared in the "News in Brief" column on p.16 of the June/July *cycle*.
- CTC Cymru. Emailed Emrys Jones on demrys2jones@hotmail.co.uk. On 14 April to request an entry in www.ctc.org.uk/wales. Not sure if it was – no reply.
- CTC Bristol. Emailed contact@cyclinglebristolcyc.org.uk on 17 April requesting update of their 2012 entry. It wasn't updated!
- John Grimshaw. Emailed him and David Gray on 17 April. [johngrimshaw@ymail.com]. No reply received

Appendix B

Form entries in blue



CTC Event Registration form

Member Group/Affiliated Club: Wheelrights **Year in which event is taking place:** 2014

Notes: If your event is **NOT** on a Sunday, please indicate day of week. Please enter one event per row, expanding the table as necessary when submitting electronically. Before submitting events, you must obtain authorisation to do so from the Secretary of your local Member Group or Affiliated Club. Tick box to confirm. 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.

Notes. This application is for a single event: the eight day *Gower Cycling Festival*. It comprises 22 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, Southgate, Swansea SA3 2AA; phone: 01792 233755; email: davidjohnnaylor@tiscali.co.uk.
- All the rides are new for 2014.
- We have not completed a CTC risk assessment form as this is covered in the notes we provide for participants and by a briefing at the start of each ride. See p. 2 of www.wheelrights.org.uk/GCF14intro.pdf.

DATE	Ride No.	TITLE and DISTANCE (miles)	START DETAILS		
			LOCATION	TIME	Grid ref
Sat. 9 Aug	1	Tweed Family Fun ride (8)	Blackpill Lido	14.00	819908
	2	A Taste of SE Gower (19)	Blackpill Lido	14.00	819908
	3	Pwlldu by MTB (15)	Blackpill Lido	14.00	819908
Sun. 10 Aug	4	King Arthur's Stone (14)	Gower Heritage C.	10.00	544893
	5	Cefn Bryn by MTB (12)	Gower Heritage C.	10.00	544893
	6	Grand Gower Circuit (44)	Gower Heritage C.	10.00	544893
Mon. 11 Aug	7	Port to Pottery (22)	Sail Bridge	10.00	862929
	8	Kidwelly (48, 24 alternative.)	Railway Inn	10.00	598924
	9	A Folk evening ride (10)	Railway Inn	17.45	598924
Tue. 12 Aug	10	Ride/walk on South Gower (12/5)	Railway Inn	10.00	598924
	11	BikeAbility Wales (4)	Dunvant RFC	10.30	593932
Wed. 13 Aug	12	North Gower (25)	Railway Inn	10.00	598924
	13	Henrhyd Falls (81) [CTC ride]	Railway Inn	10.00	598924
	14	Pub evening (not a ride)	The <i>Black Boy</i> , Killay	19.00	802928
Thu. 14 Aug	15	Penclacwydd (15)	Railway Inn	10.00	598924
	16	A ride to the Masons (29)	Railway Inn	10.00	598924
Fri. 15 Aug	17	Mumbles and Clyne Gardens (12)	Railway Inn	10.00	598924
	18	Swiss Valley (42)	Railway Inn	10.00	598924
	19	Copperopolis (6)	Sail Bridge	17.45	862929
Sat. 16 Aug	20	Dylan Thomas Trail (5)	Sail Bridge	10.00	862929
	21	A Gower Traverse (22)	Gower Heritage C.	10.00	544893
	22	Gower Beast MTB ride (30)	Gower Heritage C.	10.00	544893

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