

GOWER CYCLING FESTIVAL 8-15 August 2015

a report by

David Naylor (*Wheelrights* Secretary)

SUMMARY

A major difference this year was the provision of camping at the Dunvant RFC. There were 5 camper vans and 13 tents, accommodating some 30 people. Most of those camping were from outside S. Wales – principally England – and most stayed for the week. The effect of this was to increase significantly both the average number of rides joined per person and the average number on rides.

The total number attending rides was up slightly on last year. Fewer however registered, possibly due to three rather than two rides being CTC rides. Presumably due to the camping facility, the proportion from outside S. Wales was higher. The outsiders were nearly all from England with again a good number from the Midlands cycling club, *Stourbug*.

Apart from a little rain on some days the weather was excellent – mostly warm with light winds. The programme had been modified so that nearly all the rides started and finished at the Dunvant RFC. Also a ride to Glynccorrwg was added and a family event provided at the Gower Heritage Centre. Apart from this there were only minor changes.

The Festival celebrated the 20th birthdays of both *Wheelrights* and the National Cycle Network. To mark this there was a “Birthday Bash” at the Dunvant RFC and two of the rides (Penclacwydd and Copperopolis) were designated Sustrans rides.

Once again we have had very positive feedback about the rides. The only significant criticism related to the communal Dunvant RFC showers: the ladies like their privacy!

CONTENTS

1. Introduction	P. 2
2. Preparation and Publicity	P. 2
2.1 General	
2.2 Flyers and posters	
2.3 Registration	
2.4 Website	P. 3
3. The event	P. 3
3.1 Launch	
3.2 The rides	
3.3 Social	
3.4 Camping	
4. Finances	P. 6
5. Comments and Conclusions	P. 7
5.1 General	
5.2 Launch	
5.3 Rides	
5.4 Social	P. 8
5.5 Publicity	

Appendix A: Web link recipients.

Appendix B: CTC Event Registration form.

Gower Cycling Festival

8-15 August 2015



www.gowercyclingfestival.org



1. Introduction

This report provides a record of the sixth *Gower Cycling Festival*, held from 8th to 15th August, 2015. Its main purpose is as a source of information for the next festival.

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 Don Ashman, Ed Connors, Claudine Conway, Allyson Evans, Colin Fielder, Nick Guy, Phil Jones, David Naylor, Richie Saunders and Chris Walsh. They met in the Railway Inn on 6 Oct. 2014 and in Volcano's High St office on 1 Dec. 2014, and 26 Jan., 23 Mar., 18 May, 22 June & 3 Aug. 2015.

A free full page feature appeared in the July/August *What's On* (p.43.); also the event was covered by a number of articles in the *Evening Post* in the run up to the event.

Various contacts across the UK were emailed – more than last year. (Appendix A.) As well as being included on CTC's website (This involved registration: Appendix B.) a paragraph appeared in their 12 June *cycleclips*.

Some use was made of Facebook: principally by three members circulating their 'friends'.

2.2 Flyers and posters

An A4 flyer was produced in house (by the writer). 5000 copies were printed most of which were distributed.

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

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

2.3 Registration

89 (incl. 8 free children) registered in advance of the Festival. A further 34 (incl. 4 free children) registered during it. The total registered were therefore 123 (including 12 children).

129 (incl. children) joined rides. Of these 100 had registered leaving 29 who had not. Thus 23 registrants neither attended nor took part. Most of the 29 joined just the CTC rides which were free.

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 using the website on-line facility). A number had problems with PayPal, most of whom got it to work after a few attempts. Why is not clear.

There is some uncertainty about how many registered during the Festival (and therefore of the total) 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.

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 Dunvant RFC. Apart from the PayPal problem which some people had (and which appears to have been at their end) the on-line facilities worked OK.

3. The event

3.1 Launch

In the week leading up to the Festival, eight cyclists led by Nick Guy had cycled from Paris to Swansea to raise money for the Environment Centre. Their ride finished at Blackpill and was timed to arrive for the 14.00 launch. They arrived at 13.50! The sun shone.

A gazebo was provided by the Gower Heritage Centre. The tree, over a branch of which last year we strung the power cable for the PA system to prevent it being run over, had been cut down! The problem was solved by setting up the PA on the same side of the path as the power source. This was in the hut by the paddling pool.

Sustrans provided some display material. Ian Williams of *Recycle* again provided a Dr Bike service. David Judd was there with his bike/aeroplane. Unfortunately “with” rather than “on”. In preparing it for the launch he had unfortunately ‘crash-landed’ and had damaged a vertebrae and broken a bone in his left hand. Nonetheless he made it to the launch and introduced *Badger* who formally open the Festival. The *Evening Post* photographed the opening.

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 “Birthday Bash”.

A different way of describing the rides than that used previously was provided on both the flyer and on the website. A brief description of the terrain plus the distance was given Instead of describing the rides as “gentle”, “moderate” and “challenging”. These descriptions with the traffic light colours **g**, **m**, **c**, and **e** for the two evening rides, were however also used.

A breakdown of the numbers on each ride is given in Table 1 and how they divided into the different categories in Table 2. (Both on p. 5.) 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.

The percentage distribution of participants between the gentle, moderate, challenging and evening rides was approximately 36%, 23%, 26% and 15% 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. The Dylan Thomas (17) and Copperopolis (19) rides were again entertaining and informative.

3.3 Social

Over 70 attended the the “Birthday Bash” on the Wednesday evening at the Dunvant RFC. There were speeches by David Judd, Alan Kreppel (who had been on the Paris-Swansea ride) and Tim John of Sustrans. A buffet at £6.00 per head was provided.

3.4 Camping

5 campervans and 13 tents used the Dunvant RFC facility. These accommodated 26 adults and 5 children.

The provision worked well except that at least some of the ladies were not happy about the lack of privacy in the communal showers. There was also an access problem due to the entrance to the grounds being locked when a camper wanted to leave early.

A particularly good feature was that the bar was open in the evenings.

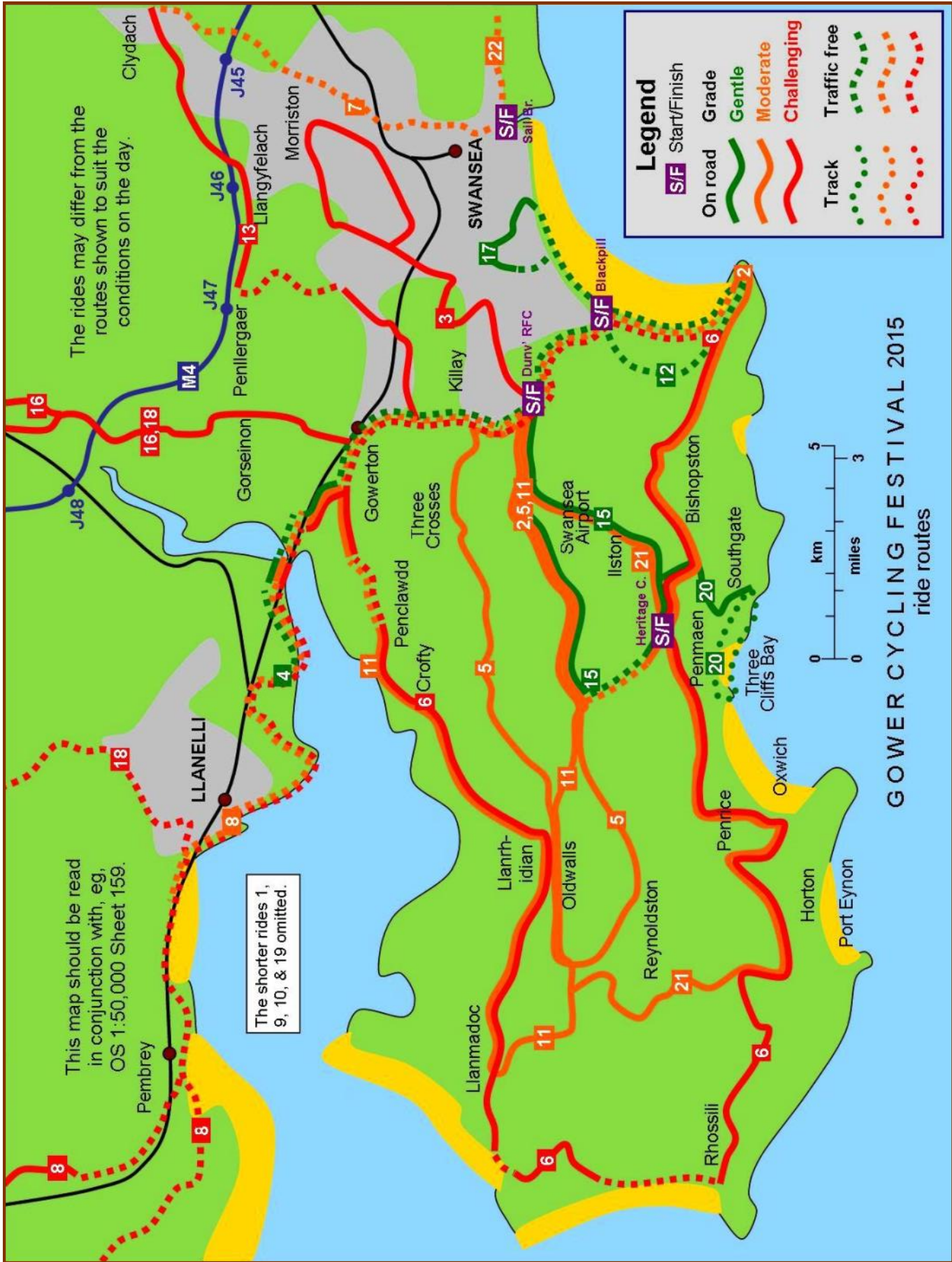


Figure 2 – Map showing routes

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

Date	Ride	Ride title	(Leader)	M	W	C	T
Sat. 9 th	1	Family Fun ride.	(Colin Fielder)	6	9	5	20
	2	A Taste of SE Gower	(David Naylor)	10	6	0	16
	3	City Heights	(Claudine Conway)	8	3	0	11
Sun 10 th	4	Penclacwydd [Sustrans]	(Tim John)	11	6	3	20
	5	Arthur's Stone [CTC]	(Phil Jones)	11	4	0	15
	6	Grand Gower Circuit [CTC]	(David Naylor)	13	6	0	19
Mon. 11 th	7	Port to Pottery	(Allyson Evans)	5	9	0	14
	8/8	Kidwelly	(Ed C. Colin F.)	9	5	0	14
	9	Folk ride ^{Evening}	(John Roach)	14	8	0	22
Tue. 12 th	10	BikeAbility Wales	(Chris Walsh)	8	3	3	14
	11	Llanmadoc and Pots	(David Naylor)	7	7	0	14
Wed. 13 th	12	Mumbles and Clyne Gardens	(Colin Fielder)	6	7	1	14
	13	Henryd Falls [CTC]	(John Cardy)	18	3	0	21
Thu. 14 ^h	15	Family Event	(Roy Church)	8	6	6	20
	16	Carreg Cennen Castle	(Ian Davies)	7	2	0	9
Fri. 15 th	17	Dylan Thomas Trail	(Nick Guy)	6	5	1	12
	18	Swiss Valley	(Martin Brain)	5	1	0	6
	19	Copperopolis ^{Evening}	(Nick Guy)	15	6	4	25
Sat. 16 th	20	Three Cliffs ride/walk	(David Naylor)	5	6	3	14
	21	A Gower Traverse	(Claudine Conway)	3	3	0	6
	22	Glyncorwg	(Nick Guy)	10	1	0	11

Table 1: Numbers on the rides

n	r	Breakdown			
		g	m	c	e
1	64	24	15	20	5
2	19	11	6	14	7
3	14	14	15	9	4
4	12	11	17	11	9
5	6	9	4	10	7
6	8	29	6	5	8
7	4	8	8	10	2
8	1	3	2	1	2
9	1	4	2	1	2
∑r	129	n/a	n/a	n/a	n/a
Av/Ride		16.3	13.3	12.8	23.5

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.

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

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

Overall average = 15.1 riders/ride.

Table 2: Breakdown of ride attendance

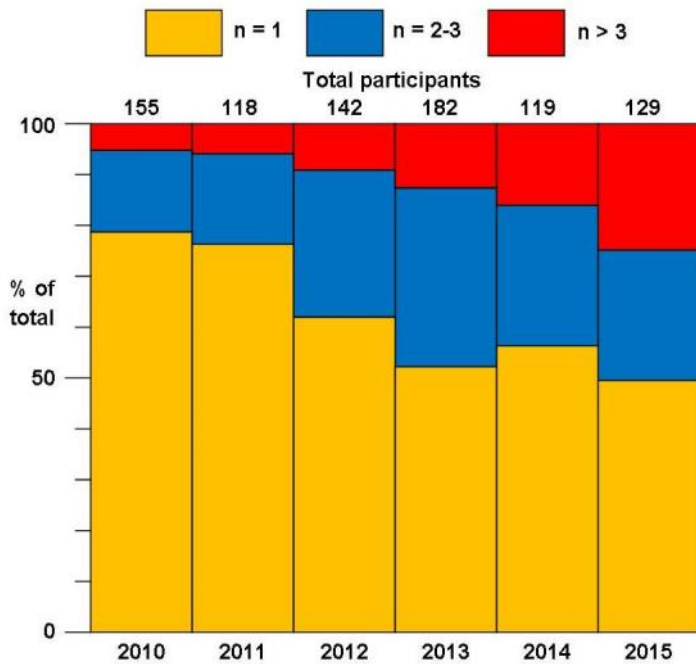


Figure 3
Proportion of riders who took part in n rides.

Gower Cycling Festival
(8-15 August 2015)
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:
(include
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

(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

4. Finances

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

<u>Sponsors</u>	£
Gower Heritage Centre	100.00
Swansea Tidal Lagoon	100.00
<u>Total from sponsors::</u>	200.00

Table 3 – Sponsor funding

<u>Receipts</u>	£	<u>Expenses</u>	£
Sponsors	200.00	5000 flyers	280.00
Reg'n: cash	190.00	Flyer stands	8.00
Cheques	75.00	Uplands market	25.00
Bank trans.	110.00	Gower mag. ad.	40.00
Paypal	168.68	100 posters	30.00
RFC camping	549.00	Music at launch	25.00
Raffle	73.00	Ride 7 room hire.	15.00
		Camping at RFC	549.00
		Miscellaneous	18.30
		Donation: Env. C.	100.00
		Donation: BikeAbility	100.00
<u>Total receipts:</u>	1365.68	<u>Total expenses:</u>	1190.30
Receipts exceed expenses by £175.38			

Table 4 – Finance summary

5. Comments and Conclusions

5.1 General

The main difference this year was the provision of camping at the Dunvant RFC. This attracted a significant number of non-locals – principally from England. Because most of the campers stayed for much of the week the average number per ride was higher than in previous years. (See Table 2 on p.5.)

A higher proportion – about three quarters – registered in advance than in previous years. This correlates with an increase number from outside South Wales of whom a significant proportion were from the Midlands cycling group *Stourbug*.

Despite our best efforts yet again 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. This was partly due to a couple of our rides being Sustrans rides on which there was some confusion about how the participants should be recorded.

As in the last two years the 29 who took part without paying (including those who only joined the CTC rides and were not expected to pay) was partly offset by the 23 who registered in advance but didn't take part in any rides.

A feedback form was not provided, the reason being that few had been returned in previous years and we get sufficient feedback without them. It was suggested last year that the reg. form should ask how the registrant heard about the Festival. It didn't. It should next year.

Again, several commented that they enjoyed the rides and noted the good organisation.

The only significant criticism related to the communal showers in the Dunvant RFC. Some of the ladies didn't like the lack of privacy, and at least one indicated she wouldn't return unless something was done about this. Could curtains be provided round some of the showers?

5.2 Launch

Holding the launch at Blackpill as in the last two years worked fine. Also we kept to the schedule of the formalities between 1.30 and 2.00pm and the rides starting at 2.30pm. It was unfortunate that both cllr Mark Thomas and Gower MP Byron Davies had to pull out. This left *Badger* to open the Festival. He rose to the occasion, as did our President in introducing him.

5.3 Rides

The changes made from previous years, principally starting nearly all the rides at the Dunvant RFC, were appropriate. In addition to changes in the rides made necessary by this the MTB rides were dropped and new rides introduced. These comprised a reintroduction of the *City Heights* (Ride 3), the *Family Event* (Ride 15) at the Gower Heritage Centre (GHC) and *Glyncorwg* (Ride 22). As can be seen from Table 1 (p. 5) they were reasonably well attended.

The evening (e) rides were popular, with the average attendance almost twice that of the other rides. (See Table 2 on p. 5.) The average attendance was close to 13 for the 'moderate' and 'challenging' rides but 16 for the 'gentle' rides. This was despite their being 7 g rides compared with 5½ m and 6½ c rides. ('½' because the Kidwelly ride was split between m and c.)

From this it would appear that there is not a case for changing the proportion of g, m and c rides, but there may be one for adding a third evening ride.

It has been suggested that we should make more changes, but there is limited scope to do this without dropping popular rides which form the essence of this Festival. As we did this time we should perhaps continue to 'ring the changes' and provide some 'variations on the theme'

We attempted to provide more for children this year. The main addition to achieve this was the GHC family event. This was a success. The GHC did us proud. A juggler entertained the children and Roy Church led all into Green Cwm and expounded on the Park-le-Breos burial chamber and Cat Hole. Plans to entertain them before the "Birthday Bash" did not materialise. There were however only 12 children. (8 last year.)

Of particular significance is the increase in the numbers joining more than one ride as Figure 3 illustrates. This is explained by the increased number making a Gower holiday of the event. This should be encouraged in future Festivals as this surely is what it's all about.

5.4 Social

The “Birthday Bash” was a ‘one off’ in that it was a celebration of the 20th anniversaries of both *Wheelrights* and the NCN. However, it would be appropriate to have a mid-week party at the Dunvant RFC in future Festivals. The availability of the bar there has the potential to provide a social outlet for the participants.

5.5 Publicity

The flyers and posters again served their purpose, although we probably need to pay more attention to getting the latter distributed. Again an A4 flyer was appropriate. The extra cost and work in producing an A3 flyer is not justified. As most of the 5,000 flyers were distributed it would appear that this number is appropriate for the next Festival. There being more on-line registrations via the website than before this means that the focus needs to continue to be on distributing the link to it.

We do not know how many found out about the Festival from Facebook. Better use should be made of it for the next.

We do not have a means of telling how effective our publicity in the Evening Post, What’s On, CTC, etc. was. (See Section 2.1) The suggestion in 5.1 above that we include a section on the registration form enquiring how people found out about the Festival should help answer this.

The procedures for registration and the booking of camping at the Dunvant RFC should be reviewed, particularly the latter. (I have some ideas for modifying the forms.) The camping form was added at a relatively late stage this year as it had been (mistakenly) thought that John Watkins and his Dunvant RFC colleagues would look after the bookings.

David Naylor
September 2015

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
ctc.org.uk (CTC UK)	10 March emailed Julie Rand (groups@ctc.org.uk) , got nowhere; 16 April to cycling@ctc.org , no response; 28/29 April involved Gwenda Owen who got the link entered. Subsequently she got it transferred to www.ctc.org.uk/wales following my 26 May email to Ian Richardson (See below.)
CTC Cymru	18 April emailed Emrys Jones; no response. Learnt site dead. Subsequently got on CTC Wales site. (See above.)
Jack Thurston	Responding to a phone request emailed him on 15 April. (mail@jackthurston.com) with pics.s for a book.
Sustrans	20 April emailed 'Reception'. 27 April sent Jazz event app'n form (GCF15SusReg.doc). She advised event would be entered. See email thread to 12 May.
Harrogate Easy-Wheelers	20 April emailed Malcolm and Gia (margolis@virginiamedia.com) ; reply on 21 April: will include in newsletter.
Stourbugs	20 April emailed Kaye and Paul (kaye.radford@tiscali.co.uk); corr. 24/27 April: on www.stourbugs.org.uk/forum . Gave me user name: David Naylor; pwd: NAY305da.
Visit Swansea Bay	21 April emailed 'contact us'; reply from Lynsey Merchant (lynsey.merchant@swansea.gov.uk). 24 April sent her info. She put it + pic. on www.vsit Swansea Bay.com .
Chester & N. Wales	25 April emailed info@ctcchesterandnwales.org.uk to Glennys Hammond. No reply.
Somerset area	27 April emailed Peter Clarke with message for his contacts. He's indicated he has done/will do.
N. Wales	30 April emailed Roy Spilsbury (roy.spilsbury@ctc-cymru.org.uk) and Maurice Clarke (cyclists@conwyctc.fsnet.co.uk) to request entry on www.cyclingnorthwales.co.uk . Replied: he'll try.
Mercurio participants	30 April emailed the 2012 and 2014 tour participants.
John Holland	30 April emailed him (john_holland@totalise.co.uk) asked him to pass to Portsmouth contacts. Received acknowledgement.
The Gower Society	18 May emailed Gary & Jane Gregor (gandjgregor@btinternet.com) providing draft for inclusion in Gower Soc.'s Summer Newsletter.
Ian Richardson	26 May emailed him (ian.richardson@ctc.org.uk) to request entry on a Welsh website, specifically www.ctc.org.uk/wales . He passed this on to Julie Rand same day leading to link appearing on CTC Wales.

Appendix B

Form entries in blue



CTC Event Registration form

Member Group/Affiliated Club: Wheelrights **Year in which event is taking place:** 2015

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 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, Southgate, Swansea SA3 2AA; phone: 01792 233755; email: davidjohnnaylor@sky.com.
- All the rides are new for 2015.
- A CTC risk assessment form has been submitted.

DATE	Ride No.	TITLE and DISTANCE (miles)	START DETAILS		
			LOCATION	TIME	Grid ref
Sat. 8 Aug	1	Family Fun ride to Dunvant (4)	Blackpill Lido	14.30	819906
	2	A Taste of SE Gower (19)	Blackpill Lido	14.30	819906
	3	City Heights (20)	Blackpill Lido	14.30	819906
Sun. 9 Aug	4	Penclacwydd (15)	Dunvant RFC.	10.00	593931
	5	King Arthur's Stone (22)	Dunvant RFC.	10.00	593931
	6	Grand Gower Circ. [CTC ride] (42)	Dunvant RFC.	10.00	593931
Mon. 10 Aug	7	Port to Pottery (22)	Sail Bridge	10.00	863929
	8	Kidwelly (48/24 alternatives.)	Dunvant RFC.	10.00	593931
	9	Evening ride to Folk Club (9)	Dunvant RFC.	18.30	593931
Tue. 11 Aug	10	BikeAbility Wales (5)	Dunvant RFC.	10.00	593931
	11	Llanmadoc and Pots (12)	Dunvant RFC.	10.00	593931
Wed. 12 Aug	12	Mumbles and Clyne Gardens (12)	Dunvant RFC.	10.00	593931
	13	Henrhyd Falls [CTC ride] (81)	Dunvant RFC.	10.00	593931
Thu. 13 Aug	14	A social evening (not a ride)	Dunvant RFC.	19.00	593931
	15	Family event (12/2 alternatives)	Dunvant RFC/GHC.	10.00	593931
Fri. 14 Aug	16	Carreg Cennen Castle (48)	Dunvant RFC.	10.00	593931
	17	Dylan Thomas Trail (8)	Sail Bridge	17.45	863929
	18	Swiss Valley (40)	Dunvant RFC.	10.00	593931
Sat. 15 Aug	19	Copperopolis (6)	Dunvant RFC.	10.00	593931
	20	Ride/walk on South Gower (14/5)	Dunvant RFC.	10.00	593931
	21	Gower Trav. (30/19 alternatives)	Dunvant RFC/GHC.	10.00	593931
	22	Glyncorwg (42)	Sail Bridge	10.00	863929

Notes: 'Traffic light' colours indicate level of ride: gentle, moderate, (relatively) challenging.
GHC = Gower Heritage Centre.

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