

Briefing Note: Race Week

Overview & Scrutiny Committee

31st January 2023

Head of Public Protection, Louis Krog

This note contains information to keep Members informed of matters relating to the work of the Cabinet or a committee but where no decisions from Members are needed.

If Members have questions relating to matters shown, they are asked to contact the Officer indicated.

This briefing paper updates Members on planning and arrangements for the 2023 Festival.

1. Festival 2023 Overview

Four day event running from the 14th - 17th of March 2023.

Expected number to exceed 250,000 throughout the week with up to 60,000 expected on the Thursday and Friday respectively.

In terms of travel to and from Cheltenham Spa, Tuesday expecting 13,000 travelling into Cheltenham, Wednesday similar. Thursday 18,000 and Friday 22,000 travelling by rail.

2. Planning and Arrangements

2.1 Policing

There will be a significant policing operation in and around town. The local policing team tasked to support communities in and around racecourse including a proactive approach to dealing with public urination. A similar 'anti-urination' operation was trialled in November. Police operation essentially 24/7, starting at 4pm on Monday and finishing 8am - 9am Saturday.

2.2 Racecourse

Deploying up to 50 stewards covering of three recognized street routes (Evesham Road, Albert Road, Tommy Taylors Lane) and the Honeybourne Line railway station route, to and from the racecourse.

The objective of the deployment is to:

1. To promote positive behaviour in our racegoers during the Festival.
2. To assist and improve the racegoers journey to the racecourse from Cheltenham town centre and back.
3. To reduce the negative experiences endured by local residents, that emanate as a direct result of the Festival.
4. To build better rapport between the racecourse and local residents through the demonstration of enhanced level of care and respect.

Support this routes with enhanced stewarding and amenities:

- Wayfinding Ushers
- Street cleaners / road sweepers
- More rubbish collection
- More toilets

- Route distractions – street entertainers, selfie locations to enhance atmosphere and sense of occasion

Racecourse Communications

Traditional Press

- Local - To demonstrate the good will & benefits of the Festival
- National - To promote the overall objectives of the campaign

Social Media

- Racing Channels - To promote the message of caring and enhancements to route to attendees
- Local Networks - To promote intentions and tangible improvements

Street

- Signage - Visual displays using key campaign messages
- Poster Campaign - Pubs, cafes, etc. in Cheltenham and Bishops Cleeve

2.3 Cheltenham Council

Neighbourhood Officers will support police colleagues and stewards along the Evesham Road, enforcing a range of enviro-crimes. These officers will be stationed along the Evesham Road (and surrounding areas) at peak time in the morning and evening.

Licensing Officers, with support from neighbouring authorities and police colleagues, will monitor and enforce a range of licensable activities, including sexual entertainment venues, taxi/private hire activities, licensed venues and SIA security staff checks.

Officers from the environmental health teams will also be working to address any related issues associated with noise, nuisance, food safety and health and safety.

In effect, council officers will be on duty, in some form or another, from 08:00 on Tuesday to early hours of Saturday morning.

Toilets

Members will note from the above that additional toilets will be deployed this year. In November 2022, the council and racecourse jointly funded additional toilets and, for the first time, urinal units along the Evesham Road. This proved successful in addressing the issues experienced in March relating to public urination.

Whilst public urination will not entirely be eliminated, the combination of the measures above should result in a substantial improvement and set the standard for future events.

3. Partnership Approach

Members will note a lot of activity across a range of partners. It is important that these activities are coordinated to ensure partners' efforts and planning are coordinated to be most effective.

A number of Safety Advisory Groups (SAGs) have been held to coordinate and jointly plan for the 2023 Festival. In addition, planning meetings and conversations amongst these partners are ongoing on a weekly basis.

Some of the planning will be subject to further discussion and planning and, if Members require, a further update could be provided for the February meeting.

Contact Officer: Louis Krog

Email: louis.krog@cheltenham.gov.uk