

WORCESTERSHIRE COUNTY COUNCIL

RECORD OF OFFICER EXECUTIVE DECISION

Item	Outcome
Date Of Decision	23 August 2017
Decision Maker	John Hobbs, Director of Economy and Infrastructure
Brief Description Of Decision	To execute the Temporary Traffic Regulation Orders associated with the VELO cycle event.
Reason(s) For Decision	<p>Underlying my decision is a sense of proportionality in duration when compared to, say, structural works on the highway, the expectation of the 15,000 entrants (including 1400 from Worcestershire) compared with the scale of objection, the extent of the mitigation to date and CSM's undertaking to continue in the same vein, a corporate drumbeat about promoting Worcestershire, ditto events that glue families and promote physical activity, confidence in CSM's approach to safety, my observations of the 2012 legacy around cycling, some charitable intent, the potentially, painful consequences of refusal and a real optimism that the event will be a success for all including WCC.</p> <p>The nub of the issue appears to be that the disruption is out of choice rather than necessity, and that CSM might make a profit from it. I am told by CSM that a one year event of this nature will not make a profit. They are clearly very motivated to make a huge success of it so that it becomes repeatable, even if not in Worcestershire. My measure of profit includes the possibility of 15,000 people having a fantastic day cycling safely in Worcestershire.</p>
Alternative Options Considered And Rejected	See S.16 (A) (7) of Road Traffic Regulation Act 1984
Any Conflict of Interest declared by a consulted Cabinet Member/ any dispensation granted	None notified