

[REDACTED]

From: [REDACTED]
Sent: 10 May 2019 17:15
To: [REDACTED]
Subject: [REDACTED] VB&M - post event release

Hi [REDACTED]
Hope this isn't too late.
[REDACTED]

[REDACTED] strategic director for place and deputy chief executive at Dudley Council, said: "We are proud to be able to support such a prestigious event and welcome thousands of cyclists to the historic capital of the Black Country. We would also like to thank residents for bearing with us with any local road closures and hope they enjoyed the spectacle of a major sporting event."

From: [REDACTED]
Sent: 09 May 2019 14:25
To: [REDACTED]

Subject: [REDACTED] VB&M - post event release

CAUTION: This email originated from outside of the council. Do not click links or open attachments unless you are sure the content is safe.

Hi all,

I hope everyone is looking forward to the big day on Sunday!

[REDACTED] (cc'd) is currently working on the post-event VB&M press release. If you'd like to have a quote within this, please send one through to him by EOP Friday.

I'm sure you're all aware, but we're hosting the official press conference at the Ribble Store at the mailbox at 11:00 tomorrow – please feel free to pop along, it would be great to see you there.

Many thanks,

[REDACTED]
[REDACTED] Head of Event Marketing - Active
CSM Sport & Entertainment

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 23 April 2019 13:21
To: [REDACTED]
Subject: [REDACTED] Velo B&M - Working group minutes & key actions
Attachments: 23.04.2019 - [REDACTED]

Hi [REDACTED]
Can we include this on connected councillors please – reminder of the road closures and a route...
Can you also share through social media etc so people know about it. A few tweets and a couple of FB messages over the next two weeks should do it.
Thanks
[REDACTED]

<https://www.velobirmingham.com/the-route/road-closures/>

From: [REDACTED]
Sent: 23 April 2019 12:23
To: [REDACTED]

Subject: [REDACTED] Velo B&M - Working group minutes & key actions

CAUTION: This email originated from outside of the council. Do not click links or open attachments unless you are sure the content is safe.

Good afternoon all,

Please find attached a copy of the meeting notes from this morning's final Velo B&R comms call 3 weeks pre-event. I have added the key action points below which are in bold on the attached document.

Key actions:

- **ALL – Please circulate a reminder to all of your Council departments internally about the event and road closures.**
- **ALL – Please ensure your Council website includes a page on Velo with event information and the road closure map. We would advise that you link to these pages on our website for people to find more information:** <https://www.velobirmingham.com/the-route/road-closures/> (includes interactive map) and <https://www.velobirmingham.com/the-route/road-closure-faqs/> (FAQs and contact details)
- **ALL – Please share regular event reminders on your various social media channels over the coming three weeks, specifically reminding people to plan for the road closures.**

If you would like us to pull together some content (including maps/photos) to share on your various social channels, please do let us know and we would be more than happy to pull something together.

With the event just round the corner, if anyone raises any last minute concerns, please do get in touch with us as soon as possible so we can see how we can help. [REDACTED] and myself will be available both on email and the phone over the next few weeks.

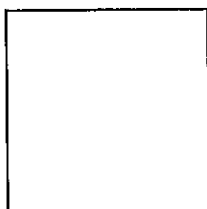
Lastly, [REDACTED] and I just want to take the time to thank you for your time and help over the last 8 months, it has been certainly a pleasure working with you all.

Kind regards,

[REDACTED]

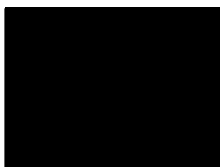
[REDACTED] | Junior Operations Executive
CSM Sport & Entertainment

[REDACTED]



Business & Resident Communications Group – 23/04/19

Attendees:



CSM Active
CSM Active
Solihull Borough Council
Sandwell Borough Council

Apologies:



Birmingham City Council
Birmingham City Council
Dudley Metropolitan Council
Warwickshire County Council
Coventry City Council
Coventry City Council
Coventry City Council
Nuneaton & Bedworth Borough Council
North Warwickshire Borough Council
Warwickshire County Council
Warwickshire County Council
Sandwell Borough Council
Transport for West Midlands

2. Overview of work to date:

- The event route@velobirmingham.com email has received 400 emails to date. We expected a much bigger spike following the 2nd letter drop, however must be noted that volume of enquires has increased.
- Nearly finished calling all care service providers within the event footprint, informing them of the event and understanding if they have any specific access requirements on the day. The communication with affected care providers will continue all the way up to the day of the event. We will have contacted around 800 care providers across the event footprint.
- Sent a reminder email to all our care services lead contacts within each of the LAs to share via their care department channels e.g. newsletters, email bulletins to ensure as many care providers are aware of the event and have our contact details if they have any concerns about access.
- Sent a reminder email to businesses that we initially contacted on the business list, including a digital copy of the 2nd event leaflet, sharing updated information as well reminding them of our key contact details should they need to get in touch with any questions or access concerns.
- Sent a reminder email to all our contacts at the various sports organisations (including NFU, BHS, RFU, FA, ECB) to remind their local clubs and members that the event is taking place and to plan ahead of the road closures.

- Velo Schools 100 Challenge – We currently have 12 schools signed up to do the challenge, with 1 school already having completed it. With the school's challenge taking place in April, a number of schools are already well underway in completing the challenge. We have had a few positive PR pieces around the Schools challenge, including pieces in the Coventry Telegraph and in Solihull Updates.
- Made contact with local Facebook pages to put out the correct information and maps.

3. Upcoming plans against the agreed strategy:

- Advanced road closure warnings put up approx. 2 weeks prior to event day.
- Parking notices will be distributed along the route, the week prior to the event.
- Care – Look to link up with the Emergency Duty Teams within each of the LAs to understand their process and discuss their set up within event control on day of the event.
- **ALL – Please circulate a reminder to all of your Council departments internally about the event and road closures.**
- **ALL – Please ensure your Council website includes a page on Velo with event information and the road closure map.**
- **ALL – Please share regular event reminders on your various social media channels over the coming three weeks, specifically reminding people to plan for the road closures.**

On the day of the event

- On the day of the event we will have the emergency hotline in operation from 04:30 – 20:00, where we will be able to provide direct assistance to residents and businesses – either suggesting alternative route or facilitating access across route if necessary.

4. Comments & Feedback:

Solihull – Nothing to feedback

Sandwell – Nothing to feedback.

5. AOB:

[REDACTED]

From: [REDACTED]
Sent: 09 May 2019 11:47
To: [REDACTED]
Subject: RE: [REDACTED] Velo Birmingham - website banner update with hotline number

Hi [REDACTED]
No problem. Can you send me a high res version of your logo and a cycling image please. Just need it for our banner so we can add the text below.
Thanks
[REDACTED]

From: [REDACTED]
Sent: 09 May 2019 09:55
To: [REDACTED]

[REDACTED]

Cc: [REDACTED]

[REDACTED]

Subject: [REDACTED] Velo Birmingham - website banner update with hotline number

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Hi All,

I hope you are all well and looking forward to the weekend!

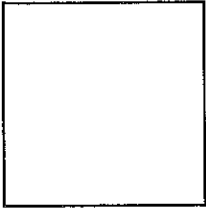
Either tomorrow Friday or Saturday this week please can you add the below line to the banners on your respective Council websites:

"During Vélo Birmingham & Midlands emergency services will be operating as normal. **ONLY** in the case of a personal access emergency call [REDACTED] for assistance on the event day.
For general access advice and routes visit the Vélo Birmingham website [here](#) or use Google Maps to navigate the road closures."

Thank you all for your help!

Kind regards,
[REDACTED]

[REDACTED] Senior Operations Executive
CSM Sport & Entertainment



[REDACTED]

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Sent: 09 May 2019 11:47
To: [REDACTED]
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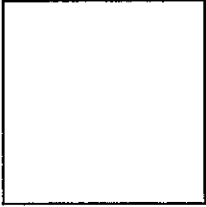
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For general access advice and routes visit the Vélo Birmingham website [here](#) or use Google Maps to navigate the road closures."

Thank you all for your help!

Kind regards,
[REDACTED]

[REDACTED] Senior Operations Executive
CSM Sport & Entertainment



[REDACTED]

From: [REDACTED]
Sent: 09 May 2019 12:10
To: [REDACTED]
Subject: RE: [REDACTED] Velo Birmingham - website banner update with hotline number

Thanks [REDACTED]
[REDACTED]

From: [REDACTED]
Sent: 09 May 2019 11:54
To: [REDACTED]
Subject: RE: [REDACTED] Velo Birmingham - website banner update with hotline number

CAUTION: This email originated from outside of the council. Do not click links or open attachments unless you are sure the content is safe.

Hi [REDACTED]

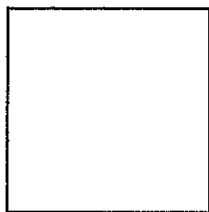
I've put the logo and 3 photo options on this wetransfer link for you: [REDACTED]

Thank you!

Best wishes,
[REDACTED]

[REDACTED] | Senior Operations Executive
CSM Sport & Entertainment

[REDACTED]



From: [REDACTED]
Sent: 09 May 2019 11:47
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Sent: 09 May 2019 09:55

To: [REDACTED]

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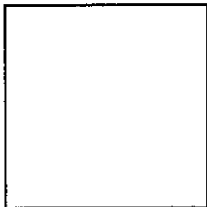
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Thank you all for your help!

Kind regards,
[REDACTED]

[REDACTED] | Senior Operations Executive
CSM Sport & Entertainment



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Please consider the environment - do you need to print this e-mail?

[REDACTED]

From: [REDACTED]
Sent: 09 May 2019 14:35
To: [REDACTED]
Subject: velo

<https://www.velobirmingham.com/the-route/road-closures/>

[REDACTED]
Senior account manager
Communications and public affairs
Dudley Council
[REDACTED]

A multi-award winning communications and public affairs team at Dudley Council

[Twitter](#) | [Facebook](#) | [Flickr](#) | [YouTube](#) | [LinkedIn](#)



Please consider the environment - do you need to print this e-mail?

[REDACTED]

From:

Sent:

[REDACTED]
23 April 2019 09:35

To:

Subject:

[REDACTED]
[EXTERNAL EMAIL] Call

CAUTION: This email originated from outside of the council. Do not click links or open attachments unless you are sure the content is safe.

Good morning all,

The final communications call has just started. Please do let me know if you are having any technical issues.

The dial-in number to call from a landline or mobile is [REDACTED] and you will then need to input the meeting ID which is [REDACTED]

Kind regards,

[REDACTED]
[REDACTED] | Senior Operations Executive
CSM Sport & Entertainment

[REDACTED]



[REDACTED]

From:

Sent:

[REDACTED]
09 May 2019 14:25

To:

Cc:

Subject:

[REDACTED] VB&M - post event release

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Hi all,

I hope everyone is looking forward to the big day on Sunday!

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I'm sure you're all aware, but we're hosting the official press conference at the Ribble Store at the mailbox at 11:00 tomorrow – please feel free to pop along, it would be great to see you there.

Many thanks,

[REDACTED]
[REDACTED] Head of Event Marketing - Active
CSM Sport & Entertainment



[REDACTED]

From:

Sent:

[REDACTED]
12 May 2019 19:34

To:

Cc:

Subject:

[REDACTED] VB&M Statement

CAUTION: This email originated from outside of the council. Do not click links or open attachments unless you are sure the content is safe.

Dear all,

Following on from an incident that occurred at today's Velo Birmingham and Midlands event, we wanted to get in touch with you before a statement is released.

We will shortly be releasing the following statement via our Facebook and Twitter accounts (@VeloBirmingham):


"Congratulations to everyone who participated in Vélo Birmingham 2019 – we hope you had an amazing time riding on closed roads around the Midlands. We've been humbled by all the positive feedback we have received from you so far, but unfortunately it's been a day of mixed emotions for us. We are saddened to report that a rider taking part in the event has passed away after being airlifted to hospital this morning. We are currently working closely with Warwickshire Police and authorities to establish the exact circumstances surrounding this incredibly sad development. The rider's family have been informed and all our thoughts are with them at this difficult time."

For context, Warwickshire Police wanted to go live with their statement this evening and we wanted to release our statement as soon as theirs was made.

If you have any questions, please do not hesitate to get in touch with myself and my colleagues at CSM Active.

Kind regards,



 | Head of Event Marketing - Active
CSM Sport & Entertainment



[REDACTED]

From:
Sent:
To:

[REDACTED]
12 May 2019 20:10

Subject:

[REDACTED] VB&M Statement

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Dear all,

Following on from an incident that occurred at today's Velo Birmingham and Midlands event, we wanted to get in touch with you before a statement is released.

We have just released the following statement via our Facebook and Twitter accounts (@VeloBirmingham):

"Congratulations to everyone who participated in Vélo Birmingham & Midlands 2019 – we hope you had an amazing time riding on closed roads around the Midlands. We've been humbled by all the positive feedback we have received from you so far, but unfortunately it's been a day of mixed emotions for us. We are saddened to report that a rider taking part in the event has passed away after being airlifted to hospital this morning. We are currently working closely with Warwickshire Police and authorities to establish the exact circumstances surrounding this incredibly sad development. The rider's family have been informed and all our thoughts are with them at this difficult time."

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Kind regards,

[REDACTED]

[REDACTED] Head of Event Marketing - Active
CSM Sport & Entertainment

[REDACTED]



[REDACTED]

From:

Sent:

[REDACTED]
09 May 2019 09:55

To:

Cc:

Subject:

[REDACTED] Velo Birmingham - website banner update with hotline number

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Hi All,

I hope you are all well and looking forward to the weekend!

Either tomorrow Friday or Saturday this week please can you add the below line to the banners on your respective Council websites:

"During Vélo Birmingham & Midlands emergency services will be operating as normal. **ONLY** in the case of a personal [access emergency](#) call [REDACTED] for assistance on the event day.

For general access advice and routes visit the Vélo Birmingham website [here](#) or use Google Maps to navigate the road closures."

Thank you all for your help!

Kind regards,

[REDACTED]
[REDACTED] | Senior Operations Executive
CSM Sport & Entertainment

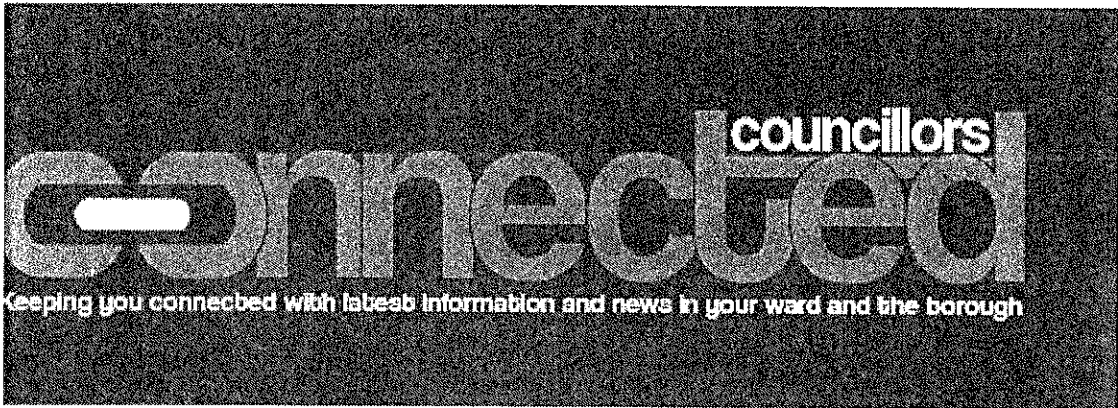


From: [REDACTED]
Sent: 25 April 2019 13:02
To: [REDACTED]
Subject: FW: [REDACTED] Connected Councillors - issue 123

Apart from the date, is this ok?

From: [REDACTED]
Sent: 25 April 2019 12:54
To: [REDACTED]
Subject: [REDACTED] Connected Councillors - issue 123

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April 2019

[View in browser](#)



There's still time to fit some Easter holiday activities in at our leisure centres and museums

[Read more](#)



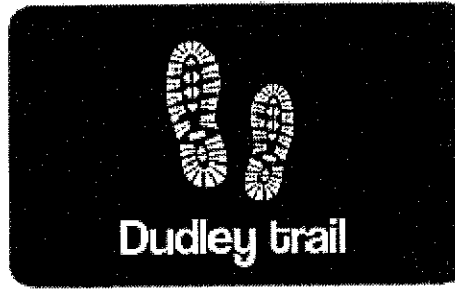
Velo Birmingham and Midlands cycling event takes place on May 12 with a small number of road closures in Halesowen.

[Read more](#)



Himley Hall is holding a wedding open day on Saturday 4 May, following a stylish redecoration and restyle of the historic hall

[Read more](#)



Dudley Trail organisers are getting ready for the largest urban walking event in the West Midlands on Sunday 5 May

[Read more](#)

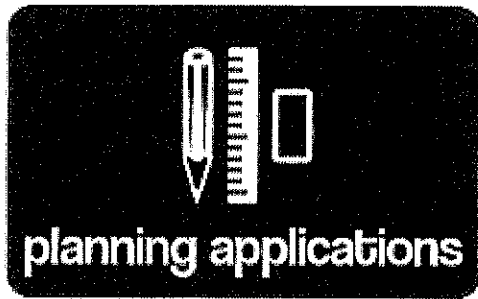


Catch up with all of the latest news from council services



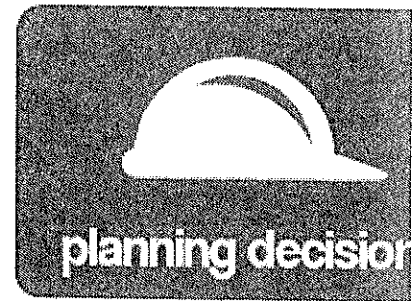
Don't forget tickets are still on sale for the big Black Country Musicom at Himley Hall and Park on Sunday 14 July
[Read more](#)

[Read more](#)



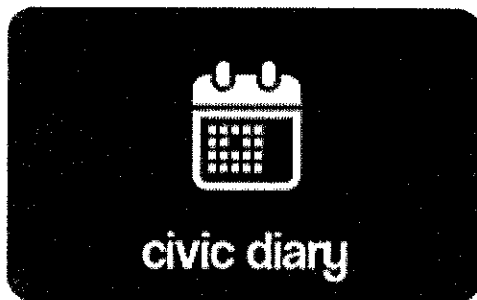
Here are all of the latest planning applications submitted to the council

[Read more](#)



Here are all of the latest planning decisions taken by the council

[Read more](#)



Remember you can book the Mayor to come along to any of your community events

[Read more](#)



Keep up to date with all of the latest planned and emergency road closures

[Read more](#)

Dudley Metropolitan Borough Council, Council House, Priory Road, Dudley, West Midlands. DY1 1HF



Download our Council App

www.dudley.gov.uk/
dudleycouncilplus@dudley.gov.uk
0300 555 2345





...the historic capital of the Black Country



[REDACTED]

From:

Sent:

[REDACTED]
12 May 2019 08:28

To:

Subject:

[REDACTED]
FW: Velo 2019 - 12th May 2019 - SITREP - 08:20

Good Morning All

Event Control Room is fully functioning at Coventry.

No Major issues – Traffic management was removed from the course overnight in the Coventry / Solihull area, this has been replaced with contingency supplies.

The first wave of cyclists started at 06:30 approx. 13,000 cyclists have registered for the event.

Roads in Halesowen have been closed, no issues at present.

Good News – No parked vehicles on route.

Regards

[REDACTED]

From: [REDACTED]
Sent: 10 May 2019 16:27
To: [REDACTED]
Subject: Re: [REDACTED] VB&M - post event release

Great!

Sent from my iPad

On 10 May 2019, at 16:26, [REDACTED] wrote:

No worries [REDACTED] how's this?

[REDACTED], strategic director for place and deputy chief executive at Dudley Council, said: "We are proud to be able to support such a prestigious event and welcome thousands of cyclists to the historic capital of the Black Country. We would also like to thank residents for bearing with us with any local road closures and hope they enjoyed the spectacle of a major sporting event."

From: [REDACTED]
Sent: 09 May 2019 18:03
To: [REDACTED]
Subject: RE: [EXTERNAL EMAIL] VB&M - post event release

Yes go on [REDACTED]

From: [REDACTED]
Sent: 09 May 2019 14:51
To: [REDACTED]
Subject: FW: [REDACTED] VB&M - post event release

Hi [REDACTED]

Just checking if you want to be quoted in this? Up to you. Just let me know if you do and I can draft something.

[REDACTED]

From: [REDACTED]
Sent: 09 May 2019 14:25
To: [REDACTED]

Cc: [REDACTED]

[REDACTED]

Subject: [REDACTED] VB&M - post event release

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I'm sure you're all aware, but we're hosting the official press conference at the Ribble Store at the mailbox at 11:00 tomorrow – please feel free to pop along, it would be great to see you there.

Many thanks,

[REDACTED]

[REDACTED] | Head of Event Marketing - Active
CSM Sport & Entertainment

[REDACTED]

<image001.jpg>

[REDACTED]

From: [REDACTED]
Sent: 10 May 2019 17:57
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: [REDACTED] VB&M - post event release

CAUTION: This email originated from outside of the council. Do not click links or open attachments unless you are sure the content is safe.

Thanks [REDACTED] - FYI.

Ali

Sent from my iPhone

[REDACTED] | Head of Event Marketing - Active
CSM Sport & Entertainment



On May 10, 2019, at 5:16 PM, [REDACTED] wrote:

Hi [REDACTED]
Hope this isn't too late.
[REDACTED]

[REDACTED], strategic director for place and deputy chief executive at Dudley Council, said: "We are proud to be able to support such a prestigious event and welcome thousands of cyclists to the historic capital of the Black Country. We would also like to thank residents for bearing with us with any local road closures and hope they enjoyed the spectacle of a major sporting event."

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To: [REDACTED]

Cc: [REDACTED]

[REDACTED]

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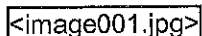
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Many thanks,

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[REDACTED] | Head of Event Marketing - Active
CSM Sport & Entertainment

[REDACTED]



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Please consider the environment - do you need to print this e-mail?

[REDACTED]

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Hi [REDACTED]

I've put the logo and 3 photo options on this wetransfer link for you: [REDACTED]

Thank you!

Best wishes,
[REDACTED]

[REDACTED] | Senior Operations Executive
CSM Sport & Entertainment

[REDACTED]



From: [REDACTED]
Sent: 09 May 2019 11:47
To: [REDACTED]
Subject: RE: [REDACTED] Velo Birmingham - website banner update with hotline number

Hi [REDACTED]

No problem. Can you send me a high res version of your logo and a cycling image please. Just need it for our banner so we can add the text below.

Thanks
[REDACTED]

From: [REDACTED]
Sent: 09 May 2019 09:55
To: [REDACTED]

Cc: [REDACTED]
[REDACTED]

[REDACTED]

Subject: [REDACTED] Velo Birmingham - website banner update with hotline number

CAUTION: This email originated from outside of the council. Do not click links or open attachments unless you are sure the content is safe.

Hi All,

I hope you are all well and looking forward to the weekend!

Either tomorrow Friday or Saturday this week please can you add the below line to the banners on your respective Council websites:

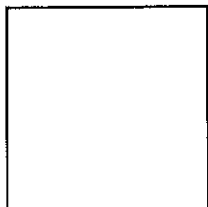
"During Vélo Birmingham & Midlands emergency services will be operating as normal. **ONLY** in the case of a personal access emergency call [REDACTED] for assistance on the event day.
For general access advice and routes visit the Vélo Birmingham website [here](#) or use Google Maps to navigate the road closures."

Thank you all for your help!

Kind regards,
[REDACTED]

[REDACTED] | Senior Operations Executive
CSM Sport & Entertainment

[REDACTED]



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Please consider the environment - do you need to print this e-mail?

[REDACTED]

From:

Sent:

[REDACTED]
12 May 2019 10:23

To:

Subject:

[REDACTED]
Re: Velo 2019 - 12th May 2019 - SITREP - 08:20

Many thanks [REDACTED]

[REDACTED]
Dudley MBC - Android Enterprise

From:

[REDACTED]
Date: Sun, 12 May 2019, 08:27

To:

[REDACTED]
Subject: FW: Velo 2019 - 12th May 2019 - SITREP - 08:20

Good Morning All

Event Control Room is fully functioning at Coventry.

No Major issues – Traffic management was removed from the course overnight in the Coventry / Solihull area, this has been replaced with contingency supplies.

The first wave of cyclists started at 06:30 approx. 13,000 cyclists have registered for the event.

Roads in Halesowen have been closed, no issues at present.

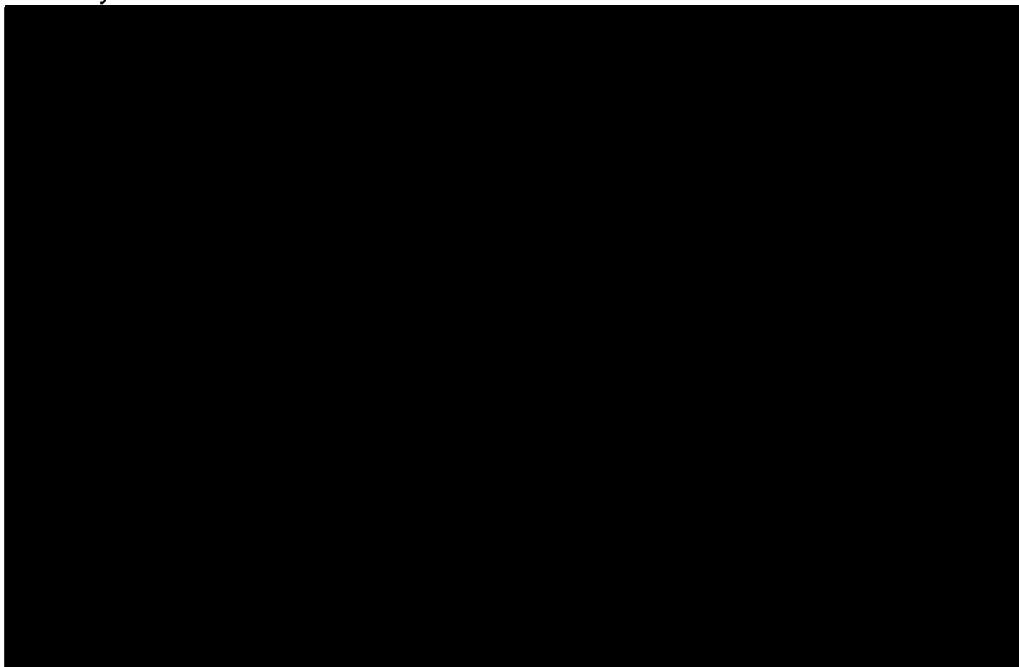
Good News – No parked vehicles on route.

Regards

[REDACTED]

From:
Sent:
To:

[REDACTED]
12 May 2019 08:22



Subject:

Velo 2019 - 12th May 2019 - SITREP - 08:20

Good Morning All

Event Control Room is fully functioning at Coventry.

No Major issues – Traffic management was removed from the course overnight in the Coventry / Solihull area, this has been replaced with contingency supplies.

The first wave of cyclists started at 06:30 approx. 13,000 cyclists have registered for the event.

Roads in Halesowen have been closed, no issues at present.

Good News – No parked vehicles on route.

Regards

[REDACTED]

[REDACTED]

[REDACTED]

From:

Sent:

[REDACTED]
12 May 2019 13:17

To:

Subject:

[REDACTED]
Velo 2019 - 12th May 2019 - SITREP 13:00

Dear All

1,100 Cyclists have already finished the 100 mile course. Road Closures on the early part of course are opened ahead of schedule.

10,856 cyclists have passed the 60 mile mark, 4325 cyclists have passed the 80 mile mark.

Disorderly behaviour is being experienced along the route, Police are in attendance and arrests have been made.

One of the event organiser's marshal deployed in Spies Lane, Halesowen has been injured by a vehicle, no update at the moment.

Regards

[REDACTED]

From:

Sent:

[REDACTED]
12 May 2019 17:37

To:

Subject:

[REDACTED]
Velo 2019 - 12th May 2019 - SITREP 17:30

Dear All

A number of incidents have occurred in Spies Lane between marshals and motorists, Police assistance was needed.

The last cyclist entered Howley Grange Road at 17:13 with only 500 cyclists left to pass the finish line.

Roads are re-opening ahead of schedule.

Congestion at the Finish Area, Bristol Road, Birmingham.

This is the last SITREP today a full debrief is scheduled for early June.

Kind Regards

[REDACTED]

From:

Sent:

[REDACTED]
12 May 2019 10:46

To:

Subject:

[REDACTED]
Velo 2019 - 12th May -SITREP 10:30

Dear All

A number of medical emergencies have occurred on the course, all issues dealt with by WMAS and Air Ambulance.

Small number of vandalism on course which have all been dealt (Tacks and Glass) with. No issues on Dudley Sector, however, due to stewarding issues in Bartley Green Area some vehicles are entering the closed roads (Carters Lane). Dudley operatives are not allowing vehicles to enter route in Halesowen.

First Cyclist arrived in Dudley at 10:38 approx. 20 mins behind schedule.

Roads at start of course re-opened ahead of schedule.

Regards

