

# Long Course Weekend – 6<sup>th</sup> – 8<sup>th</sup> September

## Masham Residents' FAQ's

With Masham's first Long Course Weekend fast approaching, local residents and businesses have questions about what to expect, and how it will impact them. At Mashamshire Community Office we've been working to get answers to your questions. We've compiled this document to provide the answers we've found in one place - we hope you find it helpful.

While following the restrictions stipulated by North Yorkshire Police for safety reasons, and in consultation with North Yorkshire Council and Masham Parish Council, the organisers' stated aim is to be as flexible as they can, according to common sense and the circumstances at the time.

### What is LCW and who is organising it?

Long Course Weekend is a weekend-long sports festival with athletes from all over taking part in swimming, cycling and running events. The LCW concept is tried and tested. It originated in Wales, where the organisers are based. It has run for many years, with the aim of creating a positive economic impact for the area. The organisers have since gone global, with events in a number of countries around the world as far afield as New Zealand. In partnership with North Yorkshire Council and sponsored by Black Sheep, this LCW event in Masham is the first to take place in England. The individual events are also being referred to as The Dales Swim, The Dales Sportive and The Dales Marathon. Whilst this is the first year, it will be a long-term annual event.

### Why Masham, and how will it benefit us?

We have a lot going for us as a location – easy access to the iconic Tour de France cycle route, one of the largest most attractive marketplaces in Yorkshire and, as it is not a thoroughfare, it's a great location for events. We are also the home of Black Sheep, and a jumping off point for all the great attractions North Yorkshire has to offer. Our businesses have been through a tricky time and our local economy needs all the support it can get. The organisers of LCW aim to use local suppliers where they can – from printing to Portaloos, the aim is for the money to stay in the area where possible. There is also potential to raise funds for local community groups by volunteering or using the event as a platform for fundraising.

So, North Yorkshire Council and Masham Parish Council, agreed to host the new LCW Yorkshire in Masham.

### What can we expect in the run up to the event?

This is the first LCW Yorkshire, so everyone is feeling their way. We can certainly expect to see runners and riders testing the routes in preparation. Here's what to expect in the run up, next week...

Starting from Tue 2 Sept, the Market Square will see growing levels of activity with setup and preparations. There will be an "Athletes' Village" established, with various businesses and organisations represented and activities throughout the weekend. There will be a stage erected, a bar, red carpet, and Finish Line – all located towards the Church end of the Market Square. There may be some disruption, but roads will be open as normal until Fri 6 Sept.

### How many athletes are participating?

The following approximate numbers of participants are expected:

**Fri 6 Sept – over 400 swimmers**

**Sat 7 Sept – over 600 cyclists**

**Sun 8 Sept – over 750 runners**

Athletes can choose from various race distances on each day and some may compete in events across all three days.

## What can we expect of the event itself?

The sporting action will be in the Market Square, but as main sponsor, Black Sheep Brewery are holding an LCW Carnival from Fri-Sun too. This will be a beer festival at the brewery with music, activities and food throughout. The following is a rough outline of the weekend's activities in the Market Square to give you an idea of timings:

### ***Fri 6 Sept – Yorkshire Dales Swim Day***

9:00 AM Onwards.  
Swimmers register for the race they choose in the Market Square  
Black Sheep Carnival opens, with beer festival, music and food opens.

### ***Sat 7 Sept – Yorkshire Dales Sportive Day***

5:00 AM Onwards.  
Cyclists register for their choice of race - 56 miles or 112 miles – two laps for the long distance.  
7:00 AM - Cyclists setting off from the Market Square  
5:00 PM - All finishers are back. Each race finishes in the Market Square on the red-carpet finish line.  
Activities and bar in the Athletes Village and Black Sheep Carnival all day.

### ***Sun 8 Sept – Yorkshire Dales Marathon Day***

8:45 AM - Action starts with a 2-lap race around the Market Square for under 11's. Free to enter for Masham Primary School children.  
9:30 AM - Marathon runners set off – run to Fountains and back. Half marathon entrants transferred by coach to Fountains to start their race and finish in Masham. The 10K and 5K races start and finish in Masham.  
3:30 PM - All finishers returned by this time.

## Will vehicles be able to access the Market Place?

There will be restricted access for vehicles to the main **Market Place**, **Little Market Place** and **Millgate from 8:00 AM till 6:00 PM on Fri, Sat and Sun**. Residents and businesses will only be able to gain access where, and when, it is safe to do so. This is likely to mean very limited access for anyone at the Church end, and King's Head side of the Market Place, since this will be where most of the activity will be focused.

Little Market Place and the road down to Millgate are likely to be more flexible and with easier access to residents and businesses. There should be marshals on hand for guidance. The organisers are bound by the directives of North Yorkshire Police but will attempt to be as flexible as possible in the circumstances at the time. However, some inconvenience will be unavoidable.

## What about parking for residents of the Market Place?

Anyone who normally parks on the roadside around the Market Place or on the Market Square, will need to park elsewhere during the weekend – especially during the hours of the road restrictions. Masham Parish Council have made resident permits available which will entitle you to park on the Shooting Holme free of charge throughout the weekend. Permits are available for those affected, from Mashamshire Community Office.

## What about residents with limited mobility?

As with the access restrictions described above, people with limited mobility will have access where, and when, it is safe to do so. However, vehicles cannot remain parked in the restricted area over the weekend. Blue Badge holders can park in the limited Disabled Parking at the flagpole end of the Market Place. If you anticipate a problem, in the first instance, please contact Mashamshire Community Office. We will attempt to escalate the issue with the organisers, who will endeavour to be as flexible as they can.

## Will there be other road closures in town?

**Other road closures in Masham and the surrounding area will only be required on Sun 8 Sept for the Yorkshire Dales Marathon.**

## What other roads will be closed on 8 September?

Full details of the road closure times for the whole area can be found on the [lcwyorkshire.com](http://lcwyorkshire.com) website, or in the LCW Road Restrictions leaflet which has been circulated to residents. Copies available in Mashamshire Community Office if needed.

Additional Masham road closures **on Sun 8 Sept only**, will be:

**Chapman Lane, Park Street, Swinton Terrace, Swinton Road - 9:00 AM-11:30 AM**  
**Thorpe Road, Nutwith Common to Grewelthorpe - 10:30 AM-4:00 PM**

## What parking restrictions are there elsewhere in Masham?

North Yorkshire Council has put parking restrictions in place for **Chapman Lane, which will be in place throughout the event - 6 Sept 8:00 AM until 8 Sept 6:00 PM**. Elsewhere in town, parking restrictions are only in place for the Yorkshire Dales Marathon on Sun 8 Sept. These are as follows:

**Park Street – 7 Sept 11:00 PM until 8 Sept 4:00 PM**  
**Thorpe Road, Swinton Terrace, Swinton Road - 7 Sept 11:00 PM until 8 Sept 4:00 PM**

Masham Parish Council has made resident permits available to those who usually park in these locations. This will entitle you to park on the Shooting Holme, free of charge, from Sat 7 through to Sun 8 Sept. Permits for those affected are available from Mashamshire Community Office.

## What about Masham Market?

The Markets will go ahead on Wed 4 Sept and Sat 7 Sept. However, the stalls will be located at the flag pole end of the Market Square – the opposite end to normal. Parking restrictions will be in place on Sat 7 Sept.

## How to get involved?

If you are a business, LCW invite you to participate in their “Black Badge Scheme”, whereby if you wish to make a special offer available to race participants, they will promote your business through their website and other promotions.

If you are a resident and you would like to volunteer as a helper during the weekend, you need to forward your details to the organisers – forms are still available at Mashamshire Community Office. If you can get a group of 10 volunteers together, LCW will donate £400 to a local charity, community group or club of your choice.

**These events sound gruelling, so do get out and cheer the athletes on to the finish line!**