



Fill That Hole awards

Victoria Pendleton awards gold to Cheshire West and Chester Council for pothole repairs



Olympic and World Champion track cyclist Victoria Pendleton has personally recognised the UK council doing the best job at repairing potholes.

Cheshire West and Chester Council was awarded the 'Pothole Response' accolade by the cycling celebrity, following a nationwide competition between the UK's 217 highways authorities.

Pendleton actively supported the awards scheme, which was jointly run by Aggregate Industries and launched at the height of this year's pothole season. UK councils were judged on repairs to potholes as reported via www.fillthathole.org.uk. The Fill That Hole website is run by award scheme partners CTC.

Victoria Pendleton said: 'Potholes can be a problem for road users, particularly people cycling to work or school, cycling for fun, keeping fit, or even cycling professionally. We have to make our roads safer and more accessible for cyclists who often lack confidence to ride their bikes in and around urban areas because of poor road surfaces.'

'I was delighted to present Cheshire West and Chester Council with their award and want to congratulate all of the other successful local authorities. It is fantastic to be a part of recognising the work they are doing to respond to

these problems and ensure our roads are safe.'

Cheshire West and Chester Councillor and Executive Member for Community and Environment, Lynn Riley said: 'This national honour comes to the Council but the high quality care of our roads is really down to all the people of West Cheshire who act as our eyes and help us maintain our roads by reporting any faults. Our challenge will be to keep this standard of improving our roads going forward.'

Cheshire West and Chester Council repaired all of the road defects reported via Fill That Hole during the competition. Newham, West Lothian, Brent, Redbridge and Luton also scored 100% but fixed fewer potholes.

The 'Pothole Feedback' award went to the London Borough of Brent. Cheshire West and Chester appeared again as a runner up in this category, with Bath and North East Somerset Council and Bristol City Council.

The UK public reported 11,200 potholes to Fill That Hole during the competition. Steven Dean of Cheshire was the most prolific. He wins a £500 Wiggle voucher.

Pothole hall of fame

Since its inception, Fill That Hole has informed local councils of over 58,000 potholes in the road network. (The Fill That Hole iPhone app, developed in partnership with Aggregate Industries, has made pothole reporting even easier.) Pothole reporting through FillThatHole is free to all road users, but there is a cost to CTC for processing and forwarding each report.

Cycle manufacturer Specialized and their local network of Specialized Concept Stores have sponsored the reporting of 6,000 potholes to UK councils, earning them a place as the first company in the 'CTC Pothole Hall Of Fame'.

Specialized's Marketing Manager Anne Immelman said: 'Sponsoring the reporting of 6,000 potholes is an opportunity to massively improve the ride experience of thousands of cyclists who use these roads every day, as well as those who simply go out on the weekend. Being part of this feels very, very right.'

Corporate sponsors who sign-up can join Specialized in the 'CTC Pothole Hall of Fame' and benefit from the publicity this brings, while individuals can join the 'CTC Pothole Owners Club' by donating £25 or more. Funding pothole reports is easy: corporate sponsors should contact Nick Fish at nick.fish@ctc.org.uk and individuals should phone 0844 736 8451.