# Daredevil cheese wizard’s backflip fall spotlights safety fears at Gloucestershire’s Cheese Rolling



A daredevil contestant, donning a cloak and dubbing himself the 'Cheese Wizard', drew media attention at the recent Cheese Rolling event in Gloucestershire when his audacious backflips captured the imagination of onlookers. However, his attempt at record-breaking descent ended in a dramatic fall, prompting paramedics to assist him at the base of the hill. While the incident initially caused concern, reports indicate that he managed to leave the scene without any significant injuries.

The Cheese Rolling event, held annually at Cooper's Hill, sees participants racing downhill after a 7lb Double Gloucester cheese, a tradition steeped in local culture that dates back to the 1800s. Despite the amusing spectacle, the event is notorious for its perilous nature. This year's races highlighted the potential dangers, as six contestants were reported hospitalised due to injuries ranging from broken ankles to concussions. Witnesses of the Cheese Wizard’s performance noted that, after his fall, he attempted to walk freely, showcasing a resilient spirit despite the risks involved.

Local emergency services faced considerable challenges while responding to the event, leading to renewed calls for stringent safety plans in future competitions. The Tewkesbury Borough Safety Advisory Group has emphasised the need for formal safety measures, especially given that emergency personnel were notably absent from this year’s gathering. Throughout the day, the absence of adequate emergency service coverage raised numerous eyebrows, with local authorities stressing the need for organisers to take their responsibilities seriously.

Participants often engage in friendly rivalry, but the stakes are real. In past years, the event has led to multiple injuries requiring medical attention, with 15 individuals injured in a single race back in 1993. While organisers have attempted to mitigate risks, the informal nature of this year's contest, spurred by safety concerns that led to the cessation of the official event in 2010, meant that the possibility of significant incidents was markedly present.

This enduring tradition continues to attract a wide array of competitors and spectators, including local celebrity Tom Kopke, who successfully defended his title as champion. Kopke remarked on the challenging conditions this year, noting that the dry and dangerous terrain posed additional hazards. The event's whimsical charm persists despite injuries and safety warnings, encapsulating a blend of thrill-seeking and community spirit.

Crowds gathered to witness not only exhilarating descents but also the camaraderie that typifies this unique event. Among the participants was Delaney Irving, a first-time competitor from Canada, who secured her own victory in the women’s race, albeit after being knocked unconscious during her run. Such incidents underscore the inherent risks that come with this beloved yet unregulated festival.

As the Cheesemonger tradition persists, the community remains divided over whether to preserve its spontaneous essence or introduce more structure and safety protocols. With emergency services imploring for better planning and oversight, the question remains: will the Cheese Rolling continue to charm thrill-seekers, and at what cost?

While the Cheese Wizard may have left the hill with little more than a bruised ego, the event itself leaves a lasting imprint—one that balances the exhilaration of traditional festivities with an ever-looming need for safety.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14760689/Footage-reveals-fate-daredevil-wizard-backflips.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.gloucestershirelive.co.uk/news/gloucester-news/cheese-rolling-2023-put-six-8487642)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14760689/Footage-reveals-fate-daredevil-wizard-backflips.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.gloucestershirelive.co.uk/whats-on/whats-on-news/cheese-rollings-first-2023-casualty-8478357), [[5]](https://www.bbc.co.uk/news/uk-england-gloucestershire-65776772)
* Paragraph 3 – [[4]](https://www.itv.com/news/westcountry/2023-05-29/hundreds-compete-in-famous-cheese-rolling-event-in-gloucestershire), [[6]](https://www.wiltsglosstandard.co.uk/news/23546317.fears-cheese-rolling-2023-no-police-paramedics-cover-event/)
* Paragraph 4 – [[3]](https://www.gloucestershirelive.co.uk/whats-on/whats-on-news/cheese-rollings-first-2023-casualty-8478357), [[5]](https://www.bbc.co.uk/news/uk-england-gloucestershire-65776772)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/news/article-14760689/Footage-reveals-fate-daredevil-wizard-backflips.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.bbc.co.uk/news/uk-england-gloucestershire-65776772)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/news/article-14760689/Footage-reveals-fate-daredevil-wizard-backflips.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://www.bbc.com/news/uk-england-gloucestershire-65793229)
* Paragraph 7 – [[4]](https://www.itv.com/news/westcountry/2023-05-29/hundreds-compete-in-famous-cheese-rolling-event-in-gloucestershire), [[6]](https://www.wiltsglosstandard.co.uk/news/23546317.fears-cheese-rolling-2023-no-police-paramedics-cover-event/)

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## Bibliography

1. <https://www.dailymail.co.uk/news/article-14760689/Footage-reveals-fate-daredevil-wizard-backflips.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.gloucestershirelive.co.uk/news/gloucester-news/cheese-rolling-2023-put-six-8487642> - The 2023 Cheese Rolling event in Gloucestershire resulted in six participants being hospitalised due to injuries sustained during the races. Emergency services faced challenges accessing the site, leading to calls for organisers to develop detailed safety plans for future events. The Tewkesbury Borough Safety Advisory Group expressed concerns over the strain placed on local resources and the lack of formal safety measures in place.
3. <https://www.gloucestershirelive.co.uk/whats-on/whats-on-news/cheese-rollings-first-2023-casualty-8478357> - During the 2023 Cheese Rolling event at Coopers Hill, a competitor in the men's race was carried away on a stretcher after sustaining an ankle injury. The incident highlights the inherent risks of the event, which involves participants chasing a 7lb Double Gloucester cheese down a steep hill. Despite the injury, the event continued, underscoring the tradition's enduring appeal.
4. <https://www.itv.com/news/westcountry/2023-05-29/hundreds-compete-in-famous-cheese-rolling-event-in-gloucestershire> - Hundreds gathered at Coopers Hill in Gloucestershire for the annual cheese-rolling event, where participants chase a 3kg wheel of Double Gloucester cheese down a steep hill. The women's race was won by Delaney Irving, who was knocked unconscious during the race and only realised her victory upon waking in the medical tent. The event proceeded despite safety concerns and the absence of emergency services.
5. <https://www.bbc.co.uk/news/uk-england-gloucestershire-65776772> - The 2023 Gloucestershire cheese-rolling event placed significant strain on emergency services, with six participants hospitalised due to injuries such as broken ankles, concussions, and a suspected seizure. The Tewkesbury Borough Safety Advisory Group stated that police and fire services would no longer staff the event until organisers presented a safety plan, highlighting the need for improved safety measures at future events.
6. <https://www.wiltsglosstandard.co.uk/news/23546317.fears-cheese-rolling-2023-no-police-paramedics-cover-event/> - Safety concerns were raised ahead of the 2023 Cheese Rolling competition at Coopers Hill, as police announced that no emergency services, including paramedics, would be present. The Tewkesbury Borough Safety Advisory Group cited the lack of formal plans from organisers as the reason for the absence of emergency services, urging organisers to provide detailed safety measures to protect participants and spectators.
7. <https://www.bbc.com/news/uk-england-gloucestershire-65793229> - Delaney Irving, a 19-year-old from Canada, won the women's race at the 2023 Gloucestershire cheese-rolling event, despite being knocked unconscious during the race. She only realised her victory upon waking in the medical tent. The event, which involves chasing a 7lb Double Gloucester cheese down a steep hill, continued despite safety concerns and the absence of emergency services.