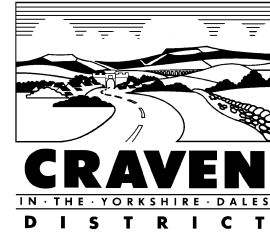


Policy Committee – 21st July 2015

Tour de Yorkshire 2016/7



Report of the Chief Executive

Ward(s) affected: All

1. **Purpose of Report** – The report sets out the implications of securing host status for the Tour de Yorkshire cycle race in 2016 or 2017 and seeks agreement to pursue host status in Settle. If successful in gaining host status to agree to earmark funding from the New Homes Bonus, localism reserve, and seek additional funding through sponsorship and partners for 2016/17 to meet potential costs.
2. **Recommendations** – Members are recommended to:
 - 2.1 Agree to pursue host status for Settle.
 - 2.2 If host status is successfully secured to set aside £170k from the New Homes Bonus, localism reserve, to cover the costs associated with the event.
 - 2.3 To note that a more detailed report will be brought to a future Policy Committee if host status for Settle is successfully secured and following detailed negotiations with the race organisers and potential sponsors and partners.

Report

3.1 Background

- 3.1.1 Welcome to Yorkshire and the Amaury Sport Organisation(ASO) supported by British Cycling this year launched a three day cycling race titled 'Tour of Yorkshire' which has been approved by the Union Cycliste Internationale (UCI) with a 2.1 European Tour Classification. The inaugural event ran earlier this year from 1-3 May 2015 and was a great success. There is a 10 year agreement in place for the race and the race is expected to become a flagship cycling event in the UK and an outstanding cycle race in the international calendar. The race is planned to take place during the first bank holiday weekend in May.
- 3.1.2 Cycling in Yorkshire is becoming synonymous with large crowds, stunning scenery and great sport. The participation of top international teams and cycling stars as well as national TV coverage add to the excitement surrounding the race. The Tour de Yorkshire would support the Council's Tour de France Legacy plan adopted on March 3rd 2015, POL 652, which has amongst its specific aims developing cycle

events and festivals. The event would extend the potential economic benefits to the north of the district, which to date has not been presented with such an opportunity.

- 3.1.3 The Tour de Yorkshire was a huge marketing opportunity for the county with live coverage on ITV4, British Eurosport and 177 countries around the world. The Tour de Yorkshire website had over 4million page views in the month running up to the first stage on 1 May, with nearly 2 million on race days, and a Twitter reach of 55million. In addition, nearly three hundred journalists from regional, national and international media attended the race to report on the event and PR coverage was in excess of £100million pounds in advertising equivalent.
- 3.1.4 Welcome to Yorkshire and ASO are starting to explore options for host towns, i.e. start or finish towns for the race in 2016/17 and 2017/18 and Settle has been suggested as a potential candidate. Welcome to Yorkshire wish to confirm potential start and finish towns over the summer with a view to announcing the final route in December 2015 for the 2016 race.

3.2 Economic Benefits to Craven and North Yorkshire

- 3.2.1 Hosting an event with the growing profile of the Tour de Yorkshire provides a real opportunity for both Settle and Craven and continues to support the growing interest in cycling in the region.
- 3.2.2 The economic impact of the Tour de France has been well documented with a final figure of £102 million for the economic boost across Yorkshire. We await final evaluation of this year's Tour de Yorkshire but we do know that there were 1.5 million spectators on the roadside and £104 million worth of media coverage for the Tour de Yorkshire. Here in Craven although some businesses did not necessarily benefit financially over the Tour de France weekend they recognised the long term benefits of the increased media exposure and coverage for the area. An event of this status would enable Settle and the surrounding area to be showcased as both a destination and a starting point to tour the area and add to the growing enthusiasm and participation of cycling in the UK.

3.3 CDC involvement

- 3.3.1 In order to have 'Host Town status the Council would be required to pay a hosting fee of £100,000 to ASO and to commit to providing certain facilities for the event i.e. event infrastructure. Unlike the Tour de France there will be no central procurement and the Council will be able to source best value supplies independently and with other Host town/cities. Wherever possible we will source locally to keep money in the region.
- 3.3.2 It is expected that we will be able to seek sponsorship and partnering opportunities to minimise the direct costs to the district. These will be the subject of on-going discussions should Members approve to seek host status for Settle.
- 3.3.3 There is also the possibility of holding a parallel festival event alongside the start/finish area using the neutralised race zone as part of the festival site. This will

encourage spectators to either stay or come and watch the race on a big screen and to take part in events/entertainment provided alongside the race and keep visitors in the area for longer. This was a premise that worked well in Skipton during the Tour de France when the race just passed through the town.

- 3.3.4 A report will be brought before a future Policy Committee setting out in more detail the anticipated costs and likely direct contribution required from the Council, but £170k would have to be set aside to in effect underwrite the whole event. This budget would include event and project management and associated costs such as waste management, it would not cover officer time dedicated to the event from various services across the authority or indeed that of the lead officer for the event the Communications and Partnerships Manager.
- 3.35 Tentative discussions have taken place with the Yorkshire Dales National Park, who are willing to support the event in principle but any financial support would depend on the final route.

3.4 Delivery Mechanism

- 3.4.1 If Settle is approved as a Host town, then a strategic steering group and an officer working group would be set up to manage the negotiations with Welcome To Yorkshire and to deliver the event. A similar approach was successfully used in both delivering our obligations for the Tour de France and maximising the benefit of the event to our region. A Community Task Team would also be established with our statutory partners. The aim of the task team will be to act as the local planning and organising body and to provide robust and effective event planning and delivery. Membership of the group would be open to all relevant statutory partners that are identified as having a role or responsibility in delivering the Tour de Yorkshire in Craven with Settle as a 'host town'. As with the Tour de France, the Lead Member for Enterprising Craven would have a major role to play along with the Lead Member for Working with Communities.

Please note: Unlike the Tour de France the race is managed by a rolling road closure that has a much more manageable impact on our local communities.

4 Cost implications

- 4.1 There are clear cost implications for the Council if Settle was approved to seek host town status. An indicative budget is given below:

ASO hosting fee	£100,000
Operational costs of being host town (e.g. stewarding, barriers first aid, waste management etc.)	£35,000
Potential costs of cycling festival (e.g. big screen, interactive events, event management, project management etc.).	£35,000
Total	£170,000

- 4.2 It is requested that if Settle is approved as potential host town the provisional budget is allocated from the New Homes Bonus, Localism Reserve. To date there is £200k uncommitted against this reserve.
- 4.3` If we are successful in securing sponsorship or partner contributions this will be offset against the indicative budget.

3. **Implications**

- 4.1 **Financial Implications-** To be funded by New Homes Bonus, localism reserve with sponsorship and partner contributions sought. At this stage the Council will have to underwrite the total amount.

Legal Implications – Any agreement relating to the Council becoming a ‘host town’ for the Tour de Yorkshire will be the subject of a legal agreement between Welcome to Yorkshire and ASO and the District Council..

- 4.2 **Contribution to Council Priorities** – The event contributes to the two Corporate Priorities; Working with Communities and Enterprising Craven by working with Welcome to Yorkshire and other partners to maximise the benefit of the Tour de Yorkshire to Craven's economy. It also supports the cycle legacy plan adopted by the Council March 3rd 2015, POL 652, which has amongst its specific aims developing cycle events and festivals.

- 4.3 **Risk Management** – Craven District Council will carry out an overarching risk assessment for the delivery of the event using the Council’s CRAM procedure if Settle is approved as a host town. This will be circulated to all delivery partners. It will identify the key risks, control measures and lead responsibility. Once this has been completed any significant risks will be added to the Council’s Risk Register.

The safety implications resulting from the event will be addressed as follows:

- o Traffic Management including the rolling road closure is the responsibility of NYCC and NYP
- o Spectator safety is the responsibility of Welcome to Yorkshire working in conjunction with CDC, NYCC and NYP
- o Cycling Festival will be managed by a simple set of rules based on the Council’s Health and Safety Policy and an event plan submitted to the Safety Advisory Group

Any major incidents will be the responsibility of the Police, Emergency Services and Emergency Planning with support from Craven District Council

5. **Consultations with Others**: Selby District Council,
6. **Access to Information : Background Documents** –
7. **Author of the Report** – Sharon Hudson, Communications and Partnerships Manager. Tel: 01756 706246 shudson@cravenc.gov.uk

Note : Members are invited to contact the author in advance of the meeting with any detailed queries or questions.

8. **Appendices** – None