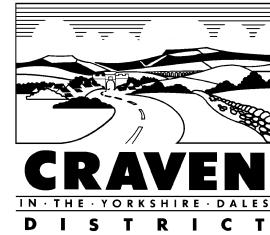


Policy Committee – 1st March 2016

Skipton Cycle Races 2016



Report of the Chief Executive

Ward(s) affected: All

1. **Purpose of Report** – Following last year’s successful inaugural Skipton Cycle Races Skipton has been given the opportunity to be part of the British Cycling Elite Criterium Series. This report seeks Member approval for the event to go ahead and commit to underwriting the event.
2. **Recommendations** – Members are recommended to:
 - 2.1 Approve Skipton cycle Races being held, this time as part of the British Cycling Elite Criterium Series
 - 2.2 Agree to a supplementary estimate to underwrite the event up to £10k in the event we don’t gain corporate sponsorship
3. **Report**
- 4 **Background**
 - 4.1 Following the Tour de France 2014 Members approved a Legacy Strategy on 3rd March 2015 (Minute:POL.652) in order to create a lasting legacy resulting from the Tour de France in2014. One of the three priorities of the Strategy is to create more cycle events and activities and help recreate the community spirit that we’ve seen at events in the district.
 - 4.2 As a result a Town Centre Race known as a Criterium was developed for Skipton and the inaugural event was held on Thursday 2nd July 2015.

Outcomes from the event included:

- We estimate approx. 3,000 spectators attended the event during the course of the evening.
- Junior Fun races were held for children aged 12 and under at the start of the evening with all 60 places taken with others on the waiting list.
- 30 participants pre - register to ride the route with many more registering on the night and some just joining the route so we estimate there were around 80 riding the route before the racing started.
- Positive feedback from cyclists who took part, people attending and British Cycling.

- 4.3 The event was held to test the appetite for such a race in Skipton. If successful the view was to try to get Skipton included in the prestigious British Cycling Elite Criterium Series which is televised on Sky Sports and Eurosport. Being part of the series guarantees top pro and Elite cyclists taking part and would bring even more cycling enthusiasts to Skipton. The nearby towns of Otley and Colne are also part of this series.
- 4.4 Following the success of last year's event Skipton was approached this February 2016 as a potential race in the British Cycling Elite Criterium Series. The current interest in cycling shows no sign of abating and continuing to have a town centre race in Skipton would capitalise on this current interest in cycling.

5 Event Proposal

- 5.1 The proposed date offered by British Cycling is Wednesday 6th July 2016 (a week after the Otley Race). Racing Programme from 19:00-21:30pm
- 5.2 Having consulted with Skipton Town Council and building on last years' experience the Town Council are confident they can manage the market to enable the race course to be cleared for the evening.
- 5.3 Skipton Town Council are willing to support the event again both financially and through staffing which was invaluable in keeping the project costs down.
- 5.4 Craven District Council will lead on ensuring the event is delivered including all relevant risk management, event management planning, stewarding and promotion.
- 5.5 Craven District Council will need to work with an event management company to deliver the event on their behalf as we do not have enough capacity in house to run an event of this scale and this arrangement worked very well last year.
- 5.6 CDC would need to contribute both financially and in officer time in planning and delivering the event. CDC will also advise and support local businesses in advance of the criterium so they can capitalize on the event, in particular local hospitality businesses who set to benefit the most.
- 5.7 Promotion will again be to a wider catchment than just Skipton residents to encourage visitors to come and watch the race in Skipton and participate in the festival atmosphere and to make the most of the activities on offer. The TV coverage will also showcase Skipton to a wider audience to attract future visitors to the town.
- 5.8 The Elite Criterium series is also widely promoted by British Cycling and Skipton would be included as part of that promotion. For example there is a specific section on the British Cycling website about the Elite Series.
- 5.9 Last year's budget has been reviewed with the event management company Velo 29 who delivered the event for CDC and a similar level of resource would be needed to deliver a race in the Elite series.

6. Event Budget

Event Services (Including venue fees/hire charges; traffic management/road closures; barriers and gantry; advance signage; stewarding & security; race first aid; commentator; Radio communication system; Prize Money; Officer time)	£14,000
British Cycling (Includes race levies and permit; Online registration Fee & costs; Race officials, Photo finish)	£2,000
Event Management Company (based on last year's fee and includes event management/planning; Documentation/plans; Meetings/SAG; Procurement of services; Travel & welfare)	£7,000
Total	£23,000

7. Funding

CDC (amount that could be vired from existing budget)	£5,000
Skipton Town Council (confirmed)	£1,000
Skipton Town Partnership (confirmed)	£7,000
Total	£13,000
Shortfall	£10,000

7.1 We are now looking for a title sponsor and 3 associate sponsors as we secured last year. Given that the event would be part of the Elite series and televised it will be a much more attractive proposition for a corporate sponsor. However there are no guarantees that sponsors can be found.

7.2 In order for the event to go ahead Members are asked to commit to underwriting the race at a cost of £10,000 in the event we do not secure the corporate sponsorship required.

4. Implications

- 4.1 **Financial Implications** –Financial implications of CDC delivering the event are detailed in the report. £10k would need to be committed from the New Homes Bonus to underwrite the event.
- 4.2 **Legal Implications** –Subject to approval of the recommendations in this report and the successful outcome of the Skipton Town Partnership bid the District Council will confirm its contribution through a written agreement with British Cycling
- 4.3 **Contribution to Corporate Priorities** – Working with Communities – work with partners to deliver Tour de France Legacy Strategy
- 4.4 **Risk Management** – N/A

4.5 **Equality Impact Assessment -**

The Council's Equality Impact Assessment Procedure **has not been** followed. Therefore neither an Initial Screening or an Equality Impact Assessment has been undertaken on the proposed policy, strategy, procedure or function to identify whether it has/does not have the potential to cause negative impact or discriminate against different groups in the community based on •age • disability •gender • race/ethnicity • religion or religious belief (faith) •sexual orientation, or • rural isolation.

If the event is approved then an Equality Impact Assessment would be completed for delivering the event.

5. **Consultations with Others** –Finance, Legal, Skipton Town Council.
6. **Access to Information : Background Documents** –N/A
7. **Author of the Report** –Sharon Hudson, Communications and Partnerships Manager; telephone 01756 706246 email:shudson@cravendc.gov.uk

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

8. **Appendices** – None