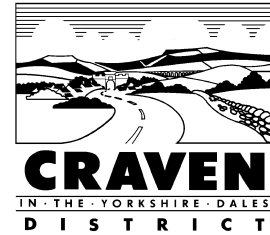


TOUR DE YORKSHIRE 2016 FINAL REPORT



Report of the Chief Executive

Ward(s) affected: All

1. **Purpose of Report** – To report back to Members on the impact of the Tour de Yorkshire in Craven, drawing on the Tour de Yorkshire Economic Impact Study 2016 and reporting back on the financial impact for Craven District Council
2. **Recommendations** – Members are recommended to:
 - 2.1 Note the contents of the report.
3. **Report**
 - 3.1 **Background**
 - 3.2 On Friday 29th April 2016 Settle hosted the finish of Stage 1 of the 2016 Tour de Yorkshire. Welcome to Yorkshire and the Amaury Sport Organisation(ASO) supported by British Cycling launched the three day cycling race - 'Tour de Yorkshire', approved by the Union Cycliste Internationale (UCI) with a 2.1 European Tour Classification following the highly successful Grand Depart in July 2014. There is a 10 year agreement in place for the race to take place annually. The race is already becoming a flagship cycling event in the UK and an outstanding cycle race in the international calendar. The race takes place during the first bank holiday weekend in May with a different route through Yorkshire every year.
 - 3.3 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 adds to the excitement surrounding the race. The Tour de Yorkshire supports the Council's Tour de France Legacy plan adopted on March 3rd 2015, POL 652, which has amongst its specific aims developing cycle events in the district.
 - 3.4 Here in Craven we hosted 56.1km (30% of total route length) from Hebden to the finish in Settle on Stage 1 of the event. Alongside the finish CDC hosted a 'Festival Fanzone' with big screen and entertainment to attract spectators to the town earlier in the day to maximise the economic impact on the town. Thousands of spectators came to the town to watch the finish– there was an estimated 5,000 people watching the race in Settle on that day which in effect doubled the resident population.

4. Delivery Mechanism

- 4.1 Strategic Steering Group: set up to oversee the event delivery comprising of local Settle Members, a representative from Yorkshire Dales National Park Authority and representatives from Settle Town Council.
- 4.2 Internal Officer Working Group: established to deliver the event and a temporary Project Officer was recruited to help project manage the event.
- 4.3 Community Task Team: established with our statutory partners to act as the local planning and organising body and to provide a robust and effective overview of event planning and delivery. Membership of the group was open to all relevant statutory partners that had a role or responsibility in delivering the Tour de Yorkshire in Craven and Settle as a finish town.

5. Craven's role

- 5.1 Craven District Council was the Event Organiser for the TdY finish in Craven as well as hosting the Festival Fanzone on Greenfoot car park. An event management company was procured to deliver the finish and Greenfoot Festival Fanzone on our behalf.
- 5.2 Supported NYCC with route delivery for portion of route in Craven and in supporting control room in Settle for the event delivery.
- 5.3 Prepared and delivered Waste Management plan
- 5.4 Provided IT support for the Media Centre and Finish Line communications

6. Benefit to the Community

- 6.1 One of the Council's aims of hosting the finish in Settle was for local businesses and the Settle community to benefit as much as possible from the race. 2 TdY Roadshows were held for local residents and businesses and council officers helped facilitate and support the dressing of the town for the finish.
- 6.2 This gave us the opportunity to support other sections of the community who didn't necessarily have a direct link with cycling. Age Concern, Settle ran a TdY knitted bunting project that we supported and was an easy way to get residents and groups engaged with the event. Approximately 1,300 triangles were knitted, making around 400 metres of bunting that was put up around the town.
- 6.3 Settle Chamber of Trade and Settle Town Council ran a window dressing competition that was very well supported around the town and resulted in some fantastic displays.

- 6.4 Settle Town Council organised with support from Council officers for the giant letters spelling out Settle to be put up on Castelberg together with a Tour de Yorkshire flag which resulted in some great publicity for the town. The letters were featured on BBC Look North in the run up to the race and being shortlisted for the Welcome to Yorkshire Land Art Competition. As a result of the flag flying above Castelberg Welcome to Yorkshire now plan to present all Start and Finish locations with a Tour de Yorkshire flag.

7.0 Direct Financial Benefit to Community Organisations

As the assets CDC owns in Settle are so limited we had to hire land/space from community organisations to host event infrastructure. This meant they received some direct financial benefit from the event. Organisations to benefit in this way were:

- Settle Victoria Hall - we used as the Media Centre. We had to hire the hall and all the function rooms to accommodate the media requirements as well as upgrade the IT provision and wifi coverage within the hall which left a legacy for the venue after the event.
- Settle Social Club – we located the welfare area for event stewards, event HQ for event management company and used the car park for team cars parking
- Settle Rugby Club – we hired the 2nd team pitch for bike parking and to host extra toilet facilities as it was adjacent to the Greenfoot Festival Fanzone site. The rugby club ran a car park on the day which enabled them to raise a significant amount of money for the club in addition to the income from CDC.
- Settle Cricket Club – car park was hired for VIP parking and a celebration event held after the race in the clubhouse to thank the community for their support for the race.

8.0 Communications

Delivered comprehensive communications activity to help residents and businesses prepare for both the impact of the race but also to encourage attendance at the finish on the day. This included:

- Dedicated website pages which had over 7,000 visits from January 2016 to the run up to the race.
- Regular electronic newsletter TdY News,
- Direct mail to Settle residents and surrounding parishes about the event, road closures and what was going on the day
- Flag design competition for Craven Primary Schools. 5,000 flags were printed with the winning designed and distributed to primary schools and at the finish. A selection were exhibited in Settle TIC in the run up to the race.
- Regular postings on Council Facebook and Twitter feeds about the event

- Steady stream of press releases and statements to both promote the race and help residents and businesses prepare.

9.0 Craven's Budget

- 9.1 Members agreed to a total budget of £170,000 funded from the New Homes Bonus and a commitment was made to seek external sponsorship to help with the event costs.
- 9.2 Additional funding for the Settle Finish and Festival Site Spectator Hub was successfully gained with a £10,000 contribution from the YDNPA and £5,000 from Settle Town Council and £3291 for festival acts from Welcome to Yorkshire.
- 9.3 Settle Town Council also hosted the CDC TDY Project Officer one day a week and made available their market staff for the event delivery during the set up the day before.
- 9.4 Unfortunately we were unable to gain private sponsorship for the event due to a conflict of interest with the official Tour de Yorkshire sponsors. Due to space constraints in Settle the caravan vehicles which included sponsor vehicles were located on the festival site on Green Foot car park when they arrived at the finish. This meant that we could not have a sponsor from the food, banking or motor industry which severely limited our options. We had had very positive meetings with a local car retailer in Settle which we could not pursue.
- 9.5 The final breakdown is as follow:

Tour de Yorkshire Costings	
Project Delivery	
Event Management Company and Project Officer costs	21,013
Green Foot Festival Site	13,506
Settle Finish Costs	28,720
Communications and Engagement	4,420

Other	
ASO Staging fee	100,000
Total Spend	167,659
Funding/Income	
CDC Budget	170,000
YDNPA Contribution	10,000
Settle Town Council Contribution	5,000
WtY Entertainment Contribution	3,291
Catering Stall Income	350
Total Funding	188,691
Remaining Balance	21,032

10 **Headline Results from Economic Impact Assessment**

- 10.1 The Economic Impact Assessment Report released at the end of June confirmed what a huge success the event was and stated an economic boost of nearly £60 million for Yorkshire.
- 10.2 The findings presented in the report are based on data collected by Route Spectator Surveys; that took place over the 3 stages of the Tour de Yorkshire, and data collected via an On-line Spectator Survey.
- 10.3 The report reveals that more than £2 million people lined the route to watch over the three days of the event. The race was televised in 178 countries and watched by 11.4 million global TV viewers across Eurosport and ITV4.
- 10.4 Accommodation spend was up 27.8% on 2015 and non accommodation spend was up 12.4% on 2015.
- 10.5 The data suggests that many spectators have returned to view the race with 63% stating they had attended the 2015 Tour de Yorkshire and 61% stating they also attended the Grand Depart in 2014
- 10.6 The full report Three Inspirational Day in Yorkshire is included in Appendix A.

11.0 **Media Coverage**

- 11.1 The race was televised in 178 countries and watched by some 11.4 million global TV viewers across Eurosport and ITV4 which is double the amount in 2015.
- 11.2 There was over 130 hours of TV coverage broadcast globally: 165% MORE than in 2015 due to new broadcasters and longer broadcast coverage, according to an independent survey by Repucom.
- 11.3 Welcome to Yorkshire put a value of £116M for the national media coverage gained from Tour de Yorkshire.
- 11.4 Settle also benefited from extensive media coverage in addition to the race coverage on ITV4 and Eurosport. ITVs Good Morning Britain broadcast their weather reports from the town and featured the Naked Man Café staff on one of their broadcasting segments. ITV Calendar and BBC Look North broadcast their evening news shows on location at the finish. Aunt Bessie's, one of the race sponsors filmed an ad in the town that went out during the race coverage.

12.0 Legacy

- 12.1 A Legacy Strategy was developed and approved by Policy Cttee in March 2015. One of the objectives of the strategy was to develop more cycling events and festivals and hosting the TdY finish in Settle supports that strategy. Cycling continues to be one of the most popular sports in Craven with very high participation rates above the Yorkshire and National Average. 4,500 cyclists in Craven cycle at least once a week.
- 12.2 The Tour de Yorkshire route for 2017 has just been announced and once again Craven will feature entering the district at Beamsley/Bolton Abbey travelling through Barden, Burnsall, Linton, Cracoe, Rylstone, Skipton, Farnhill and Kildwick. As Craven is not hosting a start or finish there are no financial implications for the Council so the Craven area will again be able to benefit from the exposure the race brings at no cost to CDC.

13.0 Conclusion

In Settle on the day of the finish it was primarily the hospitality businesses who benefited with trade building throughout the day from the thousands of spectators who attended and there was a brilliant party atmosphere in the town. Although some businesses did not necessarily benefit financially on the day (for example some closed so they could view the finish they recognised the long term benefits of the increased media exposure and coverage for the area.) For Settle to host an event of this status and magnitude is extremely positive and enabled the surrounding area to be showcased as both a tourist destination and a starting point to tour the area and add further to the growing enthusiasm and participation of cycling in the UK.

7. Implications

4.1 **Financial Implications** - The costs of the Tour de Yorkshire were delivered within the funding the Council allocated and the external income / grants received. The event has left a surplus of £21,032 which will not need to be drawn down from the New Homes Bonus.

4.2 **Legal Implications** –There are no legal implications from this report

4.2 **Contribution to Corporate Priorities** – The delivery of the Tour de Yorkshire project contributes to the Corporate Priority, Enterprising Craven and Resilient Communities aswell as supporting the cycle legacy plan adopted by the Council March 3rd 2015, POL 652, which has amongst its specific aims developing cycle events and festivals.

4.4 **Risk Management** –N/A

4.5 **Equality Impact Assessment** – N/A

5. **Consultations with Others** – Finance

6. **Access to Information : Background Documents** – Tour de Yorkshire Economic Impact Study 2016

7. **Author of the Report** –Sharon Hudson, Communications and Partnerships Manager 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** –
Appendix A – Headline Report Three Inspirational Days in Yorkshire