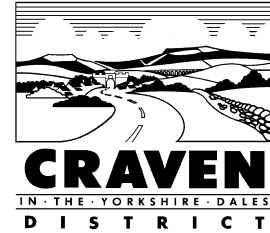


Policy Committee – 20th January 2015

TOUR DE FRANCE 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 France in Craven, drawing on the Economic Impact Assessment Research conducted during and after the event 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.
 - 2.2 Approve the use of the remaining TdF budget (£2,505) as a contribution to fund legacy projects, namely a potential town centre cycle race in Skipton.
 - 2.3 Note a separate legacy strategy report will be brought back to a future Policy Committee.
3. **Report**
 - 3.1 **Background**
 - 3.2 In July 2014 the eyes of the world were on Yorkshire and Craven as the first two stages of the 2014 Tour de France raced through the region. The Tour is the largest annual global sporting event and the oldest and most iconic cycle race in the world. In hosting the event we along with the other partners aimed not only to deliver a world class sporting event but also to:
 - Enhance the UK's reputation as a world leader in delivering major events;
 - Secure significant economic benefits for the areas the Tour passed through;
 - Raise the profile of the region as places to visit and invest in;
 - Inspire a legacy of cycling and increased participation in sport more generally and
 - Showcase the creativity and enthusiasm of our communities
 - 3.3 The Economic Impact Assessment Report released on 4th December 2014 confirmed what a huge success the event was and stated an economic boost of £102 million for Yorkshire.

3.4 The report reveals that a total of 2.3m people watched the two Yorkshire stages of the Grand Depart and while many local people embraced this once in a lifetime event, almost half came into the region from other parts of the UK or overseas. Here in Craven we had 29.4 miles (47.31km) of the route over the two days which was 23.2% of the route within North Yorkshire.

4.0 Delivery Mechanism

4.1 100 organisations were brought together to deliver the event – an unprecedented coalition who all had a common purpose. These included:

- ASO (Amaury Sports Organisation) – commercial body, owners of the Tour de France
- Welcome to Yorkshire – main contract holder for Stages 1 and 2 and for Stage 3 outside of London
- Leeds City Council – lead local authority
- Local authorities - event organisers within their own boundaries
- Transport for London – contract holder for Stage 3 within London and
- UK Sport – Government sports agency providing the route for £10m funding, assurance of the programme and major event expertise.

4.2 The Government set up TdFHUB2014, a not for profit organisation to co-ordinate planning and delivery of Stages 1 and 2 of the Tour in Yorkshire and to work with Transport for London on Stage 3, TdFHUB2014 brought all the key delivery partners together and managed the £10m Government contribution to staging a safe and secure event.

4.3 The UK Tour stages would not have been possible without the active commitment to partnership working demonstrated throughout. The relationships and networks created are a valuable asset for the future.

5.0 Craven's role

5.1 Craven, working closely with North Yorkshire County Council was one of a number of Local Authority partners across the region who played a key role in the delivery of the race within their local authority areas. Craven was also keen for local businesses and communities to benefit as much as possible from the race. Craven's specific areas of responsibility with regard to the Grand Depart were:

- Helping with the route delivery e.g. waste management, licensing of events, community and business communication and engagement, hosting control room in CDC offices
- Planning and delivering the Skipton Grand Depart Spectator Hub (working with Skipton Town Council) which was also affiliated as one of the official Grand Depart Spectator Hubs promoted by Welcome to Yorkshire.
- Maximising the benefits to our businesses and communities
- Maximising the benefits to Craven District Council
- Ensuring a lasting legacy

5.2 Route Delivery

We worked closely with YDNPA and NYCC to help facilitate the passage of the race through Craven. This involved:

- Effective planning and co-ordination through CDC Steering Group (cross Council), CDC Tour de France Project Team and North Yorkshire Delivery Group.
- Convening and running a special Tour de France Safety Advisory Group specifically for events associated with the Tour de France weekend.
- Convening and chairing a Safety and Resilience group for Craven which brought together representatives from the emergency services, NYCC, Skipton Town Council, YDNPA and TdFHUB2014
- Working with NYCC Emergency Planning Team to develop plans for Craven and host route control room at CDC over the race weekend.
- Devising and delivering an effective waste management and route sweeping plan.
- Having representation on the numerous working groups set up by TdFHUB2014
- Community and business engagement. CDC Officers organised and attended a number of community and business meetings to give information and answer questions and allay concerns over the 18 month run up to the tour.
- Effective Communications:

5.3

Website and Social Media- The Tour de France pages on the Craven District Council website were designed as an information resource for residents, businesses and visitors alike. It complemented information provided by NYCC and WtY created on our website. Since the pages were created, they have had 63,167 views plus 11,224 views on the mobile platform. Friday 4 July and Saturday 5 July broke all records for usage of www.cravendc.gov.uk. Over the course of the weekend Craven District Council took to Twitter to keep people informed about travel, weather and to convey the general mood around the district. We sent out 58 tweets and retweeted 77 messages from various sources.

On the Route Newsletter – 12 issues of the Electronic newsletter with 550 subscribers and an average opening up rate of 62% (industry average is 20.2%).

Direct mail to residents: 10,000 letters - North Yorkshire County Council mailed all landlocked communities along the Tour de France route in North Yorkshire, which included 2,000 households in Craven. Craven District Council sent a letter to an additional 10,000 households that were likely to be affected by the road closures during the Tour de France weekend

Flag Design Competition: 10,000 flags - Craven District Council teamed up with Justteachers Ltd. to engage primary school children in the

district with the Tour de France via a flag design competition. Justteachers contributed £1000 towards this project. All schools were invited to take part and the winning design used on 10,000 flags distributed among all primary schools in the district, Tourist information offices and other public places. Entries were displayed at the entrance to Craven Pool and Fitness Centre.

Press releases and formal statements: 40 - From the first announcement that the Tour was coming, Craven District Council kept the press informed about anything from Spectator hub plans, budgets and information meetings to Yorkshire Festival 2014 events in Craven and Legacy initiatives.

A total of 25 press releases were sent out to the media, along with 15 statements/interviews.

Craven Summer of Cycling visitor guide: 10,000 copies - Craven District Council teamed up with the Dalesman to produce the Craven Summer of Cycling visitor guide. All costs were covered by advertising revenue. The Dalesman sold the advertising and coordinated lay-out, print and distribution around the district at an estimated cost of 50 – 80 pence per guide (= £ 5000 - £8000 in total). Craven District Council supplied 12 pages of editorial content, which was produced in-house. The guides were distributed throughout the district.

5.4 **Skipton Grand Depart Spectator Hub**

Skipton was successfully recognised as one of the 24 official Grand Depart Spectator Hubs. This meant the Skipton hub was promoted in the Official Spectator Guide produced by TdFHUB and Welcome to Yorkshire and the Welcome to Yorkshire website.

A project working group with officers from CDC and Skipton Town Council was established to plan and deliver the Hub. An events management company Pennine Events was contracted to deliver the event which involved the installation of a big screen to watch the race, entertainment and some catering concessions. The hub site was a huge success and helped to retain many visitors and residents within the town centre once the race had passed through.

The hub ran over two sites on Saturday 5th July and the big screen was retained in the Canal Basin on Sunday 6th July. Estimates were given of approximately 26,000 people watching in Skipton.

5.5 **Maximising the Benefit to our Businesses and Communities**

A number of workshops were held around the district to promote both the race and the 100 day Yorkshire Festival that was held in the run up to the race. Some of these were held in conjunction with Welcome to Yorkshire. We also encouraged landowners and communities in the more rural areas of the route to consider opening car parks and offering camping as a way of generating income. This was done with mixed success. Grassington Festival (The Tour of Infinite Possibility) and

The Kettlewell Ale Wool and Ale Festival were included in the official Yorkshire Festival programme as was North Yorkshire open studios which features artists resident in Craven.

- 5.51 In order to give a long term overview Craven District Council has subscribed to a tourism monitoring tool to measure visitor trends over the last two years and the following two so year on year comparisons can be made. The first report is expected in May 2015. The Council also conducted a visitor face to face survey over the October half term week looking at how much the race has influenced people to come to the area which will report back in the New Year.

5.6 Maximising the Benefit to Craven

Craven Museum and Gallery organised a special cycling exhibition, Bikes, Legs, Action to coincide with the Grand Depart and hosted the official Grand Depart trophy for 2 days which saw record numbers of visitors to the gallery and museum (484% increase on the previous year). Both Skipton and Settle Tourist information centres sold official Tour de France merchandise which was very successful and meant income over the period was up significantly.

Le Petite Depart, a first time sportive was held on 31st May following part of the route of the Tour de France organised by the Sports Development Officer in conjunction with Skipton Cycle Club. 494 riders entered the Sportive Ride and 400 riders entered the Recreation ride (sold out) which made it the largest first time community sportive in the country. The event was also included as part of the Fete du Tour celebrations celebrating the Tour de France coming to Yorkshire. As well as delivering a successful community event, the event enabled the Sport Development Officer to hit his income generation target.

5.7 Ensuring a lasting legacy

A Craven District Council legacy strategy is about to be finalised and will be brought back to a future Policy Committee. The Strategy is aligned to the regional legacy strategy Cycle Yorkshire which has one main aim 'Get more people cycling more often.' The main objectives of the strategy to be presented are:

1. Improve Cycle Infrastructure

To secure more investment and fund cycle infrastructure to start building a high quality cycle network in Craven.

2. Develop Cycle Events and Festivals

To help facilitate the delivery of a showcase Town Centre Cycle race in Skipton and increase participation rates in existing events

3. Improve Training and Promotion

The provision of training to upskill cyclists, businesses and volunteers in order to provide high quality experiences for cyclists and targeted promotion of cycling information capitalising on the Tour de France route in Craven

6.0 Craven's Budget

- 6.1 Members agreed to a total budget of £147,000 funded from the New Homes Bonus. Additional funding for the Skipton Spectator Hub was successfully gained with a £17,000 contribution from the Skipton Town Partnership and £7,000 from Skipton Town Council. This gave a total budget of £171K to deliver the Skipton Spectator Hub and route through Craven.
- 6.2 As Skipton was an Official Grand Depart Spectator Hub it was entitled to an allocation of £20k towards the central procurements costs of the Spectator Hub i.e. medical, stewards, toilets, radio communications, barriers, signage.
- 6.3 Other additional income was raised through £1,000 sponsorship from a local company, Just Teachers, for the design a TdF Craven flag competition, income from catering concessions on the spectator hub sites of £1,265, a cleansing grant of £5,000 from NYCC and income from the bike park of £1,179 (used to offset some of the costs of providing that facility)
- 6.4 NYCC were the lead authority and were therefore responsible for claiming the Spectator Hub grant allocated to Craven. This together with the cleansing grant from NYCC was then used to offset the contribution we had to make to the route central procurement costs. The same approach was also utilised by NYCC in their arrangements with YDNPA and Richmondshire District Council.
- 6.5 The final breakdown is as follows:

Tour de France Costings		£
Route		
CDC Route Costs		49,387
Central Procurement Route Costs - contribution to NYCC		49,251
Spectator Hub		
CDC Hub Costs		39,395
Central Procurement Hub Costs to NYCC		25,906
Other		
ASO Staging fee		23,000
Contribution to WtY		10,000
Total Costs		196,939
Funding		
Craven District Council		147,000
Skipton Town Partnership		17,000
Skipton Town Council		7,000
Other Income (Paragraph 6.3)		8,444
Spectator Hub Grant		20,000
Total Income		199,444

Remaining Balance	2,505
-------------------	-------

7.0 **Headline Results from Economic and Social Impact Assessment**

The work was commissioned on behalf of all of the delivery organisations, by Leeds City Council, Transport for London, UK Sport and TdFHUB2014. An independent research company SPA Future Thinking was commissioned to carry out the primary research which included four surveys:

- A face to face survey of over 4,000 spectators during the event and a follow up three months later
- A survey of over 700 businesses across the 3 UK stages immediately following the event with a follow up three months afterwards
- A survey of 2,200 volunteer Tour Makers
- A survey of a nationally representative sample of the UK adult (over the age of 16) population.

A full copy of the final report was sent to members at the point it was published and a copy of the summary document is included at Appendix A.

7.1 **Headlines**

7.2 The Tour generated more than £128m of economic benefit for the host areas overall, with £102m for Yorkshire.

7.3 The overall economic benefit figure is expected to rise in the years to come to over £150m as a result of increased tourism and profile and as long-term trade deals secured at the Yorkshire Grand Départ International Business Festival held around the event are realised.

7.4 Over the course of the three days the race was watched at the roadside by a total crowd of 4.8million, which when taking into account spectators watching at more than one location and at multiple stages, meant it was seen by 3.5m individuals - 2.3m in Yorkshire and 1.3m on stage three (with approximately 600,000 in London).

The race was watched in person by approximately one in four people in the whole of Yorkshire and the Humber region

92 per cent of spectators who watched the Yorkshire stages felt the Tour had been positive for the region, as well as 79% of those who attended stage 3.

7.5 The event attracted 113,000 visitors from outside the UK, generating £33m into the UK economy.

7.6 The Tour provided £24.3m benefit to the accommodation sector in the host areas 18.6million people followed the race on television or on other devices in the UK.

- 7.7 The Yorkshire Festival 2014, the first of its kind, saw more than 800,000 people attend more than 2,000 performances of arts and culture in the 100 days leading up to the Grand Départ
- 7.8 In terms of business approval, 58 per cent of businesses surveyed in Yorkshire agreed that the Tour was the sort of event local authorities should be looking to host more of.
- 7.9 The legacy from the Tour is already being felt, as shown by:
- 44 per cent of spectators living outside Yorkshire returned there in the three months after.
 - Since the Tour, an estimated 30 per cent of spectators have increased their own levels of cycling, which equates to up to one million people cycling more
 - 72 per cent of spectators aged 16-24 said they felt inspired to get more active by watching the race

8.0 Conclusion

The Tour de France was a pivotal event for Craven. It brought thousands of visitors to the area, but also showcased the region to a global audience and brought many different communities together.

The Economic and Social Impact report confirms what a huge success the weekend especially to those working in tourism, hospitality and cycling and demonstrates the value of the investment. The research highlights that the majority of businesses surveyed felt that tourism had been given a real boost for the future and enhanced the image for future marketing campaigns.

The key is to now help our local communities and businesses to capitalise on the opportunities the race has presented.

9 Implications

- 9.1 **Financial Implications** – The costs of the Tour de France were delivered within the funding the Council allocated and the external income / grants received. The event has left a small surplus of £2,504 which it is proposed to use to contribute towards a legacy event as detailed in the report.
- 9.2 **Legal Implications** –None arising from this report.
- 9.4 **Contribution to Corporate Priorities** – The delivery of the Tour de France project contributing to the Corporate Priority, Enterprising Craven.
- 9.5 **Risk Management** –N/A
- 9.6 **Equality Impact Assessment** – N/A
- 10 **Consultations with Others** – Chief Executive, Finance

11 **Access to Information : Background Documents** – Three Inspirational Days: Impact of the UK stages of The Tour de France 2014.

12. **Author of the Report** –Sharon Hudson, Communications and Partnerships Manager 01756 706246, shudson@cravendc.gov.uk

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

13 **Appendices** –
Appendix A – Headline Report Three Inspirational Days in Yorkshire