

NORTH LINCOLNSHIRE COUNCIL

CABINET

TOUR OF BRITAIN

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To advise on the benefits and legacy of the Tour of Britain cycle race.

2. BACKGROUND INFORMATION

- 2.1 The Tour of Britain mens cycle race is the largest free to watch sporting event in the UK. It attracts over 2million live spectators along the 8 stages of the route which travels through the UK. It is screened live on TV in over 129 countries with over 8m viewers watching live on TV.
- 2.2 Stage 3 of the 2017 Tour of Britain race was held fully within the boundary of North Lincolnshire. The race attracted 20 grand tour international cycling teams with a number of high-profile riders including British Riders: Gerraint Thomas, Mark Cavendish and Dan Martin as well international Grand Tour champions and Olympic Gold medalists including: Elio Viviani, Caleb Ewan and Philippe Gilbert.
- 2.3 The race was held on Tuesday 5th September 2017 and started from Normanby Hall. It travelled through 46 villages and before finishing at Central Park Scunthorpe.
- 2.4 Initial feedback from Sweetspot, the race organisers, has been very positive particularly the organisation and space at the start and finish locations and the clear route. They also particularly commented on the numbers of spectators along the race.
- 2.5 Local communities had worked together in the towns and villages along the route which had been decorated with bunting and green cycles. Feedback has confirmed this not only demonstrated community pride but created an atmospheric environment for the riders.
- 2.6 A number of competitions and events were organised as part of the event including the Cycling Extravaganza at Normanby Hall in August and Best Decorated House, Business and Village/Town. Through having a legacy programme, there is potential to continue the interest in cycling and promote community cohesion and wellbeing and reinforce the 'outdoor' attraction of North Lincolnshire.

Such a legacy programme will feed into and complement existing approaches addressing Wellbeing, Connected and Marketing aspects of North Lincolnshire.

- 2.7 A North Lincolnshire Tour of Britain Sportive took place on 10th September 2017 and will continue for a further 4 years.

3. **OPTION FOR CONSIDERATION**

- 3.1 That an economic impact report be produced identifying the benefits accrued of delivering this major event in North Lincolnshire
- 3.2 That a legacy of events and activities be agreed to build on the place marketing opportunities created by the event coming to North Lincolnshire and to further promote the area as a location to visit and cycle.

4. **ANALYSIS OF OPTION**

- 4.1 A detailed economic impact assessment will enable the full effect of the benefits of the race being staged in North Lincolnshire to be determined. This will provide evidence on elements that worked well, parts that could be improved and influence planning for future major events that might come to the area.
- 4.2 Sweetspot, the race organisers, are currently undertaking a national survey following the Tour and this information would feed into the local economic impact assessment giving specific information on visitors, spend and financial benefit to the local area. This will be available by November 2017.
- 4.3 The assessment would include quantitative data from the survey as well as spectator and viewing figures once confirmed. It would also include qualitative data including quotes from public, businesses and partners and case studies on how communities engaged in this major event.
- 4.4 Legacy events and activities will prolong the “feel-good” factor of the event and further promote the area to visit and cycle. A number of potential legacy opportunities have been suggested that would require further investigation but include:
- Cycling Clubs/Rides
 - North Lincolnshire Tour of Britain Sportive
 - Schools Projects
 - Commissioned Cycle Artwork (Normanby & Central Park)
 - Drone Footage
 - Celebratory “Cycling” Activities (annual competitions)
 - Scunthorpe Velodrome Development

- Cycle to Work
- Sponsorship of Young Sporting Talent
- Sports Dinner
- Annual Sports Grand Auction
- Sponsor Local Cycle Road Race
- Cycling Extravaganza
- Recycling Bike Schemes
- “Celebrity Sports Events”
- Volunteers/Race Maker Forum
- Cycle Routes – further development (between urban and rural)
- Respect Cyclist Signs
- Road Users Awareness Campaign
- Promoting Events Programme at local shows and events

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 There are no financial implications to produce the Economic Impact Assessment or Events Programme. Costings for individual activities and events as part of any Events Programme would be subject to individual reports.

5.2 Staffing to undertake this work would be done through the Economy and Growth Team.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Not applicable.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Due to the nature of the report no consultation or conflicts of interest are anticipated.

8. RECOMMENDATIONS

8.1 That the Cabinet notes the success of the event and content of the report.

8.2 That the Cabinet receive a future report outlining the economic benefit and a proposed legacy programme.

DIRECTOR OF BUSINESS DEVELOPMENT

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Background Papers used in the preparation of this report:

None