

**NORTH LINCOLNSHIRE COUNCIL**

**CABINET**

**TOUR OF BRITAIN 2017**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To update Cabinet on the success of the Tour of Britain 2017.

**2. BACKGROUND INFORMATION**

- 2.1 North Lincolnshire Council hosted the Tour of Britain 2017 Stage 3 road race on the 5<sup>th</sup> September 2017. The race started at Normanby Hall and travelled through 48 Towns and Villages across North Lincolnshire finishing at Central Park covering 111 miles.
- 2.2 The race attracted 20 grand tour international cycling teams including Sky, BMC, Orica Scott, Lotto Jumbo and Movistar. There were many high-profile riders including: Britons Gerraint Thomas and Mark Cavendish, Elio Viviani and Philippe Gilbert. Stage 3 was won by the Australian Caleb Ewen and the overall race by Dutchman Lars Boom.
- 2.3 North Lincolnshire Council came together as a team and showcased North Lincolnshire as the 'best place'. Approximately 200,000 spectators experienced North Lincolnshire on race day.
- 2.4 The race started from Normanby Hall with an exceptional number of spectators estimated at between 10,000-15,000. The aerial footage of the start location provided viewers with a fabulous view of what North Lincolnshire has to offer.
- 2.5 Communities across North Lincolnshire really got into the 'Race' spirit decorating the route with green bikes, characters and bunting. A real sense of pride was felt by all those involved with Haxey winning best decorated village and Lindsey Lodge Hospice winning best decorated business.
- 2.6 The numbers at the finishing line were also higher than the predicted figures with a crowd of 25,000 compared to the estimated 10,000-15,000.

A Race Village in central park provided spectators with the opportunity to sample local food, meet local companies and charities at 50 stalls. This complemented the 'Promo Zone' which featured Tour of Britain sponsors including; Wiggle, Elsberg, and our own North Lincolnshire marquee which showcased our own attractions to spectators.

2.7 32 Schools took part in the build up to the race from across the area, they loved the visit from the North Lincolnshire Race Mascot, Wheeler, who visited school assemblies to talk about the race. Schools took to the route on race day and some even took bus rides to ensure they did not miss out on the experience and atmosphere. A group of year 6 pupils from Burton upon Stather Primary School rode out at the start in front of the race – something I am sure they will never experience again.

2.8 Over 120 volunteers were trained to be Race Makers on race day. The race makers came from across the area, all wanting the opportunity to have a part to play on the day. The race organisers were overwhelmed by this level of volunteering and commitment by the people of North Lincolnshire and this will be shared as best practice for future stages.

2.9 Economic Impact Assessment:

- Estimated Numbers at the start and finish locations – Normanby – 10,000-15,000 and Central Park Scunthorpe – 25,000 (over 50% higher than predicted numbers)
- 200,000 spectators overall for Stage 3
- 47% of spectators came from outside the area mainly coming from Yorkshire and the Humber and the East Midlands
- 65% of spectators were inspired to cycle more often
- 88% of those attending the North Lincolnshire stage described the race as “very enjoyable” - rating the race and experience as 4.7 out of 5
- 53% of spectators came with family members
- 11% of visitors stayed overnight in the area of region
- 523,000 viewers watched stage 3 of the Tour of Britain live in the UK (average live viewing figures per stage for 2017 was 523,375)
- A further 309,000 watched the Stage highlights and 74,000 watched the repeats (UK)
- There was access to 231m viewers world-wide through live TV coverage on Eurosport
- 12 national and 44 regional newspapers reported on the stage
- 10 commercial radio stations covered the stage including 3 local stations
- On average visitor spend was £30.46 per group
- Overnight visitors spent on average £90.46
- The gross expenditure impact was £2,974,679
- £529,719 was spent on accommodation in the region
- £960,373 entered the local economy through food and drink
- 84% of visitors associated North Lincolnshire Council with Stage 3 of the race

2.10 Qualitative Feedback:

- There was a positive “feel-good” factor from the local communities across North Lincolnshire. People came together and enjoyed race day.

- 120 Race Makers (volunteers) were trained to assist on race day to ensure that spectators had a positive experience. Feedback from them indicate their willingness to be involved in future events.
- 530 participants took part in the North Lincolnshire Tour of Britain Sportive. The event will continue for a further 4 years with a target to increase numbers to 750 in 2018.
- Anecdotal feedback received indicated:
  - A local public house on the route reported their “takings at a level equivalent to their Christmas takings”
  - Another reported “takings being up 70% to a normal Tuesday”
  - Parking Attendants reported meeting spectators from Scotland, Holland and Germany at the finish location
- Although a major impact on the roads on race day there were very few negative comments. Comments received from the general public include:
  - “Can we have the race back next year”
  - “.... thank you and well done to all those involved with today's event, it was fantastic. The effort and commitment that went into events in Owston Ferry deserve credit, they help keep a community feel in the village and have hopefully inspired a new generation of sportsmen and women.”
  - “Congratulations on a great stage.”
  - “I would like to praise the staff at Normanby Hall I visited today to watch the start of the cycle race the park looked fantastic and the staff did North Lincolnshire proud well done to them all.”

### 3. **OPTION FOR CONSIDERATION**

- 3.1 That an events strategy for major events be developed to support and grow the visitor economy across North Lincolnshire.
- 3.2 That the events programme include legacy activities 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 stay.

### 4. **ANALYSIS OF OPTION**

- 4.1 The benefits of hosting a major event can be clearly demonstrated from the figures identified in Section 2 of the report. The impact was not only financial and promotional but also resulted in a significant boost in the local communities and gave North Lincolnshire residents a pride of place.
- 4.2 By hosting events that have national and international interest undoubtedly brings opportunities for place marketing and promoting the area – often out of reach financially through traditional marketing methods. By developing a programme of events including local, regional and national events will ensure the momentum created from hosting this major event to continue and grow visitor numbers to the area.

4.3 The events strategy will significantly contribute to meeting the priorities in the Visitor Economy Plan.

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

5.1 The Events Team within Economy and Growth would lead on developing the Events Plan and Strategy which would cover the whole of the Council's events.

5.2 Resource implications would be identified within the Plan for each event including a projected budget or income target.

**6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

6.1 Not applicable.

**7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

7.1 Consultation in relation to the development of an Events Plan and Strategy will be undertaken.

**8. RECOMMENDATIONS**

8.1 That cabinet notes the success of the Tour of Britain for North Lincolnshire.

**DIRECTOR BUSINESS DEVELOPMENT**

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**Background Papers used in the preparation of this report:**

None