

NORTH LINCOLNSHIRE COUNCIL

CABINET

NORTH LINCOLNSHIRE TOUR OF BRITAIN 2017

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To update cabinet on progress in delivering North Lincolnshire Stage 3 – Tour of Britain 2017.

2. BACKGROUND INFORMATION

- 2.1 In 2009 North Lincolnshire hosted the start of the Tour of Britain Men's Cycle Race from outside the Civic Centre in Scunthorpe. The feedback from the race organisers was very positive particularly on the location and the supporting arrangements we had put in place.
- 2.2 The council approved the decision in January 2017, to host a stage of the 2017 Tour of Britain in North Lincolnshire. The stage will be held in North Lincolnshire on the 5th September 2017. This is the first time a stage has been held in a single County. The stage is being dubbed as the spectator stage, Green bikes and bunting are already beginning to appear on the route – this is testament that community spirit is up and running across North Lincolnshire.
- 2.3 Live TV coverage in North Lincolnshire will extend to around 2-3 hours over the stage and there will be further airtime coverage during the repeat programmes. In addition, the promotion and press coverage of the start and finish stage locations on official Tour of Britain media and communications will be constant from February 2017 up to the race in September 2017. To give an indication, 7.6m viewers watched the Tour live and on the highlights programmes on ITV4 in 2016.
- 2.4 Stage 3 will start at Normanby Hall, passing through 46 villages and towns concluding on the A18 adjacent to Central Park. Work is progressing to ensure that the route is 'safe' and all the appropriate risk assessments, health and safety procedures are in place working with all of the appropriate agencies.
- 2.5 There has been numerous events targeting businesses within North Lincs offering them the opportunity to sponsor financially, help in kind, and/or be part of the legacy approach. In addition a sponsorship package proposal is

being offered to local, regional and national businesses. Current signed up supporters including Hunt Group, Able UK, BT and ONGO.

- 2.6 A programme of activities has been undertaken and a number planned, this has included a number of local shows, regional cycling events and Rescue Day.
- 2.7 Interaction with schools has been on-going for the last two months with a number complete visits and a number plan with a total of over 25 schools taking up the offer to attend assemblies.
- 2.8 Media coverage has seen a number of press releases including the launch of our very own promotional video which was launched at Lincolnshire Show on the 21 June 2017.
- 2.9 A cycling extravaganza will be held at Normanby Hall on the 13th August 2017, bookings for the event are going well and it is anticipated that over 5000 people will attend the event.
- 2.10 A legacy sportive will be held on the 10th September 2017, this is being managed and support by Curlys Athletes, Blizzards and Sportive HQ, and this will see 3 options of distance ensuring everyone can take part.

3. OPTIONS FOR CONSIDERATION

N/A

4. ANALYSIS OF OPTIONS

N/A

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

- 5.1 The event and associated events will be delivered within existing budgets.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

- 6.1 An integrated impact assessment has been completed and will be regularly reviewed to ensure that all areas are addressed as the project develops.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

- 7.1 This report is for information.

8. RECOMMENDATIONS

- 8.1 That the Cabinet note the progress in delivering the Tour of Britain.

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DIRECTOR OF BUSINESS DEVELOPMENT

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Background Papers used in the preparation of this report: None