

	<b>REPORT TO COUNCIL TO BE HELD ON 4 SEPTEMBER 2017</b>
	<b>Key Decision</b>  <b>Forward Plan Ref No</b>
<b>Corporate Priority:</b>  <b>Developing Strong and Diverse Community</b>  <b>Community Cohesion and Participation</b>	<b>Cabinet Portfolio Holder</b> <b>Cllr A Jenkinson</b>

**REPORT OF THE CHIEF EXECUTIVE – 17/188**

**WARDS AFFECTED: ALL**

**SUBJECT: TOUR DE YORKSHIRE 2018**

**RECOMMENDATION (S):**

Council is asked to note:

1. The benefits of the 2017 Tour de Yorkshire event to the region and local economy; and to
2. Give approval for the Council to accept Welcome to Yorkshire's offer to be a host city/town for the 2018 Tour de Yorkshire at a maximum cost of £150,000 to be funded from anticipated surpluses from car parking revenue in the current financial year (2017/18).

**REASON FOR RECOMMENDATION (S):**

To inform members of the offer from Welcome to Yorkshire (WTY) and Amaury Sport Organisation (ASO) for Scarborough to be a “Host city/town” for the Tour De Yorkshire in 2018. In essence this would mean that Scarborough would be either a start or finish location for racing on one of the days of the Tour.

Welcome to Yorkshire is proposing that the 2018 race will take place from 4<sup>th</sup> to 6<sup>th</sup> May. The route will be determined once Welcome to Yorkshire and ASO have looked at the potential host towns and routes. The 2017 Stage 1 route started in Bridlington and finished in Scarborough.

The organisers of the Tour de Yorkshire are seeking a financial contribution from the Council to take part in the 2018 event. There will be additional expenditure required to deliver appropriate infrastructure and support for the day itself. Based on the cost of the 2017 event, it is estimated that this will be in the region of £150,000.

In order to meet the timescales required to confirm the route of the race, WTY has informed the Chief Executive that they require the Council to confirm the offer by early September 2017.

To ensure that Council continues to be kept abreast of the benefits from an economic, publicity and community engagement perspective that the Tour de Yorkshire brings to the local economy.

## **HIGHLIGHTED RISKS:**

The highlighted risks are set out in the Risk Matrix.

### **1. INTRODUCTION**

- 1.1 On the back of the highly successful Tour de France Welcome to Yorkshire and Amaury Sports Organisation (ASO) supported by British Cycling submitted an application to the Union Cycliste International (UCI) for a new, world class professional cycle race in Yorkshire. This was approved and the new race was titled “Tour De Yorkshire”. The first race took place in 2015.
- 1.2 The Tour de Yorkshire is now approaching its fourth year. The event each year each year consists of three days of racing held towards the end of April/beginning of May, it is classed as a 2.1 UCI European Tour Cycle event and attracts top professional cyclists from around the world.
- 1.3 Scarborough Borough Council has been successful in hosting a finish for all three years Stage one in year 1 and Stage three in year 2 and Stage one in year 3. The event has been funded each year from one-off reserves.
- 1.4 This report provides members with information in relation to the 2017 event including total PR coverage, audience numbers and economic evaluation at both a regional and local level.

- 1.5 The report also provides members with details of the 2018 event including financial information, the makeup of the race and proposed dates to inform members on making a decision as to whether or not to accept the offer of a host city/town for the 2018 event.

## **2. CORPORATE AIMS/PRIORITIES AND THE COMMUNITY PLAN**

- 2.1 The Tour de Yorkshire supports the Corporate Plan key priority of developing a Strong and Diverse Economy through Sustainable Tourism Development. It also supports the key priority of Community Cohesion and Participation through the participation in Culture, Sports and the Arts.

## **3. BACKGROUND AND ISSUES**

- 3.1 The 2017 Tour de Yorkshire took place over 28 to 30 April. Stage One started in Bridlington and finished in Scarborough, taking in Whitby and Robin Hoods Bay within the Borough and was a total of 173km in length. Stage Two started in Tadcaster and finished in Harrogate and was 122.5km in length. Stage Three started in Bradford and finished in Fox Valley, Sheffield and was 194.5km in length. There was also a Ladies race held on 29 April (Stage two) sponsored by Asda to the value of £30k which made this race the most lucrative women's cycle race in the world.
- 3.2 A number of famous international riders took part in the race including Nacer Bouhanni, Luke Rowe, Thomas Voeckler, Ben Swift and 2017 winner Serge Pauwels.
- 3.3 The race attracted an estimated 2.2 million unique spectators along the roadside, 252 world class men and women riders from around the world.
- 3.4 The event attracted 549 global broadcasters and 180 territories broadcast the race live. A total of 296m people were reached via print and 536m by broadcast media.
- 3.5 Digital media attracted a reach of a 110.35m on twitter, 3.06m page views on letouryorkshire.com, 702,000 Tour de Yorkshire film views, 7m facebook reach and the web-site was visited by 158 different countries.
- 3.7 The same methodology and model to carry out research into the economic benefit to the region was used again in 2017. The headline figures highlight that the event attracted 2.2m unique spectators, with many spectators attending more than one day of the race. The estimated value to the region's economy was a £64m. Accommodation spend was up 6.5% on 2016 and 36% up on 2015 and non-accommodation spend (food and drink, transport etc) was up by 9% on 2016 and 22% on 2015.
- 3.8 To support the WTY research Scarborough Borough Council commissioned Create Arts Development to carry out independent research into the event finish in Scarborough.

- 3.9 Printed questionnaires were used by volunteers to interview people attending the event. A total of 150 questionnaires were completed, a sample of the total attendees. Members must therefore note that the research may not be fully generalised to the audience as a whole. The evaluation has been undertaken using a range of established multipliers used to evaluate events including volume and value, traffic counts, visitor spend, town centre footfall monitor and park and ride stats.
- 3.10 Research using available transport sources identified that an estimated 11,000 people attended the Tour de Yorkshire finish in Scarborough Town on 28 April. The Tour de Yorkshire was a contributing factor in 82% of the respondents coming into the town.
- 3.11 The most represented age range was the 61 to 75 years group followed by the 46 to 60 years group, an older demographic to the previous year where 31 to 45 years was the most represented. There was also a fall in the percentage of 12 years and under, these patterns are most likely attributable to the fact that the event was held on a Friday (working/school day) in 2017 as opposed to a Sunday in 2016. The male female split remained at 50/50 as in the previous two years,
- 3.12 As in 2016 many of the attendees came from the northern areas of the UK including Yorkshire, Teesside, North East, North West and Midlands. However there were also visitors at the event from London, Wales USA and Belgium.
- 3.13 64% of the people who attended the event were visitors from out of town. Of these 61% were staying overnight staying an average of 2.8 nights (an increase from 2.76 in 2016). From the data it has been calculated that 25% were day visitors and 39% staying visitors. This is a similar pattern to previous race days where overnight stays are a higher proportion of total visitors. This appears to be more pronounced for a Friday race day as may be expected.
- 3.14 39% of visitors indicated that they had booked accommodation so that they could attend the event. Many other visitors stayed overnight with friends and family. 26% of visitors extended their stay in the area because of the event.
- 3.15 85% of visitors said they would visit Scarborough again as a result of the event. 96% of visitors rated the event as Excellent or Good.
- 3.16 The most commonly cited sources of marketing information were word of mouth and past attendance.
- 3.17 The averaged Total Direct Economic Impact to the town has been calculated as £503,205 and the averaged Total Induced Economic Impact as £765,813 to Scarborough town alone. We must not forget however that there were more people lining the whole route through all the villages as well as in Whitby which also add to the overall economic impact to the Borough.

- 3.19 One of the key objectives of the Tour de Yorkshire event is to encourage community cohesion and participation and to promote the health benefits of cycling. The event this year saw many more community groups engaging with the event through the creation of artwork and land art. Villages and streets along the route also came together to dress their houses and businesses with bikes and bunting.
- 3.20 The Scarborough Borough Council Tour de Yorkshire project team engaged with many organisations and businesses during a series of roadshows and community engagement events. Ward councillors also engaged with businesses along the route to encourage members to participate. Best dressed shop competitions were held and many businesses decorated the front of their buildings.
- 3.21 In partnership with Welcome to Yorkshire, the Council's project team also commissioned a large scale community participation artwork project with Animated Objects, called "The Gigantic Jersey" The aspiration of the project was to engage with 2000 people of different ages and backgrounds to be involved in the making and signing of a 17m wide and 12m high piece of land art in the shape of a cycling jersey and in the blue and yellow colours associated with the Tour de Yorkshire. The project engaged with artists, schools, experienced sewers and general public and then went on tour on the run up to the event. The Jersey was signed by over 2,600 people. Participants were aged between 18 months to 90 years. 40% of the families and children that took part were from areas of deprivation. All the free of charge participation workshops and public events were open to those who do not normally participate in the arts. Media exposure of the project was over 11 million people, in print, broadcast and on line.
- 3.22 Two Borough community organisations, which focus on making positive differences to the lives of local people facing a diverse range of challenges, were also engaged with the event. Both projects obtained media coverage through local press and radio prior to the event.

Futureworks North Yorkshire, a free mentoring and support service for young people and unemployed adults ran a series of workshops over a 12 week period where young adults had the opportunity to learn practical learning skills in a variety of areas whilst making the piece of artwork. The group used their woodwork skills to make symbols for the race, with wooden race jerseys and ice creams. They hand crafted the shapes, then decorated them all with regional themes. They then created a wooden style washing line to hang them on, which was put on display in the Town Hall prior to the event and then outside in front of the Town Hall gardens for Stage one of the race.

Members of Creative Day Care Services, a day service for adults with disabilities based at The Street were inspired to draw a large scale map of the route of Stage One of the race, on to which they attached 3D models and pictures to represent some of the areas the route went through as well as

miniature cycles. The artwork was displayed in the windows of Customer First at the Town Hall.

- 3.23 Students and tutors from Scarborough Technical College hospitality section created a replica of the Tour de Yorkshire Trophy in chocolate and decorated it in gold. This was then displayed in the college for all to see and on the day of the race presented to the winner of the Stage One event. This attracted media coverage throughout the creation of the masterpiece and also when Sir Gary Verity and Christian Prudhomme visited the college. Sir Gary and Christian also visited Gladstone Road School where they signed the Gigantic Jersey and also visited the Harbour Bar on the seafront where they posed for pictures with a specially created Tour de Yorkshire Ice Cream.
- 3.24 Whitby Town Council in partnership with our Parks department also engaged with the event by commissioning a stunning piece of artwork by local artist Jo and Pete Witney on the donkey field below Whitby Abbey. The Town Council also decorated the route with bunting and provided some to support local businesses on the route.
- 3.25 The Council's project team arranged a series of entertainment for the event day, working in partnership with Create. Two large TV screens were also organised for Foreshore Road in Scarborough and Dock End in Whitby. The programme of entertainment included a Yorkshire Bank Bike Library children's interschool challenge over the Stage One finish line, Scarborough's School of Arts and Music, Ballet Bicycle Performance, theatrical experience The Lift, Friarage School Choir and The Community Cycle Ride – The Final Mile, which was organised by the Scarborough and Ryedale Community Cycling partnership.
- 3.26 A film of the start and finish areas was produced prior to the event and a film showcasing the event was also produced which showcased the beauty of the Yorkshire Coast and North York Moors. These films were made available for businesses to use to showcase the area and attract visitors to the region.
- 3.27 2,000 Tour de Yorkshire spectator maps were also produced showcasing the route, promoting the entertainment and also future key events. These were distributed across the region and taken to events and exhibitions and were given out on the day of the event.
- 3.28 From a local perspective there was also a range of media coverage both in the run up to and throughout the event. This included Yorkshire Coast Radio, who also brought their roadshow to the event and provided live coverage throughout the day. Other coverage included BBC Radio York and BBC Tees both of whom broadcasted live on the day and also featured on air and on line coverage with interviews in the run up to the race featuring information on the trophy tour, The Gigantic Jersey, the entertainment programme and road closures. The Scarborough News and Whitby Gazette provided print and on line coverage of most of the news in relation to the race, including some nice page spreads. The Yorkshire Post and Northern Echo provided print and on line coverage focusing on overall race related news featuring Scarborough but

also covered stories on the Trophy Tour and The Gigantic Jersey. ITV and BBC television (broadcast and online) covered The Gigantic Jersey as did Eurosport.

- 3.29 If the race remains a three day event the confirmed dates are 4<sup>th</sup> to 6<sup>th</sup> May 2018. If the event is extended to four days, which Welcome to Yorkshire is trying to secure, the event will take place from 3<sup>rd</sup> to 6<sup>th</sup> May. Should this occur, the men's race will take place over the full four days with the women's race doubling in size from a one day to two day event.
- 3.30 For the fourth year a mass participation sportive (full details of this have yet to be finalised) will also take place. More information in relation to the full detailed routes will be announced in October 2017. This will include where the start and finish towns will be, with the full route set to be unveiled in December. The Council will be requesting that the route includes as much of the Borough including the three main towns, Scarborough, Whitby and Filey, as possible.
- 3.31 In terms of coverage for next year's event, discussions are currently underway to secure worldwide coverage of the race, again focusing on showcasing the beauty of Yorkshire's landscapes to an international audience, to grow the profile of Yorkshire as a destination for fans of world-class cycling and growing enthusiasm and participation of the sport of cycling in the UK.

#### **4. CONSULTATION**

- 4.1 Consultation on the 2015, 2016 and 2017 Tour de Yorkshire event took place with Tourism Businesses, Parish Councils, Town Councils and various community groups along the route and within the Borough.

#### **5. ASSESSMENT**

- 5.1 The PR and economic benefit of the Tour de Yorkshire coming to the region and in particular host towns/cities was excellent, especially considering that this was only the third year of the event.
- 5.2 Events play a key part in driving the visitor economy for the Borough by converting day visitors to stay longer, increasing overnight visits and repeat visits. The perception that there is always something happening in the Borough is vital to ensuring that it remains the second most popular destination for UK overnight visitors. The global audience that the Tour de Yorkshire brings can only ensure that the Borough benefits from both an increase in UK and overseas visitors. The Tour de Yorkshire is the biggest annual event that covers the region and is the only main event which offers the Borough an opportunity to showcase the beauty of the coast to a global audience.
- 5.3 There are significant financial implications associated with the hosting of the 2018 event. The organisers are seeking £100,000 to allow Scarborough to

become a host city/town. In addition there are other associated costs such as barriers, event management, additional toilet facilities, loss of car parking income at event finish etc which would fall on the Council. Based on last year's costs it is anticipated that these would come in at around £50,000.

- 5.4 Welcome to Yorkshire has provided the Council with information on the proposed 2018 event which highlights the benefits of the 2017 race and sets out the proposals for the 2018 event. This is included as an Appendix to this report.
- 5.5 Members will also be aware that a collegiate bid was submitted by Welcome to Yorkshire British Cycling, UK Sport and the Department of Culture Media and Sport to host the 2019 UCI World Cycling Championships. The bid was successful and as such this news will contribute to ensuring that Yorkshire is placed firmly on the world map as a top cycling destination.

## **6. IMPLICATIONS**

### **(a) Policy**

- 6.1 There are no policy implications

### **(b) Legal**

- 6.2 Any agreement relating to the Council becoming a 'host city/town' for the Tour de Yorkshire will be the subject of a legal agreement between Welcome to Yorkshire and ASO and the Borough Council.

### **(c) Financial**

- 6.3 It is anticipated that the cost of participating in the 2018 event will be £150,000. Financial monitoring to the period ended 31 July 2017 shows that, despite poor weather, car parking revenue across the Borough is exceeding target. Current projections anticipate that income will exceed target by £150k in the 2017/18 year.

Subject to Members approving the offer to be a host city/town for the 2018 Tour de Yorkshire it is proposed that the cost of the event be funded from these anticipated surpluses.

### **(d) Equalities and Diversity**

- 6.7 No equality and diversity implications arise from this report

### **(e) Staffing**

- 6.8 The Council will be required to provide resources to project manage the Tour within the Borough.

### **(f) Planning, Environmental, Health and Safety, Sustainability, Crime and Disorder**

- 6.9 There are no immediate issues arising from this report but the event will require a full health and safety assessment which will be undertaken by Welcome to Yorkshire and ASO.

## **7. ACTION PLAN**

- 7.1 Advise Welcome to Yorkshire and ASO of Scarborough Borough Council's decision in relation to hosting the 2018 Tour De Yorkshire Event.

**Jim Dillon**  
**Chief Executive**

**Author: Janet Deacon, Tourism Manager**  
Telephone No: 01723 232570  
E-mail address [janet.deacon@scarborough.gov.uk](mailto:janet.deacon@scarborough.gov.uk)

**Background Papers: Create Economic Impact Report, Welcome to Yorkshire Economic Benefit Report , 2017 TDY budget report.**