

	<p>REPORT TO CABINET TO BE HELD ON 11 SEPTEMBER 2018</p>
	<p>Key Decision</p> <p>Forward Plan Ref No</p>
<p>Corporate Priority:</p> <p>Developing Strong and Diverse Community</p> <p>Community Cohesion and Participation</p>	<p>Cabinet Portfolio Holder</p> <p>Cllr Martin Smith</p>

REPORT OF THE DIRECTOR (RB) – 18/195

WARDS AFFECTED: ALL

SUBJECT: TOUR DE YORKSHIRE 2019

RECOMMENDATION (S):

Cabinet is recommended to:

1. Note the benefits of the 2018 Tour de Yorkshire event to the region and local economy; and to
2. Approve that the Council expresses an interest with Welcome to Yorkshire in being a host city / town for the 2019 Tour de Yorkshire, with the final acceptance of any successful offer being subject to Full Council approving recommendation 3 below;

Cabinet to recommend that Council considers:

3. The approval of a maximum budget of £150,000 for the 2019 Tour de Yorkshire, to be funded from anticipated underspends on the 2018/19 budget. Should a surplus not be generated then the cost would need to be funded from the Council's General Fund Balance

REASON FOR RECOMMENDATION (S):

To seek members approval for the Council to put forward an expression of interest to Welcome to Yorkshire (WTY) and Amaury Sport Organisation (ASO) for Scarborough to be a “Host city/town” for the Tour De Yorkshire in 2019. 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 2019 race will take place from 2nd to 5th May. The route will be determined once Welcome to Yorkshire and ASO have looked at the potential host towns and routes. The 2018 Stage 3 route started in Richmond and finished in Scarborough.

The organisers of the Tour de Yorkshire are seeking a financial contribution from the Council to take part in the 2019 event. There will be additional expenditure required to deliver appropriate infrastructure and support for the day itself. Based on the cost of the 2018 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 2018.

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 fifth year. The event for the first three years consisted of three days of racing, this was increased to four days for the first time in 2018. The event is 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 four years Stage one in year 1 and Stage three in year 2 and Stage one in

year 3 and Stage three in year 4. The event has been funded each year from one-off reserves.

- 1.4 This report provides members with information in relation to the 2018 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 2019 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 2019 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 2018 Tour de Yorkshire took place over 3rd to 6th May. Stage One started in Beverley and finished in Doncaster, and was a total of 182km in length. Stage Two started in Barnsley and finished in Ilkley and was 149km in length. Stage Three started in Richmond taking in West Ayton, Hackness, Silpho, Scalby, Scarborough, Filey, Cayton and then returned to finishing in Scarborough and was 184km in length. Stage Four started in Halifax and finished in Leeds and was 189.5km in length. There was also a Ladies race held on 3rd and 4th May (Stages one and two) sponsored by Asda and a Maserati Sportive which was held on 6 May (Stage Four)
- 3.2 20 teams took part in total, 160 riders in the men's race and 120 riders in the womens race with 40 teams from around the world. A number of famous riders took part in the race including Serge Pauwels, Mark Cavendish, Ben Swift, Ian Stannard and Greg Van Avermaet.
- 3.3 The race attracted an estimated 2.6 million unique spectators along the roadside an increase from 2.2 million in 2017. 79% of the spectators were Yorkshire residents, 21% from elsewhere in the UK and abroad.
- 3.4 The race was televised in 190 countries and watched by some 12.5 million global TV viewers which represent an increase of 29% on 2017. 40 global broadcasters covered the action, up from 34 in 2017 and there were over 1,270 hours of TV coverage shown. There were also 4,290 pieces of press coverage with a total reach for print and broadcast of 899,281,915 representing an increase of 8%.

- 3.5 Digital media attracted a reach of 82m on twitter, 3.4m page views on letouryorkshire.com, 1.1m Tour de Yorkshire film views, 7m facebook reach and the web-site was visited by 165 different countries.
- 3.6 The same methodology and model to carry out research into the economic benefit to the region was used again in 2018. The headline figures highlight that the event attracted 2.6m unique spectators, with many spectators attending more than one day of the race. The estimated value to the region's economy was a £97,973,806m. Accommodation spend was up 49% year on year and non-accommodation on items such as food and drink, souvenirs and transport was up by 58%.
- 3.7 To reflect the benefit to the Borough and to coincide with the WTY research Scarborough Borough Council commissioned the same research company to carry out independent research into the event along the whole of the route within the Borough boundary.
- 3.8 The findings presented are based on data collected by fieldworkers completing surveys along the route. Printed questionnaires were used by the fieldworkers to interview event spectators. A total of 584 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 estimated number of spectators for the Stage 3 race finishing in Scarborough has been estimated at 650,000 (figure provided by Police and Welcome to Yorkshire). A figure of 250,000 or 38.4% of this number is used in calculations. This is based on the proportion of the length of the stage in Scarborough area at 37.6% of the whole stage, the relatively un-populated areas along the stage beforehand, and the crowds observed. This may be a conservative estimate.
- 3.9 The total estimated revenue assessment of the 2018 Tour de Yorkshire for the Scarborough Borough has been calculated at £11,761,698. This is broken down to Staying Visitors spending £7,663,391 and day visitors £4,098,307. 80.5% of attendees from Yorkshire with 19.5 % from elsewhere in the UK or overseas.
- 3.10 The most represented age range was the 45 to 54 years group followed by the 55 to 66 years group, a younger demographic to the previous year where 55 to 64 years was the most represented. The male female split remained very similar at 49% female and 51% male.
- 3.11 70.8% of those interviewed said that the Tour de Yorkshire was the main reason that they had come to the area. 69.5% had attended previous Tour de Yorkshire stages in 2017.
- 3.12 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 a number of community groups and organisations engaging with the event once again 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. Filey and Scalby in particular engaged with their local communities and decorated the town and village.

- 3.13 The Scarborough Borough Council Tour de Yorkshire project team engaged with many organisations and businesses during a series of roadshows and community engagement events.
- 3.14 The Council's project team also commissioned a large scale community participation artwork project with Animated Objects, called "The Big Bike Beat Band" "The aspiration of the project was to engage with 2000 people within the community and engage with people who do not normally participate with the arts or sport. 45% of the sessions that were delivered were in areas of deprivation. Over 9000 people were engaged with pre event. Media exposure for this equated to over 10 million people in print, broadcast and online.
- 3.15 Students and tutors from Scarborough Technical College designed and created a Tour de Yorkshire Cake which was enjoyed by guests, teams and organisers on the day.
- 3.16 Students and tutors from the University Technical College also engaged with the event and designed a Robot aptly named Wheel-I-Am with moving arms/parts using bicycle pieces and showcased it at the finish.
- 3.17 Filey's whole community got behind the event, creating and displaying decorative cycling artwork around the town, Filey Junior School created a large scale piece of land art in the shape of a Bike and a bespoke Tour de Yorkshire song for Filey was also created and played. The Filey Folk Festival which was also on at the same time got behind the event by playing throughout the day along the route.
- 3.18 The Council's project team arranged a series of entertainment for the event day which included the development of a Fan Zone at the Open Air Theatre with stalls, children's activities, music, face painting, Balloon Modelling, Children's Rides and an Extreme Mountain Bike Show.
- 3.19 Two large TV screens were also organised for Foreshore Road in Scarborough and along the route in Filey. The screens showed the tourism films, pre-race video and highlighted events across the Borough.
- 3.20 The programme of entertainment on the day included a Yorkshire Bank Bike Library children's interschool challenge over the Stage three finish line. The Final Mile Community Cycle Ride which was organised by the Scarborough and Ryedale Community Cycling partnership attracted around 100 riders.
- 3.21 The Goldwings motorbikes also did a parade from the South Bay to the North Bay to showcase their amazing Goldwing Bikes and promote the event which is held every September.

- 3.22 A film of the start and finish areas was produced prior to the event and a film showcasing the event was also produced, this 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 in advance, on the day and after the event.
- 3.23 4,000 Tour de Yorkshire spectator guides were also produced showcasing the route, promoting the entertainment on the day 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.
- 3.24 From a local perspective there was also a range of media coverage both in the run up to and throughout the event. This included stories about the Big Bike Beat Band, Tour de Yorkshire Trophy Tour, visit to Filey by Christian Prudhom, Thomas Voekler and Sir Gary Verity on the eve of the Tour. Information on the entertainment programme, UTC Wheel-I-Am sculpture, McCains Giant Ice Cream Land Art, Filey School Land Art, Technical College Tour de Yorkshire Cake, general local round up of Tour de Yorkshire activity. Stories were covered by media both on and off line.
- 3.25 The proposed dates for the 2019 edition of the Tour de Yorkshire are 2nd to 5th May. The men's race will take place over the full four days with the women's race taking place on 2nd and 3rd. Welcome to Yorkshire are estimating in excess of 2.6m roadside spectators for the 2019 edition.
- 3.26 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 2018. 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.
- 3.27 In terms of coverage for next year's event, talks are already underway to secure worldwide coverage of the race, once 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.
- 3.28 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 UCI World Cycling Championships. This event will be happening in September 2019 so the interest in cycling across Yorkshire will be heightened. It would therefore be prudent for the Borough to ensure that it maximises any opportunities that this may bring. Being part of the 2019 Tour de Yorkshire for the fifth year will support this.

4. CONSULTATION

- 4.1 Consultation on the 2015, 2016, 2017 and 2018 Tour de Yorkshire event took place with Tourism Businesses, Parish Councils, Town Councils and various community groups along the route and within the Borough and schools and colleges.
- 4.2 The Chief Executive has had discussions with Welcome to Yorkshire in relation to the 2018 event and the attached Appendix provides the outline of the 2019 event.

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 once again excellent. The extension to four days and the glorious weather contributed to the growth in numbers and value to the economy. The reinforcement of Scarborough as a finish for the fourth year can only support future growth to the destination as the images and scenery shown were spectacular.
- 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 and along the Yorkshire Coast is vital to ensuring that it remains a key destination for UK and overseas visitors. The global audience that the Tour de Yorkshire reaches is phenomenal and having this event showcase the beauty and diversity of the Yorkshire Coast on a consistent basis can only support our aims to increase visitor volume and value which is currently showing a 4% increase year on year.
- 5.3 There are significant financial implications associated with the hosting of the 2019 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 2019 event which highlights the benefits of the 2018 race and sets out the proposals for the 2019 event. This is included as an Appendix to this report.

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 2019 event will be £150,000. Financial monitoring for the period ended 31 July 2018 (Cabinet report reference 18/201) shows that, despite the setting of an extremely challenging budget, a year end surplus of £220k is currently expected to be achieved.

Subject to Members approving the offer to be a host city/town for the 2019 Tour de Yorkshire it is proposed that the cost of the event be funded from the anticipated surpluses. Should a surplus not be generated then the cost of the event would need to be funded from the Council's General Fund Balance.

(d) Equalities and Diversity

- 6.4 No equality and diversity implications arise from this report

(e) Staffing

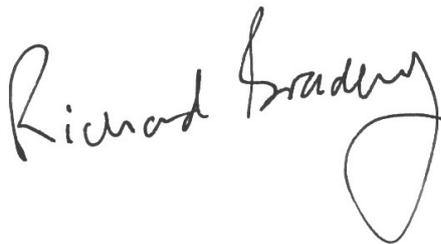
- 6.5 The Council will be required to provide resources to project manage the Tour within the Borough.

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

- 6.6 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 2019 Tour De Yorkshire Event.



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**Background Papers: Leeds Beckett evaluation report of 2018 TDY event,
Welcome to Yorkshire Economic Benefit Report 2018 event, 2018 TDY budget
report.**