

APPENDIX A

Information from Welcome to Yorkshire

Key cycling bodies involved in supporting and running the 2019 event

Amaury Sport Organisation/British Cycling

In cycling specifically, A.S.O has confirmed its reputation as the world's leading organiser of cycling events: from the two "Grand Tours", the Tour de France and Vuelta a Espana, to the prestigious classics such as the Paris-Roubaix and Liege-Bastogne-Liege and now the Tour de Yorkshire.

British Cycling is the national governing body for cycling as recognised by the UCI – the International Federation for the Sport. British Cycling works across all levels and six disciplines of the sport (BMX, Mountain Bike, Cyclo-Cross, Road, Track and Cycle Speedway). From providing the support and encouragement people need to get riding their bikes for the first time, to being home to the hugely successful Great Britain Cycling Team. British Cycling works hard to represent cyclists' interests at all levels, including campaigning on important issues including road safety. British Cycling played a huge part in the delivery of the TDY women's race.

Welcome to Yorkshire's work in promoting the county through a mix of creative marketing campaigns across TV, online and print has been recognised with many global awards. The organisation made history after its bid to bring the world's largest annual sporting event – the Tour de France – to Yorkshire was successful, beating off major worldwide competition. Now the organisation has successfully delivered three Tour de Yorkshire events with outstanding levels of attendance.

Tour de Yorkshire 2018

In 2018, Yorkshire successfully hosted the fourth edition of the Tour de Yorkshire with over 2.6 million spectators lining the route, an increase from 2.2 million in 2017.

79% of spectators were Yorkshire residents; 21% from elsewhere in the UK and abroad.

Total spending by all spectators was up 54% on 2017 to £97,973,806. Accommodation spend was also UP 49% year on year and non-accommodation items such as food and drink, souvenirs and transport was UP by 58%.

The race was televised in an unprecedented 190 countries and watched by some 12.5 million global TV viewers, which represents a 29% increase on 2017. 40 global broadcasters covered the action, UP from 34 in 2017, and there were over 1,270 hours of TV coverage shown.

260 riders in total competed in the 2018 TDY, 160 riders in the men's race, 120 riders in the women's race, with 40 teams from around the world.

Tour de Yorkshire Media Coverage

Media coverage was overwhelmingly positive. Regionally, nationally and internationally it showcased the preparations before the event focusing on towns and villages getting ready, the events that were going on alongside the race and on the race day coverage focused on the beauty and diversity of Yorkshire.

- 12.5 million global TV audience
- 190 countries broadcast the race
- 1,270 hours of TV coverage broadcast globally, 82% of that in Europe.
- 4,290 pieces of press coverage
- 4,603 pieces of broadcast coverage
- Total reach for print & broadcast – 899,281,915 (+ 8%)

The race attracted famous top-class riders such as Mark Cavendish, Greg Van Avermaet, Ben Swift, Ian Stannard and 2017 winner Serge Pauwels.

The 2019 Race

The proposed dates for 2019 edition 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 the 2nd and 3rd. For the fifth year in a row there will also mass participation sportive (full details yet to be finalised).

More information regarding the 2019 edition is set to be announced in October 2018. This will include details on what the start and finish towns will be, with the full route set to be unveiled in December.

Talks are already underway to secure worldwide coverage of the race, once again showcasing the beauty of the Yorkshire's landscapes to an international audience, growing the profile of Yorkshire as a destination for fans of world-class cycling, and growing enthusiasm and participation in the sport of cycling in the UK.

Category

Regardless of length, the men's race will be granted a minimum UCI 2.1 Europe Tour classification. The women's race will hold a 2.1 classification. All are the highest-possible rankings available on the Europe Tour.

Date

Thursday 2nd May – Sunday 5th May 2019. (4 days)

Participants

The men's race will consist of a minimum of 20 teams of 7 riders and shall include major teams, including several UCI WorldTour teams. The women's race will also consist of 20 teams but with 6 riders.

Route

The Race route will be flexible and move around Yorkshire.

Distance

The stages will each be approximately 180km in length.

Numbers

20 teams x 7 riders x 8 staff = 300

20 teams x 6 riders x 6 staff= 240

Race management & Organisation = 185 (includes race organisers, barrier installers, medical teams etc) = 185

Police and NEG = 58 +

Visiting Media = 150 – 200

Infrastructure

ASO will bring their Race management and Operational Teams to deliver the race.

The draft Stage Cities/Town document also indicates in terms of responsibilities what ASO/WTY will deliver.

Spectators

We are estimating in excess of 2.6m roadside spectators for the 2019 edition.