

Report of the Cabinet Leader

Tour de Yorkshire

Summary

1. The inaugural 'Tour de Yorkshire' - a 2.1 UCI Europe Tour event - has been announced as taking place from the 1st – 3rd May 2015.
2. York has been invited to play a significant part in the weekend, hosting not only a stage two finish but sprint circuits around the city and a women's race.
3. This paper provides an overview of the ambition for the city, proposed delivery objectives, an operational plan and a budget outline.
4. Members are firstly asked to approve York's involvement in the Tour de Yorkshire. If Members are happy to grant this approval, they are then asked to review the delivery objectives and proposed operational plan for York's role in the Tour de Yorkshire and approve both these and the outline budget for the event.

Background

5. On Sunday 6th July, York was host to the start of the second day of 'the grandest Grand Départ' to date. The event was a triumph for the county of Yorkshire as a whole and has already brought significant financial benefits to the region with a recent independent report on the impact of the Tour citing a £102 million benefit to the region and rising (see Annex 1).
6. The announcement that a bid had been submitted by Welcome to Yorkshire (WTY) to the Amaury Sport Organisation (ASO) for a 2.1 UCI Europe Tour event came three days before the Tour de France visited Yorkshire. It was clear from the press release¹ that there

¹ <http://letour.yorkshire.com/news/2015-yorkshire-race-official-launch>

was a strong desire to build a long term relationship between the ASO and WTY in order to exploit the beautiful cycling opportunities that Yorkshire offers.

7. The news came on Friday 26th September that the bid to ASO has been successful and that Yorkshire would once again be visited by world-class cyclists in 2015 for a spectacular event.²
8. York has been offered a unique opportunity to participate in the race. The day two route will run from Scarborough to York. The final 32/48km of the race will take the form of 2 or 3 16km circuits around York, culminating in a sprint finish at the Knavesmire.
9. In addition to this men's race, there will also be a women's event running on the same circuit around the city. The women's race would take place in the morning (approximately 11am until 2pm) meaning that York would enjoy a full day of cycling action.
10. With the announcement of the Tour de Yorkshire, we have an opportunity to capitalise on already realised financial benefits, re-energise communities and further promote both public and competitive cycling in the region.

Delivery Objectives

11. It is proposed that the delivery of the Tour de Yorkshire should be guided by the following four overarching objectives
 - We will - safely and on budget - deliver another world-class cycling event that will galvanise the already great reputation of our city;
 - Economic benefits and opportunities for York in the short, medium and long term will be maximised;
 - A lasting legacy across our communities, cycling infrastructure and public health will be secured;
 - We will work hard to ensure that all residents are informed and able to positively engage with the race and related community activities.
12. Supplied at Annex 2 is an outline budget for staging the proposed day of racing and second stage finish in York. These costs have been based on actual spends incurred for the Tour de France and

² <http://letour.yorkshire.com/tour-de-yorkshire>

reflect a realistic estimate of what it will cost to stage the event safely.

13. Cycle Yorkshire, the regional Tour de France legacy project, is led by York and has already made significant progress in achieving its ambition of getting 'more people to cycle more often'. It is proposed that York will supplement this legacy activity with selected long-term projects that will specifically benefit the city.
14. Good communication will be pivotal in ensuring that all members of the public can positively engage with the Tour de Yorkshire. It is recognised that a race of the scale and duration proposed will impact on the city and it is important that we are effectively communicating with residents from an early stage about how they can minimise their personal disruption and get involved with the event.

Operational Plan

15. In order to deliver against the four core principles outlined, the following actions are proposed:
 - Establish an 'in house' event management team to enable delivery of this event at Local Authority level in conjunction with local services and stakeholders;
 - Create a suite of well-documented and auditable plans for all aspects of the event.
 - Establish/ participate in a regional strategic planning team to enable us to deliver this event at county level in conjunction with all regional partners and stakeholders;
 - To use the skills, knowledge and experience gained on the event management of the hugely successful Tour de France to guide the planning of this event;
 - Draft and implement a main operational event plan (along with a suitable emergency and contingency plan) in order to ensure the safety and enjoyment of all participants and spectators;

- Implement a working traffic management plan that will effectively manage both vehicular and pedestrian traffic before, after and during the event;
- Engage with local communities, ensure that disruption is minimised through all wards;
- Implement a program of community engagement that will reinforce the 'Tour de France' ethos and further continue its legacy and promotion of cycling in York;
- Produce a strong communication campaign across all media platforms.

Council Plan

16. The staging of the Tour de Yorkshire event would serve to enhance delivery of the Council Plan ambitions to both *Create Jobs and Grow the Economy and Build Stronger Communities*.
17. As outlined previously in this report, the economic benefits of the Tour de France for the region have hugely exceeded expectations. Given additional factors at play on this occasion (notably, that all the teams will be staying in York for the duration of the event and that the length/ timing of the event is significantly more favourable to us on this occasion), there is a definite opportunity to generate economic benefits in the short-term. In addition, hosting the race will also allow for more high-quality promotion of the city to another wide audience as the event will be televised once again.
18. The Tour de Yorkshire offers the opportunity to further enhance the community cohesion that the Grand Départ brought to York. A full suite of activities will be planned in order to encourage community groups to engage with the event.

Implications

Financial

19. The overall cost of hosting the event is estimated to be £250,000 (inclusive of hosting fee)

An outline budget can be found at Annex 2.

Headline costs include:

- There is a fee of £100k payable to ASO to be a host city;
 - Stewarding and crowd management (inc. barriers) - £32k
 - Staffing costs - £35k
 - Communications and marketing - £8K
 - Traffic management and transport - £40k
 - Event staging and spectator provision (including sanitation, parking, power, water, radios and signage) - £15k
20. Unlike the Tour de France, there will be no central procurement and York will be able to source best-value supplies independently. It is the intention to source locally wherever possible to keep money in the region.

It is proposed that the event can be funded from a contribution of the Itravel York budget £100k and a contribution from the Economic Infrastructure Fund £150k. The Itravel York budget includes support to encourage cycling and this will support that work. The Economic Infrastructure Fund has a balance of £557.5k unallocated. An allocation of £150k would reduce this balance to £407.5k.

Human Resources (HR)

21. A Tour de Yorkshire project delivery team will be established in accordance with standard HR practices.

Equalities

22. All efforts will be made to ensure that the race and satellite events are fully accessible and inclusive. *A Community Impact Assessment will be developed.*

Legal

23. Once the necessary agreements have been secured, it will be necessary to ensure that the contracts between City of York Council and Welcome to Yorkshire/ Amaury Sport Organisation are in place.

Crime and Disorder

24. Working in conjunction with North Yorkshire Police all crime and disorder risks will be identified and mitigated. However, based on

experiences of the crowd profile from the Tour de France, few issues are expected.

Information Technology (IT)

25. There are no specific IT implications although ICT colleagues will play a fundamental role in assisting with effective communication via website design.

Property

26. There are no known implications.

Other

Traffic Management/ Transport Planning

27. A comprehensive and effective Traffic Management Plan will be produced in consultation with colleagues in Transport Planning.

Emergency Planning

28. All potential threats and risks will be fully explored and mitigated in consultation with colleagues in Emergency Planning.

Risk Management

29. As with any large-scale event, the risks for staging the Tour de Yorkshire in York are wide-ranging and complex. A detailed risk assessment for all aspects of the event will be produced and managed as part of the project process. No capital funds have been identified for this project.

Recommendations

30. Members are asked to:
 - 1) Give their agreement to York hosting the day two events outlined in the report (women's race, men's race and finish);
 - 2) Ratify the outlined delivery objectives and operational plan;
 - 3) Delegate authority to the Chief Executive to enter into legal agreement with Welcome to Yorkshire to deliver the race in York.

- 4) Agree the City of York Council contribution to the financing of the event £100k from ITravel York and £150k from Economic Infrastructure Fund.

Reason: To achieve the outlined economic, cultural and community benefits for the city.

Author:

**Cabinet Member & Chief Officer
Responsible for the report:**

Stuart Gladstone
Event Operations Officer
01904 552068

Cabinet Leader

Sally Burns
Director of Communities and Neighbourhoods

Laura Haviland
Events Project Officer
01904 552038

**Report
Approved**



Date 8 December 2014

Specialist Implications Officer(s) None

Financial

Ian Floyd, Director of Customer and Business Support Services (x2909)

Patrick Looker, Finance Manager, (x1633)

Traffic Management

Alistair Briggs, Traffic Network Manager (x1368)

Transport Planning

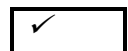
Jon Pickles, Engineer – Transport Projects (x3462)

Emergency Planning

Jim Breen, Emergency Planning Coordinator (x1003)

Wards Affected: *List wards or tick box to indicate all*

All



The wards most significantly affected are:

- Heworth Without
- Hull Road

- Strensall
- Haxby and Wigginton
- Dringhouses and Woodthorpe
- Heworth
- Guildhall
- Huntington and New Earswick
- Fishergate
- Micklegate

For further information please contact the author of the report

Background Papers: None

Annexes

Annex 1 – Independent Report on the Impact of the Tour de France
Annex 2 - Outline budget for the safe delivery of the event.

Glossary of Abbreviations used in the report:

ASO - Amaury Sport Organisation

WTY - Welcome to Yorkshire