

Report of Cabinet Member for Leisure, Culture & Tourism and
Cabinet Member for Transport, Planning & Sustainability

The Tour de France – Hosting the Grand Départ

Summary

1. This paper outlines proposals for York's participation in the activities supporting the "The Grand Départ" of The Tour de France in Yorkshire in July 2014. It outlines the associated benefits and operational costs and implications and seeks agreement to enter into an arrangement with Welcome to Yorkshire and Leeds City Council, as the lead local authority, to host the second day start of the Grand Depart.
2. This report provides an update on progress to date and benefits of staging the Grand Départ in Yorkshire. It seeks agreement from cabinet for the payment of the hosting fee and support in our approaches to taking forward the legacy work and cultural activities that will form part of the Tour De France programme across the region.

Background

3. The Tour de France is an annual multiple-stage cycle race. Almost all the stages are held in France, though two or three stages are held in nearby countries. Most recently in the U.K. the Grand Départ was held in London and Kent in 2007.
4. The Tour is the third largest sporting event in the World after the Olympic Games and the FIFA World Cup. It was first organized in 1903 and is run by the Amaury Sport Organization (ASO). It takes place in July and consists of 21 day-long segments (stages) over a 23-day period (including two rest days). Whilst the route changes each year, the format of the race stays the same with at least two time trials (individuals racing against the clock), the passage through

the mountain chains of the Pyrenees and the Alps, and the finish on the Champs-Élysées.

5. The “Grand Départ” (GD) is the name given to the start of the first stage of the Tour. It is now hosted by a different city each year. In 2012 it was hosted by Liege; this year it will be hosted by Porto Vecchio in Corsica and in 2014 it will be hosted in Yorkshire. The GD is staged over 3 days and it is by far the biggest, and most publicized, of all the Tour locations except for the finish in Paris.
6. The actual start of the race is only one aspect of what goes on at the site of the GD. In the days before the start there are presentations of the teams to the public, displays, cycle shows, market stalls and competitions. There is a festival atmosphere with cultural activities for all the family, attractions for the cycling enthusiasts and lots of peripheral activities for those non sports enthusiasts. There is a strong family flavour to events as well as opportunities for the cycling enthusiasts.
7. In October 2012 Welcome to Yorkshire, in partnership with Local Authorities in Yorkshire, submitted a proposal to the organisers of the Tour de France, ASO (Amaury Sport Organisation) to bring The Grand Départ of The Tour de France to Leeds and early stages of the race to the region in 5th - 7th July 2014 with Leeds, York and Cambridge currently proposed as start points for each of the three days. Just before Christmas it was announced that Yorkshire had been successful in their bid for 2014. On the 17th January we had official confirmation of York as second stage start.

Why now and why Yorkshire?

8. Following the 2012 Tour de France win by Bradley Wiggins and the cycling team’s medal haul in the London Olympics, cycling as a sport in the UK has captured public interest. York’s status as a Cycling City is now generally accepted throughout the UK. By attracting the start of the Tour de France to the region we hope it will act as a catalyst to create a coherent cycling strategy for Yorkshire. York will be leading on the legacy from this successful bid.
9. Bringing the Tour to Yorkshire has the potential to bring significant inward investment to the city and offers a catalyst to sporting organisations and cycling clubs with the potential for a much better cycling offer across the region. It affords a unique opportunity to provide a step change in the international perception of York as a sporting city with ambition and as a place to visit and do business as well as leaving a legacy for cyclists for many years to come.

10. To show the strength and commitment from across the region local authorities had already signed up to taking this legacy forward whether the bid was successful or not. The fact that we have been successful will significantly boost this work. We are the first region in the UK to approach working on a legacy together in this way and this is helped by significant endorsement by British Cycling. York will be leading the Cycling legacy for the whole region.
11. The focus of this legacy work will be encouraging more people to cycle more often with greater safety. It will identify safe routes, encourage cycling as a family as well as sporting activity and as a result help people live healthier lifestyles. This will significantly highlight this region both nationally and internationally and we will be working together to attract further investment, becoming the best regions to cycle in the UK. It will also offer an opportunity to build on the volunteering opportunities which worked so well in our York 800 and York Gold programmes in 2012.
12. City Centre Cycle races have been planned again for 2013 building upon previous years work when they attracted big names in British road race cycling, including Ed Clancy. Within this legacy work we are also looking to host the Sky Rides from 2013, hopefully a year before the GD 2nd day race is staged in York in 2014. As the lead for the region in the legacy work we are working particularly closely with North Yorkshire and building on our national reputation for cycle development and participation programmes.
13. York is currently performing well economically as one of the two most resilient Northern cities in the current economic climate. However, to maintain this momentum and demonstrate York's ambitions as a fantastic city to live with a great quality of life and an international profile we need to do more. Hosting the second day start of the GD will win York world-wide profile. Hosting the GD in London and Kent 2007 generated an estimated £35M of free publicity for the region and 68% of the press mentions were positive (over 20,000 pieces of media coverage).
14. The evaluation report for London and Kent's hosting of the GD showed that because access to the Tour De France is free the economic benefit arose mainly due to visitor spend on accommodation, transport and refreshments. There were significant increases in overnight stays and boost to other visitor attractions. In 2007 this generated an estimated £73 million of economic benefit to London and £15 million to Kent. Over 3 million spectators attended the event across London and Kent with more than half of these

coming from outside London and another 10% travelling to London from overseas. Day visitors spent £26.15 in London and £18.82 in Kent. In Yorkshire, Welcome to Yorkshire is currently estimating that the economic benefit to the region will be in excess of £100M.

15. Given the basic requirement of up to 10,000 bed nights of accommodation for teams and media for between 7 and 10 days and the increased interest in cycling and the Tour in the UK any bid from the region as a whole would seek to surpass the benefits to London in 2007. Some of the key areas of direct expenditure include up to £1.8M on accommodation, £6M in retail (non food) spends per stage and up to £6.2M in food and catering spend per stage. It is estimated that the media equivalent value would be approximately £15M for each day of the GD.
16. We have worked to ensure that York would be the start of the second day of the GD. Our experience with the Tour of Britain would suggest that the economic impact of holding starts is greater than finishes as teams will base themselves near to a start rather than a finish. And the promenade nature of the start of the race will be attractive to the visitors. For comparison the daily economic impact of hosting The Royal Ascot at York Meeting (2005) was in the region of £4.6M to the city. During the Olympic Torch Relay we dealt with 6 media outlets. For the GD there are over 350 international media outlets involved. This is an extremely large scale event with an equally large potential economic benefit.

Main issues

17. There are a number of issues associated with the hosting of the Tour-de-France that the each of the local authorities involved has to consider, namely:
 - Arrangements resulting from the bidding process
 - Operational cost and logistics
18. **The bidding process** – The ASO, which is the company that organises the Tour de France, has made it clear that they only wish to be dealing with one organisational point of contact in Yorkshire. It has been agreed by the participating local authorities that this will be Welcome to Yorkshire. They led on the successful bid submission.
19. **Operational costs and logistics** - As a major international sporting event there will clearly be financial implications to the region and City of York Council in hosting the start of the second day of the GD. There are three types of costs:
 - The £500k fee for us hosting the second day start.

- costs associated with delivering the event and
 - ensuring a strong cultural and cycling legacy
20. **Hosting the second day start** - Following a meeting of the regional Chief Executives Leeds City Council will act as administrative body and guarantor for all the authorities with involvement in the stages. The Chief Executive of Leeds City Council has recently written to each of the local authorities to seek our commitment in principle to providing the financial support required. This would commit the city to a payment of the hosting fee of £500k in three stages, on signing, one year before the event and on the first day of the GD.
21. **Delivering the event** – Work is underway to establish opportunities for funding the significant additional costs of delivering the event. The requirements are varied and include route preparation, cleansing and event management. The City has experience of hosting festivals and events, although clearly not on this scale but all opportunities will be taken to support from existing resources, festival and event, leisure programmes and LSTF funding, and by bidding in to other promised funding opportunities such as Sport England, British Cycling, Public Health and the Arts Council. Further papers outlining these details will be brought forward. The staffing capacity to deliver this also needs to be considered.
22. **Ensuring a strong cultural and cycling legacy** - The Council will use the event as a means of promoting cycling as a sustainable mode of transport, as a means of promoting healthy lifestyles and to support our ambition to become the city with the largest participation in sport and active lifestyles. We will be supporting other authorities across the region to achieve higher participation rates in cycling. The authorities will also work together to develop a ‘festival of cycling’ to sit along side the Tour to enable local people and visitors to get the most out of their stay in the region. North Yorkshire County Council has already financially agreed to this work in principle. Further funding bids may also be possible to Sport England.
23. In Yorkshire we have also announced that we will stage a 100 day cultural festival counting down to the GD itself. Initial talks with our other partner authorities and the Arts Council: England indicates positive support for this across all local authorities in Yorkshire.

Consultation

24. The cycling community, through an online petition, have been involved as much as possible in encouraging local people to back

the bid and show ASO the support that cycling has in the region. 150,000 people have signed the online petition reflecting the huge interest in cycling and appetite for the Tour to come to Yorkshire. Now that the bid has been successful then consultation and engagement will be core to ensuring the success of the event. The consultation will include cycling clubs, communities on the route and those involved in the event along with elected members.

Next Steps

25. The formal announcement that the Grand Depart was to be held in Yorkshire was made shortly before Christmas. The main announcement of the route was made in Paris and Leeds on the 17th January. Leeds City Council will be signing the agreement with ASO and Welcome to Yorkshire on the 17th January and the other regional local authorities will need to be in a position to confirm their support within a short timeframe thereafter.
26. In view of this it is proposed that the Chief Executive is given delegated authority to enter into the necessary agreement with Leeds City Council and Welcome to Yorkshire.

Implications

Financial:

27. It is expected the initial hosting cost of £500k will be met from the Economic Infrastructure fund. Further detailed work is underway to bring together a full financial proposal for this opportunity for the City.

Legal:

28. Welcome to Yorkshire will be the contracting body with ASO, with Leeds City Council acting as the lead local authority for the event. Welcome to Yorkshire will issue contracts with each local authority the route passes through.

Equalities:

29. The GD, the potential cultural festival and the legacy work offers the city many opportunities to engage with a wide range of local people. Fundamental to the event will be the opportunity to develop a cycling strategy which will focus on access to cycling for all. A full equality impact assessment will be completed on the development of the programme for York.

Human Resources:

30. While some of the work on the cultural and legacy elements of this bid have been and can continue to be absorbed within the current

staffing structure a successful delivery of the event and its associated legacy will require additional staffing support. Work is underway to establish how we can work with partners to support these requirements built on previous experience.

Risk Analysis

31. Risks associated with delivery of the event are wide ranging and similar to other major events the city is well used to delivering. These risks will be managed as part of the project process.

Corporate Priorities – Delivering the Council plan

32. The proposals within this paper help to deliver the council plan in two of the main priority areas:

Build Strong Communities – the event itself, the accompanying cultural festival and the legacy work with York leading will support the health and family agenda, encourage greater take up cultural opportunity.

Create Jobs and grow the Economy - Attracting the Tour de France to Yorkshire and to York will underline the city as a venue for global events which will be key to internationalising our culture. The economic benefits of hosting a start of stage will be similar to those experienced when we hosted the Olympic Torch Relay and Royal Ascot.

Recommendations

33. Members are asked to:
 - a) Approve the Council's commitment to staging the Grand Départ within the parameters outlined and agree that the £500k hosting fee will be met from the Economic Infrastructure Fund.
 - b) Give delegated authority to the Chief Executive, in consultation with the Leader of the Council, to enter into an agreement with Welcome to Yorkshire and Leeds City Council to host the Grand depart.
 - c) Agree the approach of the regional and local legacy and cultural work as outlined above.

Reason: To support the efficient and effective implementation of the work needed to successfully host the Grand Départ in the region and the legacy work for York's regional leading role and York element of the legacy implementation.

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Wards Affected: List wards or tick box to indicate all		All	✓				

For further information please contact the author of the report

Background Papers: None