

Report of the Cabinet Members for Leisure, Culture and Tourism, and Transport, Planning and Sustainability

The Tour de France – 100 Days to go

Summary

1. This report provides a further update on the York element of the Tour de France (TDF) following the report to Cabinet on 1 October 2013. This report will show the progress on the objectives agreed in that report and outlines the breadth of activity taking place in the 100 day run up to the Start of the second stage of the Grand Depart on the on Sunday 6 July and asks Cabinet to note and approve the actions planned for the secure delivery of the event.

Introduction

2. The Tour De France is the largest free annual sporting event in the world and York is hosting the second stage start on 6th July 2014. Since the October report the regional hub, TDFHub2014Ltd, supported by UK Sport, has been established to act as the co-ordinating body for all the Yorkshire local authorities along the route, Cambridge City Council and Transport for London.
3. In York we have agreed that the Strategic Objectives for delivery are as follows:-
 - To deliver a safe and enjoyable event in York, which enhances the reputation of our City
 - To Maximise the Economic Benefit and opportunity in the short, medium and long term
 - To secure a long lasting legacy across our Communities, Culture, cycling infrastructure and Health

Regional update

4. The Tdf2014Hub working with ASO and the Local Authorities have now established the technical protocols for the event. They have set up the following work streams; Operations, Communications, Tourism, Transport and Highways, Licensing, Health & Safety and C3. Together we are charged with ensuring that the race is delivered safely, securely and with best value gained for the public investment. Officers are working with them to establish C3 protocols, common templates for the operational planning, and central procurement of resources for the event and co-ordination of the volunteering team.

Local Strategic Objectives

5. In order to ensure the delivery of the agreed strategic objectives we have established our local a delivery structure around five themes including the Operations for the Event, the Local Legacy, Cultural Opportunity, Commercial Opportunity and Communications. Although they are distinct work streams they have linked effectively into the TDFHub2014Ltd structure.

Operations for the event

6. Plans to deliver the Racecourse and route infrastructure for the race are progressing well. Officers will be agreeing the plans for dealing with isolated streets along the route with colleagues in Adults, Children's and Education and private sector care partners. Working through the programme of 'community conversations' we will be establishing the crowd management and access issues faced by residents along the route for the event and setting in place appropriate alternative arrangements.
7. As with the Olympic Road races in 2012 the initial 'Dot Plans' detailing exactly where the various Crowd Stewards, Crossing Marshalls and Flag Wavers will be positioned along the route have been produced. The command, control and communications structure (C3) has been agreed and a geographical Silver Command for York will be located in our CCTV suite at West Offices.

Start

8. The start of the second day is at the Racecourse and 20,000 tickets have been snapped up by the public within four and a half of their

availability on the website. We have retained 5,000 for council use to promote the commercial, cultural, community or economic objectives outlined below. Any remaining tickets will be released to the public. Spectators will still be able to get a fantastic view of the race through positioning themselves along the route and we are expecting that the majority of spectators will view the race this way.

Spectator Hubs

9. To assist us with traffic and crowd management on the day we are proposing a series of Spectator Hubs geographically spread across the city and the Racecourse will be part of that. Parking at the Knavesmire will be open from 5.30am and the animation of the front of the presentation podium will start at 8.00am. There will be an opportunity for the public to meet/see teams at their team busses based on the Bustardthorpe Field car park. At 9.00am, ahead of the racing peloton, there will be a sponsor's parade, known as the caravan, with up to 180 vehicles which will entertain the crowds seated in the Ebor and Knavesmire stands and in the Race Enclosure, before heading out on the race route through the city. At 11.00am the riders will set off from in front of the stands and head out of racecourse gate 1 onto the route around the city. After York the race will take a route via Harrogate to the finish in Sheffield and the race coverage will continue via big screens positioned at the spectator hubs.
10. We have identified three other areas to operate as spectator hubs, providing a safe and secure place for families to watch the event, supporting our camping provision and assisting with crowd and traffic management plans. Designer Outlet, Rowntree Park/Riverside and Monks Stray have all been proposed as Official TDF Spectator Hubs. The decision on the official hubs is expected by the end of March.

Highways, Route and traffic management

11. Highways repairs and maintenance are been agreed, scheduled and are expected to come within budget. Officers have been working across the region on traffic management plan co ordination and a full regional list of road closures and associated plans will be released at the end of March. It is expected that these issues shall continue to emerge as the realisation of the impact of the traffic arrangements continues to percolate.

Local Legacy

12. Not only is York is taking the lead for the region on the legacy programme but we also have our own York legacy objectives and targets.
 - Cycling to be widely perceived as a safe, effective, cheap, healthy and enjoyable activity for commuting and leisure, with the number of trips made by cycle in York by 2023 to be 20% higher than in 2012.
 - To be recognised as a great region for cycle sport, cycle tourism and events with an increase in competitive sports events by 3% and non competitive events by 10% on the 2012 baseline.
 - A broad range of community, public and private sector partners to be effectively working together to promote cycling.
 - Everyone in the region to be able to access appropriate equipment to enable them to cycle.
 - Safe high quality infrastructure and facilities to enable cycling to be provided appropriately measured by a reduction in year on year cycle fatalities and serious injuries.
 - Local authorities and partners to effectively encourage and facilitate everyone in the region to cycle more often as a mode of transport for recreation and for sport with at least one third of all cycling activity to be undertaken by women in 2023.
13. In order to help deliver these targets a programme of led rides, support for clubs based activities and HEAL Health research work has commenced. These will be taking place all across the spring and summer period and will tie into the city's second SKYRIDE. Working in association with British Cycling this event is programmed for Sunday 14th September linking in with the York Cycle Festival. Officers are also bidding to fund a new fleet of adaptive bikes to facilitate the setting up of a new disability cycling club.
14. A programme of cycling activity is planned with both primary and secondary schools, to promote family recreational rides, cycle training, the use of the mountain bike track at Rawcliffe as well as progression to cycle sports clubs. The education pack developed by York has had over 2,000 downloads from the Welcome to Yorkshire site alone. Transport for London, and Active Essex have asked the

York team for permission to replicate the pack for Cambridge to London leg of the race.

Cultural Opportunity

15. For the first time, in its 101st running, the race will be accompanied by a cultural festival that celebrates the best of Yorkshire arts and culture, including sporting achievement, and commences on the 27 of March. The full details of the region wide event can be accessed at www.yorkshirefestival.co.uk
16. The Cabinet Member for Leisure, Culture and Tourism and lead for the TDF event as approved the following principles for the York Cultural programme:
 - to give the local community and cultural sector the chance to showcase York's diverse and vibrant cultural offer within a wider regional programme
 - to seek to work with partners and organisations making the York programme as inclusive as possible for the communities who live and work within the of boundaries of the City of York
 - to identify innovative and creative ways to bring together all of our communities
 - to build on our longer term goal leaving a lasting legacy for our cultural and creative communities, as well as participants and audiences
 - to promote this once in a life time opportunity for individuals and communities to participate in this unique festival and to help transform York into a city that truly knows how to celebrate.
17. To support this Officers have secured three regional commissions for York: Bike Stories, Tour de Brass and Monday's Child. The main arts commission for Cambridge has been secured by York based Pilot Theatre. Officers have also been working with partners to produce a core York programme. Within that there are four specific community engagement projects: Planting the City Yellow, Dressed to Impress, The Road to York and the Festival Song. The current programme listings are attached at Annex 1, however it is expected that the programme, much like that of York 800 will continually have additional events and activities added.

18. In order to promote the culture of York and engage the community we have set the following outputs to be achieved by the cultural programme:
- Our financial investment to be matched by partners on a minimum 1:1 basis
 - Over 50 events to be delivered by partners and officers within the Festival period
 - Community involvement in the community projects from at least 80% of wards in the city
 - Good and positive coverage of the cultural programme in a range of local and regional media.

Commercial Opportunity

19. Welcome to Yorkshire has estimated an economic benefit to Yorkshire in the region of £100m. Officers are working with the LEP team and WTY to maximise this opportunity for the region but specifically in our planning for York. Promotion of the commercial and business opportunities around the tour has been embedded in our core business engagement work and we have hosted a number of 'TdF Business Road shows' reaching over 100 businesses in the city. An information leaflet for businesses - 'How your business can benefit from the tour' – has been produced and will be distributed widely across the York business networks in early March.
20. The outcomes we are seeking from the commercial opportunities developed as part of the TDF are:
- Residents, visitors, campers, and participants enjoy a fun, positive and safe event
 - Some of the costs of hosting the event to the York taxpayer are mitigated through commercial activities
 - Local businesses enjoy tangible economic benefits from the event through extending the visitor length of stay before, during and after the Race.
 - York's tourism, culture and retail sectors benefits from positive global television and media exposure
 - The City of York benefits from trialling commercial model to operate viable and cost neutral events and festivals in the future.

21. Officers are working with UKTI to develop the Grand Depart International Business Festival which will be held in York in the week before the Race. The National Railway Museum will host the conference and the programme will focus on international trade and investment opportunities linked to Rail, and Bioscience/ Biotechnology. The Business Festival will bring together local businesses and international business visitors. A small business event is also planned and will be held in Parliament Street on the day of the race. The economic impact to the region will be evaluated through research undertaken by the University of Sheffield. This information will be able to be broken down by local authority area.
22. Our commercial innovator has been seconded to us from Visit York and has helped to set up the website to sell the camping, caravanning, parking and merchandise. The web site went live on the 23rd of January and is market testing the demand for these facilities.

Communications

23. The City of York Communications lead is part of the Regional Communications Group - which includes Welcome to Yorkshire and Local Authorities across the region - in order to maximise the council's ability to access and communicate up to date, reliable and detailed information that supports the achievement of our strategic objectives.
24. Planned sustained communications activity is aimed at building on the incredible enthusiasm and excitement already in the city about this huge event. It will ensure residents, businesses, communities and partners in York feel informed and able to experience the race and support them to make the most out of the opportunities it will bring. Communications activity will promote how everyone in York can be part of not just the event weekend but the fantastic programme of events in the 100 days beforehand. Communications surrounding the route, traffic management and transport is an important factor in achieving all of this and will be a priority for the council.
25. Communications activity to promote and support a lasting legacy in cycling is underway; ensuring residents know how they can get involved in the huge programme of activities throughout the summer - and beyond - and about the support available to help more people cycle more often. It will also strengthen the city's drive to leave a

lasting legacy for its cultural and creative communities and offer. York has already benefitted from additional positive global media attention since the race was announced. The council will build on this in the run up to, during and after the race alongside partners, to increase York's profile as a place people want to live, work, visit and invest.

Implications Financial

26. The report to Cabinet in October detailed that the event would cost £1,664k. This covered the cost of the event, legacy costs and regional contribution and was funded by the following:

	£'000
Hosting Fee Budget (EIF)	500
Capital Contingency (Highway Works)	200
Delivery and Innovation Fund	200
Council Contingencies	473
Government Contribution	291
	1,664

It is currently anticipated that the costs of the event will be contained within this budget.

27. The creation of the TDFHub2014Ltd as the company with responsibility for delivering the event has resulted in a number of changes in how individual elements of the event will be funded. Overall there is no impact on the net budget for the council of the event.

Human Resources (HR)

28. Following the recommendation of Cabinet we have secured additional resources through freelance short term appointments to support the operational planning and commercial innovation element of the event delivery. We will also be looking at volunteering opportunities for our staff not only through the 'Le Tourmakers' programme but also in other roles across the cultural, event and legacy programme.

Equalities

29. Work is underway to look at access issues and create safe viewing opportunities to allow as many people as possible to engage with the event. The cultural programme promote inclusive involvement and the legacy also has a strong focus on enabling access all who want

to have a go at cycling. Our cycle programme including Skyride and similar event will include routes for adapted bikes.

30. An equality impact assessment has been completed and will be built on as more details around the event emerge. We will engage fully with our communities as this is progressed.

Legal

31. In February the Cabinet approved the delegation of authority to the Chief Executive to enter into agreement with Leeds City Council to deliver the event. An adapted agreement is expected to be signed by the end of February.
32. Under s1 Localism Act 2011, the Authority has a general power of competence, which enables it to enter into arrangements to deliver the Project. Legal Services will provide advice on the preparation of the contract.

Risk and Opportunity Management

33. A programme management process and system has being put in place to ensure that all identified and emerging threats are recorded and planned for as part of the overall planning framework for the event.

Corporate Objectives

34. The successful delivery of the Tour de France event and legacy supports the council's priorities of Creating Jobs and Growing the Economy and Building Strong Communities. The long term ambition of improving York's position as a Cycling City will support the priority of Get York Moving and Protect the Environment.

Recommendations

35. Cabinet are asked to:
 - (i) Note the success and progress made with the delivery of the Tour de France against the objectives agreed.
 - (ii) Approve the outcomes detailed in the report.

Reason: to ensure the successful delivery of the Tour De France events in York and support York's cycling legacy.

Contact Details

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	Report Approved	√	Date 21/02/2014
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Wards Affected: All			√

Background Papers: None**Annexes :** Annex 1 - York Festival Programme 2014