

 Executive 5 April 2018		Agenda Item No. <h1 style="text-align: center;">12</h1>
Title	Cycle Tour 2017 Review and 2018 Update	
For further information about this report please contact	James de Ville Business Support Team Leader 01926 456012 James.deville@warwickdc.gov.uk David Butler Business Manager 01926 456017 David.butler@warwickdc.gov.uk	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	N/A	
Background Papers	N/A	

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	Yes
Included within the Forward Plan? (If yes include reference number)	Yes (923)
Equality Impact Assessment Undertaken	No

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	19/03/2018	Bill Hunt
Head of Service	16/03/2018	Dave Barber
CMT	19/03/2018	Bill Hunt
Section 151 Officer	19/03/2018	Mike Snow
Monitoring Officer	19/03/2018	Andy Jones
Finance	19/03/2018	Mike Snow
Portfolio Holder(s)	19/03/2018	Cllr Noel Butler
Consultation & Community Engagement		
None		
Final Decision?	Yes	
Suggested next steps (if not final decision please set out below)		

1. **Summary**

- 1.1 The report brings forward a request for funding following the agreement to have to have the finish line for the Women's Cycle Tour in Leamington on Friday 15 June.
- 1.2 The route of the Men's Cycle Tour is unlikely to be confirmed until Mid-April but funding is sought to support this in case the District is included in the route.

2. **Recommendation**

- 2.1 That Executive approve an allocation of £80,000 from the Service Transformation Reserve to allow the Business Support and Events Team to secure the hosting of one or both finishes and to deliver other events in support of both cycling events, and to ensure proper publicity is given to them:
 - (1) Women's Cycle Tour Funding: £35,000 (included in this amount is a £15,000 contribution to Warwickshire County Council to help cover expenses such as traffic management);
 - (2) Men's Cycle Tour Funding (if the route passes through Warwick District): £45,000 (included in this amount is a £15,000 contribution to Warwickshire County Council to help cover expenses such as traffic management).

3. **Reasons for the Recommendation**

- 3.1 Official organiser figures state that The Women's Cycle Tour 2017 brought around 20,000 visitors to Leamington Spa on the day of Tour, with an expenditure total of at least £300,000.
- 3.2 Highlights of the event were shown on ITV4 on the day of the race, with further coverage of Royal Leamington Spa, and the sprint stage in Kenilworth, being shown during the Tour de France coverage later in 2017 and syndicated through Eurosport and others networks to a national and international audience.
- 3.3 Given the experience of the 2017 Women's Tour finish it is anticipated that £20,000 is required (over and above the £15,000 contribution with WCC) to ensure that sufficient stewards, security, engagement and entertainment is provided on the day to deliver an event for all visitors, that will continue to showcase the town through the extended coverage after the event. Whilst the final location of the finishing line has yet to be ratified, we are confident that the organisers and County Council have listened to our thoughts, and learning points from 2017, and a town centre finish that does not necessitate the closure of Parade will be selected. Sufficient space will always be a priority in order to provide a memorable occasion whilst maximising the economic impact of the day for town centre businesses
- 3.4 The funding would also allow for a comprehensive and fully funded, communication plan for the district. This would allow for more engagement and work to be done with the businesses within Royal Leamington Spa, to help them make the most out of this event. This might be through workshops on social media, place making, and town centre activities to ensure that our local businesses have the skills and knowledge to gain maximum benefit from this unique event.

- 3.5 The route will have a sprint stage in Kenilworth, as well as passing around the town centre of Warwick – the same as the 2017 Women’s Tour. With that in mind, the Business Support and Events team will include activities and promotions that maximise the benefits to the towns as well as the wider district, within the request budgetary amounts.
- 3.6 The Men’s Tour would be a new event to Warwick district, but would build on the basic layout of the Women’s Tour. The funding is requested now because the announcement of a route is due in Mid-April and we do not currently know if Warwickshire will host a stage or whether the District is selected to host a part of it. However, if it is, we would need to start implementing relevant plans immediately and the next Executive meeting is on 1 June 2018. The need to start implementing the plans earlier for the Men’s Tour is because it is significantly larger, with crowds usually being around 4 times larger (although this increase is spread throughout the route) and live TV coverage throughout. In order to put on an appropriate event and accompanying business support, and allowing for additional security and stewarding costs, the budgetary impact is therefore greater than the Women’s Tour.

4. Policy Framework

4.1 Fit for the Future (FFF)

The Council’s FFF Strategy is designed to deliver the Vision for the District of making it a Great Place to Live, Work and Visit. To that end amongst other things the FFF Strategy contains several Key projects.

The FFF Strategy has 3 strands – People, Services and Money and each has an external and internal element to it. The table below illustrates the impact of this proposal if any in relation to the Council’s FFF Strategy.

FFF Strands		
People	Services	Money
External		
Health, Homes, Communities	Green, Clean, Safe	Infrastructure, Enterprise, Employment
<u>Intended outcomes:</u> Improved health for all Housing needs for all met Impressive cultural and sports activities Cohesive and active communities	<u>Intended outcomes:</u> Area has well looked after public spaces All communities have access to decent open space Improved air quality Low levels of crime and ASB	<u>Intended outcomes:</u> Dynamic and diverse local economy Vibrant town centres Improved performance/productivity of local economy Increased employment and income levels
Impacts of Proposal		
The promotion of this event will encourage people to look into cycling further, and possibly take it up as a hobby or sport.	With all our events we ensure that safety of the public is our number one priority.	With the finish line being in Royal Leamington Spa, visitors will be able to explore our vibrant variety of retail and food outlets. There may also be some

		visitors staying over at this location, adding to their expenditure within the district. Further, the coverage on national and international networks is invaluable as a marketing tool for the sub region
Internal		
Effective Staff	Maintain or Improve Services	Firm Financial Footing over the Longer Term
<u>Intended outcomes:</u> All staff are properly trained All staff have the appropriate tools All staff are engaged, empowered and supported The right people are in the right job with the right skills and right behaviours	<u>Intended outcomes:</u> Focusing on our customers' needs Continuously improve our processes Increase the digital provision of services	<u>Intended outcomes:</u> Better return/use of our assets Full Cost accounting Continued cost management Maximise income earning opportunities Seek best value for money
Impacts of Proposal		
The Business Support and Events Team will be leading on this event, but could not deliver on the day without volunteers from the Council. In 2017 we had several volunteers from all sectors of the Council, and we would expect a similar level of support this year.	We have learnt a few lessons from the Women's Tour 2017, and have been able to improve our processes for 2018 to ensure the event is delivered in an effective and efficient manner.	We will be setting up new cost codes to ensure that full and proper cost management is implemented for these events. We will also look to ensure we use our assets wisely, and in a way that will maximize their potential.

4.2 Supporting Strategies

Both events touch on many of the Strategies of FFF, be it economic development, the health and wellbeing of our residents or through the international coverage our District will receive.

5. Budgetary Framework

- 5.1 The report requests that £80,000 to be drawn down from the Service Transformation Reserve, which currently has an unallocated balance of £682,000, to deliver the activities as set out in 2.1 – 2.3.

6. Risks

- 6.1 The risk of hosting these events would be that the economic benefit is not as apparent, or as high, as we have estimated. However to mitigate this, the Business Support and Events Team will work with Media to implement a

comprehensive promotional schedule to ensure that we reach as many potential visitors as possible.

- 6.2 Reputational risks also arise if the feedback on the 2017 Tour was not addressed, especially around road closure, barriers and infrastructure within the town centre. This could be mitigated through an alternative finish location being selected that minimises the negative impact and through the continued communication to the organisers and Warwickshire County Council, but also with a properly laid and funded coms plan.

7. Alternative Option(s) considered

- 7.1 One alternative option is to not support the event. This would remove the risk of our economic impact not being met. Likewise we would remove the chance of disruption in the local area. However, this option is not being recommended as in its first year in Royal Leamington Spa, the Women's Tour still delivered a significant economic impact and that we are confident of growing this in 2018.
- 7.2 We could also decrease the amount we are looking to spend on the event to £21,000 per event. This would provide Warwickshire County Council with their £15,000 contribution, and give the Business Support and Events team £6,000 to provide the organisers with everything that is expected from the finish line host. This is not being recommended, as there wouldn't be available funds for the team to put on additional activities and marketing to help the district make the most out of these internationally publicised events.
- 7.3 One final option would be to support in principle hosting the finish or finishes without committing Council funding, instead seeking sponsorship to cover the costs. This has not been recommended as there is a substantial risk that such sponsorship would not be forthcoming and the event would remain unfunded.

8. Background

- 8.1 During a debrief of the Women's Cycle Tour 2017, it was acknowledged, by Warwickshire County Council and by SweetSpot (the tour organisers), that the finish in Royal Leamington Spa had been an incredibly successful event – and the busiest finish that they had outside of London in the history of the Women's Tour.
- 8.2 However, concerns were raised by town centre stakeholders around the impact on some of the town centre businesses from the infrastructure brought in for the event. This made moving around the town more difficult due to the amount of barriers that were required to keep both the cyclists and the public safe.
- 8.3 There was also feedback from some local businesses that they weren't made aware of the event with sufficient notice, The Business Support and Events team will be ensuring that the business engagement for both events is a high priority through a comprehensive and well delivered communication plan, and by ensuring stakeholder engagement meetings happen regularly to help drive up advocacy of the event within the town.
- 8.4 The independent economic assessment of the Warwickshire Stage of the Women's Tour showed that over £300,000 was spent within the town centre on the day of the Tour.

- 8.5 For the 2017 Tour, we made a contribution of £11,375 to Warwickshire County Council, which went towards the traffic management and hosting of the event in our area. In total the Business Support and Events Team spent approx. £25,000 (which includes the WCC contribution). This covered our events in both Kenilworth and Leamington Spa, street dressing and medical provision. A £20,000 grant from Exec allowed us to cover a majority of these costs.