



Title	Men's Cycle Tour of Britain 2019
For further information about this report please contact	Martin O'Neill Business Manager
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Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?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)	No
Equality Impact Assessment Undertaken	No

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	12/2/19	Bill Hunt
Head of Service	8/2/19	Dave Barber
CMT	12/2/19	Bill Hunt
Section 151 Officer	12/2/19	Mike Snow
Monitoring Officer	12/2/19	Andy Jones
Finance	12/2/19	Mike Snow
Portfolio Holder(s)	13/2/19	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 request to have the start of the Men's Tour of Britain Tour in the District on Friday 13th September 2019.
- 1.2 The report also summarises the economic impacts of the Women's and Men's cycle tours 2018, both of which included a finish in Leamington.

2. **Recommendation**

- 2.1 That Executive approve an allocation of up to £45,000 from the Contingency Reserve to allow the Business Support and Events Team to secure the hosting of the start of a stage of the Men's Cycle Tour of Britain in Warwick District and to deliver publicity and other events in support the event.

3. **Reasons for the Recommendation**

- 3.1 In June 2018, Leamington hosted the finish of the Women's cycle tour. Official organiser figures state that The Women's Cycle Tour 2018 brought around 20,000 visitors to Leamington Spa on the day of Tour, with an expenditure total of £434,058. In addition, feedback indicated that 87% of race watchers described the race as "very enjoyable" and 67% were inspired to cycle more often. Highlights of the event were shown on ITV4 on the day of the race, with further coverage of Royal Leamington Spa.
- 3.2 This was the third consecutive occasion that the Women's cycle tour had been hosted in Warwickshire. The organisers of the Women's Tour have a policy that they will rotate hosting Counties after three events and for that reason, the Women's Tour will not be returning to Warwickshire in 2019.
- 3.3 In September 2018, Leamington also hosted the finish of the Men's Tour of Britain which include appearances by Tour de France winners Chris Froome and Geriant Thomas. The impact report from stage (Nuneaton to Leamington) is shown in appendix 1. The headlines from this are
 - a) the event attracted 170,000 visitors over half of whom were from outside Warwickshire
 - b) the net expenditure across Warwickshire was £1.66m of which £135,332 was in Leamington
 - c) there was higher expenditure associated with the start than finish due to the higher number of overnight stays
 - d) 44% of visitors to the events associated Warwick District Council with the events (and 46% associated Nuneaton and Bedworth Borough Council)
- 3.4 In 2019, it is expected that the Men's Tour of Britain will once again see a stage hosted in Warwickshire. Whilst this is still to be confirmed, discussions suggest that the stage could involve a start in Warwick District, (with Warwick itself being a potentially location for this), with a finish elsewhere in the County. Officers consider that this could provide a fresh dimension to the District's participation in the Tour, particularly given that Leamington has now hosted three finishes across the two events. As shown in the Impact Report from 2018, starts bring economic benefits that are at least equivalent to finishes and indeed the combination of overnight stays and the potential increase dwell time in the town after the departure of cyclists (for instance by putting on events), provides the potential for greater benefits to accrue from a start. A start also

offers the opportunity for crowds to see the participants up close as they are individually introduced ahead of a departure. So, whilst it lacks some of the drama of a finish, it actually provides a better opportunity to appreciate the events and its participants. For these reasons, crowds for starts are generally comparable to the crowds for finishes.

- 3.5 Given the experience of the 2017 and 2018 Women’s Tour finishes and the 2018 Men’s Tour finish, it is anticipated that £30,000 is required (over and above the £15,000 contribution to Warwickshire County Council to help cover expenses such as traffic management and to support the event publicity). This budget is required 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 District through the extended coverage after the event. Whilst the final location of the start has yet to be ratified, we as the organisers and County Council have indicated a clear interest in a Warwick District start with, Warwick itself currently being suggested as the preferred location. 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
- 3.6 The funding would also allow for a comprehensive and fully funded, communication plan for the district. This would allow for engagement with the businesses, to help them make the most out of this event. This might be through 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.
- 3.7 The route is still to be confirmed, but should the start be hosted in Warwick or Leamington, officers will work to once again secure a sprint stage in Kenilworth, as well making the case for the Tour to pass through other parts of the District. 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 requested budgetary amounts.

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	<u>Intended outcomes:</u> Area has well looked	<u>Intended outcomes:</u> Dynamic and diverse

Housing needs for all met Impressive cultural and sports activities Cohesive and active communities	after public spaces All communities have access to decent open space Improved air quality Low levels of crime and ASB	local economy Vibrant town centres Improved performance/ productivity of local economy Increased employment and income levels
Impacts of Proposal		
The event may encourage increased participation in cycling – the 2018 impact report indicates that 61% of visitors were inspired to cycle more often	With all events we ensure that safety of the public is our number one priority.	With start in one of our towns we can expect increased overnight stays and the opportunity for visitors to explore our vibrant variety of retail and food outlets. Associated events organised by the District Council will support this. 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 2018 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 Tours in 2017 and 2018, and have been able to improve our processes 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

The event touches 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 £45,000 to be drawn down from the Contingency budget. The balance on the 2019/20 Contingency Budget is £237,000

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 and will organise associated events to ensure that we reach as many potential visitors as possible and maximise dwell time and spend.

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 evidence from previous Tours is that it has the potential to bring a significant economic impact.
- 7.2 Another alternative is to seek agreement to host a finish of the Tour instead of a start. This has the advantage that the organisers and Councils have experience of hosting successful finishes in Leamington and the "template" for this could be repeated (with some small changes) in 2019. This option is not being proposed because officers feel that after hosting three finishes in the last two years, there is a risk that the number of visitors will decline if the event is seen as becoming stale. The proposal to host a start maximises the likelihood of keeping the event fresh and bringing economic benefits.
- 7.3 A third alternative would be to decrease the amount we are looking to spend on the event to £21,000. 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 start host. This is not being recommended, as there wouldn't be available funds for the team to put on additional activities (which last year included a street party and events around a "big screen" in the Pump Rooms) and would reduce marketing which helps the district make the most out of these internationally publicised events.
- 7.3 One final option would be to support in principle hosting the start 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.