



Report Reference Number: E/18/33

To: Executive
Date: 6th December 2018
Status: Non Key Decision
Ward(s) Affected: Tadcaster
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Lead Executive Member: Councillor Pearson, Lead Executive Member for Housing, Health and Culture
Lead Officer: Dave Caulfield, Director of Economic Regeneration and Place

Title: Programme For Growth (P4G) Proposed New Project: UCI World Championships and para-cycling road race qualifiers.

Summary:

This report provides the Executive with a brief outline of the UCI Road World Championships and para-cycle event 2019. It considers the proposed role of the Selby district in this, and the necessary resource required from Selby District Council (SDC) to manage race requirements.

Recommendations:

The Executive approve funding of £65,000 to host the para-cycling qualifiers event in line with the UCI Road World Championships Local Authority Agreement and to manage race routes through the district.

It is recommended that the project be considered a P4G project and funded from the programme.

Reasons for recommendation:

The Executive is asked to approve the recommendation in order to meet the requirements of:

- The Local Authority agreement with Y2019 to host the para-cycling start event at Tadcaster
- The P4G funding authority arrangement that all future P4G budget expenditures over the agreed £10,000 threshold will be presented to Executive individually for approval and tracked in future quarterly reports.

1. Introduction and background

1.1 On 26th September 2018 the UCI Road World Championship routes for 2019 were announced. The report gives an outline of the Championships and the associated para-cycle event that will be held in the district from 21st – 29th September 2019.

It identifies that Selby District Council have been asked to support delivery of the para cycle start event at Tadcaster on 21st September 2019 and outlines what is required from resources to deliver such an event.

1.2 The report places this in the context of a range of other activity which is already planned for the district in 2019 and what has already been committed by the Council to deliver an exciting agenda for the area both within year and beyond.

2. UCI Road World Championships:

2.1 The UCI Road World Championships is an annual competition which manages several different types of cycle racing to determine the world's champion cyclists. The delivery partners for the race are British Cycling (BC), Department for Digital Culture, Media and Sport (DCMS), UK Sport (UKS), Sport England (SE), Welcome to Yorkshire (WtY) in conjunction with host Local Authorities. The delivery team for the race is Yorkshire 2019 (Y2019).

2.2 Championships are held for elite men, women, U23s and junior cyclists in road, track, cyclo cross, mountain biking and indoor cycling. The nine day road racing events for 2019 will be held across Yorkshire. The event was held in Innsbruck, Austria for 2018, attracting regional, national and international interest with a media reach from local Look North and Calendar news, to BBC full coverage, and an international audience reach of 133 million.

2.3 The race will also include for the very first time, a para-cycling event with entries from every Paralympic road racing classification with riders preparing for the Tokyo 2020 Olympics.

2.4 The championships will be from 21st – 29th September 2019 with all routes finishing in Harrogate. Starts will occur in Harrogate, Ripon, Northallerton, Richmond, Doncaster, Bradford and Leeds. The para-cycling event will have 4 stage starts in Beverley, Tadcaster, Wetherby and Harrogate. The championships being held in Yorkshire offers a significant variety of route challenges rarely seen in the championship so promises to offer extensive exposure in the cycling world.

2.5 Details for all race routes can be found [here](#). The relevant district routes for the race are as follows and a promotional video can be seen [here](#).

Date - 2019	Race	Start Location	Selby route
Saturday 21 st September	Para-cycle event	4 stage start: <ul style="list-style-type: none"> • Beverley • Tadcaster • Wetherby • Harrogate 	North Duffield – Riccall – Kelfield - Cawood – Ryther - Ulleskelf - Tadcaster
Friday 27 th September	U23 Men’s	Doncaster	Eggborough – Kellington – Beal – Hillam - Sherburn - Tadcaster
Friday 27 th September	Junior Women’s	Doncaster	As above

3. Para-cycle event:

3.1 The para-cycling event is a unique opportunity to showcase the district at the heart of Yorkshire. It will be held on Saturday 21st September 2019 and will essentially have 4 starting locations. The race will comprise four groups of disabled riders (blind and visually impaired, people with cerebral palsy, locomotor disabilities and handcyclists) and a total of 13 classifications for men and women. Riders are placed in the appropriate classification in the light of their functional capacity.

3.2 Those riders racing the longest distance will start in Beverley and the shorter courses will begin along one continuous route in Tadcaster, Wetherby and Harrogate.

3.3 This is the largest and most unique race start of its kind and the first time the para event runs from point to point (a different start and finish) than a circular route. The logistics will need to be carefully planned. It is a great opportunity for the area to be involved in such an inclusive trail blazing approach to the sport.

3.4 As per other races, Y2019 will coordinate the race infrastructure for the athletes although the roles, responsibilities and costs for the start zone will need to be met by the Local Authority. This will include infrastructure very similar to the Tour de Yorkshire (i.e. barriers, toilets), but there will also need to be further consideration of accessibility requirements for athletes and spectators alike to make this a truly inclusive and accessible experience. We anticipate that further details will develop as planning commences.

4. Current events resource for 2019:

4.1 Exploring opportunities to use the UCI Road World Championships as a way to promote the district is an element identified in the Visitor Economy Action Plan agreed by the Executive in March 2018. The Community, Partnerships and Customers (CPC) team, in line with colleagues in Communications and Marketing have a considerable focus next year on large scale events. Programme for Growth funding was allocated in recognition of the importance of 2019 to the area in the following ways:

- Visitor Economy Action Plan: A three year initial investment of £460,000 was agreed to deliver a district wide plan looking to prepare, engage and promote the local visitor, arts, heritage and cultural sectors. Approximately £300,000 of this is currently committed over the three year period. An annual review on progress is due in 2019 but outputs to date include: recruitment of sector specialists in visitor and creative economy and destination management; development of community and sector place branding; strengthening relationships with funders and destination management organisations; and securing the Tour de Yorkshire and UCI stages. There is some scope within this resource to manage a level of the business, community engagement and basic event safety planning needed for UCI. However, any further additional use of this resource would place the deliverability of the longer term, agreed visitor economy plan at risk.
- 'Selby 950': This was identified as a priority P4G project to celebrate Selby Abbey's 950th anniversary. A £50,000 pump prime investment was identified to support match funding applications to Arts Council England and the Heritage Lottery Fund as well as to local businesses. This will include important work to engage local communities, businesses and schools to take part and also includes work with the Arts Council England to develop high quality, celebratory and longer lasting projects for the occasion. This work is a current priority in the visitor economy action plan and is considered a leading piece of work in developing longer term relationships with the creative sector as well as arts and heritage funding bodies. Funding bids for events will be submitted to the Arts Council within the next 4 weeks.
- 'Tour de Yorkshire 2019': SDC has successfully bid to host a stage of the TdY 2019 at Selby to support the 'Selby 950' celebrations. The race will occur 2nd May – 5th May 2019 prior to UCI but planning and organisation will be in tandem and will now place additional demands on the teams to deliver. Specific resource was factored in to support delivery of a stage start/finish through a P4G allocation of £150,000 in recognition that the race attracts hosting fees and event security/coordination resource needs.

- UCI Road World Championships: SDC were aware that there were provisional plans for the UCI race routes to come through the district but there was no allocated project management or event coordination resource identified for this. A hosting role in the championships places an additional resource implication on the council which has not been accounted for.

5. Risks and Issues:

- Ensuring longer term project delivery capacity:
The recent appointments of the Culture, Visitor and Creative (CVC) Economy Manager and the Tourism Development Officer (TDO) offer substantial resource support to deliver the visitor economy strategy and action plan. They have a keen focus on developing the Selby 950 project and to ensure a creative eye on coordinating local events and activities as part of any race events. Staffing resource (excluding wider event safety) for the cycle races can be managed within existing resources. However, the Visitor Economy Action Plan delivery is resourced to support identified activity over the next 3 years. Use of the VE action plan resource should be focused on this longer term aspiration for the district and we need to maintain a balance of delivering on that plan as well as these major events for the district.
The Executive need to consider that any use of the current allocated resource towards delivering next year's events could risk longer term delivery plans and potential to unlock wider investment funding.
- Working in partnership to ensure a safe, inclusive and successful event:
Whilst there is substantial experience in the county in delivering the Tour de Yorkshire, the para-cycle race four stage starts is a first of its kind. There is limited experience as to how to manage this logistic and what resource and planning will be required. It is considered that the race will not be on the scale of the TdY but SDC should consider how we can manage a flexible resource approach alongside other districts and Y2019 to deliver a safe and high quality experience for participants and spectators alike. Local Organising Committee meetings will focus on this and will include multi-agency representatives used to delivering previous cycle races in the area. As identified, the race may bring additional costs and asks of the council which the proposal in this report tries to accommodate in a proposed budget similar to the TdY.

6. Preferred Option for Delivery:

6.1 Identify the project as a Programme For Growth initiative and allocate £65,000 to deliver the para-cycle start event. The funds would be used as follows:

- £25,000 is required as part of the Local Authority agreement to host a stage of the para-cycling event.

- The remaining £40,000 would provide the resource required in a start zone area for infrastructure and event security coordination responsibilities. This includes as a minimum: security and safety barriers, crowd and road closure stewards and emergency first aiders, toilets, generators. There may be additional asks to the TdY, including hospitality infrastructure which the proposal tries to consider. As a para-cycle start of this nature is a first of its kind, allocating such an amount may also support flexibility for any contingencies in managing additional, unidentified arrangements such as ramps or specialist toilet provision.

6.2 To mitigate cost we will:

- engage Tadcaster TEMPT events management committee who have agreed to deliver a community event in line with previous support for the TdY start in 2017.
- Consider where possible, joint commission for the event infrastructure to reduce costs and manage both the TdY and UCI events. Where appropriate or in line with the LA agreement, centrally procure with NYCC Highways and Y2019.
- Where appropriate, deliver officer staffing costs from within current provision.
- Look at any opportunities there may be for sponsorship or donation from local business. (However this has previously been restricted for TdY events due to contract restrictions on advertising).

7. Alternative Options Considered:

7.1 Option 2: Deliver the project without allocated P4G support and fund from within existing resources.

This would require funds to be drawn from either contingency or existing P4G projects. Drawing from existing projects would place delivery of longer term objectives at risk. This could have an impact on the council's reputation with local and regional partners and a longer term impact on external partnership and investment in the district at a time when these discussions and alignment with partner strategies is in progress.

7.2 Option 3: The Executive do not approve investment in the race start.

SDC would be unable to enter the Local Authority Agreement with Y2019 and would not be able to host the para cycle start. Should the council then be unable to deliver the agreement, there would be a significant reputational risk linked to this option at this stage of the project.

8. Implications:

8.1 Legal Implications

In hosting a start stage for the para-cycle event, this would require the Council to enter contractual agreements with Union Cycliste Internationale and Y2109 as their delegated authority.

8.2 Financial Implications

The process for P4G allocation over £10,000 is an executive decision.

Resource implications from drawing upon existing funds are identified above. There remains a small unallocated P4G fund which could be considered an option to support delivery of the race.

8.3 Policy and Risk Implications

Contracts and Procurement - Any spend will be made in line with the Council's contract procedure rules.

8.4 Corporate Plan Implications

The project is a contributor to the Plan Priority 1 - to do business and '*Make our market towns more attractive places to live, work and visit*'.

Major cycle events such as the TdY and UCI attract national and international attention showcasing the best of our area.

The project is a contributor to the Plan Priority 2 - to enjoy life and 'Create conditions for our residents to be healthier'.

Part of the engagement with BC and Y2019 includes considering legacy plans for cycling in the area.

Working with the district's communities and the Selby District Disability Action Group will also enhance local offers for inclusive engagement in cycling and leisure activities.

The project is a contributor to the Plan Priority 3 – to make a difference.

The inclusion of local community groups to deliver side events and to encourage inclusion is something which has been evidenced in previous TdY legacy reporting as being a platform for local community groups to do more for themselves, and raise aspirations for the area. The UCI events will undoubtedly provide a similar experience with a particular opportunity to showcase how the district's communities deliver in an inclusive and accessible way.

9. Equalities Impact Assessment:

An equality, diversity and community impact screening has been undertaken and does not identify any significant, negative impact from this project. It

identifies that there are positive impacts for communities of protected characteristics such as age and disability, enabling an increased participation across a diverse range of the district's residents.

10. Conclusion:

The report outlines the details of the UCI world race championships and the opportunity to host the para cycle event for Olympic qualifiers for Tokyo 2020. Hosting the para cycle event is an opportunity to raise the profile of the district as an inclusive and great place to live. To do so requires the council to enter into an agreement with Y2019 and to consider resourcing the start of the race through P4G processes.

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