



Public Session

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To: Overview and Scrutiny Committee
Date: 22 March 2018
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Title: Tour de Yorkshire 2017

Recommendations:

- i. To note the content of the report;
- ii. To consider future involvement in shaping the Council's approach to managing major cycle events in the District.

Reasons for recommendation

To ensure that the Council's approach to major cycle events in the district remains in line with the corporate plan priorities, to make Selby District a great place to do business, enjoy life and make a difference, and to deliver great value.

1. Introduction and background

- 1.1 The Tour de Yorkshire (TdY) 2017 Stage 2 race start for both the men's and women's races was hosted by Selby District Council at Tadcaster on 29 April 2017. This was the third TdY event and the second hosting arrangement for Selby District since the race's inception in 2015. Selby District also hosted the race starts for Stage 2 of the event in Selby town in 2015, and saw two race routes come through the area in 2016. The race does not enter the district in 2018.
- 1.2 The race is growing significantly in international attraction, not only from spectators and avid amateur cyclists, but through the calibre of participants. 2015 saw Sir Bradley Wiggins in Selby, and Tadcaster's 2017 start hosted the appearance of a growing range of male and female talent such as Thomas Voeckler and Lizzie Deignan.

- 1.3 The Welcome to Yorkshire (WtY) impact analysis (Appendix A) and Infographic (Appendix B) are attached and paint a picture of a growing interest in the now, 4 day event. The event could identify unique spectator numbers close to 2.2 million with an anticipated spectator spend of £64 million. The local aggregate data from this analysis is unfortunately too small to provide solid impact evidence (approximately 50 surveys). However, the wider year on year increase in attention is demonstrated and shows the significance of the event to the region. A Selby District impact and legacy report was completed in September 2017 to support the larger event review and is attached at Appendix C. It reflects on a wider connotation as to how the event has benefited the local area and shows the positive and vibrant impact of the day.
- 1.4 The Selby report gives a view of the day itself and a range of different ways in which the district has benefited and learned from the event. It identifies that there is a significant level of commitment required to host an event, by a range of partners and the community. The longer term benefits to the area from this effort are seen through how it shines an international spotlight on our place and raises the ambitions of local residents to aspire to more for the district, both in terms of local events but in creating an attractive place for repeat visitors. The report has embedded video from local businesses reflecting on how the event has raised the local profile.
- 1.5 Key headlines from the report are:

Spectators – numbers were considered slightly higher than usual festival events for the town (circa 5,000) with a spike at race start times, not including spectators on race routes out of the town. The whole race suggested a spectator volume of 2.2m.

Financial – a financial breakdown of running the events is highlighted within the impact report. It shows that the return on investment is not always financially driven but does indicate that local groups and charities benefit both financially on the day and through raised profile. Businesses had a mixed response with some feeding back best ever takings, whilst others felt expectations could have been managed better. The report has an embedded video with response from three businesses regarding the event.

Welcome to Yorkshire event impact analysis from the whole race showed increase in visitor spends across the three days being significantly higher as each year progresses. Welcome to Yorkshire figures show a 6.5% increase in accommodation related spend and a 9% increase in non-accommodation spend since 2016 (up 36% and 22% respectively since 2015). The data at local level was too low to disaggregate; a point which has been fed back to WtY for any future evaluation engagement and there may need to be a consideration to commission local evaluation as part of any future involvement in the race. Learning from this has been applied to support other local events such as the Sherburn Craft and Food Festival to use impact reporting and tools such as eventIMPACTS.

Social media/promotional profile – the report reflects an unprecedented level of exposure for the race. Internationally, a broadcast reach of 536m with 9.7m TV viewers from Eurosport and ITV4 shows the level of exposure brought to Tadcaster on the day – a PR value which is outside of the reach of our usual influence. Local records of media impressions on the day were again unprecedented and reached 43,000 across social media sources. Information on the district was also held on the council website which recorded 25,000 views in the 2 months prior to the race. The promotional work also highlights business response to hosting the race. Business support sessions were also held locally to gain interest in supporting the race, both by Welcome to Yorkshire and through local business forums. A great deal of the social media impressions were also focused on community life and efforts to decorate the town.

Community Safety – although large numbers are involved in attending such events, there is no discernible change in crime and anti-social behaviour during the period. The council gained a good reputation with delivery partners through managing a safe and engaging event.

Community Engagement – community engagement on the day is shown as proactive and positive. This is key to embracing the event and can offer much more to the area in terms of demonstrating the vibrancy of our place as well as potentially bringing on board investment for the day, or through legacy events and activities. This section not only identifies how the community established events, decorations and competitions but focuses on the legacy of the race and how it has inspired others in the district to offer vibrant and ambitious events, such as the Sherburn Craft and Food Festival and the Selby Arts Festival. The report shows Selby sportive funds raised £20,000+ although since the report was written, this has moved closer to £50,000. Tadcaster has established its own entertainment committee and some of the local businesses have grown their focus as a cycle friendly town to attract repeat visitors.

2. Future Events

- 2.1 The Tour de Yorkshire is a major cycling event for the region. Although the race does not pass through the District in 2018, we should be prepared to consider further involvement in the race in future years and ensure that Selby District maintains a regional presence alongside neighbouring authorities. Since the impact reports were completed, Welcome to Yorkshire, British Cycling, UK Sport and the Department of Culture, Media and Sport have secured the UCI World Cycling Championships for the region in 2019. This shows how a larger focus on the area as a top cycling destination is apparent. Whether as host or as a race route, the council should consider the district's appetite to showcase the area once again.
- 2.2 In doing so, the scrutiny committee may wish to consider what role it wishes to play in considering the key benefits of hosting such events and how the committee may wish to influence any future design and development of the council's approach to such events and its evaluation.

3 Legal/Financial Controls and other Policy matters

Legal Issues

- 3.1 In hosting a start or finish for the TdY, this would require the Council to enter contractual agreements with the Ameury Sports Organisation. This has previously been the case when hosting the TdY.

Financial Issues

- 3.2 Hosting a start or finish event for the TdY does require a level of financial support to ensure appropriate safety and event management provisions are in place. Future hosting should include a potential investment of approximately £150,000, whether as sole or partner contributions. The SDC report outlines what the financial input was for 2017 for the race and also for the community event. The investment for the start at Tadcaster was supported through the Programme For Growth (P4G) fund. The community event benefited from P4G through infrastructure support (i.e. safety management) but also shows an outline of small income generation through stall sales, donation and Town Council support which was fed back into the local community.

4. Conclusion

- 4.1 The Tour de Yorkshire is an internationally significant race which is growing in strength and popularity. The attached documentation should give the committee an overview, from a variety of perspectives, as to how such a large scale event benefits the district and the issues that need to be addressed to ensure it is successful. Whilst requiring investment, the race brings a sharper focus to the district as a great place to enjoy life, right in the heart of Yorkshire. The district should consider future opportunities to be involved in such major cycling events. The Scrutiny Committee now have an opportunity to help influence the direction of how a large scale event can be further delivered in the district.

Appendices:

Appendix A: Welcome to Yorkshire TdY 2017 impact analysis

Appendix B: Welcome to Yorkshire TdY 2017 Infographic

Appendix C: The Tour de Yorkshire in Selby District – Impact and Legacy Report 2017

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