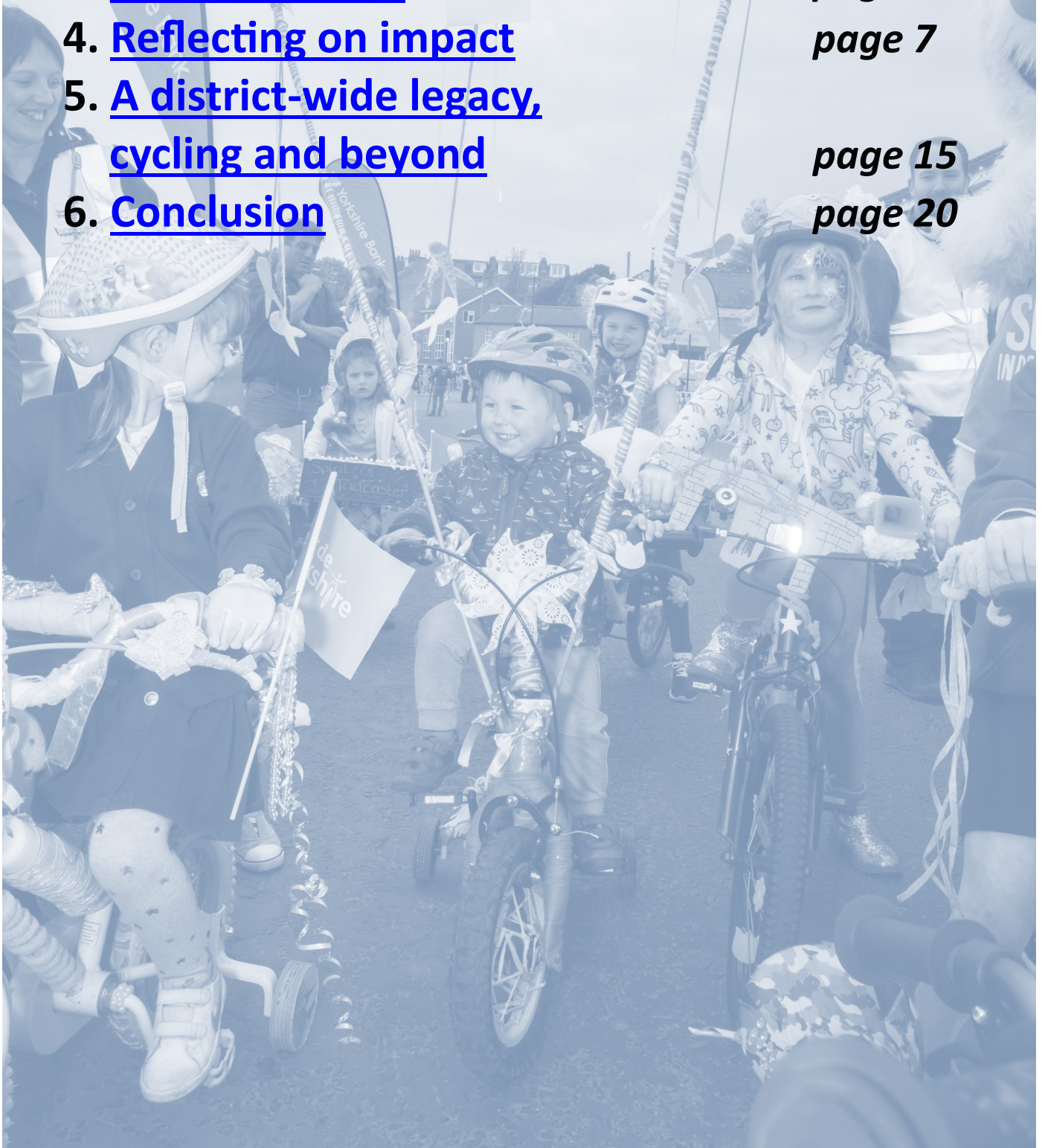




The Tour de Yorkshire in Selby District: Impact and Legacy Report 2017

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1. Introduction

by Cllr Richard Musgrave, Selby District Council, Lead Member—Housing, Leisure, Health and Culture

The Tour de Yorkshire (TdY) is a key event in our county's calendar. It has shown over the past three years how Yorkshire is a place with an international platform, showcasing the best of our people, our county and our talent.

Selby District is at the heart of Yorkshire and has been a key feature of Stage 2 of the race; a starting platform in 2015 and a 2 day race route in 2016.



As TdY has grown, so has the ambition and appetite across the county to celebrate the race, including Selby District's involvement in the fantastic and vibrant race start at Tadcaster in April 2017.

Selby District Council (SDC) has played a driving role in securing the race in the district.

We have done this to take an ambitious approach to delivering on the commitments in our Corporate Plan 2015-20; to generate a vibrant economy and place. Our main objective in supporting high quality, large profile events is to make the district a great place to:

- **Do business** – promoting our area, bringing recognition to our local range of businesses and providing them with an international platform
- **Enjoy life** – to raise aspirations of what we can achieve; to introduce new culture and health and well-being activity that provides a lasting legacy of an active district
- **Make a difference** – to ensure the community has a say in shaping the way we deliver services, activities and events

We also need to ensure that we bring the best value to our district for the work that we collectively do, not only from council investment but understanding how this boosts support from other local and national benefactors. We believe TdY helps us do just that.

This report also reflects upon the third Tour de Yorkshire at Tadcaster; a unique experience built from a unique set of circumstances, to rebuild a town and show it at its best after a difficult and devastating period in its long and cultured history. It also reflects on what has happened in our communities since the TdY's inception and what the legacy, cycling and otherwise, has brought.

None of this would be achievable if it were not for the ambition and can-do attitude of our local business and communities. Thanks must go to a vast array of partners, schools, businesses and local individuals who have supported the event over the last 3 years. It should not be underestimated how many people wanted to be involved to make this such a special day.

2. Executive Summary

The report reflects how Selby District Council has provided a foundation of support in order for the district to be able to showcase the best of our place. Through various methods of investment, facilitation and empowerment, SDC can show the impact of hosting large scale events such as the Tour de Yorkshire in its widest sense.

“What a day!!”

It shows that impact can be well quantified by the response and energy of our independent community groups and their desire and ability to continue a legacy of high quality, vibrant events and activities.

It shows that the district has gained a good reputation amongst partners and event organisers as safe, well-organised and able to deliver; key ingredients in organisers wanting to return to the area, and in unlocking wider investment in the visitor economy agenda.

“We all thoroughly enjoyed the whole experience, a great day for the Town.”

What we have learnt is that in order to be ambitious, aspiration and capacity to deliver do not come without their challenges, or need for investment. There has to be recognition that there will not always be an immediately quantifiable return for investment in such events, but that the wider impact needs to be seen on the place where we live. Investment in a longer term approach to spectator and entertainment events can begin to be seen over the last three years of events, showing increases in our community resilience, independent growth of activity, as well as the unlocking and growth of external financial support to the area.

Key messages throughout the report identify:

- The Council, partners and community can deliver well organised, high quality events
- Initial financial backing is required to unlock other interest and investment and show the District as ‘open for business’ – whether that be financial or through dedicating wider resources and commitments
- Community involvement is essential and spurs momentum to aspire to achieve and deliver more
- We can reach new and wide ranging audiences to promote the district;
- The district is a safe, attractive place to live and enjoy



“My family thought it was spectacular.”

3. Tadcaster 2017

Saturday 29 April 2017 saw Selby District Council host the Stage 2 start of the Men’s and Women’s races for the Tour de Yorkshire in Tadcaster. The women’s race is a relatively young race, quickly well established and highly regarded, attracting large crowds, worldwide viewing and some of the top athletes in the sport.

So why bring the Tour de Yorkshire to Tadcaster?

Selby District Council backed the bid for Tadcaster to take part in the race, as part of long-term efforts to support the town following the floods in 2015, which led to the collapse of the main bridge.

Councils from across the county had bid for a start or finish for the race. When Welcome to Yorkshire announced the intention for Tadcaster to host the Stage 2 start it was a clear recognition of what the international event could do for the area.

“Tadcaster did itself proud hosting the Tour de Yorkshire and proved an exemplary start location. The crowds were huge and the way local businesses and residents embraced the race was wonderful to see.

Following the horrendous flooding in 2015, which literally split the town in two when the iconic bridge collapsed, we wanted the Tour de Yorkshire to help reunite the community and give Tadcaster a real celebration of its amazing spirit.

It was a special moment in the town’s history when the world’s male and female riders set off across Tadcaster Bridge and we are delighted the Tour de Yorkshire has boosted morale and revitalised everyone’s spirits.”

Sir Gary Verity, Welcome to Yorkshire

Generate local income

Spurs further events and ideas

Include local businesses and communities

So why invest?

Capitalise on national and international platforms

Show the strength and vibrancy of our communities

The Day Itself—In Pictures

Tadcaster wasn't just satisfied with having this great international race as the main attraction. A fantastic range of community events were also the highlight of the day!

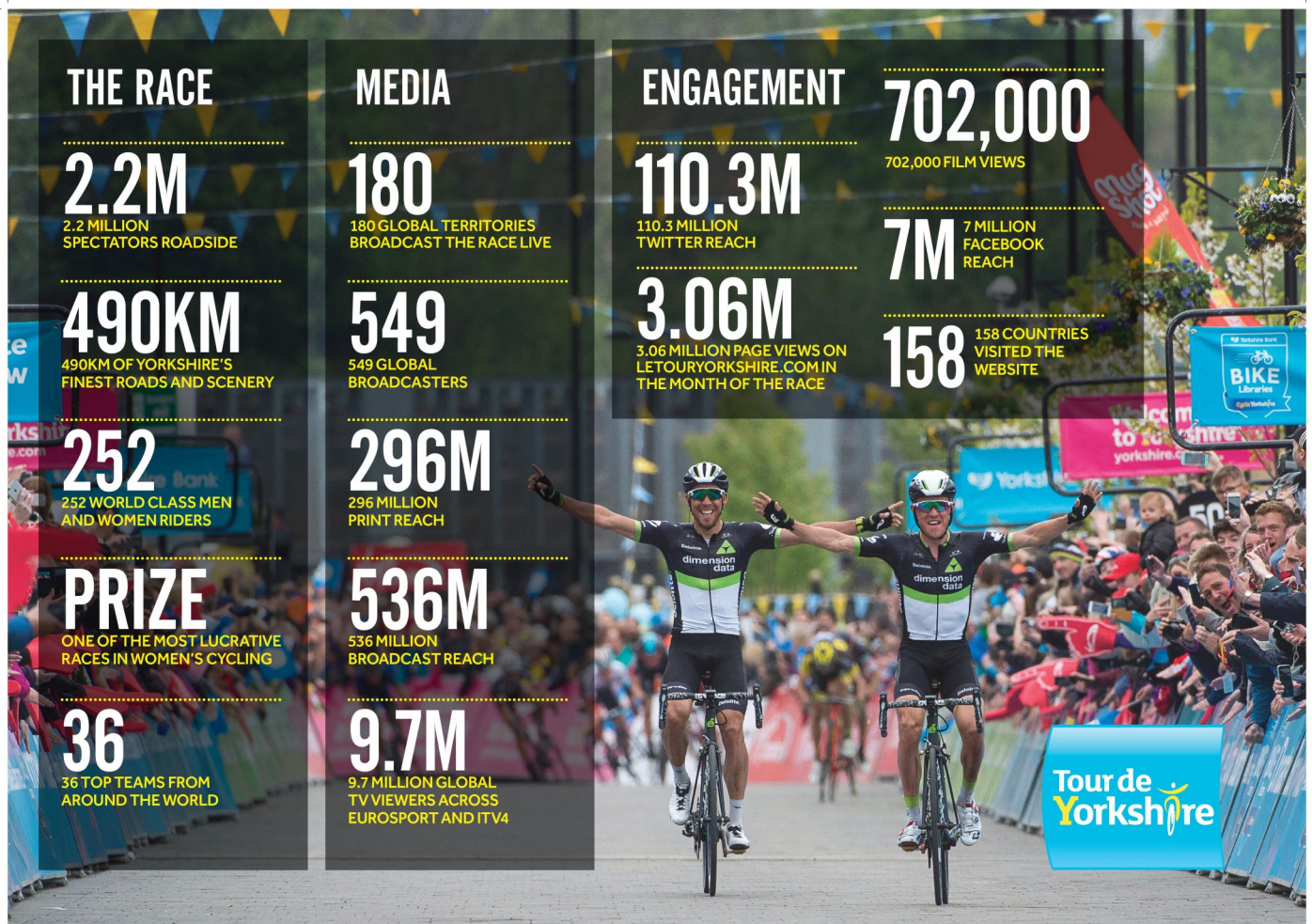


Spectators and residents have fed back that the events and activities were fantastic, engaging and really showed how the community have been involved. The starts for each race were used to champion local people and school children and give them the best and most memorable experiences.

4. Reflecting on Impact

The whole Tour de Yorkshire event:

Welcome to Yorkshire have released their [results](#) on the impact the race has had across the three day event. This third year has shown a year on year increase in spectators, media exposure and understanding of the wider economic benefit for Yorkshire.



In 2013 a benefits report on cycling* identified how the success of high profile events such as the Olympics and the Tour de France impacts on a wide range of benefits. It does have to be considered that, at that time, the cycling industry was considered to be worth approximately £2.9 billion; as well as reflecting on how cycling can unlock other positive impacts on health, transport and the environment. TdY can only have enhanced the benefits with year on year increases recorded in engagement and interest.

*JMP Consultants Ltd, 2013: 'The Benefits of Investing in Cycling—An Evidence Base ' Cycle Yorkshire

So how many spectators?

With a whole TdY estimated spectator number standing at 2.2 million, a further year of substantial spectator growth, we anticipated a high number of spectators in planning the event. The race is getting more popular each year both for cycling fans and as a great day out to the start and finish areas. To ensure a safe environment, local event safety plans were designed to be able to withstand up to 10-15,000 people and at a time of national threat levels being enhanced.

Anecdotally it was felt the static number (spectator numbers in place at any one time) was closer to 5,000 for the pinnacle of the race with a reduction on this number to those who then remained within the area once the races had started. However, the flow of spectators throughout the day would suggest that the overall footfall to be managed could be considered higher than 5,000.



Estimated numbers for open access events are extremely difficult to ascertain and event control planning must consider adapting safety resources to deliver a safe event. This was not only a point of consideration for Tadcaster but across all stage events. Regional debriefs on the events have discussed what the pattern of attendance and crowd behaviour now looks like after three years of delivery. Local areas need to be prepared for large numbers at key points of the race. A lesson for preparing the community events around the race would suggest managing crowd numbers at a slightly higher than average local attraction level.

Financial Considerations

The table below illustrates the cost of 2017 delivery. It cannot consider the full extent of providing for the event in general (e.g: costs to other partners, first responder services etc). There is no direct, financial return for the council from delivering the race element of the event. The community event was significantly larger than the 2015 Selby start. It gained an income from sales and donations of £800. This fund remains within the community and will be used as part of a wider legacy fund which was started from the bridge opening celebrations in February 2017. This fund will be used to create a calendar of further events in Tadcaster.

Race and community support SDC financial breakdown

Tadcaster Community Event Working Group Report Tadcaster & Rural CIC financial breakdown

Description	Amount (£s)	Description	Amount (£s)
ASO CONTRACT CONTRIBUTION	100,000	ENTERTAINMENT/ACTS	1,180.61
EQUIPMENT RENTAL (inc safety)	17,420	EQUIPMENT RENTAL (exc safety)	2,367
EVENT MANAGEMENT FEES (inc safety)	14,451	EVENT MANAGEMENT FEES (exc safety)	579.31
MARKET SPECIAL PROMOTIONS	2,741	MARKET SPECIAL PROMOTIONS	717.83
GENERAL OFFICE EXPENSES	28	PROGRAMMES	870
Total Cash Expenditure	134,640	Total Cash Expenditure	5,714.75
		Programme Income	2970
		Tadcaster Town Council donation	1400
SDC Cash Contribution	120,000	Stall Sales	2200
Total Cash Income	120,000	Total Cash Income	6570
Variance +/-	-14,640	Variance +/-	,855.25

Financial and staffing resource investment in the race has been in line with the costs associated with hosting the event in 2015, with a slight increase required to manage security across the race and community events. There is a recognition across the county, that as the weekend event grows year on year, so does the ambition of the offer.

What has been more apparent in 2017 than in 2015 is that of the impact of limitations on gaining sponsorship for the day. The community event was able to manage a positive variance on expenditure through sales of programmes and stalls although the contractual elements related to sponsorship on the race route meant restrictions for SDC and the community event organisers on income generation through sponsorship and advertising. This did reduce the appetite of local firms, both large and smaller enterprises to invest, although the day did provide an opportunity for local traders to potentially capitalise on the community event.

Charity and fundraising

The day also offers wider opportunities for the community to support its own initiatives as well as raise profile and funds for charities. Below are just some examples of benefit from the day.

For the Alzheimer's Society:

Heineken Brewery cycle race: £11,000

Local businesses including Power Plus Autos and Genesis Hairdressing raising at least £1,900 with raffles and activities to support the cause

Alzheimer's Society volunteer bucket collectors: £705.09



**Tadcaster
businesses raised
£13,600 for the
Alzheimer's Society**

“It has been a pleasure being a part of what I thought was such an inspiring and uplifting day. I received so many positive comments throughout the event.”

St Mary's Church had a great day of bell ringing, interactive prayer and tea and cakes, also raising £708.



Social media explosion!

We wanted to make sure that the communications on Tour de Yorkshire and its impact didn't stop at the event. We worked with a Tadcaster-based production company to produce [video content](#) which shows the views of some local businesses and volunteers as well as the vibrancy of the day itself.

Our communications plan for race day was based on previous experience of supporting the event, with staff on the ground creating local content, supported by a central feed on our live channels. We know from other work that video content has a much higher reach, so our strategy was to upload video shorts of key aspects of the day, supported by a range of image stills.

- Our TdY social media posts were consistently the best performing in terms of audience reach, with the top five TdY Facebook and Twitter posts recording a combined reach of **over 50,000 impressions*** and posts on race day recording over 43,000 impressions. To put these into context, we would normally expect to see the highest-rated engagement posts to record a reach of around 1,000 – 2,000. Engagement rates for updates on race day: 43,128. **This is unprecedented for a single day.**
- We commissioned high quality film for the first time to help tell the story, which increased the reach of our messages. This included a film which has explored some of the legacy of the race for local businesses.
- We created a central point of contact on our website for race information, which was viewed by over 1,000 unique visitors, supported by information on the website homepage carousel, which was **viewed 25,000 times** during the two-month lead-in.

**'Impressions' is a measure of the number of times a post appears in someone's news feed.*



On the day—international exposure

TdY content has recorded our highest ever engagement rates. Here are the statistics for April 2017:

Top Facebook posts in terms of engagement

2.8k - TdY sharing of decorated shop fronts and homes
3.2k - TdY community at the heart of the race
4.7k - TdY race information

Top 5 Tweets in terms of engagement

12,311 - TdY sharing of decorated house
10,432 – TdY Tadcaster community at the heart of the race
6,955 – TdY spectator guides available in the area
5,515 – TdY spectator and local information
4,272 – TdY general lead in



In other months:

January 2017 – combined reach of over 3,500 impressions for an update advertising the business support sessions.

February 2017 – top rated Tweet of the month was a call to action to support Tadcrafters, with a reach of over 11,000.

In March, the launch of the TdY competition was the top rated Tweet of the month, with an engagement rate of over 10,000, supported by a reach of nearly 2,000 on Facebook.

TdY Race weekend (27 April - 1 May) Supplied by Welcome to Yorkshire

@letouryorkshire Twitter

Potential Reach: **99.42** million accounts Organic Reach: **4.8** million accounts

Mentions: **34,040** Retweets: **11,940** Favourites: **21,910**

#TDY, #WTDY, #TourdeYorkshire, Tour de Yorkshire all trended on Twitter.

TdY Facebook

653,000 film views **7,074,793** reach **432,821** engagements

19,332 page views **3,972** page likes

letouryorkshire Instagram:

17,106 likes (7,817 in 2016 so **+119%**)

50,000 views of our Instagram stories

Letouryorkshire.com website

1,900,828 page views **466,265** unique visitors Traffic from **158** countries (top 5 were UK, France, Spain, Netherlands and USA)



Safe Events, Safe Communities

The district and the town remain one of the safest places to live in the country. There were no event related crimes or anti-social behaviour. This was a large event in a time of concern and international threat, without any incident.

North Yorkshire Police, North Yorkshire Fire and Rescue Service, Yorkshire Ambulance Service and North Yorkshire County Council Highways provided essential planning support from the offset. In addition, Gladstone Events Management and Willow Business Support brought their expertise from previous cycle race involvement to ensure the safe planning and execution of the event.

Hidden away at the event was a control hub, supported by the Riverside Primary School and NYCC Emergency Planning Team. The hub's role is to constantly oversee the well-being of racers and spectators ensuring any risks are managed and emergencies can be effectively responded to. The hub was coordinated by Selby District Council and feedback from all partners involved was one of a highly organised approach.

The Tadcaster event was well organised and safely delivered. The district is developing a great reputation for doing large events safely and in collaboration with the community and other key partners (Police, Highways, Ambulance).

North Yorkshire Police reported that they saw no trends or crime spikes in the Selby district or across the wider North Yorkshire areas affected by this or previous editions of the tour.

We want to promote how community events can be set up in a safe and enjoyable way.

Check out our [events management guide](#) and how Safety Advisory Groups can support community delivery.



Travelling to and from the race

We looked at any changes to vehicular access to the area. Comparing A64 traffic flows for 2016 and 2017 show a limited change in race and non-race days behaviour on major road routes. Car parks allocation for the district's race experiences from 2015 to 2017 would also suggest use under usual capacity.

Comprehensive information on public and private travel planning is essential to ensure the town can continue to function during large scale events.

Reflecting this alongside traffic management on other race route areas, this seems to suggest local changes in behaviour to prepare and accommodate for the disruption the event can bring. In the main, many normal journeys are not made or people leave their cars at home and walk/cycle. Certainly, a number of spectators chose to cycle to the event, moving on through the Tour de Yorkshire route throughout the weekend.



Community Engagement

The Tadcaster community event was run by a community working group in conjunction with Willow Business Support as SDC project management. It involved a wide group of representatives. This was a similar, yet larger response to the 2016 race coming through the District, where local parish councils and community groups took the opportunity to create exciting and vibrant activities for all to engage with.

“Community spirit was unparalleled. Everybody clubbed together. This is before and afterwards.”

Quickly engage community groups to understand what local strengths and ambitions are. It will be different for different areas of the district. Support how they wish to contribute.

5. A district wide legacy, cycling and beyond

We need to see this year's race as part of the wider legacy that the Tour de Yorkshire has helped bring to the area. This section is about what TdY has brought us since 2015, not just 2017. Seeing the TdY as a catalyst for

developing activity in the district shows the exciting journey the district is on to make the area a great place to live. It provides clear evidence that a large profile event such as this is a springboard to other event action and unlocking investment.



Towns and villages had previously embraced the benefits of having the high profile event in the area and Tadcaster was no exception. This is seen not only in cycling itself but also in the development of local business and ideas for further attractions to the area. The below highlights just some of the benefits the event has brought.

Cycling in the District

There has been year-on-year growth in the number and size of cycling sportives in the area. There are now three cycling sportives covering the three main market towns for the district as well as the annual, long standing Great Selby Bike Ride; each easily attracting 500—over 1,000 participants from local and Yorkshire-based cycling clubs, as well as interested residents.

This shows a real desire to keep active through cycling.

“It's brought people to Tad to ride the route and that will go on forever, that legacy will never end.”

Positive Youth in Tadcaster runs one of 45 Yorkshire Bank **Bike Libraries** that are now established in Yorkshire; a direct response to the TdY and Welcome to Yorkshire support in the area. The concept of a bike library is simple – it aims to give every child in Yorkshire access to borrow a bike, activities may be as specific as a guided ride or simply just the freedom to ride on a safe route with family and friends. The scheme relies on members of the public donating old or unwanted bikes that are refurbished and safety checked before they are loaned out.



Cyclesense Tadcaster Sportive started in 2016. It has quickly established itself as a start of the cycling season 'must do' ride. With a limited field of 500 riders at present, plans are afoot to expand the event to more riders in future.



Cyclesense (Tadcaster's main independent cycle distributor) is part of the organising working group which aids the running of the event as part of a community event calendar. This event has had no other support from District Council funds, Community Engagement Forum or any other local business. Cyclesense itself is a family run business established in 1991, expanding in 2015 to open a second shop and an adjoining cycle friendly café – Everything Good Goes in 2016; this reflects the general uptrend in cycling and sales of cycles and cycle equipment.

£6,000 raised by this event for Martin House Children's Hospice.

The **Selby 3 Swans cycle sportive** had its inaugural event in 2013 with just 500 riders and has grown to deliver its fifth event in 2017 with a field of over 1,200 riders. The event was mainly run from 2013-2016 by Selby Cycle Club, aided by Yorkshire Cancer Research and received four years of financial investment from Selby District Council (£3,000 per year) with in-kind support from core partners Inspiring Healthy Lifestyles. The event is now self-sustaining, receiving no further funding from core partners and is hosted by Yorkshire Cancer Research. The event has an established reputation of being a good sportive for first time riders of an event or first time riders of 100miles (having a flat topography to the route profile).

£21,000 raised by this event for Yorkshire Cancer Research.

Subject to changes in local park byelaws (from 1899!), Selby will be able to finalise plans to create a **Cycle Hub in Selby Park** next year. Funding was received from Sport England with Welcome to Yorkshire as the fund awarding body. The cycle hub will offer information on cycle routes and signpost to local bike libraries and bike loan opportunities. Education opportunities will be developed to enable schools to use the hub as an outdoor classroom, providing advice and practical experience of bike maintenance. It will be a welcoming, sociable place to meet and talk all things cycling. The placement of the cycle hub in Selby Park links it to the Selby elements of the **Trans Pennine Trail** and offers a focal point for touring cyclists to stay and experience the benefits of the town; increasing footfall in the centre and generating income for the local economy.



The experiences of Tadcaster and Selby in the delivery of successful cycle sportives, as well as the Great Selby Bike Ride, are great ways to get the district active and to raise monies for local charities. **Sherburn in Elmet** has also shown an appetite for cycling with a cycle club established from 2013 after the Tour de France Grand Depart.



And still to come.... Selby District Council in partnership with Welcome to Yorkshire is preparing a Guide of Cycle Trails and routes across the district that will appeal to varying age groups and abilities. This will be designed not only to encourage more active and healthy participation but to showcase the district and all that it has to offer; promoting various businesses and attractions along the routes.



Arts and Entertainment

Off the back of the bridge celebrations and the Tour de Yorkshire, Tadcaster has formed 'TEMPT'; a community events committee to continue the planning of a series of events in the town to create a vision for a vibrant visitor and leisure offer. The local Community Engagement Forum also commissioned a culture strategy to understand what events could quickly be established in the town. Tadcaster Trader's Association has been established in June 2017 to focus on supporting business growth, promotion and to be an economic voice in developing events and visitor attractions in the town.



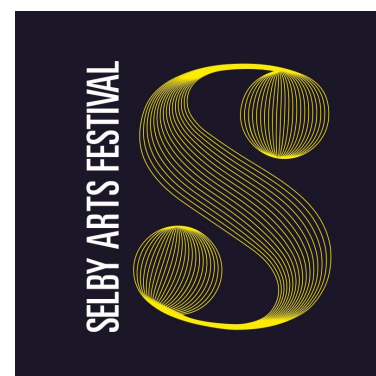
In 2016, Sherburn in Elmet were so impressed with the vibrancy of the route coming through the village area that they formed the Sherburn Teasel Community Interest Company (CIC) and will put on an annual large scale [craft and food event](#) from 2017 onwards.

The inaugural event was supported by Selby District Council through grant funding and this has allowed the CIC to maximise sponsorship support and local business investment, including national business sources.

TdY gave the town an impetus to realise such ambitions. The festival organisers took advantage of the crowds and stalls at Tadcaster to promote their event, signing up businesses for their August event as well as promoting their activities; a great way to keep the momentum going.



Not only have Sherburn Teasel CIC picked up the mantle with the craft and food festival, but DepArts Ltd have also staged the first [Selby Arts Festival](#); a three year plan to attract national headliners in music, arts and entertainment through a week long programme of events.



Early feedback from the event has exceeded expectations. With festival organisers highlighting a media reach for the festival of 3.3 million; this shows how attracting headline acts puts a spotlight on our district to a wider audience. The event has been supported by Selby District Council through officer support and small material spend. This support has helped unlock significant Arts Council funding into the area to offer the level of quality the festival has provided.

Selby District Council has invested time in creating a [calendar of events](#) on the website to support a year long promotion of the wider package of events and activities in the district.

6. Conclusion

We have begun to look at how we can best evaluate the social and financial impact of such events and are developing evaluation toolkits in line with the nationally recognised [eventIMPACTS](#) toolkit to gauge local and visitor spends in the district. This framework has been used to support evaluation of the Tadcaster Bridge Celebrations, the Arts Festival and will be considered when working alongside other event organisers.

It is hoped that a consistent approach across our events will give us a wider picture of the benefits that such investment can bring to the local economy. In order to underpin a coordinated approach to onward investment and planning in events, Selby District Council are now planning the production of an initial three year visitor economy strategy and action plan for 2018 and beyond.

In conclusion, the Tour de Yorkshire is not just a one-off event for the district. It has primed a series of ambitious yet achievable projects in the area that are supported by a myriad of local community, council, partner and business connections. We recognise that we are at the beginning of a journey to understand the impact of events on our district's lifestyle and economy; this report shows that we have made significant and positive progress.

The TdY has provided impetus to place a focus on what culture we want and to increase local pride in our district. This is an opportune time to respond to, and capitalise on that interest through a longer term plan for supporting events.

The report shows how there is a significant level of investment required to deliver ongoing events and attractions to the district, in terms of time, finances and commitment - and from a range of sources. The Council's role has clearly been one of developing a central role in creating opportunities that enable communities and partners to develop a self sustaining and energetic approach to our place to live, enjoy and do business. We will continue to work in ways which help unlock the potential of the district for future ambition and growth.

