



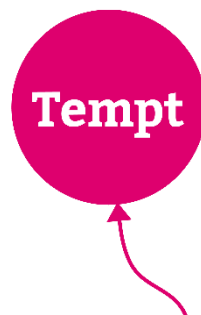


## TADCASTER CYCLING FESTIVAL

SATURDAY 21<sup>ST</sup> – FRIDAY 27<sup>TH</sup> SEPTEMBER 2019

### DRAFT ENGAGEMENT & ACTION PLAN (Version 3/21.05.2019)

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## 1 Overview

On the 21<sup>st</sup> September 2019, Tadcaster will benefit from being a start town for the Yorkshire 2019 Para Cycling International. 6 days later, UCI World Championship races come through the town on route to Harrogate. As a result, there is a strong view from the community that a week-long festival will be an opportunity for the town to undertake a wide-range of related activities and open up opportunities to businesses and community groups to undertake additional activities, events, promotions which will add value to that organised centrally by UCI.

Tadcaster benefits in terms of event delivery from 4 closely related organisations:

- Tadcaster Events Management Project Team (TEMPT) is the town's event management company, with experience over the last two years in particular of organising successful events.
- TFAG is the town's Flood Action Group which works alongside TEMPT and others in providing organised and skilled stewarding from within the community.
- Tadcaster has recently seen the formation of a Disability Action Group, which has enthusiastically embraced the opportunity of the Para Cycling aspects of the UCI 2019 World Championships and is already providing ideas, advice and energy to the development of this Action Plan.
- Tadcaster Business Forum brings together local businesses, mostly drawn from high street traders and is well placed to promote opportunities to the business community to participate in and benefit from the Championships.

This draft Plan promotes a set of events, tied to actions leading to the week to ensure the Championship and associated events are well promoted and, most importantly, to ensure the town is prepared.

The Plan is being led by TEMPT who meet monthly and will bring together players important to the delivery of the Plan.

## 2 TEMPT, briefly

In late 2016, as the town's historic roadbridge was being reconstructed following catastrophic flooding, Tadcaster and Rural CIC were asked by local authorities to organise an event to celebrate the eventual re-opening of the bridge. Despite considerable uncertainty about when the bridge would be complete and in the absence of any public funding, the CIC successfully organised a day of celebrations and events in the town in February 2017, including a bridge blessing by Archbishop John Sentamu, medieval markets and re-enactments, film and photographic displays and culminating in a lantern parade. The success of the event did not go un-noticed and the same team were asked to assist in delivering the



first Tadcaster Cycling Festival to coincide with the Tour de Yorkshire later that year. Again a hugely successful day was delivered for the town. Spurred on by these successes, the team decided to formalise itself as TEMPT and has gone on to deliver several more successful events for the town. TEMPT still exists under the umbrella of the CIC but is now a semi-independent organisation with its own online presence ([www.tadcasterevents.co.uk](http://www.tadcasterevents.co.uk)), constitution and finances. Although all are welcome to join, the core of the group is drawn from businesses, local community activists, Town Council, Community Engagement Forum and other non-profits operational in Tadcaster. TEMPT goes from strength to strength and this year will organise a 3<sup>rd</sup> Lantern Parade, a Soapbox Challenge, and this, the town's 2<sup>nd</sup> Cycling Festival!

### **3 Ideas & Events**

Following a meeting of TEMPT in November and subsequent Business Forum, Town Council and Disability Action Group meetings, the following initial set of ideas were suggested. This list is (mostly) unedited to show the range of ideas brought forward. These are then reflected in the subsequent draft timetable and Action Plan.

#### ***Scheduled events***

1. Para Cycling International (C1): through-races (Beverley-Harrogate) and Intermediate starts (Tadcaster-Harrogate)
2. UCI Women's junior road race – through town (Doncaster-Harrogate)
3. UCI Men's U-23 road race – through town (Doncaster-Harrogate)

#### ***Community-led activities***

4. Races – primary schools challenge
5. Bike workshops – Build-a-Bike, Pimp-a-Bike, Fix-a-Bike
6. Positive Youth Bike Library
7. Rickshaw rides
8. Saturday event hub: Britannia carpark – markets, food, beer tent, tea tent, community fair (disability, health and fitness theme, IHL "Health Centre"), big top/bands
9. Selby bike museum
10. BMX park – and demos – at Manor Farm
11. Bike art/Land art
12. Adapted bikes and para sports – Manor Farm, Leisure Centre, Swimming Pool
13. Guided bike rides
14. Brownlee Centre / Leeds Urban Bike Park organised visits
15. Bikeability sessions
16. 'Let's Ride' pop-up



### ***Business-led activities***

17. Talks by pro cyclists, paralympians
18. Cycling film night: e.g. A Day in Hell, The Flying Scotsman, Belleville Rendezvous, Bicycle, BMX Bandits
19. Disabled friendly premises
20. Posters, cards, memorabilia
21. Cycling related promotions
22. Charity bike ride (Heineken?)

### ***Supportive actions***

23. Bunting, bikes and banners – in UCI rainbow colours – Tadcrafters & Youth Club/groups
24. Disabled car parking – Central car-park
25. Disabled friendly viewing
26. Championship-makers (TFAG stewards)
27. Street scene improvements: disability friendly/cycling friendly
28. Guide to the town and the day/week
29. Selby Community Cycle Hub
30. Media promotion



#### 4 Draft Timetable of activities

Day	Saturday 21st	Sunday 22nd	Monday 23rd	Tuesday 24th	Wednesday 25th	Thursday 26th	Friday 27th
<b>Key event</b>	1						2, 3
<b>Activities</b>	4						4
	5	5					
	6	6					6
	7	7	7	7	7	7	7
	8						
	9	9					
	10						10
	11					11	11
	12	12	12	12	12	12	12
	13	13				13	13
		14			14		14
			15				
	16						
			17			17	
	18	18	18	18	18	18	18
	19	19	19	19	19	19	19
	20	20	20	20	20	20	20
	21						
	22	22	22	22	22	22	22
	23						
24							
25							
27	27	27	27	27	27	27	
28							28



## 5 Draft timetable of engagement

Month	Activity	Type of engagement
<b>November 2018</b>	Tadcaster Today <sup>1</sup> TEMPT meeting 5/11 Tad Town Council 6/11 Tad Disability Action Grp 7/11 Local Organising Comm 7/11 CEF Partnership Bd 12/11	Community magazine article Community group – planning Local authority – information Community group – awareness Central organisation Community group - awareness
<b>December 2018</b>	Tad Business Forum 3/12 Tad Disability Action Grp 5/12 Local Organising Comm 10/12	Business group – awareness Community group – planning Central organisation
<b>January 2019</b>	Tad Disability Action Grp 16/1 Local Organising Comm 17/1 TRCIC Board 23/1 CEF Partnership Board 28/1 TEMPT meeting 30/1	Community group – planning Central organisation Resource management Community group – information Management group
<b>February 2019</b>	Tad Town Council 5/2 TTC Environment Comm 26/2 Local Organising Comm 20/2	Local authority – information Local authority – planning Central organisation
<b>March 2019</b>	Tad Town Council 19/3 Contact with primary schools Selby Active Travel group 6/3 Meeting SSOB 14/3	Central organisation
<b>April 2019</b>	Local Organising Comm 18/4 Tadcaster Sportive 9/4	Central organisation
<b>May 2019</b>	Tour de Yorkshire Selby 2/5 Selby Community Cycle Hub launch 4/5 Local Organising Comm 22/5 Town Council 21/5 Business Forum 22/5	Central organisation
<b>June 2019</b>	Banners & posters produced Working Group <sup>2</sup> meet#1 5/6 TEMPT meet SAG 17/6 Tadcaster Today Disability Action Group guide for businesses Spectator Guides	Event Management Plan v1  TDAG SDC/WtY
<b>July 2019</b>	Bikes painted and installed Meetings eg Heineken TEMPT meet Roadshow 4 Business Working Group meet#2	Promotion DG

<sup>1</sup> See Appendix 1

<sup>2</sup> David Gluck, Kirsty Perkins, Dani Penney, Jennie Lowthian, David Stainthorpe, Joe



	Window dressing workshop Positive Youth bike workshop British Cycling pop up	Helen Goodwin Steve Green Manor Farm
<b>August 2019</b>	Literature produced including programmes Rainbow Media Book	
<b>September 2019</b>	Window dressing Bunting PR Tadcaster Today	





## 6 Draft Action Plan

Action	Partners	Date(s)	Cost/Funder	Lead	Venue	Actions required/by when
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						



Action	Partners	Date(s)	Cost/Funder	Lead	Venue	Actions required/by when
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						



## 6 Key stakeholders

In no particular order, but as an aide memoir:

- Tadcaster Town Council
- Selby District Council
- North Yorkshire County Council
- North Yorkshire Fire and Rescue
- North Yorkshire Police
- Yorkshire Ambulance Service
- Safety Advisory Group
- Tadcaster and Villages Community Engagement Forum
- Tadcaster Business Forum
- Tadcaster Community Swimming Pool
- The Riley Smith Hall
- Tadcaster Churches Together
- The Bridge Project
- Positive Youth CIC
- Tadcrafters CIC
- Tadcaster and Rural CIC
- Tadcaster Flood Action Group
- Inspiring Healthy Lifestyles
- Tadcaster and Villages Disability Action Group
- Yorkshire 2019
- Welcome to Yorkshire
- UCI
- Sherburn, Tadcaster and Rural Multi Academy Trust
- St Joseph's Catholic Primary School
- Tadcaster Primary Academy
- Heineken
- Samuel Smith Old Brewery
- Molson Coors
- Sainsbury's
- Cyclesense
- Tadcaster Albion



## Appendix 1 – PR



# Tadcaster to host UCI Road World Championships race start

Tadcaster is to host a race start as the UCI Road World Championships comes to Yorkshire next year. The Selby district is also included on the route for other cycling races during the nine-day event, which is set to attract visitors from across the globe.



The UCI Road World Championships is the biggest event in the cycling calendar. Riders compete for their countries rather than for individual race teams. It's the only time this happens outside of the Olympics. This year the championships have been held in Austria, and it was there that the routes for the 2019 event to be held in Yorkshire were announced in September.

Tadcaster is one of four start points for the para-cycling road races to be held on the first day of the championships, Saturday 21 September 2019. Riders will race to Harrogate, which is the finish location for all the World Championship races during the event. The para-cycling races will be one of the qualifiers for the Tokyo 2020 Olympics, so will attract the very best riders. On Friday 27 September 2019, the Selby

district will also see riders involved in the women's junior and men's under-23 road races, as they make their way from Doncaster to Harrogate. These races will come into the district at Kellington, before heading to Monk Fryston, Sherburn-in-Elmet and Tadcaster.

Leader of Selby District Council, Cllr Mark Crane, explained his delight at the area's involvement in such a high profile world sporting event, "What a great opportunity for Tadcaster – and all the other places in our area on race routes. These events will bring with them the very best cyclists in the world and thousands of spectators. It's a fantastic opportunity to show the world what our area has to offer. We know from last year's Tour de Yorkshire that Tadcaster can put on a great show."

Winter 2018

[www.visit-tadcaster.co.uk](http://www.visit-tadcaster.co.uk)

TADCASTER  
TODAY 15

*Tadcaster Today, Winter 2018 edition*



