



PART B:	RECOMMENDATIONS TO COUNCIL
REPORT TO:	POLICY & RESOURCES COMMITTEE
DATE:	23 NOVEMBER 2017
REPORT OF THE:	CHIEF EXECUTIVE (INTERIM) CLARE SLATER
TITLE OF REPORT:	EXPRESSION OF INTEREST FOR A FUTURE EDITION OF THE TOUR DE YORKSHIRE
WARDS AFFECTED:	ALL

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

- 1.1 For Members to consider the approach received from Welcome to Yorkshire (WTY) to submit an Expression of Interest (EOI) in hosting a start or finish for a future edition of the Tour de Yorkshire, in Ryedale.

2.0 RECOMMENDATIONS

- 2.1 That Members agree their preferred option in relation to the opportunity to submit an EOI to Welcome to Yorkshire, with the Council accepting the role of accountable body for such a submission
- 2.2 That should Members support the submission of an EOI to Welcome to Yorkshire that a sum of £150,000 should be allocated from the NHB reserve.

3.0 REASON FOR RECOMMENDATIONS

- 3.1 To provide Members with the opportunity to assess the opportunity and risk associated with submission of an EOI to WTY for a start or finish of a future edition of the Tour de Yorkshire (TdY).

4.0 SIGNIFICANT RISKS

- 4.1 Any EOI submitted by the Council would be seen by the organisers of the TdY as providing a firm commitment of support in the sum of £100,000. Whilst there may be opportunities to attract sponsorship and funding contributions from other organisations and businesses, this cannot currently be either quantified or guaranteed. The Council will therefore be accountable for the full £100,000.

- 4.2 The additional direct costs associated with the hosting of a start or finish cannot be quantified but will be considerable, as will the call on the Council's resources in arranging, promoting the event and managing the event on the day. The direct costs are estimated at being in the region of £50,000.
- 4.3 There is a risk to the Council in not submitting an EOI if there is an expectation in the business community that such a bid is to be forthcoming, or a possible perception that the Council is lacking in ambition if it decides to not submit an EOI.
- 4.4 There is a reputational risk that the communities and residents of Ryedale will perceive the use of Council resources in the region of at least £150,000 to support the hosting of a start/finish of a stage of the TdY as not representing value for money. The area has benefitted from each edition of the tour to date, without the need for the Council to host a start or finish.
- 4.5 The Tour de Yorkshire is running in May 2019 on polling day Thursday 2nd May, counting day Friday 3rd May, and the Saturday and Sunday the 4th and 5th May. The Council is highly likely to encounter issues of staffing throughout the run up to the election and the period of the election as staff will be working on setting up polling stations and the count, and staff working at the count. There may also be access issues to polling places caused by any road closures associated with the TdY. Elections will also be taking place in May 2020 for the Police and Crime Commissioner, in May 2021 for NYCC, and in May 2022 there is currently a parliamentary election scheduled. May 2019 has an EU parliamentary election scheduled but this is unlikely to take place.

5.0 POLICY CONTEXT AND CONSULTATION

- 5.1 Any decision to support an EOI for a start/finish for the TdY would impact on the delivery of the Council priority of supporting Sustainable Growth as follows:
- Promoting a strong economy with thriving businesses and supporting infrastructure for future generations
 - Capitalising on our culture, leisure and tourism opportunities.

REPORT

6.0 REPORT DETAILS

- 6.1 Welcome to Yorkshire (WTY) are inviting Expressions of Interest (EOI) for 2019 and future editions of the Tour de Yorkshire in terms of routes, starts and finishes. If the Council would like a Ryedale location to be considered as a start/finish host for an edition of the Tour de Yorkshire from 2019 onwards, an EOI will need to be submitted to WTY by the 31st January 2018. The hosting fee is £100K for a start/finish. It is requested by WTY that a particular year should not be specified, nor a preference for a start or a finish.
- 6.2 The launch for the 2018 edition of the Tour de Yorkshire will take place on the 5th December 2017 at The Piece Hall, in Halifax.

Previous editions of the TdY have benefitted the Ryedale area as follows:

2015 - stage 1 moors and Pickering and stage 2 Wolds and Norton.

2016 - stage 3 Sutton Bank, Helmsley, Kirkbymoorside, Hutton Le Hole and moors.

2017 - stage 1, Wolds, Norton, Malton and Pickering and moors.

2018 - to be announced on the 5th December 2017 as a 4 day race.

Whilst not directly investing in a start/finish in Ryedale with WTY, the Council has invested resources in supporting the promotion of the tour and in the management of the event on the day and in supporting communities to dress the route of the tour.

- 6.3 The route of any future edition is determined once Welcome to Yorkshire (WTY) and Amaury Sport Organisation (ASO) have looked at the potential host towns and routes. The organisers of the Tour De Yorkshire require a financial contribution from the host Council to take part in any future event. There will be additional expenditure required to deliver appropriate infrastructure and support for a start/finish. It is estimated, based on the cost of previous events to other Councils that this will be in the region of £50,000.
- 6.4 Welcome to Yorkshire has provided the information attached at Annex A in relation to the PR value, audience figures and economic benefit of the 2017 event to enable the Council to make an informed decision as to whether or not to submit an EOI to host a future start or finish of the event in Ryedale.
- 6.5 The two options for Members are:
i) To support submission of an EOI and accept the accountability for £150,000 and any associated risks or
ii) To not support the submission of an EOI by 31st January 2018.
- 6.6 With the financial outlook for the Council 2017/18 and beyond being very tough, and the scale and risk of achieving cost reduction being high, the council's policy on surplus reserves is clear: to invest to save and, if required, to smooth the curve of cost reduction in the light of timescales needed to drive costs out. Any funding to support a bid would be required to be allocated from reserves.

7.0 IMPLICATIONS

- 7.1 The following implications have been identified:

a) Financial

In submitting an Expression of Interest to WTY for involvement in a future edition of the TdY the Council would be accepting the liability for the full costs of the start or finish which are £100,000 payable to WTY, and a further £50,000 of costs to the Council of managing the start or finish.

b) Legal

In submitting an Expression of Interest the Council would be making a commitment to Welcome to Yorkshire to fund the cost of any start or finish allocated to the Ryedale area.

c) Other

None

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Background Papers:

None