



PART A: MATTERS DEALT WITH UNDER DELEGATED POWERS

REPORT TO: POLICY AND RESOURCES COMMITTEE

DATE: 06 JUNE 2019

**REPORT OF THE: PROGRAMME DIRECTOR FOR ECONOMIC
DEVELOPMENT, BUSINESS & PARTNERSHIPS
PHILLIP SPURR**

**TITLE OF REPORT: TOUR DE YORKSHIRE – START/FINISH TOWN
EXPRESSION OF INTEREST**

WARDS AFFECTED: ALL

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

1.1 The purpose of this report is to determine whether Members support RDC submitting an Expression of Interest (EoI) to host a Start or Finish of a future edition of the Tour de Yorkshire (TdY) cycle race.

2.0 RECOMMENDATION(S)

2.1 It is recommended that Members:

- (i) advise whether they would support RDC submitting an EoI to host a Start/Finish of a future edition of the TdY, and to confirm the preferred location for that Start/Finish.

3.0 REASON FOR RECOMMENDATION

3.1 Welcome to Yorkshire, the regional tourism body that is responsible for organising the TdY, has invited EoIs from towns wishing to host a Start or Finish of the race from 2020 onwards. EoIs must be submitted to Welcome to Yorkshire by Friday 14th June.

3.2 The purpose of this report is to gain a view from Members upon whether RDC should submit an EoI to host a future Start/Finish and, if so, which town(s) would be the preferred location. (It is recommended that any EoI specifies a Start/Finish not for 2020, but for 2021 onwards).

4.0 REPORT

4.1 REPORT DETAILS

4.2 Flowing out of the region's success in hosting 2014 Tour de France Grand Depart Welcome to Yorkshire, together with Amaury Sport Organisation (ASO – the organiser of a range of high profile sporting events including the Tour de France), launched the Tour de Yorkshire cycle race in 2015.

4.3 Originally a three day Men's only event, the TdY has now grown to be a four day Men's

race and a two day Women's race which are now the country's foremost cycle events watched in 2018 (2019 event data are not yet available) by some 2.6 million spectators generating, according to a Leeds Beckett University study, a £98m boost to the region's economy.

- 4.4 The event is held on the Thursday-Sunday of the early May Bank Holiday weekend each year. It is part of cycling's Europe Tour and it attracts some of the very biggest names in the world of cycling including, in 2019, four time Tour de France winner, Chris Froome, and world champions Mark Cavendish and Lizzie Deignan.
- 4.5 The Tour de Yorkshire is a significant direct economic driver; it raises the profile of the region, its towns, villages and communities on a national and international level; it provides an opportunity for business and community engagement; and it can help inspire people to take up more active lifestyles.
- 4.6 The TdY has passed through Ryedale district three times (in 2015 it passed through Malton on its way from Selby to York; in 2016 it passed through Kirbymoorside and Helmsley on its way from Middlesbrough to Scarborough; and in 2017 it passed through Malton and Pickering on its way from Bridlington to Scarborough). It is a much sought after event with towns bidding to act as a Start or Finish location. Welcome to Yorkshire has invited Eols from towns seeking to host a Start/Finish from 2020 onwards, with Eols to be submitted by 14th June.

5.0 IMPLICATIONS

- 5.1 The Tour de Yorkshire provides an unrivalled opportunity to promote Ryedale on a national and international stage and this is something which should be grasped. The timing of hosting the event is, however, crucial and in making a decision to submit an Eol Members should be aware of key implications.

5.2 Financial Implications

- 5.2 The fee for hosting a Start or Finish of the Men's race only is £100,000. For the combined Men's and Women's races the Hosting Fee is £125,000. This fee covers the physical infrastructure necessary to stage the event (eg. podium, big screen, VIP facilities, Start/Finish infrastructure, etc), together with the expertise of Welcome to Yorkshire and ASO in advising on race delivery.
- 5.3 In addition to the Hosting Fee, host towns will be required to fund a range of other costs including traffic management, stewarding, security, barriers, welfare facilities, communications marketing and promotion, complementary events, community and business engagement, etc. Some of these activities are mandatory (eg traffic management, stewarding), others such as marketing and community/business engagement are discretionary, but are nevertheless vital to ensure engagement and that the full benefits of the event are maximised.
- 5.4 It is difficult to place a definitive cost on these activities but allowing £50,000- £60,000 for event delivery - in addition to the Hosting Fee of £100,000/£125,000 - is a reasonable assumption to make (ie total costs of £150,000 - £185,000).
- 5.5 **Should a bid be made the Council will be required to identify which is the preferred town(s) to host a Start/Finish. Member views are sought on this, but any it should be noted that any bid will be subject to detailed Welcome to Yorkshire evaluation.**
- 5.6 **Staffing Implications**
- 5.7 Organising an event of this nature is a significant resource undertaking. There is no

current capacity within the Council to undertake core event management functions which would therefore mean appointing an external partner to deliver the event. Irrespective of utilising external resources significant management time will be required to oversee delivery, as will significant capacity for marketing/promotion/business and community engagement/complementary activities, etc.

5.8 This being the case, it is recommended that RDC does submit a bid for Ryedale to host a Start/Finish of the TdY, but in bidding it should be made clear that the bid is for 2021 onwards by which time the new Economic Development Team, including event officer, will be well embedded and important relationships built with key partners.

5.9 It should be noted that even if Ryedale does not submit a bid to be a Host Town for 2020 should the race come through any part of the district next year a very large amount of work will still be needed around marketing/promotion/engagement/on day delivery, which will require significant resourcing. It is expected that Welcome to Yorkshire will advise 'on route' districts of their involvement in September/October at which time a decision will need to be taken upon capacity and the need to engage external resource.

5.10 Other Implications

5.11 Any Start/Finish Host Town is required to enter into a legal agreement with Welcome to Yorkshire/ASO.

5.12 Environmental, climate change, equalities and other issues will be considered as part of the detailed planning of any future event in Ryedale.

Phillip Spurr

Programme Director, Economic Development, Business & Partnerships

Author: Phillip Spurr, Programme Director, Economy, Business and Partnerships

Telephone No: 01653 600666 ext: 43348

E-Mail Address: philip.spurr@ryedale.gov.uk

Background Papers:

None.