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<b>PART B:</b>	<b>RECOMMENDATIONS TO COUNCIL</b>
<b>REPORT TO:</b>	<b>POLICY AND RESOURCES COMMITTEE</b>
<b>DATE:</b>	<b>20 JUNE 2013</b>
<b>REPORT OF THE:</b>	<b>CHIEF EXECUTIVE JANET WAGGOTT</b>
<b>TITLE OF REPORT:</b>	<b>TOUR DE FRANCE – FINANCIAL CONTRIBUTION</b>
<b>WARDS AFFECTED:</b>	<b>ALL</b>

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## **EXECUTIVE SUMMARY**

### **1.0 PURPOSE OF REPORT**

- 1.1 This report considers a contribution from the Council towards the staging of the Tour De France, Grand Départ in 2014.

### **2.0 RECOMMENDATION**

- 2.1 That Council is recommended to approve a contribution of £10,000 to the Tour De France Grand Départ staging costs in 2014 financed from the unallocated revenue provision.

### **3.0 REASON FOR RECOMMENDATION**

- 3.1 Whilst the event does not pass through Ryedale district, the financial benefits of the event coming to the area as a whole are significant.

### **4.0 SIGNIFICANT RISKS**

- 4.1 The significant risk is reputational should the Council choose not to support this major regional event given that all other North Yorkshire Authorities have committed their support.

### **5.0 POLICY CONTEXT AND CONSULTATION**

- 5.1 Council Aim 2: To create the right conditions for economic success in Ryedale:
- Opportunity for people; increasing wage and skill levels.

Council Aim 4: Active Communities where everyone feels welcome and safe:

- To help all residents to achieve a healthy weight by encouraging an active lifestyle, in communities where everyone feels welcome and safe

Council Aim 5: Transform Ryedale District Council

- Building our capacity to deliver through collaboration and working in Partnership.

## REPORT

### 6.0 REPORT DETAILS

6.1 Welcome to Yorkshire, in partnership with local authorities and other partners in the region, submitted a bid to the Amaury Sport Organization (ASO), the organisers of the Tour de France, to host the early stages of the 2014 Tour de France in Yorkshire. ASO announced on 14th December 2012 that the bid had been successful. On 17th January the proposed routing of the Yorkshire stages was announced.

6.2 The Tour de France is an annual multiple stage cycle race and is the third largest sporting event in the world after the Olympic Games and the FIFA Football World Cup. Most of the stages are held in France, though increasingly two or three stages are held in nearby countries.

6.3 The Tour involves moving, accommodating and feeding over 4,500 people each day. All the start and finish infrastructure has to be quickly taken down, transported to its next location and re-erected. Facilities for journalists and television crews, and transmission need to be moved on. There is expected to be a total of approximately 2,400 support vehicles following the race. 200 journalists from 35 different countries attend the Tour each year. In a typical race the Tour attracts 15 million spectators and on average these spectators travel 130km to see a stage of the Le Tour. They spend an average of 6 hours at a time by the roadside.

#### **Economic Benefits to North Yorkshire**

6.4 Hosting an event with the global profile of the Tour de France provides a real opportunity for North Yorkshire. The Tour has the potential to significantly enhance international awareness of this area. It will also encourage more people to cycle more often thereby delivering benefits to the transport network and to public health.

6.5 When London hosted the Grand Départ in 2007 the event generated an estimated £73 million of economic benefit to London and £15 million of economic benefit to Kent. In addition a further £35 million was generated in publicity with over 20,000 pieces of media coverage. Over 3 million spectators attended the event across London and Kent, with more than half of these spectators coming from outside London and another 10 per cent travelling to London from overseas.

6.6 Welcome to Yorkshire anticipates that hosting the race has the potential to surpass the benefits to London in 2007. Some of the key areas of anticipated expenditure include up to £1.8m on accommodation, up to £6m in retail spend per stage, up to £6.2m in food and catering spend per stage and equivalent media value of approximately £15m.

6.7 Although Central Government have awarded funding of £10m for the staging of the Le Tour it is not known at this stage how this funding will be allocated and if it will reimburse the costs incurred by local authorities.

6.8 ASO have entered into a contract with Welcome to Yorkshire alone. Welcome to Yorkshire has entered into this contract with ASO on the understanding that it has a clearly established position with the local authorities involved, including NYCC and the relevant District Councils. The obligations placed upon all the North Yorkshire

Councils is set out in a legal agreement agreed between NYCC and Welcome to Yorkshire.

### **Contribution to the ASO Staging fee**

- 6.9 The ASO staging fee has been shared across local authorities in Yorkshire in relation to the impact and opportunities offered by Le Tour and has been calculated in line with the km of route in the authority area. The contribution required to the ASO staging fee from North Yorkshire is £400,000. The understanding to date is that NYCC will contribute £200,000 and that the other North Yorkshire local authorities will make up the remaining £200,000. Leeds City Council has agreed to act as the administrative body and guarantor for all local authorities involved in hosting the Tour. The proposed contribution for the local authorities in North Yorkshire is set out below. All of the other Authorities have committed to funding the event.

Craven DC	£30,000
Hambleton DC	£10,000
Harrogate BC	£90,000
Richmondshire DC	£40,000
Ryedale DC	£10,000
Scarborough BC	£10,000
Selby DC	£10,000
NYCC	£200,000
<b>Total</b>	<b>£400,000</b>

### **Legacy**

- 6.10 Local Authorities in the Yorkshire and the Humber region have developed a 'legacy strategy' for the region. (Attached in Annex A). Core regional objectives are set out in a broad complimentary framework for each Local Authority area to deliver against. It seeks to address issues faced across the region, including; improving health, the environment and the economy with focus on inactivity, congestion, community engagement, tourism and infrastructure.
- 6.11 The 'legacy' is built around the 2014 Yorkshire Tour de France Grand Départ and aims to achieve increases in cycle usage and improve links to cycling as a sport, the vision being to create a region that will be:

***“recognised as a great region for safe cycling, inspiring more people to cycle more often.”***

## **7.0 IMPLICATIONS**

- 7.1 The following implications have been identified:
- a) Financial  
The cost can be met from the unallocated revenue provision in 2013/2014.
  - b) Legal  
There are no significant legal issues around this decision.
  - c) Other (Equalities, Staffing, Planning, Health & Safety, Environmental, Crime & Disorder)  
There are no significant legal issues around this decision.

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**Background Papers:**  
None.