

HAMBLETON DISTRICT COUNCIL

Report To: Cabinet
11 June 2013

Subject: TOUR de FRANCE

All Wards
Portfolio Holder for Leisure and Health: Councillor Mrs S Shepherd

1.0 PURPOSE AND BACKGROUND:

- 1.1 Yorkshire, via 'Welcome to Yorkshire' (W2Y) is hosting the GRAND DEPART of the Tour de France in July 2014.
- 1.2 This Council, along with others, has supported W2Y over the past 3 years to secure this event which will have two stages in Yorkshire and a third between Cambridge and London, before continuing throughout France.
- 1.3 Day 1 on Saturday 5 July 2014 starts in Leeds, visits Otley, Ilkley, Skipton, the Dales, Leyburn, Masham and Ripon before finishing in Harrogate. Approximately 1.7 miles of the route on Day 1 is in Hambleton, near West Tanfield. Day 2 on Sunday 6 July starts in York and visits Knaresborough, Keighley and Hebden Bridge before finishing in Sheffield.
- 1.4 The event is organised by a private company the Amaury Sport Organisation (ASO) which works with Local Authorities, Police, emergency planners at a local level on the logistics and commercial sponsors on finance issues to deliver the event.
- 1.5 A summary of the key facts and issues relating to the Tour de France in Yorkshire is contained at Annex A. There are both sporting and economic benefits to the district and there is already evidence that accommodation throughout Hambleton is booked up during this period.
- 1.6 A plan showing the routes in Yorkshire is shown at Annex B.
- 1.7 The purpose of this report is to consider the Council's contribution to this event coming to the District and to Yorkshire.

2.0 EVENT COSTS:

- 2.1 The current costs of organising the event are estimated to be in the region of £12.5million for the two days.
- 2.2 The following elements have been requested of this Council:-
 - £20,000 contribution to Welcome to Yorkshire's costs in hosting the event (via the Yorkshire Council Leaders' Group);
 - £10,000 contribution to North Yorkshire County Council's £400,000 North Yorkshire share of the costs of the ASO fee of 4million Euros.
- 2.3 It is also suggested that a one-off in-house budget of £10,000 be approved on a 50:50 basis to both support West Tanfield's community effort and to organise a range of legacy events across the District for Hambleton residents and business community.
- 2.4 This total of £40,000 will be one-off funding.

2.5 It should be noted that the Government has agreed a grant of £10million funding for the event but this is believed to cover the full 3 days it is in England, and it is unknown at the moment exactly what this is to be used for.

3.0 EVENT ORGANISATION:

3.1 In contrast to the Olympic Torch Relay where Hambleton took the lead role across both its own District and Richmondshire, it is North Yorkshire County Council which assumes the lead role for the time the event is in the County. As yet, aside from a request for finance, the District Councils have not been asked to assume any operational role or responsibility.

4.0 WEST TANFIELD:

4.1 Unlike the Olympic Torch Relay where roads were closed on a "rolling roadblock" basis for at the most 30 minutes, the Tour de France will see roads closed for a minimum of 6 hours.

4.2 A community group has been formed in West Tanfield to explore how best to present the village and how to run community events during those 6 hours, before, during and after the day.

4.3 It is felt important that the Council supports this group in its endeavours, in a similar way it supported the Olympic Torch Relay in Thirsk, Northallerton and Bedale.

5.0 RISK ASSESSMENT:

5.1 There are no significant risks for the Council associated with this event at this stage.

6.0 FINANCIAL IMPLICATIONS:

6.1 It is suggested that the total of £40,000 be approved as a one-off contribution to the event, and that this be financed from the Council's "One-Off" Fund.

7.0 LEGAL IMPLICATIONS:

7.1 There are no legal implications relating to the Council at this stage.

8.0 RECOMMENDATIONS:

8.1 It is recommended that:-

- 1) a one-off contribution be made of £20,000 to Welcome to Yorkshire's cost of organising the Tour de France;
- 2) a one-off contribution be made of £10,000 to North Yorkshire County Council's costs of organising the event;
- 3) a one-off budget of £10,000 be created to support West Tanfield and organise legacy initiatives across Hambleton and that this be split 50:50.

DAVID GOODWIN

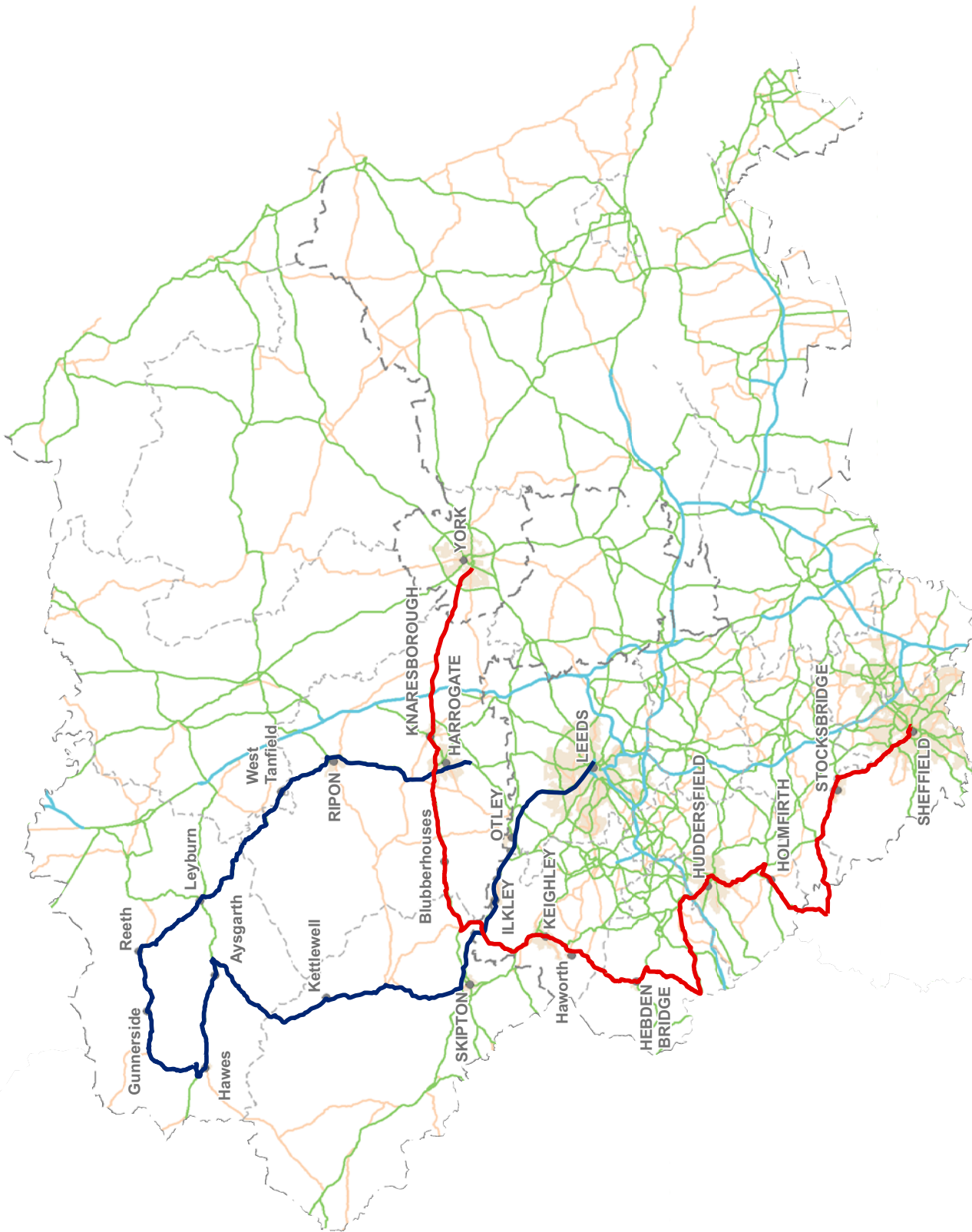
Background papers: Contained on file
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Tour de France

- **Headline facts and figures:** The Tour is the third largest sporting event in the World (behind only the Olympics and FIFA World Cup), and the largest annual sporting event globally, 2013 will be the 100th running of the Tour.
- **Spectators:** Estimated that 3 million people will line the route, 98% of people in the region are within 1 hour of the route; and it is normal for people to travel 100km or more to spectate, hence the potential for wider tourism sector benefits away from the route itself. Spectators spend on average 6 hours by the roadside, as the media and 185 vehicle entourage alone take around 3 hours to pass any single point, handing out "freebies" etc (eg this compares to the 4 vehicles that preceded the Olympic Torch Relay).
- **Press pack:** A copy of the press pack circulated to attendees, with further information about the Tour and Grand Depart is also available online here: www.letour.fr/le-tour/2013/docs/communiqués/TDF14_DP_7JAN_BD.pdf
- **Yorkshire route:** The routes of the two Yorkshire stages are seen as "99.9% agreed (as per maps in the press pack – see above), with some minor technical options still to finalise. The full route of all the Tour stages will be announced in Paris on 23 October.
- **Management of the Yorkshire Grand Depart:** W2Y is, in effect, the "LOCOG" for the Tour/ASO in the UK, and the principal point of contact with ASO for local authorities. Officials from the Tour are expected to make weekly delegations to the region for much of the next year in advance of the 2014 Grand Depart. Six management groups are being set up in partnership between W2Y and Councils – covering issues such as delivery, marketing and communications, tourism, the associated cultural festival, and legacy (see below).
- **Economic benefits:** This is expected to be in the order of at least £100m (eg London reported £90m in benefit for a single Tour stage in 2007). Training teams are expected to arrive from the Autumn (Local Authority press teams encouraged to liaise with W2Y on what publicity the teams may wish to have).
- **Media:** 2,500 journalists expected, with some already reporting and visiting (media attention so far has been greater than any other Grand Depart). Media villages expected to be based at stage finishes (ie Harrogate and Sheffield) and will require 1km square of space.
- **International audience, TV coverage and promotion of the region:** 5 hours of live TV footage/commentary per day (and longer for the Grand Depart) is broadcast to 140 countries, with 188 countries showing highlights. W2Y, Andrew Denton, will be the key link to the Tour/ASO for the TV commentary. As noted above, there will be 5 hours of live commentary to fill each day, with a core script translated into all relevant languages (as well as 9 helicopters providing aerial footage). This provides extensive scope to showcase the region and local areas, including through wider pre-recorded footage etc. Local press teams are encouraged to liaise closely with W2Y on what they would like to see.

- **Branding:** Official branding is being sent to local authorities. Whilst the official "Le Tour" logo is subject to similar restrictions to Olympics logo, W2Y has signed off a Grand Depart brand that is more freely available to W2Y Members and with the option of co-branding with Council logos etc. Members were asked to now start to use the branding as much as possible – for more information contact Andrew Denton.
- **Associated 'Cultural' and 'Business' Festivals:** As well as the 100 day 'Cultural Festival' in the lead up to the Grand Depart (being worked up with the Arts Council and where Lottery Funding is being sought), a 'Business Festival' is also being looked at by W2Y, in consultation with UKTI (eg making the most of links with businesses in the region with French links).
- **Legacy:** Noted that York are leading for the region on the associated Legacy Strategy, which is near finalised and will be circulated soon. W2Y is working with ASO as part of this to potentially develop other cycle races across the region in future years, which would not just be using the same routes.
- **"Bike Banks"** were also mentioned as an initiative W2Y are keen to develop in partnership with Councils and other local partners – eg to guarantee that every young person in the region has access to a bike; as was a dedicated Teaching Module for Schools from September.
- **Making the most of existing local links with French towns and cities:** Seen as worth exploring all existing local links across the region with France, such as through "twin towns" (especially those on or near to the 2013 and 2014 Tour route), team sponsor companies or local businesses with French links etc. It would be helpful if Councils could keep W2Y informed on this, as conversations are ongoing in terms of the wider 2014 route in France, where twinned towns could potentially be targeted. For very exact details of the 2013 route see www.letour.com/le-tour/2013/us/stage-1.html, where an overview map is also attached; for an overview of the Tour sponsors see www.letour.com/le-tour/2012/us/teams.html.

- Stage 1
- Stage 2



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Tour De France Route Yorkshire 2014