

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO POLICY AND FINANCE COMMITTEE

Agenda Item No.

meeting date: 26th JANUARY, 2016
title: TOUR OF BRITAIN STAGE 2
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE, HEAD OF CULTURAL AND LEISURE SERVICES

1 PURPOSE

- 1.1 This Committee at previous meetings agreed to the staging of and budget provision to cover the costs incurred from the Council hosting Stage 2 of the Tour of Britain Cycle Race. This report provides a final update to those reports.
- 1.2 Relevance to the Council's ambitions and priorities
- Community Objectives – To sustain a strong and prosperous Ribble Valley
 - Corporate Priorities - To encourage economic development throughout the borough, with specific focus on tourism
 - Other Considerations – To develop, with relevant partners, measures to support the visitor economy

2 BACKGROUND

- 2.1 This Council together with Pendle Borough Council agreed to jointly host stage 2 of the 2015 Tour of Britain. This was a significant undertaking for 2 small district councils, because of the size of the event and the work involved to ensure it was a safe and successful event for the residents, visitors and the competitors.
- 2.2 It was initially determined that no external help to the Council would be engaged to assist in the planning and delivery of the event. During the early planning stages it was clear that the demands of the event were going to be greater than the internal resources available and consultancy advice was sought for elements of the planning and delivery. In addition two principle contractors were engaged to provide traffic management and stewarding for the event.
- 2.3 The two principle reasons for staging the race were, firstly, to provide residents with a world class sporting event on their doorstep and, secondly, for the projected economic benefit to the Borough, both around the actual event itself and longer term, arising from the media exposure of the area, for the visitor economy.

3 OUTCOMES

- 3.1 Hosting of Stage 2 is estimated to have benefited the local economy by over £1m in the period around 7th September, 2015. This estimate was provided in the research which Sweetspot the organisers carried out nationally post-race. Across the stage around 180,000 people are estimated to have seen it live, plus countless more on television both nationally and internationally.

- 3.2 The engagement from local communities was outstanding, many schools allowed their pupils out from their classes to watch the race, as well as creating large scale art works in their grounds. Towns and villages had window displays, yellow bikes, banners etc. to celebrate the day.
- 3.2 Overall there was excellent partnership working between the statutory bodies, emergency services and voluntary and community groups across the Borough. This helped to ensure the maximum impact for the event for spectators who turned out to watch.
- 3.3 Additionally the support shown by neighbouring authorities, not involved in the race, in providing expertise either through knowledge of the event or in actual staff time to help on the day, helped RVBC significantly with the successful management of the event.
- 3.6 The television coverage covered many of the displays put together for the event, including the cycle on the hill above Clitheroe and the large scale school art works.
- 3.7 The number of web site hits during the run up and including the day was significant and legacy of the event long term will be able to build upon this interest.

4 ISSUES

- 4.1 Events of this nature cause disruption to daily life. However, overall the level of disruption was kept to a minimum across the Ribble Valley. The roving traffic management team employed helped to ensure that even at Gisburn, where the worst congestion was anticipated problems were not as anticipated.
- 4.2 The Council allocated a total budget of £125,000 for the event, a breakdown of the budget is provided in the appendix. This shows that the event was run within the budget allocation.

5 RISK ASSESSMENT

This report may have the following implications

- Resources – The breakdown of income and expenditure is provided.
- Technical, Environmental and Legal – none in connection with this report.
- Reputation – Tourism is an integral part of the Borough's offer and events that are well run and of high quality will help to promote the Borough and the businesses based within it.

6 CONCLUSION

This summarises and concludes the various aspects of the Tour.

MARK BEVERIDGE
HEAD OF CULTURAL AND LEISURE SERVICES

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BACKGROUND PAPERS - None
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Ref: P&F 26.1.16/Mark Beveridge

TOUR OF BRITAIN CYCLE RACE

		Budget	
		£	£
2636	Hire of transport		
	Coaches	360	360
2637	Hire of plant		
	Radios for Zones	450	
	Vehicle Removal Service	2500	
	Radios for Clitheroe	350	
	Temp Toilets	3000	6300
2887	Trees, Seed, Shrubs, Plant & Flowers		
	Flowers	240	240
3039	Other Expenses		
	Contingency	12535	12535
3111	Road Traffic Management		
	Traffic Management	14065	
	Road Closures	4500	18565
3277	Promotional Activities		
	Race Fee	75000	
	Contribution to Pendle	5000	80000
3305	Security		
	H&S Consultant	2500	
	Stewards / First Aid	13000	15500
8837n	Tour of Britain Cycle Race Sponsorship		
	Sponsorship	-8500	-8500
		125000	125000

Actual @ 15 Jan	Commitments (Still To Pay)	Total	
		£	£
655.00	0.00	655.00	655.00
769.50	0.00	769.50	
595.00	0.00	595.00	
273.00	0.00	273.00	
1,395.00	0.00	1,395.00	3,032.50
280.00	0.00	280.00	280.00
9,485.94	0.00	9,485.94	9,485.94
18,505.00	0.00	18,505.00	
0.00	1,000.00	1,000.00	19,505.00
75,000.00		75,000.00	
5,000.00	0.00	5,000.00	80,000.00
2,500.00	0.00	2,500.00	
11,884.41	0.00	11,884.41	14,384.41
-8,750.00	0.00	-8,750.00	-8,750.00
117,592.85	1,000.00	118,592.85	118,592.85