

**Report of the Chief Officer Resources and Strategy**

**Report to the Sustainable Economy and Culture Scrutiny Board**

**Date: Tuesday 8<sup>th</sup> October 2013**

**Subject: Engaging local people in the Tour de France**

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

**Summary of main issues**

1. To inform Members of the plans for the Grand Depart 2014 of the Tour de France.
2. To seek Members' views on the planned events for the city.
3. To seek Members' opinions on the role they can play in enabling the whole city to feel involved.

**Recommendations**

4. Members are requested to comment on the plans for the Grand Depart 2014, and to put forward their ideas on how local people can feel involved.

## **1 Purpose of this report**

- 1.1 To explore how local people can get engaged in the Tour de France and the role local ward members could play in enabling people to feel the event is for the whole city

## **2 Background information**

- 2.1 The Tour de France is the largest annual sporting event in the world attracting a global audience. Welcome to Yorkshire successfully bid to bring the tour to the UK in 2014 on behalf of the Yorkshire Authorities. The objective was not just to bring a spectacular event to the region but also to demonstrate to the world the benefits of the region and to build a legacy for cycling and tourism.
- 2.2 Hosting the Grand Départ in 2007 generated an estimated £73 million of economic benefit to London and £15 million to Kent. A further £35 million was generated in publicity (over 20,000 pieces of media coverage). Over 3 million spectators attended the event across London and Kent with more than half of these coming from outside London and another 10% travelling to London from overseas. Day visitors spent £26.15 in London and £18.82 in Kent.
- 2.3 The basic requirement of up to 10,000 bed nights of accommodation for teams and media for between 7 and 10 days and the increased interest in cycling as a result of the London Olympics and GB successes in the Tour, it is anticipated that Yorkshire will surpass the benefits to London in 2007. Some of the key areas of visitor expenditure include up to £1.8m on accommodation, £6m in retail (non food) spend per stage and up to £6.2m in food and catering spend per stage. The media equivalent value would be approximately £15m.
- 2.4 For 2014 there will be a full impact assessment carried out but benefits are already being evidenced with strong hotel bookings and significant interest from cycling communities across the world.
- 2.5 From the announcement of the success of the Yorkshire bid in January 2013 the local interest has been high and many communities are coming forward to find out how they can engage with the event.
- 2.6 The UK will host the Grand Depart on 5th-7th July 2014. There will be 200 riders supported by a team of about 5000 staff and press. Preceding the race each day is a 'publicity caravan' of about 180 vehicles which will travel the route handing out advertising materials. This is hugely popular in France and the caravan can take up to 45 minutes to pass a single location.
- 2.7 Stage 1 will depart Leeds on 5th July in a neutral (none racing) start and progress to Harewood House for a ceremonial start with the racing start being just outside Harewood House. The route then goes through Otley into Bradford, North Yorkshire and finishes on The Stray in Harrogate.

- 2.8 Stage 2 starts in York on 6th July and travels through North Yorkshire, Bradford, Kirklees, Calderdale, Derbyshire and finishes in Sheffield.
- 2.9 Stage 3 starts in Cambridge on 7th July 2013 and progresses through Hertfordshire, Essex to the Olympic Park along the Thames, finishing on the Mall in front of Buckingham Palace.

### **3. Main Issues**

#### **3.1 Communications plan**

- 3.1.1 Telling them about the tour, where to go to see the tour, how to avoid it if they want, the impact on them on the day and what is going on around the event
- 3.1.2 A key part of the event delivery will be a public facing communications plan including door-to-door communications for those most affected. This will include
- For those on the route what is going to happen, when, diary of the communications proposed and where necessary proposals to enable them to live safely during the event e.g. personal care plans where really vital
  - For those impacted by road closures and diversions an explanation of what is going to happen, when they will be told what, where they can find information if their circumstances or plans change and where they can get help
  - For spectators a guide and map of where to go, what to see, how to get there, including bike parks, toilets etc.

#### **3.2 Spectator Hubs along the route**

- 3.2.1 Safe locations in Scott Hall playing fields, Otley and Harewood are planned where people can watch the caravan and the race and then spend a family focused fun day. It is proposed that there will be food concessions and the inflatable Breeze equipment plus a big screen. What other opportunities would you like to see?

#### **3.3 Cultural Festival**

- 3.3.1 For those not on the route, can't get to the route or don't want to travel too far on the day, there will be a range of cultural activities in the 100 days lead up to the Tour and on the day itself. £1m Arts Lottery has been awarded to WTY to fund the festival across Yorkshire and it will involve many regional arts organisations and will try to capture the essence of Yorkshire. Arts organisations bidding for major commissions to WTY will have to demonstrate that the local authority and where appropriate, local landowner, are also supportive of their plans. The cultural festival should guarantee that activity of high artistic quality is programmed to occur during the key months leading up to and during the Grand Depart.
- 3.3.2 Leeds' grassroots independent arts community is already full of ideas about activities to engage local people in the Tour De France Grand Depart and will meet on Friday 20 September at Leeds Town Hall to explore and get a sense of the

breadth and spread of those early ideas. (e.g. timeline and geographic spread). 50 attenders will share their plans, consider who to team up with and consider all the opportunities for involvement. A number of arts organisers will bring all their learning from the 2012 Cultural Olympiad which so successfully engaged local communities in a vibrant and inclusive celebration. Leeds City Council is collaborating with the organisers of Leeds Bikefest and Wheels Wheels to host this event.

3.3.3 Consideration will need to be given to not only how plans are developing, but what additional publicity is required during the 100 day cultural festival to ensure that communities in Leeds know what is happening and when and where.

3.3.4 Organisations seeking small arts grants for local cultural and creative activities are being signposted to the Leeds Inspired grants programme which has publicised its funding deadlines in September and October at [www.leedsinspired.com](http://www.leedsinspired.com).

### **3.4 Making the event feel relevant across the city**

3.4.1 Unfortunately the route only goes through part of the city and so many communities will not get first hand experience of the riders or the caravan unless they are willing to travel. However we saw with the torch relay for the Olympics how local communities wanted to get involved anyway and a wide range of events and activities were organised. These included 'come and try' Olympic and Paralympic sports, community sports festivals and individual community led celebrations.

3.4.2 The Tour offers another opportunity to engage local communities who are interested in organising events and activities in their neighbourhood. How do we make the best of this opportunity?

- Could local ward members focus on the Tour at their forum events to discuss with the communities what they want to happen
- Could local funding be used as seed corn funding to support the communities who want to get involved and hold their own events
  - What would be eligible
  - How would they apply
  - What would the budget limits be
- Do the members want to work together to set the city a challenge and use the Tour as a catalyst for some community action such as learning to cycle, running local guided rides, setting up bike banks, identifying local good cycling routes
- Other ideas urgently needed!!!!!!

### **3.5 Engaging young people**

3.5.1 A regional Tour de France educational resource is being produced by York that will be available free to all schools and Children's Services are reviewing how projects

such as Spirit Alive (adopted by over 95% of all Leeds schools as an Olympic educational project) will fit around the Tour.

- 3.5.2 Leeds currently funds the delivery of 5000 level 2 places on Bikeability, the cycle safety training offer, to all Leeds primary schools. There is a wider package of training and cycle facility infrastructure at targeted high schools. Over 8,000 people including many families, took part in the first Sky Ride Leeds. What are the priorities in getting more people riding bikes?

## **4. Corporate Considerations**

### **4.1 Consultation and Engagement**

- 4.1.1 Welcome to Yorkshire are holding roadshow events, and consultation is ongoing with cycling groups, and with businesses in the city.

### **4.2 Equality and Diversity / Cohesion and Integration**

- 4.2.1 Work is ongoing to consider access issues around the event itself and the creation of safe viewing areas.

### **4.3 Council policies and City Priorities**

- 4.3.1 The Grand Depart of the Tour de France supports the Best Council Plan objective of “promoting sustainable and inclusive economic growth”, and cycling legacy will be enhanced by the success of Highway to Health bid from the Cycle City Ambition fund.

### **4.4 Resources and value for money**

- 4.4.1 The Executive Board have allocated resources for the Grand Depart.

### **4.5 Legal Implications, Access to Information and Call In**

- 4.5.1 Legal services are currently working with UK Sport on an agreement for government funding.

- 4.5.2 The report is not subject to call in.

### **4.6 Risk Management**

- 4.6.1 A full Risk Register has been created for the delivery of the Grand Depart and is reviewed formally at the Tour de France Project Board.

## **5 Conclusion**

- 5.1 Arrangements for the Grand Depart are progressing well, with estimates, being that the event can be delivered within budget, and the next visit by the organisers, ASO, will take place in week commencing 30<sup>th</sup> September 2013.

## **6 Recommendations**

- 6.1 To inform Members of the plans for the Grand Depart 2014 of the Tour de France.
- 6.2 To seek Members' views on the planned events for the city.
- 6.3 To seek Members' opinions on the role they can play in enabling the whole city to feel involved.

## **7 Background documents<sup>1</sup>**

- 7.1 There are no background documents.

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<sup>1</sup> The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.