

Report of: Director of City Development

Report to: Executive Board

Date: 18 December 2013

Subject: Tour de France 2014 – progress report

Are specific electoral Wards affected? If relevant, name(s) of Ward(s): All	<input checked="" type="checkbox"/> Yes	<input 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 checked="" type="checkbox"/> Yes	<input 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. This report updates the Executive Board on the progress made in planning for the Tour de France 2014 Stages 1-3. The report describes the establishment of a company to manage the Government funding, and the progress made on event planning, particularly for the Grand Depart and route in Leeds.
2. The full route of the 2014 Tour de France has now been announced, and the Grand Depart will be from The Headrow in Leeds, with the first stage concluding in Harrogate. This is an ideal opportunity to promote Leeds and Yorkshire, to billions of TV viewers and cycling fans worldwide, as well as the 5000 officials and press, and up to one million people each day who will attend the race.
3. A new organisation, TdFHUB2014 Ltd, has been established to oversee the delivery of the first three stages of the 2014 Tour de France. The company will work with local authorities on the route to deliver a safe spectator experience.
4. Leeds city centre will host the opening ceremony and briefings for the riders, the press and media centre, the Tour hospitality village, and the signing in of the riders before the Grand Depart itself on the 5th July 2014.
5. The staging of the Grand Depart will assist in the delivery of the Best Council Plan objective to promote sustainable and inclusive economic growth, by building an active and creative city. It is one of a series of high profile events happening in the city, alongside the staging of matches in the 2013 Rugby League World Cup, BBC Sports

Personality of the Year in December and the successful Sky Ride which took place in the summer.

Recommendations

6. Members are requested to endorse the proposals enclosed in this report, and to request a further report in April 2014, which will again provide an update on progress and readiness for delivering the event in July 2014
7. Members are asked to champion this event in their area, encouraging schools, businesses and communities to maximise the opportunities given by the Tour.

1 Purpose of this report

- 1.1 This report gives an update to Executive Board on progress made in planning for Stages 1-3 of the Tour de France 2014, as well as event planning specifically for the Grand Depart, and describes the establishment of a company, TdFHUB2014Ltd, to manage the Government funding.

2 Background information

- 2.1 The last report on the Tour de France to Executive Board in July 2013, gave some background to the successful bid by Welcome to Yorkshire to stage the Grand Depart, and gave an indication of the scale of the event, which is the largest annual sporting event in the world, with billions watching TV worldwide, and up to one million spectators attending the race each day.
- 2.2 The report outlined an agreement with Government for it to provide £9,936,301, to augment the spectator experience for the event, in addition to the total of £ 11,040,000 provided by the various local authorities involved. This agreement required UK Sport to establish a company, the purpose of which is to co-ordinate the delivery of the event across the three UK stages, and to manage the Government funding. The cost to Leeds City Council is unchanged from the figure quoted in the previous Executive Board report, at £ 3,612,000.
- 2.3 On the 23rd October 2013, the full route of the 2014 Tour was announced, with Stage One being a 191 km ride from Leeds to Harrogate, via the Yorkshire Dales on Saturday 5th July, Stage Two on Sunday 6th July from York to Sheffield, and completing the UK stages on Monday 7th July, the third stage from Cambridge to London.

3 Main issues

- 3.1 TdFHUB2014 Ltd has now been established, and is based in Council offices in Leeds Town Hall, with the aim to support planning for the Tour. It is a company limited by guarantee and wholly owned by UK Sport. The company has entered into a funding agreement with UK Sport to enable the Government money to flow from the company including to local authorities on the route.
- 3.2 Leeds City Council has a lead role for local authorities and is the accountable body for the £11m local authority funding. All local authorities that have been asked to establish a budget for the event now have Member approval of the agreed amount.
- 3.3 In co-ordinating planning for Stages 1 and 2 in Yorkshire, and working with Transport for London to support planning and delivery for Stage 3, the company has established a governance structure to ensure that work is coherent and consistent across the whole of the event in the UK.
- 3.4 To achieve objectives, the company has appointed a Chief Executive Officer, and a senior team comprising specialists who will support and advise local authority staff on operational matters. In addition, the company has established a Programme Management Office of staff from the PPPU team in Leeds City

Council, and is also supported by a number of other Leeds City Council staff who have been aligned to work for the company.

3.5 Leeds City Council has established a Project Board and a Delivery Team to ensure co-ordinated planning and operation of the event, whilst it is in Leeds.

3.6 The Leeds team met with officials from Amaury Sports Organisation (ASO) the Tour owners, in early October 2013, to discuss plans for the Grand Depart, and current proposals include the following highlights.

3.7 **City Centre**

- Millennium Square to be the hospitality village for the Tour sponsors.
- The press and media centre to be located within the city centre.
- The team briefing for the cyclists on Thursday 3rd July will take place in the City Centre before the opening ceremony at the First Direct Arena.
- The publicity caravan which precedes the cyclists on each stage of the race, will be built on the site of the former International Swimming Pool, and will then transfer to Woodhouse Moor on the morning of the 5th July, to proceed into the city centre to begin its journey on the route of stage 1.
- On the 5th July, all of the cyclists will “sign in“ for the race on Victoria Gardens.

3.8 **The route**

There will be road closures on the route of Stage 1 in Leeds, and traffic management plans are being developed. These will identify communities and businesses where entry and exit to properties will be blocked by the race, as it progresses down The Headrow and goes via Scott Hall Road and Harrogate Road to Harewood Estate, and then on to Arthington, Pool, and Otley, then out towards Ilkley and the Yorkshire Dales. Communication with these communities and business is vital, and plans to maintain access to the hospitals and the airport are progressing well. We are currently working on our communication plan and those of the other local authorities involved in the Tour. This will include a series of planned communications to residents and businesses, especially those along the route, and starting early next year, which will ensure all residents, communities and businesses affected, will have detailed information on closures and arrangements by March/April 2014.

Spectator safety is of vital importance to the delivery of the event, and current proposals are for spectator hubs along the route at Scott Hall Playing Fields, Harewood Estate and Otley, to relieve pressure along other parts of the route. Plans will be clearer once the crowd modelling work has progressed.

3.9 **Member engagement**

As part of the communication plan, the Leeds team has engaged with Council Members through a presentation, and have sought the views of members of the

Sustainable Economy and Culture Board. Comments from Members at both events were generally similar and included;

- The event needs to be relevant for the whole city
- Public transport links will be important
- Need to get schools involved
- Traffic management will be key including park and ride
- Use our green space / parks to erect screens for viewing the Grand Depart locally
- Legacy – how do we get more children to have access to bicycles

A cross party group of Members will consider community involvement and engagement across the whole event, and all Parish Councils were invited to meet with officers to discuss plans for celebration events along the route, and in the wider communities.

In addition, regular meetings have taken place between officers, the Executive Board Member for Leisure and Skills, and Otley members and the Town Council. Member involvement will continue in the months leading up to the event.

3.10 Economic and Social impact

The Leeds team has developed a programme for maximising the economic impact of hosting the Grand Depart, and is working to engage the business community, along with Welcome to Yorkshire and UKTI. During Leeds Business Week, we engaged with around 100 businesses to discuss making the most of the Grand Depart

In addition, officers are leading on creating a methodology for capturing the social and economic impact of the Tour whilst it is in the UK. This is a significant piece of work, both in scale and complexity, as local authorities will want to quantify the return from their investment.

3.11 Cultural Festival

Yorkshire will celebrate with a 100 day Cultural Festival running from 27th March to 6th July with the programme being announced in January 2014.

In the week leading up to the Grand Depart, with the city being host to the world's press and thousands of visitors, it will be important to showcase Leeds as a vibrant, creative and inclusive city, and discussions are underway around a street performance programme to animate the city centre.

Leeds City Council has offered arts grants through its Leeds Inspired programme for community groups and small arts organisations to plan activities to mark the Grand Depart, by either setting up new events, or including celebrations into existing local festivals.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 City of York Council is leading for the region on Tour de France legacy, and the regional strategy, Cycle Yorkshire, was launched in November 2013. As part of this work, York has produced a schools pack that will provide cross curricula resources for key stage 2 and 3. Leeds City Council has engaged in the development of the resource, and it was launched on 12 November.
- 4.1.2 Children's services are also developing a package of engagement opportunities for schools, and will engage with as wide a range of pupils as possible in connection with the Tour and cycling.
- 4.1.3 Engagement with Leeds Members and with businesses has been described above, but there is a large communication campaign to be delivered with regard to the people of Leeds, to ensure those impacted by the Tour are fully informed.
- 4.1.4 It is important that Leeds looks its best and that information about the Tour is effectively communicated throughout the lead up and during the Grand Depart. An overall six month plan will be developed, both from a sports perspective, and also for culture and communities across the city. The city dressing plan will take into consideration ;
- Telling the story of the city: a platform from which to tell the story of the city both from a sports perspective, and also for culture and communities.
 - Telling the story of the Tour de France Grand Depart : to animate the route visually, ensuring that the city is vibrant, as well as engaging and informing communities and business along the route. For those areas not on the route, there is a need to give visibility to the Tour in a creative way.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 The Tour de France is a significant event, and it is important that people are able to engage with the event, even if it does not pass by their home or business. Work is ongoing to consider access issues to the event and the creation of a safe viewing spectacle.
- 4.2.2 An equality impact assessment will now be undertaken, as details of the route, governance and funding are more certain. Results will be reported back through the Programme structure, and then to Executive Board in the next report.

4.3 Council policies and City Priorities

- 4.3.1 Attracting the Grand Depart of the Tour de France, along with other major sporting events Rugby League World Cup, BBC Sports Personality of the Year and Sky Ride underlines the city ambition to be the Best City. It also supports the health and family agenda and delivers the Best Council objective to promote sustainable and inclusive economic growth by building an active and creative city.

4.4 Resources and value for money

- 4.4.1 Significant negotiation has taken place with UK Sport and Government over the budget for the event, with local authorities now contributing £11,040,000,

Government a sum of £9,936,301 and Transport for London will pay for the Stage 3 London element.

- 4.4.2 The Leeds City Council cost will be £3,612,000, as agreed by Executive Board, of which £500,000 will be capital spend for road resurfacing on the route and strengthening works to Victoria Gardens.

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 The report is subject to call in

- 4.5.2 Legal Services have almost completed the legal agreement for the relationships with UK Sport, TdFHUB2014 Ltd and Welcome to Yorkshire, and the local authorities have gained approval to their costs through their respective Executive Boards.

4.6 Risk Management

- 4.6.1 A full risk register has been created for the Grand Depart and the very high risks include ;

- Costs become much higher than originally anticipated
- Authorities fail to meet the requirements of the ASO / WTY contract
- Authorities and other delivery partners do not work as closely as necessary to deliver a seamless event
- Some local people do not know early enough how it could impact on them
- Travel planning and traffic management, to avoid long delays

- 4.6.2 It should also be noted that this same weekend will see the quarter-finals of the football World Cup, tennis finals at Wimbledon, the Formula 1 British Grand Prix at Silverstone and the Queen's Baton Relay for the Commonwealth Games.

5 Conclusions

- 5.1 The establishment of TdFHUB2014 Ltd will provide a vehicle to ensure a coherent and consistent event over the three stages in the UK, and provide support which will enhance the spectator experience, and ensure safety and security.

- 5.2 For its part, Leeds City Council is working with TdFHUB2014 Ltd and Welcome to Yorkshire, to deliver the Grand Depart, and plans are well underway, as described in this report. Much work is still to be done, particularly in terms of communication and community engagement, traffic planning, and safety planning for this major event.

6 Recommendations

- 6.1 Members are requested to endorse the proposals enclosed in this report, and to request a further report in April 2014, which will again provide an update on progress and readiness for delivering the event in July 2014.
- 6.2 Members are asked to champion the event in their area, encouraging schools, businesses and communities to maximise the opportunities given by the Tour.
- 7 Background documents¹**
- 7.1 None

¹ 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.