

Report of the Chief Officer Resources and Strategy

Report to the Sustainable Economy and Culture Scrutiny Board

Date: 18 February 2014

Subject: Tour de France 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 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. The report updates Members on preparations being made for the Grand Départ on the 5 July 2014, following on from the Scrutiny Board report of the 8 October 2013, and a progress report to Executive Board on the 18 December 2013.
2. Planning for the Grand Départ is now moving at a fast pace, and officers will update the position further at the Scrutiny Board meeting, and address issues raised by Members in October, which are not referred to in the main report.

Recommendations

3. Members are requested to note the proposals enclosed in this report, and that a report will be presented to a future meeting for discussion on Tour de France legacy.

1 Purpose of this report

- 1.1 To update Members of the Scrutiny Board on progress made in planning for the Grand Départ of the Tour de France, and to update Members further at the meeting on arrangements which are moving forward quickly on a daily basis.

2 Background information

- 2.1 This is the second report to Scrutiny Board on arrangements for the Grand Départ, and follows on from a progress report to Executive Board on the 18 December 2013, which described progress to date on a number of issues:

- Governance Arrangements with TdFHUB2014 Ltd.;
- City Centre;
- The Route;
- Member Engagement;
- Economic and Social Impact;
- Cultural Festival;
- Consultation and Engagement;
- Budget.

3 Main Issues

3.1 Planning for the Grand Départ on the 5 July 2014

Planning continues to progress well, with arrangements now in place for the Press Centre on MEPC land at Wellington Place, repair work needed for the Victoria Gardens area identified, and to be undertaken in March, a provisional order raised for 5 grandstands to be placed opposite Victoria Gardens on The Headrow for the Départ, and a “Leeds brand” selected and to be used by the Council, which can be made available to local communities, business and schools for their own use.

Previously reported to Executive Board on 18 December 2013 are other arrangements currently in place:

- Millennium Square to be the hospitality village for the Tour sponsors;
- The team briefing for the cyclists on Thursday 3 July will take place at the University of Leeds Auditorium before the opening ceremony at the First Direct Arena;
- On the 5 July, all of the cyclists will “sign in” for the race on Victoria Gardens;

The cyclists will leave from outside the Art Gallery on the Headrow at 11.10am on the 5 July.

3.2 City Dressing

The official Tour de France brand will be used on the route, and with regards to dressing the city, we are timing our programme with key dates from Welcome to Yorkshire, the first of which is the 29 January when Welcome to Yorkshire will announce the programme for the Yorkshire Cultural Festival. At this point lamp post banners will be in place along the route in the city centre and outside of the train station, and there will be large banners outside of Leeds Town Hall. In addition we will be releasing a digital countdown clock to be played on the Millennium Square screen, Trinity Leeds screen and shared with stakeholders for their own use online and in reception areas.

On the 27 March, to coincide with the launch of the Yorkshire Cultural Festival, a physical countdown clock will be unveiled at Trinity Leeds. Other areas of city dressing, are being developed throughout the spring and early summer and we are working on a series of projects which will animate the city centre in the week leading up to the Grand Depart, when we will have up to 2000 journalists in the city.

3.3 Spectator Hubs

Spectator hubs are locations on the route where we will be directing people to gather to watch the caravan and race. We are waiting for the TDF Hub 2014 Ltd to announce which of the spectator hubs on the 1st and 2nd stages they are willing to joint fund, but, we are still progressing with planning for the three hubs in Leeds, at Scott Hall Playing Fields, Harewood Estate, and Otley. Local Ward Members have been briefed regarding Scott Hall and Otley, where big screens have been hired for the event.

3.4 Spectator Demand

Work has been undertaken by external consultants regarding likely spectator demand across all stages of the Tour in the UK. The projection for Stage 1 is 880,000. It is recognised by most agencies that the findings are limited e.g. two thirds of the forecast demand is identified as casual, people who are attracted to the event by media coverage and proximity – many will make late decisions. Also, that the forecasts are generated using quantitative methodology and not based on intentions. TdFHUB have agreed that further work is to be undertaken. They will also commission further spectator demand forecasting in March using all the refinements which will inform numbers for all key sites, parking, events and facilities.

Projected Spectator Demand: Leeds

Sector	Description	Distance	Projected numbers	Comment
1	Start to Sheepscar	1.5km	27,000	4 – 5 deep on average
2	Sheepscar to Ring Road	6km	35,000	Mainly local residents
3	Ring Road to Harewood exit	10km	28,000	Additional demand around Harewood House
4	Harewood to Otley	13km	65,000	High demand as nearest race

				route to Leeds city.
5	Otley to Bradford boundary	3km	10,000	Mix of Leeds and Bradford residents

3.5 Children's Services

The Tour De France Yorkshire Resource Park for schools has been communicated to all Leeds schools and a second communication about some of the proposals will be sent out at the end of January. A programme of 30 projects around teaching and learning, celebration and legacy for children and young people has been developed. These include a mini Tour de France at Temple Newsam Park for all primary schools.

3.6 Maximising Economic Impact

Work is ongoing with Welcome to Yorkshire on a business toolkit document, incorporating content from ourselves, designed by the Welcome to Yorkshire team and using Tour de France branding, and is set for a January launch.

Planning is ongoing with developing a programme of Leeds business engagement events in January/February 2014, held jointly with Welcome to Yorkshire, but focusing on Leeds.

3.7 ASO Visit

Further plans have now been received from ASO and a site visit took place on 16 January specifically looking at the facilities for the riders briefing, potential parade from the University to the Arena, and requirements for the riders at the Arena opening ceremony and start area.

3.8 Communications

Draft communications strategy produced in line with TdF 2014 Hub plan.

Mailing to "locked in" addresses and PR to go out beginning of February, along with a press release regarding the outline times for road closures.

We are starting to look at issues of VIP and dignitary management with partners at the Hub and Welcome to Yorkshire.

4. Corporate Considerations

4.1 Consultation and Engagement

4.1.1 A Members seminar has been held, as well as this being the second report to Scrutiny Board. A cross party group of Members has been established, and all Parish Councils were invited to meet with officers to discuss plans. Separate

briefings have been given to Chapel Allerton and Otley Ward Members, who will host spectator hubs, along with briefings for Otley Town Council.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 An Equality Impact Assessment is now being undertaken.

4.3 Council policies and City Priorities

4.3.1 Attracting the Grand Départ, along with other major sporting events, Rugby League and Rugby Union World Cups, BBC Sports Personality of the Year, Sky Ride, British Art Show and recent discussions on a bid for European Capital of Culture 2023, underlines the ambition to be 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 Executive Board agreed a combined revenue and capital budget of £3,612,000, and spend to date is within budget.

4.5 Legal Implications, Access to Information and Call In

4.5.1 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 Départ, and is formally reviewed by the Tour de France Project Board.

5 Conclusion

5.1 Arrangement for the Grand Départ are progressing well, with estimates being that the event can be delivered within budget, although all of the major procurement contracts are now out to tender, and more will be known when these major items of expenditure are evaluated.

6 Recommendations

6.1 Members are requested to note the proposals enclosed in this report, and that a report will be presented to a future meeting for discussion on Tour de France legacy.

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.