

Report of Director of City Development

Report to Executive Board

Date: 2nd April 2014

Subject: Tour de France – progress report

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| 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 type="checkbox"/> Yes | <input checked="" 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. With the Grand Depart of the 2014 Tour de France taking place in Leeds on the 5th July, this report updates the Executive board on the progress made in planning for the event.
2. Since the last report to Executive Board, content for the Yorkshire Festival has been announced, the City Council has communicated by letter with over 8,000 residents and business on the route of Stage 1, a series of business engagement sessions have been held, the leeds.gov.uk Tour de France website has been launched, and a Leeds brand has been developed for the Tour and beyond.
3. The staging of the Grand Depart will assist in the delivering two of the Best Council Plan 2013-17 objectives: 'Promoting sustainable and inclusive economic growth' and 'Supporting communities and tackling poverty' with a specific priority to support Healthy lifestyles and get people active. It is one of a series of high profile events happening in the city, alongside the 2013 Sports Personality of Year, the 2015 Rugby Union World Cup, and a continuation of the successful Sky Ride event.

Recommendations

4. Members are requested to note the progress in preparation for the Grand Depart and the proposals enclosed in this report.

1 Purpose of this report

- 1.1 To update Members of the Executive Board on progress made in planning for the Grand Depart and to update Members further at the meeting on arrangements which are moving forward quickly on a daily basis.

2 Background information

- 2.1 The previous report to Executive Board on 18th December 2013 described progress to date on a number of issues;

- Governance arrangements with TdF Hub 2014 Ltd
- City Centre
- The route
- Member engagement
- Economic and social impact
- Cultural Festival
- Consultation and Engagement
- Budget

3 Main Issues

Planning is well underway for the Grand Depart and events since the last update to Executive Board are:

3.1 City Dressing

The official Tour de France brand will be used on the route, and lamp post banners can now be seen in City Square, on Victoria Gardens on the Headrow, and on the Headrow at Eastgate.

Other areas of city dressing are being developed throughout the Spring and early Summer, along with a series of events which will animate the City Centre in the week leading up to the Grand Depart, when up to 2000 journalists will be in the city.

Updates can be provided at the meeting of more recent events to promote the city.

3.2 Communications

A letter, along with a series of frequently asked questions, was sent to 8,274 resident and business addresses on the 6th February, those selected being on the route of Stage 1, or are located on roads that only have access via the route. The letter explained about road closures from 7 a.m. to 3 p.m. on the 5th July.

Recipients of the letter have been requested to sign up via email, to receive regular newsletters. A dedicated number for the Contact Centre has been established, and the Grand Depart website is now operational on leeds.gov.uk.

In addition a series of business engagement workshops took place in the week commencing 24th February.

Communication with Members has continued with a second report to the Sustainable Economy and Culture Scrutiny Board, a second seminar for all Members, and further meetings of the cross party working group.

There are strict limitations on how the Tour de France logo and brand can be used in marketing Tour connected events, and Leeds has developed its own brand with the heading "Cycling starts here".

A series of business workshops, run in partnership with Welcome to Yorkshire, has now begun. Early workshops are targeted on the city centre and the immediate route, while subsequent workshops will seek to engage with a broader business audience across the city. A business toolkit has been produced by LCC, Welcome to Yorkshire and the North Yorkshire LEP which aims to alert businesses to the opportunities arising from the Tour and help them to plan their response to the event. In Leeds, this toolkit is supported by further content on the LCC website. A series of e-newsletters will be produced specifically for the business community, initially to promote the workshops and then to reinforce messages to business owners and managers.

3.3 Spectator Demand

Work has been undertaken by consultants regarding likely spectator demand across all stages of the Tour in the UK, and the projection for Stage 1 is 880,000, with a forecast of 165,000 to watch the race from Leeds City Centre to the Bradford boundary. We believe these figures to be low, and TdfHUB have agreed that further work is to be undertaken.

3.4 Yorkshire Festival

Yorkshire's 100 day Cultural Festival programme will run from 27th March was unveiled by Welcome to Yorkshire in January at a launch in Leeds at the new Trinity Shopping Centre and Holy Trinity Church. The festival is entitled Yorkshire Festival 2014 and consists of world premieres, new commissions and a festival fringe involving local artists and communities across Yorkshire. The full festival programme is at yorkshirefestival.co.uk. Printed programmes are being distributed through libraries and information centres and local people are being urged to find out more at [#bepartofit](https://twitter.com/bepartofit).

Leeds has secured two out of the three major art commissions:

i) Los Angeles-based sculptor and contemporary art star **Thomas Houseago**, from Leeds will create two magnificent, giant sculptures, one for Leeds city centre to be placed outside Leeds Art Gallery from April to October, and the other for Yorkshire Sculpture Park. These will be his first commissions for his home county and the first ever commissions to be made by the Yorkshire Sculpture Triangle.

ii) **Phoenix Dance Theatre** will join forces with Scottish public arts charity NVA to create the world's first Ghost Peloton, led by Phoenix artistic director **Sharon Watson** and NVA creative director **Angus Farquhar**. Ghost Peloton will be an

outdoor spectacle at the Tetley site on May 16th and 17th to incorporate a riding team of 50 road racers and stunt cyclists and large-scale projection of dancers, all utilising unique remote controlled light suits to produce a stunning live choreography. Ghost Peloton builds on the worldwide success of Speed of Light, which was first commissioned for the London 2012 Olympics. An appeal has gone out to Yorkshire cyclists to get involved in this once-in-a-lifetime experience in the city.

Other Leeds highlights:

In March Leeds' professional dance community will launch **Leeds as the UK's Best City of Dance** on the eve of the Yorkshire Cultural Festival.

Woolly Bike Trail yarn-storming workshops in March, Leeds Young Authors poetry and the great cycle in opera show Leeds Gotterdammerung by Opera North in June, are some of the many highlights of what will be seen in Leeds.

During the Leeds Sky Ride, Tour Du Cinema will be entertaining crowds with clips from new and famous cycling films on the Big Screen in Millennium Square.

In July Leeds Museum will show a Leeds social history of cycling, **Bicyclism** - while **West Yorkshire Playhouse** will stage "Beryl" the play written by TV star Maxine Peake to celebrate the extraordinary sporting achievements of **Morley's champion cyclist, Beryl Burton**.

Work is continuing by the Council, businesses and community groups to programme and organise extra local cultural activity and entertainment in the week beforehand (28 June to 5/6 July) in neighbourhoods and city centre and at the three spectator hubs of Scotthall, Otley and Harewood House.

3.5 **Transport**

The Elland Road park and ride will be open for the Tour de France, and other sites are being investigated.

City centre parking for bicycles is also being looked into, with the anticipation that many spectators will travel on the day by bicycle. Metro are leading on discussions with train operators around the service to be provided over the weekend.

3.6 **Event safety and city resilience**

A Safety Advisory Group has convened to challenge and provide scrutiny to Tour de France related activities and promote safety with event organisers. This includes consideration of non-TDF events across the city to support the delivery of an enjoyable and safe experience for visitors. The management arrangements have been established between TDF, Leeds City Council and partner agencies with a series of LCC and regional multi-agency exercises scheduled to validate these arrangements, alongside on-going TDF planning meetings. LCC have developed a resilience toolkit for organisations that are required to maintain normal essential services in the city, such as within health and social care. Plans are being developed to maintain blue light services. A series of workshops for commissioners

and service providers will provide support in developing appropriate contingency plans. A similar offer is also being extended to city businesses.

3.7 Legacy

Leeds City Council is committed to ensuring cycling opportunities from the Tour de France are not lost and to that end it is an integral function of the Cycle Legacy Group chaired by the Head of Sport and Active Lifestyles. As part of the wider "Cycle Yorkshire" legacy plan, this group is working across city council directorates and external partners to develop a sustainable cycle legacy for Leeds. The group is identifying and developing the city's ambitions, bringing together the work that is currently being delivered and offering a focus and a steer on future funding requirements, potential sources of funding and delivery targets. A progress report on legacy is to be brought to Executive Board in May 2014.

Work to maximise the economic legacy continues apace. Working with UKTI and Leeds and Partners, the Grand Depart International Business Festival will take place in the Carriageworks from 2nd to 4th July. The festival seeks to bring international trade and investment opportunities to Leeds and includes workshops on the Health and Medical sector, Textiles and Clothing and Food and Drink. UKTI will bring international buyers to the city, supported by their staff in British embassies around the world. Further work on textiles includes the Tour de Fleece project which will produce a unique fabric, sourced and manufactured within 40 miles of the Grand Depart, with a range of garments and soft furnishings which will highlight the West Yorkshire textile industry. The fabric will be made by Laxtons of Guiseley.

3.8 Other Related Activities

A programme of 30 projects around teaching and learning, celebration and legacy for children and young people has been developed, and this includes the Leeds Schools Cycle Challenge at Temple Newsam where there will be 5 "Jersey" competitions, replicating the jerseys to be won in the Tour de France, plus a Gold jersey for an adapted cycle race. At the Scott Hall playing fields spectator hub on 5th July there will be a mountain trikes taster session to be organised by the Sports Disability Officer and adapted cycling is planned for the Sky Ride event in 2014.

4. Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 As referred to above, there have been two Members seminars available for all Members to attend, two sessions at Scrutiny board, and a cross party group of Members continues to meet.
- 4.1.2 Separate briefings have been given to Chapel Allerton and Otley Ward Members, who will host spectator hubs, along with briefings for Otley Town Council.

4.1.3 Engagement with residents and businesses on the route has taken place via the letter of 6th February, and the Grand Depart website is live, with FAQ details and contacts.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 This is an information, rather than a decision-making, report so demonstrating due regard is not necessary. However, it should be noted that an Equality Impact Assessment will be prepared for the event as a whole.

4.3 Council policies and City Priorities

4.3.1 Attracting the Grand Depart, along with other major sporting events, the 2013 Rugby League and 2015 Rugby Union World Cups, the 2013 BBC Sports Personality of the Year, Sky Ride, British Art Show, and support for a bid to the European Capital of Culture 2023, underlines the ambition to the Best City. It also supports the health and family agenda and delivers the Best Council Plan 2013-17 objectives: 'Promoting sustainable and inclusive economic growth' and 'Supporting communities and tackling poverty' with a specific priority to support Healthy lifestyles and get people active.

4.4 Resources and value for money

4.4.1 Leeds City Council has a lead role for local authorities and is the accountable body for the £11m local authority funding which covers Stages 1 and 2.

Overall budget arrangements

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| | £ | |
| Local authorities | 11,039,778 | - Leeds budget £3,612,000 |
| UK Sport | 9,936,301 | - includes £2m contingency (untouched) |
| TfL | 6,000,000 | |
| | <u>26,976,079</u> | |

4.4.2 Centralised Procurement

All local authorities accepted the need for specialist procurement of key items of delivery, and identified Leeds City Council to be the lead for a central procurement exercise as the most practical arrangement. Leeds City Council acting on behalf of the local authority delivery partners and with the support of TdFHUB2014 Ltd., identified a requirement for the appointment of a specialist central expertise to manage the delivery of several elements of event production for the Grand Depart 2014, and therefore procurement was undertaken using the Government Procurement Service's Goods and Services Framework.

The following areas of expenditure are subject to this centralised procurement:

- Traffic Management (Route road closures and wider event impact)
- Barriers, Fencing and Trackways
- Stewarding and Marshalling

- Medical Support and First Aid
- Temporary Toilet Facilities
- Radio Communications
- Signage and Wayfinding

The outcome of the competitive procurement exercise is a revised tender price of £4,475,860-89, against a budget of £2,177,098. It is relatively common with a complex event of this scale for initial budgets to change when estimates are tested in the market via a procurement process.

The following actions are now proposed:

- TdFHUB2014 Ltd. undertake a value engineering exercise in partnership with the successful contractors and local authority partners to reduce requirements, including wherever possible to recycle resources between Stages 1 and 2.
- Traffic management plans are now submitted by each local authority, and these will be assessed by TdFHUB2014 Ltd., along with the authorities to give a clearer picture of equipment required, and also clarity on the number of stewards, barriers and radios required.
- The location of spectator hubs are now known, and therefore a clearer picture is emerging on the numbers of stewards, barriers, toilets and radios required. Analyse the budget to determine budget lines that will be underspent or whether there are further items of spend that can be utilised for the central procurement

Therefore a better indication on the final price of the contract will be achieved by May 2014, as the traffic management and crowd management plans will be complete, along with the survey of the route with regards to radio communications. Ultimately, each authority is obliged to take on its own part of the cost of the central procurement through specific agreements.

Leeds, along with the other authorities, will undertake the actions outlined above to ensure that the overall costs of delivering the event are contained within the approved budget.

4.4.3 Budget Spend to Date

The Leeds budget is allocated £3,112,000 for revenue, and £500,000 for capital.

To date the commitments against the revenue budget total £1,348,077, and capital expenditure is £144,972.

4.5 Legal Implications, Access to Information and Call In

4.5.1 The report is subject to call in.

4.6 Risk Management

- 4.6.1 A full risk register is maintained for the Grand Depart and the very high risks identified are;
- Infrastructure is not capable of coping with the volume of traffic/passengers expected, leading to long delays;
 - Costs become much higher than originally anticipated;
 - Leeds fails to meet the requirements of Amaury Sports Organisation/Welcome to Yorkshire.

5 Conclusion

- 5.1 Leeds City Council is working with the TdFHUB2014 Ltd and Welcome to Yorkshire to deliver the Grand Depart, and our planning is well underway. We will continue to communicate with residents and businesses on the route, and have encouraged them to sign up for updates on the event.
- 5.2 The website with frequently asked questions is now operating, and traffic management and safety planning continue to be a priority.

6 Recommendations

- 6.1 Members are requested to note the progress in preparation for the Grand Depart and the proposals enclosed in this report.

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.