

Agenda Item No.4

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – STRATEGIC LEADERSHIP, CULTURE
AND TOURISM**

5 October 2017

Report of the Strategic Director – Economy, Transport and Communities

**SUMMER OF CYCLING 2017 –THE WOMEN’S TOUR AND EROICA
BRITANNIA**

(1) **Purpose of Report** To inform the Cabinet Member of the outcomes of two major cycling events in the County as part of the Council’s Summer of Cycling Programme 2017 and to seek authorisation for exploratory discussions with partners for the potential to repeat similar events in 2018.

(2) **Information and Analysis** At its meeting of 31 January 2017, Cabinet considered a report on events within the Summer of Cycling Programme for 2017 (Minute No. 40/17 refers) and resolved to:

- Support Eroica Britannia 2017 up to a maximum value of £20,000 in sponsorship and deliver one or more food stops up to a maximum value of £10,000.
- Financially support the hosting of one complete stage of the OVO Energy Women’s Tour 2017, in equal partnership with Chesterfield Borough Council, up to a maximum value of £72,500.
- Welcome the confirmation, by Chesterfield Borough Council, of its willingness to match the County Council’s financial contribution to support the Women’s Tour event.
- Receive a further report on support for future cycling events in due course.

The summary below provides an overview of the two events detailing, where possible, evidence of the benefits to the local visitor economy and to Derbyshire County Council in general. It also outlines estimates of additional costs incurred that are over and above those already highlighted, costs that were absorbed within Economy, Transport and Communities service budgets and relate predominantly to Officer time.

Eroica Britannia

It is expected the relocation to its new venue, Friden Grange, Newhaven, near Ashbourne, from the Bakewell Showground, will present a new dynamic in terms of benefits to the local economy. This is because visitor spend is more

likely to have been contained within the confines of the new location itself, being as it is a remote location away from an easily accessible market town such as Bakewell. That said, there is still optimism (albeit at a relatively low level) that the local economy will have benefitted, in particular from those who attended the event and who stayed in overnight accommodation. The organisers currently have an online survey running which should provide information regarding visitor spend but, at the time of writing this report, this information is not currently available. However, in terms of event numbers, the organisers have advised the County Council that early indications are that these remain consistent with previous year's i.e. approximately 4,000 riders taking part on the final day of the festival with approximately 10,000 visitors to the festival itself on each of the 3 days open to the public.

Following the change in venue, Officer time, specifically in terms of project and traffic management, has been kept to a minimum when compared with previous years. This is predominantly a result of the organisers themselves taking greater control of these two key areas. However, whilst actual costs incurred for the provision of one or more food stops were kept within the levels agreed by Cabinet, it should be noted that this particular area did require additional resources in terms of Officer involvement, including the project management of the food stop at Millers Dale itself and the distribution of resources to the other food and refreshment stops, including High Peak Junction and Monyash. Up to 14 officers from Countryside Services were involved in this process resulting in additional staff costs being incurred, which have been absorbed within existing Economy, Transport and Communities budgets.

OVO Energy Women's Tour

Whilst there is undoubtedly evidence to suggest there are significant benefits to the local economy through hosting major cycling events such as the Women's Tour, it is sometimes quite difficult to accurately quantify these benefits. However, the organisers have provided details of benefits, taken from an independent economic impact evaluation of the event, and these are summarised below:

- Approximately 85,000 spectators attended the race in Derbyshire.
- 41% of whom came from outside the County.
- 16% of those visiting stayed overnight within the County.
- Average spend per day, by day only visitors, estimated at £59.87 per group.
- Average spend per 24 hours, by overnight visitors, estimated at £94.23 per group
- Net visitor spend for both Derbyshire and Chesterfield is estimated to be £1,506,795.

It is evident that, as well as the economic benefits detailed above, there were additional benefits to the County as a whole and to both Derbyshire County Council and Chesterfield Borough Council. These include:

- Approximately 348,000 people watched the Derbyshire/Chesterfield stage on television, more than any other stage during the event.
- The Women's Tour programming was broadcast in 97 territories on 14 broadcasters with the potential to reach hundreds of millions of homes globally.
- Other media channels, such as local and national radio, the local and national press (including the Daily Telegraph which featured six consecutive days of coverage) and specific cycling press outlets gave extensive coverage.
- Extensive online coverage was evident, including from both BBC Sport and Sky Sports.
- Official Women's Tour website statistics show over 290,000 page views during the race week itself with users from Europe and the USA predominant.
- Extensive social media coverage including 3.8 million tweet impressions and 124,000 Facebook video views.
- 68% of those surveyed, as part of this independent evaluation, stated they were inspired to cycle more often because of the event. This very much complements the goals and ambitions of the Derbyshire Cycle Plan, the key primary aims of which are to double the number of people who regularly cycle and to increase the levels of women and girls cycling more often.

Whilst the majority of media benefits highlighted above can be regarded as robust, the benefits associated with the economic impact assessment, as alluded to earlier in this report, are quite difficult to accurately quantify, but are consistent with similar events from previous years. What is evident, however, is that the 2017 Derbyshire and Chesterfield stage is being widely regarded, by the organisers and riders themselves, as the best yet in the four year history of the event, this in terms of racing, crowds, scenery and local delivery.

In order to achieve this, a great deal of activity by a number of Council officers, was necessary and it is this Officer time, estimated to equate to between £45,000 and £50,000, that has to be put into context when assessing the benefits as described. Over 40 officers, predominantly from within Economy, Transport and Communities, had varying degrees of involvement, from actual project management to assisting on the day of the event itself.

It is worth noting that officers were successful in attracting modest levels of sponsorship from a variety of local businesses and organisations, based on a range of packages made available and promoted to these organisations. A total of £13,000 in revenue was raised to help offset against the agreed costs

for the event, with a further £12,000 of 'in kind' sponsorship agreed also (this was primarily to offset additional traffic management and publicity expenses, with the organisations involved accepting appropriate sponsorship packages in line with the provision of specific services). The revenue raised through sponsorship has been shared equally between Derbyshire County Council and Chesterfield Borough Council to ensure consistency with the equal cost sharing agreements set out earlier in this report.

Finally, it should be noted that the organisers of Eroica Britannia intend to hold the event on the same site in 2018, although there is no expectation that it will be looking to seek financial support for this. However, there may be an expectation for a similar arrangement with regards the food stop at Millers Dale, which, if this is something the Council is willing to consider, will require resourcing. It is also anticipated that the Council will receive an imminent request, from the organisers of the Women's Tour, to host a similar stage of the event in 2018.

With particular reference to the Women's Tour, and recognising that financial resources are likely to be extremely limited, it is felt that consideration should be given to initiating exploratory discussions with potential partners, including sponsors, who may be willing to support the Council and share or contribute to the costs of hosting a stage in 2018. These discussions should also take into account the exploration of options for a variety of start and finish locations within Derbyshire, in order to assess whether there may be interest from other Derbyshire District and Borough Councils, willing to partner the County Council in hosting this prestigious event.

(3) **Financial Considerations** There are no financial issues raised directly from this report other than highlighting those costs and benefits identified as part of the delivery of this Summer of Cycling Programme 2017.

(4) **Human Resources Considerations** There are no specific human resource issues raised directly from this report other than highlighting the considerable additional Officer input required to ensure both events were delivered successfully.

(5) **Equality and Diversity, Environmental, Health and Transport Considerations** The Summer of Cycling Programme 2017 has encouraged more people to cycle on a regular basis with the Women's Tour, in particular, targeting women and girls. This approach will result in obvious health and environmental benefits for those involved.

(6) **Social Value Considerations** Social, environmental, economic, environmental and health considerations are all applicable and appropriate in the context of this report. Respectively these include women and girls cycling more often; benefits to the local visitor economies of both Derbyshire and

Chesterfield; more people cycling regularly, leading to reduced congestion and better air quality and improved health through increased levels of physical activity.

Other Considerations

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, and property considerations.

(7) **Key Decision** No.

(8) **Call-in** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(9) **Background Papers** Held on file within the Economy, Transport and Communities Department. Officer contact details – Richard Lovell, extension 38192

(10) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member:

10.1 Notes the content of this report, highlighting both the costs and the benefits of the Summer of Cycling Programme 2017.

10.2 Requests that the Strategic Director – Economy, Transport and Communities explores the potential to host a stage of the Women's Tour in 2018 by initiating dialogue with potential partner organisations, which will include an assessment of options for a variety of start and finish locations.

10.3 Requests that the Strategic Director – Economy, Transport and Communities explores the potential to support the requirements of a food stop for Eroica Britannia 2018.

Mike Ashworth
Strategic Director – Economy, Transport and Communities