

**DERBYSHIRE COUNTY COUNCIL**

**CABINET MEETING**

**11 February 2014**

Report of the Strategic Director – Economy, Transport and Environment

**UPDATE ON PREPARATIONS AND PROPOSALS FOR THE  
TOUR DE FRANCE AND SUMMER OF CYCLING (JOBS,  
ECONOMY AND TRANSPORT)**

(1) **Purpose of the Report** To provide Cabinet with an update of progress and proposals for delivering the Tour de France international cycle race in Derbyshire on 6 July 2014 and highlight the substantial work which remains to be done.

To seek Cabinet approval for appropriate resources to ensure effective delivery of the Tour de France and the related legacy programme.

To seek Cabinet approval for entering into formal legal arrangements with Leeds City Council and Amaury Sport Organisation (ASO) (responsible for organising the Grand Depart, in conjunction with Welcome To Yorkshire, to ensure clarity on the Council's roles, responsibilities and requirements in delivering the Tour de France.

To provide Cabinet with an overview of the proposed Summer of Cycling programme, including Tour de France and L'Eroica, which will form the basis of the Council's sporting, cultural and wellbeing legacy work.

(2) **Information and Analysis**

**Background**

The Council was not consulted on the original proposal or decision to host the Tour de France in the UK and was informed at a relatively late stage that the route would travel through Derbyshire and would have implications for resourcing. This has created a number of significant financial and practical challenges for the Council which are set out in this report and are currently being addressed.

## **Public**

In addressing these challenges, however, the Tour de France does offer a number of opportunities for the county, its businesses and its residents which need to be maximised if the financial costs are to be offset.

### **Potential Economic Impact**

The Tour is considered to be the largest, annual sporting event in the world with some 12 million spectators and a worldwide TV audience of 3.5 billion. Mass media coverage will significantly enhance Derbyshire's national and international profile as a major cycling and tourist destination, encouraging more visitors both during and after the event and providing local businesses with opportunities to generate additional income (sales, 'pop up' businesses etc).

The TdF Hub 2014 estimates the collective economic benefits of Stages 1-3 will be 'easily in excess of £100m' and using recent work by Calderdale Council as a baseline, the expected economic benefits for Derbyshire are in the region of £1.25m – not taking account of any additional economic value an extended legacy programme would attract.

The Tour also provides the Council with an opportunity to consolidate and publicise its strategic approach to encouraging 'cycling for all' through our continuing work on network improvements across the county. Getting more people cycling either for recreation or travel purposes will deliver further benefits through improved health, reduced congestion and increased demand for cycling manufacturing and retail. (A recent study in the Guardian showed that a 20% increase nationally in cycling by 2015 would save the economy £207m in reduced traffic congestion, £71m in lower pollution levels and £52m in NHS costs).

Increasing the number of cyclists across the county would bring additional economic benefits to Derbyshire's service sector with single day trips typically resulting in £15 spend per cyclist (food and drink) and overnight stays an additional £27 on average.

A comprehensive cultural and sporting legacy programme which uses the Tour de France as a marketing springboard will help ensure the above economic benefits are sustained long after the race has left the County.

### **Overview of Preparations for Tour de France**

Stage 1 of the 'Grand Depart' starts in Yorkshire on Saturday 5 July, 2014 and Stage 2 reaches Derbyshire in the mid afternoon of Sunday 6 July, following the gruelling 'king of the mountain' climb up to Holme Moss.

Derbyshire will host approximately 9.5km of the route which includes the road down from Holme Moss and a 5km stretch along the A628, before the race returns to South Yorkshire via Barnsley. The Council will need to work

## **Public**

collaboratively with partners such as High Peak Borough Council (BC), the Peak District National Park Authority (PDNPA), United Utilities (major landowners) and the Highways Agency to ensure the event is successful.

Overall responsibility for managing and delivering the event rests with Welcome to Yorkshire. ASO is responsible for managing the actual route, whilst, TdFHub2014Ltd, is responsible for overseeing issues around event planning; strategic coordination of key partners and managing financial and procurement issues.

An internal project group from across key service areas has been created to ensure good progress is made in preparing for the Tour, both in terms of network and spectator management and in development of the legacy programme. The group is working closely with key partners in

Kirklees, Barnsley, Sheffield, the Highways Agency, PDNPA, High Peak BC and TdFHub2014 Ltd to ensure this work meets the required expectations, optimises the available resources, and maximises the economic and wellbeing opportunities presented by the event.

### **Network Management**

Some physical work (carriageway patching/ localised resurfacing) has already been carried out on the A6024 south of the Holme Moss summit. It is proposed to carry out further carriageway patching/ resurfacing work, and surface water drainage work on this route prior to 6 July.

An application for capital funding for this resurfacing and drainage work is already included within the draft Economy Transport and Environment Service Plan for 2014-2015. (ASO/ TdFHub2014 Ltd have indicated that funding via the central government/ UK Sport Tour de France “pot” is very unlikely to be allocated for general maintenance work). Further monitoring and occasional works to maintain surface carriageway levels will continue prior to the race.

Traffic Management Plans (TMP) are being prepared by the Council regarding the control of traffic along the Longdendale Valley and around the Glossop area for the Tour de France weekend.

The Highways Agency is preparing its own TMP to control and manage spectator traffic, and parking/ spectator delivery to the event along the M67/ A628 corridor.

The principle of the Council's TMP is that Tour de France spectator traffic will be kept clear of the main Glossop town centre by utilising a temporary one way system, using Primrose Lane, Charlestown Road and Victoria Street. All spectator traffic using this “gyratory” will then merge with traffic from A57 Snake Road and travel northwards one way on B6105 Woodhead Road. Once

## **Public**

parked, spectators will then either walk or cycle along the Trans Pennine Trail to the event.

Spectators will also be encouraged to cycle to the event and it is predicted that significant numbers of enthusiasts will cycle from possibly as far away as 30/ 40 miles and more. This will be encouraged and will assist in reducing the demand for field car parking space.

Full details of the parking, traffic circulation and traffic marshal proposals will be contained in the final Traffic Management Plan which will be managed by a major national traffic management company.

Significant planning work by the Highways Agency needs to be carried out in developing further their TMP, and co-ordinating this with the Council's own plan and those of Kirklees MBC and Barnsley MBC.

### **Spectator Management**

A major concern is the limited amount of spectator viewing area directly adjacent to the Tour route in Derbyshire, for which TdF Hub has estimated 40,000+ spectators. Additional safe viewing areas have been identified, however, these are dependent upon landowners allowing access for spectating, camping etc, and the distance from parking facilities. The Trans Pennine Trail will provide a safe travel route for spectators arriving from from Glossop and Padfield.

As part of the arrangements for overall spectator welfare, additional temporary toilets will be located at strategic points along the access routes and viewing areas, along with first aid provision. There may also be a need for crowd control barriers at crossing points or in 'unsafe' viewing areas.

Safety stewards and marshals will be needed to staff the viewing areas and Trans Pennine Trail. Traffic Management Marshals also will be required for the main roads and this will be included in the TMP. PDNPA staff are also being identified to assist with stewarding the Trans Pennine Trail and adjacent land.

In terms of event safety and emergencies, the Emergency Planning Team is liaising with the key blue light services, local authorities and voluntary agencies to identify potential resources which will be based at Woodhead during the event to ensure an effective and robust response to any incidents.

### **Developing and Delivering the Legacy**

Although Derbyshire will host only a small section of the route, there are clear opportunities to be harnessed in terms of the economic impact (visitor spend, overnight stays, potential 'pop up' businesses at the event); cultural and sporting legacy (increased profile of cycle sporting events, festivals,

## Public

sustainable travel); and the raised profile of Derbyshire as a tourist destination (attracting new visitors and encouraging others to return – possibly in the region of 15-30% in the few weeks immediately after the Tour event, based on recent available analysis).

These benefits will be strengthened further when considered alongside the likely economic, social and cultural impact of the L'Eroica which is another major international cycling event and festival being held in Bakewell between the 20 and 22 June 2014, and the wider 'Summer of Cycling' programme.

L'Eroica is based on the hugely popular Italian competition and will use the cycle networks and quiet roads in the heart of Derbyshire. It encourages participants of varying abilities using vintage bikes (pre 1987) to travel one of three routes (30 miles to 100 miles) at a more leisurely pace than the Tour de France, experiencing local life, local food and drink, and local culture. Towns and villages adjacent the routes are encouraged to welcome the cyclists and create local events or fairs to create a 'festival' feel and cultural offer that extends beyond the sport itself.

Pre-registration figures for L'Eroica suggest at least 2,000 cyclists will be taking part in the 3 day festival, in addition to many more supporters and spectators. The main cycle ride takes place on Sunday 22 June.

The Tour de France and L'Eroica will form the heart of Derbyshire's 'Summer of Cycling' programme for 2014 which will include a range of other new and existing cycling activities throughout the year and across the County.

In terms of general sporting legacy, research by UK Sport undertaken in 2011 suggests that as many as 67% of spectators who watch a live sports event feel inspired to participate (or participate more frequently) in sport afterwards. For the under 25s, this figure is even greater at almost 75%. The potential then, to promote and improve the health and wellbeing outcomes for Derbyshire residents by using the Tour L'Eroica and the wider cycling programme to inspire increased participation, is significant.

Some local authority areas have committed additional resources to provide large scale festivals (e.g. Barnsley are 'painting the town yellow') in the run up to the Grand Depart. Opportunities for presenting a joint 'festival event' in Manor Park, Glossop on the day of the Tour race are currently being explored.

In addition, discussions with High Peak BC and PDNPA are taking place regarding options for creating a warm welcome to/from Derbyshire through landscape and visual art which will be picked up by the world's television cameras. This visual element will support the cultural information being provided on Derbyshire, its history and its attractions which TV crews will use as part of their broadcast.

## Public

This is actively encouraged by the Tour and provides an excellent opportunity to send a message to the world that Derbyshire is an attractive place to visit and invest. Along with any events and celebrations that may take place in and around Glossop, there is scope to involve local residents and communities in creating the visual display which will further add to the festival feel of the event. At the time of writing, the Council has not identified financial resources to support this work and the opportunities for grant funding are very limited.

The wider 'Summer of Cycling' programme is being developed jointly with local authority partners, the World Heritage Site, National Forest and Derbyshire Sport to ensure the economic and cultural benefits extend beyond the immediate vicinity of Glossop (for the Tour) and Bakewell (for L'Eroica).

Initial mapping of existing cycle-related events has already been completed across the partnership and gaps identified for developing new events, linked primarily to existing major cultural festivals.

ASO and TdFHub2014 are keen to ensure the 100 days leading up to the Grand Depart on 6 July is actively utilised as part of any legacy programme. For Derbyshire, this period includes the L'Eroica on 20 – 22 June which will form a major part of our cycling tourist offer.

Current proposals for the Summer of Cycling programme include:

- Work with High Peak BC and PDNPA to create a festival atmosphere in Glossop town centre on 5 and 6 July 2014 and along the routes likely to be used by spectators. This is likely to include an event in Manor Park and also a hospitality event (possibly at a key location adjacent the route) which will provide an opportunity for inviting Derbyshire residents who have made a contribution to sport and cycling in the county, as well as major economic partners
- Work with Bakewell Showground, L'Eroica Britannica and Peak District NPA to create a strong festival offer between 20 and 22 June.
- Proactive work with businesses (accommodation providers, retailers, community groups, art groups, etc) to encourage participation in both events and maximise the visitor experience and economic potential.
- Utilise the 'Summer of Cycling' brand to promote existing activity (e.g. Pedal Peak, High Peak Hog, Hardwick Hall ride, WHS Walking and Cycling Festival etc) and any new, planned activities to maximise impact of joint publicity and marketing.

## Public

- Create between 3 or 4 new events, building on existing networks, as part of the legacy programme – such as:
  - A cycle maintenance weekend (Easter) – supported by volunteers and cycle shops
  - Unguided family fun rides along the Trans Pennine Trail which parallels the Tour route from Torside in Derbyshire to Penistone in Barnsley (May Day and Spring Bank) – marshalled by community groups and cycle clubs
  - Develop a new Criterium (cycle competition) in and around Glossop – all ages and abilities (professional, club, family, fun and disabled). *NB: If successful, this would have potential to be rolled out annually in Glossop or other places across Derbyshire*
  - A potential new cycle ride in the National Forest to draw visitors through Derbyshire to the south of the county to ensure all communities benefit.

To be successful, and to ensure continuity over the long term, any events programme will need the support of key stakeholders – particularly from the private, voluntary and community sectors. To date, the key partners include:

- Schools
- Voluntary and community groups in key localities (e.g. Glossop)
- Cycle and cycle hire shops
- Local businesses
- Visit Peak and Derbyshire
- Local authorities within Derbyshire
- Internal colleagues from Derbyshire County Council – Public Health, Economic Development, Sport Derbyshire, Countryside

A launch event is being planned for the Summer of Cycling at Derby's new Velodrome with key speakers and personalities from the world of cycling being invited.

As a major international event, the Tour de France presents an unrivalled opportunity for the county, but also is an area of reputational risk and one which is hugely resource intensive. The broader legacy programme also provides an excellent opportunity to capitalise on the energy and profile of the Tour for the benefit of the local economy and community cohesion. However, financial and staff resources are particular areas of challenge.

With the exception of Derbyshire, Barnsley and Rochdale all other participating authorities were invited to contribute to a central 'pot' which has been added to funding provided by both central government (approximately £10m) and UK Sport (approximately £3.5m), for event management purposes

## Public

respectively. Total funding available to these authorities is, therefore, approximately £24.5m.

Whilst the Council ) is able to take part in a central procurement process and benefit from various economies of scale for contracts on barriers, stewards, toilets, first aid provision etc and can also access a £2m contingency fund it is not able to have recourse to any funding from the central pot.

The Council is still in discussion with Leeds City Council (who is underwriting the financial and procurement workstreams of the Tour) regarding access to the central pot. At the very least, an element of match funding is likely to be required if these discussions are to result in a beneficial outcome for the Council and for Derbyshire.

**(3) Financial Considerations** It is not possible to provide definitive costs for managing delivery of the Tour de France event. However, based on discussions with officers in the TdF Hub, and taking estimates from other local authorities, some approximate costs include:

- Highway network improvements £50,000 – however, the majority of these costs were already anticipated as part of scheduled improvements in the capital programme and are set out in the service plan for 2014/15. Therefore there is no new additional cost to the County Council
- Producing and delivering the TMP/ temporary traffic management for the TdF route - likely minimum is £40,000
- Delivering the TMP/ temporary traffic management for the 'off site/ off race' route (including signing, marshals, overnight staffing for road closures, temporary traffic signals etc)

In addition, costs will be incurred for:

- Provision for 'wayfinder' signs on Trans Pennine Trail etc and wider spectator management arrangements(including 'support hubs')
- Medical support and first aid – (based on TdF Hub requirements re: doctors/ nurses/ ambulances etc) the costs are likely to be significant
- Communication publicity and wider events management activity - including liaison and work to support local businesses
- Any additional staffing costs to secure spectator safety
- Other contingencies (based on 25% of current estimated costs and to be used only if necessary)
- Maximise opportunities (economic and social) of the legacy programme.



## Public

All costs have still to be finalised and verified. On that basis, it would be prudent to include contingency costs within the overall total to ensure effective delivery and avoid reputational damage of non-delivery. The total, approximate costs are likely to be in the region of £200,000 to £400,000, dependent to a large extent on whether the finance discussions with TdF Hub are successful.

In terms of financial support, the Council has been advised that funding has been made available to support the Tour from the following sources:

- Central Government - £10m
- Local Government - £11m collectively across all Yorkshire and Derbyshire authorities
- ASO - £3.5m

However, Derbyshire County Council was not invited to contribute to the local authority fund and so it appears the Council will not be able to draw against it. The option of the Council making a retrospective contribution to this fund is being examined. However, if this is not possible, whilst the Council will be able to benefit from the economies of scale which will come from central procurement of items such as crowd barriers and portable toilets, and from the advice and guidance from the TdF team, it will not be able to draw down any additional funds to support delivery of the activity listed in sections 2 and 3 of the report.

Notwithstanding the £50,000 already committed in the service plan for 2014/15, there is no service budget available to cover these costs. It is therefore proposed the financial costs will be taken from Departmental Reserves, with any significant variances to costs being subject to detailed discussion and approval by Cabinet members for Economy, Transport and Environment.

(4) **Legal Considerations** The Council is required to enter into a contract with Welcome to Yorkshire. The Director of Legal Services is working closely with other Council departments involved in this project to ensure that draft contracts are suitable for the Council's purposes. Legal Services will continue to support and advise its client departments on this matter through to contract signature(s).

(5) **Prevention of Crime and Disorder Considerations** As highlighted above, it is estimated that upwards of 40,000 (up to a potential, 60,000 spectators) will view the Tour De France race within Derbyshire and many thousands of others will watch the L'Eroica and other events. The Tour and overall legacy programme brings with it potential implications for crime and disorder which are being addressed by close working with Derbyshire Police and relevant partners of the Community Safety Partnership.

(6) **Equality and Diversity Considerations** In relation to equality and diversity, spectators of all ages and backgrounds are being actively encouraged to attend the Tour de France, and other events that make up the Summer of Cycling legacy programme. At the time of writing, all events are fully inclusive and free to watch.

Individual risk assessments will be undertaken as appropriate in advance of each event to ensure appropriate facilities for disabled people are provided as far as possible. No incompatibility has been identified between the recommendations with this report and the European Convention on Human Rights.

(7) **Communications Considerations** The event presents significant communication challenges for the authority across a range of areas, communication with local stakeholders around highways issues, with local business on the potential opportunities, with residents in key localities such as Glossop and Bakewell, with other local authorities.

A communications plan is being developed for the event (see Appendix 3).

(8) **Human Resources Considerations** Wherever possible, the input of voluntary and community groups, local businesses and event organisers will be used to support delivery of the overall programme, particularly in relation to:

- Volunteer marshals (community representatives and cycle enthusiasts) for the weekend of the Tour de France on 6 July
- Volunteer marshals (community representatives and cycle enthusiasts) for L'Eroica on 20-22 June
- Cycle groups and hire shops for the cycle maintenance workshops at Easter, May Day and Spring Bank
- Cultural activities at key events – provided by existing groups

However, the work being undertaken to co-ordinate preparations for the Tour and pull together the legacy programme is requiring considerable employee resources and whilst most of the work is being undertaken within existing capacity, it is proposed that a record of time being spent by employees is recorded and used as part of the final evaluation of the impact.

(9) **Environmental and Health Considerations**

#### **Tackling Health Inequalities**

The Tour (and wider Summer of Cycling programme) provides an unprecedented opportunity to actively promote and encourage wider participation in cycling, improving health and directly impacting on the wellbeing of both residents and visitors.

**Risk Management and Health and Safety Considerations**

A TdF Risk Register has been produced for Derbyshire County Council. This document will be reviewed on a regular basis as part of the on-going project management arrangements and issues are being fed into the regional TdF Hub risk management arrangements.

Health and Safety considerations are central to effective planning for the Tour de France. A multi-agency Events Safety Advisory Group will consider the health and safety implications and to ensure that appropriate mitigation measures are identified and implemented.

In preparing this report the relevance of the following factors has been considered: equality and diversity, property and transport considerations.

(10) **Key Decision** Yes.

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

(12) **Background Papers**

Contractual documents with Tour de France Hub 2014.

Summer of Cycling draft Legacy Programme.

Officer contact details – Joe Battye, extension 36574.

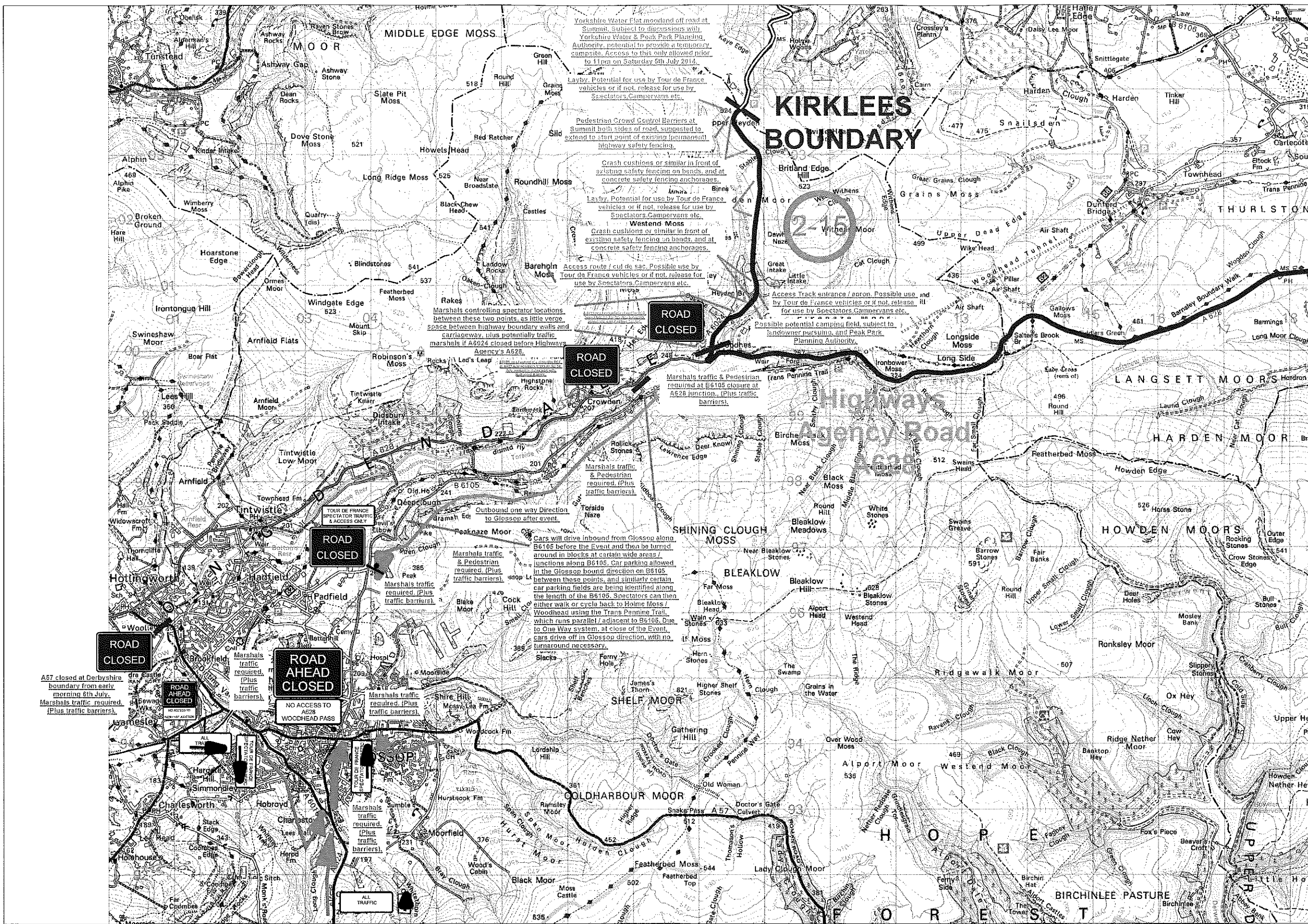
(13) **OFFICER'S RECOMMENDATIONS** That Cabinet:

13.1 Approves the allocation of a budget of £400,000 to be taken from Departmental reserves.

13.2 Agrees to enter into contracts with TDF2014 Ltd and Welcome to Yorkshire that will commit the County Council to delivering the Tour de France 2014 within Derbyshire.

13.3 Delegates to the Strategic Director of Economy, Transport and Environment, in consultation with the Cabinet Member for Jobs Economy and Transport, the authority to finalise the necessary contractual agreements and the detail of expenditure against the agreed budget.

**Mike Ashworth**  
**Strategic Director – Economy, Transport and Environment**



last amended Nov 2013  
Version 2

Derbyshire County Council - Tour de France 2014 Sector(s)					
Sector Number	Road Number	From	To	Length	Environment
2-15	A6024	Kirklees MBC Boundary at Holme Moss Summit	A6024 / A628 junction at Woodhead	4.5km	Rural

**SECTOR 2-15**  
**ROAD A6024**  
**FROM KIRKLEES MBC BOUNDARY AT HOLME MOSS SUMMIT**  
**TO A6024 / A628 JUNCTION AT WOODHEAD**  
**LENGTH 4.5KM**  
**ENVIRONMENT RURAL**