

Agenda Item No. 8(k)

DERBYSHIRE COUNTY COUNCIL

CABINET

31 January 2017

SUMMER OF CYCLING 2017 – EROICA BRITANNIA AND THE WOMEN'S TOUR OF BRITAIN (HIGHWAYS, TRANSPORT AND INFRASTRUCTURE)

- (1) **Purpose of Report** To seek Cabinet approval to the continued development of the visitor economy through the Summer of Cycling Programme, through the allocation of resources for two major cycling events during 2017.
- (2) **Information and Analysis** At its meeting of 1 September 2015, Cabinet considered a report on events within the Summer of Cycling Programme for 2016 (Minute No. 318/15 refers) and resolved to:
- Support Eroica Britannia 2016 to a maximum value of £30,000.
 - Provide funding of £125,000 to secure a full stage of the Aviva Women's Tour of Britain 2016, noting the intention to seek contributions from sponsors and other local authorities.
 - Receive a further report on the Council's potential involvement in similar events in future years.

Whilst there is evidence to suggest there are significant benefits to the local economy through hosting major cycling events, such as Eroica Britannia and the Women's Tour of Britain, it is sometimes quite difficult to accurately quantify these benefits. However, there is significant momentum gathering behind the association of, and investment in, cycling within Derbyshire, including the adoption of the Derbyshire Cycling Plan in early 2016, supported and endorsed by a range of local organisations as well as British Cycling.

The summary below provides an overview of the two events detailed above and gives a flavour of the types of benefits which can be delivered by such investment:

Eroica Britannia

Eroica, having been held in Italy since the early 1990s, has expanded significantly over the last few years, with a number of linked events now taking place under licence across several continents. In the UK, Eroica Britannia runs under a ten-year franchise, of which the first three have already been held in Derbyshire, with the festival itself in Bakewell and the cycling routes acting as a showcase for some of the County's iconic scenery, heritage and

infrastructure. All three have been successful and the 2016 event represented a significant expansion on 2015 with approximately 4,600 riders taking part. Initial evaluation of the 2016 event suggests a net benefit to the local economy of £438,000 with an estimated 40,000 people visiting the festival itself, up from approximately 27,000 in 2014. Evidence from ticket sales continues to suggest the event attracts visitors from a large number of European countries, with the Netherlands, France, Germany and Italy particularly well-represented. Others came from further afield, including the U.S., Brazil, Japan, Canada and Australia, illustrating the global profile of Eroica. In addition, visitors came from all parts of the UK, from as far away as Kent, Cornwall and Orkney, but it is worth noting that large numbers came from major English cities, London in particular.

The Aviva Women's Tour of Britain 2016

Derbyshire hosted a complete stage (Stage 3 – Ashbourne to Chesterfield) and part of a stage (Stage 4 Nottingham to Stoke) with both stages recognised as being successful.

Stage 3 attracted particular praise from riders and spectators alike. Evidence from the organiser's independent evaluation of the event suggests over 70,000 spectators watched this stage alone, many of whom came from outside the County, contributing a net investment of approximately £1.897m to the local economy.

The start in Ashbourne and finish in Chesterfield were regarded as key highlights for the whole event attracting some of the largest and most enthusiastic crowds over the five stages. The Queen of the Mountain stage, Bank Road in Matlock, was for many, including the riders themselves, one of the highlights of the whole race and attracted a large crowd, giving the event a real boost to its profile. This is something the organisers were very keen to try and do as part of their drive to bring women's cycling to the forefront of the sport, both nationally and internationally.

It is also worth noting that the profile of Derbyshire County Council was also raised as the Council's brand was the 6th most recognised by spectators of all the official sponsors and with international media coverage (12 international broadcasters covered the race). Derbyshire, the Peak District and the market towns of Ashbourne, Buxton, Matlock, Swadlincote and Chesterfield were all given fantastic exposure on the world stage.

Members will be aware of the intention to seek contributions from sponsors and other local authorities to help mitigate the Council's initial investment of £125,000. Additional costs to cover Traffic Regulation Orders and steward, first aid and toilet provision, at both start and finish locations, resulted in the total cost (excluding Officer time) increasing to £143,000.

Attracting external funding to support the event proved extremely difficult with only one sponsor, the University of Derby, providing sponsorship of £650. Whilst this is disappointing, discussions with other local authorities suggest it does take time to build enthusiasm and attract sponsorship for the event, one specific example is that it took Northamptonshire County Council until the third year of hosting a stage to realise any sponsorship commitments.

Level of Support for 2017

Noting the above success it is recommended that Cabinet considers committing support for the Summer of Cycling programme in 2017 as set out below:

Eroica Britannia

Cabinet will recall that in 2016, the County Council supported the Eroica Britannia event as a sponsor rather than the provider of a grant. This was in recognition of the importance of the event in marketing Derbyshire and the Peak District and in attracting visitors from a wide range of domestic and international origins as detailed above.

Wet conditions leading up to and during this year's event did result in a number of logistical problems, including the need to make repairs to the site afterwards. Access for vehicular traffic was affected by the loss of some parking areas, resulting in significant queueing within the Bakewell Showground and on the highway. As a result, whilst the event will still be held in Derbyshire in 2017, the organisers have taken the decision to relocate to a new venue, Friden Grange, Newhaven, near Ashbourne. This will mean that, in effect, the festival itself will be largely self-contained rather than having a close association with Bakewell or any other town or village. This does alter the nature of Eroica Britannia as a marketing tool for the County and it is valid to question the business case for continued County Council support. However, it is recommended that this is retained for at least one more year and in an altered form as outlined below:

- That, for 2017, the Council sponsors the event up to a maximum amount of £20,000. This is a reduction on the £30,000 provided to the organisers in 2016 and reflects the changes in circumstance surrounding the move to a new location. It also reflects the need for the organisers to accept that this is likely to be the last year of financial support in terms of sponsorship from the Council although 'in kind' support will still be forthcoming.
- That, in addition to the above, the Council offers, subject to agreement with the organisers, to operate one or more of the recognised food stops, at its own expense and with the intention of this becoming a 'mini-festival' with a strong Derbyshire flavour, using local suppliers. This support will be up to a maximum level of £10,000 (based on costs

incurred for the 2016 event with contingency) but should be significantly lower.

Whilst it is understood that the organisers are keen to retain Eroica Britannia in Derbyshire, Cabinet is asked to note that there would be no major barriers to it being held elsewhere in future years. Providing the certainty of County Council support for a further year will, therefore, be important in ensuring that the organisers are less likely to seek alternative locations.

Aviva Women's Tour of Britain

Due to the success of both the Men's Tour in 2015 and the Women's Tour in 2016, the organisers have once again provided an offer for Derbyshire to host a full stage (including its start and finish) of the Women's Tour in 2017, under the same terms as the 2016 agreement. This would require an investment similar to last year's event i.e. approximately £145,000, including the fee for the actual stage itself plus extra stewarding, first aid and toilet provision, and Traffic Regulation Order (TRO) costs.

The above does not include any costs which may be incurred should the Council wish to undertake additional promotional events at either (or both) the stage start and finish locations.

Whilst it would appear from the evaluation of the 2016 event that the Council received a positive return on its investment in terms of net expenditure invested in the local economy, given the current financial pressures it is facing it would provide major challenges for the Council to repeat this, acting alone. However, following discussions with Chesterfield Borough Council, it is now evident that this proposal is achievable through a joint partnership approach, splitting the costs equally between both authorities. This would then provide the opportunity of jointly working towards offsetting these costs through engagement with local potential sponsors, utilising the expertise of both Destination Chesterfield and Visit Peak District and Derbyshire to maximise this potential.

Essentially, this would mean that both Chesterfield Borough Council and Derbyshire County Council would each underwrite 50% of the total (up to £72,500 per authority) and work together to control costs and seek the necessary sponsorship referred to above.

(3) **Financial Considerations** The contribution of £20,000, to Eroica Britannia, plus the provision of resources up to a maximum of £10,000 to undertake the delivery of one or more specific food stops for 2017 would be met from earmarked cycling reserves. The cost of £72,500 to support the Aviva Women's Tour of Britain 2017 would be met from Departmental reserves. Chesterfield Borough Council has confirmed that it is willing to match the County Council's contribution and also provide funding of up to £72,500 to support the event.

(4) **Equality and Diversity, Environmental and Health, and Transport Considerations** Cycling, as detailed in the body of the report, has potential benefits across a wide range of Council objectives relating to the visitor economy, healthy travel, accessibility and environmental sustainability.

(5) **Social Value Considerations** Staging cycling events does have potential for negative impact in terms of accessing jobs, schools and services and general mobility around the affected areas of the County, albeit for a relatively short period of time, whilst events are in train. Mitigation for this negative impact is provided by a positive boost to a number of local businesses in specific areas, including local communities associated with the routes of both events. The events also portray Derbyshire in a positive light, e.g. the Women's Tour TV broadcasts alone have a potential reach of 80 million homes worldwide over 25 territories via 12 international broadcasters, and the fact that there is very real potential to increase the numbers of people cycling, specifically women and children. The Women's Tour, in particular, raises the profile of women in sport and support the Derbyshire Cycling Plan ambition to bridge the gap between the number of men and women cycling in the County.

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

(6) **Key Decision** No.

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

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

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

- 9.1 Agrees to support Eroica Britannia 2017 up to a maximum value of £20,000 in sponsorship and the delivery of one or more food stops up to a maximum value of £10,000 in 2017.
- 9.2 Agrees to financially support hosting a full stage of the Aviva Women's Tour of Britain 2017, in partnership with Chesterfield Borough Council, up to a maximum of £72,500 per Authority.
- 9.3 Welcomes confirmation, by Chesterfield Borough Council, of its willingness to match the County Council's financial contribution to support the Women's Tour event.

- 9.4 Agrees to receive a further report on support for future cycling events in due course.

Mike Ashworth
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