

<b>Report to:</b>	<b>EXECUTIVE BOARD</b>
<b>Date:</b>	18 December 2019
<b>Executive Member:</b>	Councillor Leanne Feeley – Executive Member Lifelong Learning
<b>Reporting Officer:</b>	Emma Varnam - Assistant Director, Operations and Neighbourhoods
<b>Subject:</b>	<b>CYCLING EVENTS IN TAMESIDE</b>
<b>Report Summary:</b>	This report sets out a proposal to secure a televised cycling event within the borough in May 2020 and for the following 2 years. Should the Council take this forward, the report outlines the potential costs and benefits to hosting a high profile cycle race in the borough.
<b>Recommendations:</b>	It is recommended Executive Cabinet seek Council approval for : <ul style="list-style-type: none"> <li>i) The Council to underwrite an investment of £75k per annum for 3 years to host the OVO Energy Tour Series Race in Tameside with additional funding of £75k per annum for support costs and a Community Cycling Festival subject to the council seeking external sponsorship to hold the Council neutral.</li> <li>ii) The Community Cycling Festival to accompany the event is developed, costed and presented to Executive Board for consideration.</li> </ul>
<b>Corporate Plan:</b>	Tameside’s events programme significantly adds to the borough’s community’s sense of pride, our place and shared heritage. It increases opportunities for people to participate, learn new skills and fulfil their potential. It can increase aspirations and hope through learning, moving with confidence from childhood and into adulthood. It can support levels of self-care through a social prescription of cultural participation.
<b>Policy Implications:</b>	It is essential that any proposals demonstrate value for money and make a clear contribution to Council priorities
<b>Financial Implications: (Authorised by the statutory Section 151 Officer &amp; Chief Finance Officer)</b>	This proposal includes an ask for up to £150k per annum for each of the next 3 years. Members should note that there is currently no budget within the service. It should be noted that the potential for sponsorship may reduce the costs to the council but this cannot be quantified or guaranteed at this stage. If the proposals in this report are agreed, sponsorship for this event should be actively pursued.
<b>Legal Implications: (Authorised by the Borough Solicitor)</b>	Whilst the intention is to seek sponsorship and hold  Council cost neutral for this prodigious event, which seeks to raise the profile of Tameside as a place to live and invest and reduce health inequality. However, any commitment by the Council and we will be require to underwrite the costs and that requires the council by law being able to commit to this expenditure and meet any l8iabilities should they arise. Accordingly members need to decide if this is a priority and the likelihood of not achieving the necessary sponsorship.

**Risk Management:**

To deliver an event of this scale requires sufficient funding to attract and deliver the race itself and to realise the full potential of hosting a televised event. While sponsorship can be raised to offset such costs, a firm estimate cannot be guaranteed and the Council would need to underwrite the cost

**Background Information:**

The background papers relating to this report can be inspected by contacting Emma Varnam, Assistant Director of Operations and Neighbourhoods



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## 1. INTRODUCTION

- 1.1 The Council supports and delivers a varied, innovative and generally free cultural events programme in Tameside. Integral to the Council's programme are a number of key civic events: Whit Friday Brass Band Contest, Armed Forces Day and the borough's Christmas celebrations. These are all commonly welcomed and supported by residents ensuring a sense of community, wellbeing and civic pride.
- 1.2 In September 2019, Tameside, alongside other Greater Manchester Boroughs, hosted the final stage of Tour of Britain cycling race. International competitive cyclists toured the region in the final stage 8 of this round Britain road competition. The event was broadcast live on ITV with an estimated viewing audience of 700k.
- 1.3 It is estimated that 50,000 live spectators watched the start of the race in Altrincham and 35,000 in Manchester City Centre were at the finish. It is estimated that 10,000 spectators watched the race in Tameside. Across Greater Manchester there was an estimated 600,000 spectators, this was the highest number of any stage with 1.4 million live spectators across the 8 stages.
- 1.4 The economic impact generated is estimated to be £8.9 million for GM; the start of the race generated the highest impact with an estimated £710,000 economic impact for Altrincham and £400,000 for Manchester City Centre.
- 1.5 Within Tameside there was higher than anticipated public engagement in the race with excellent community participation along the route. All the primary schools on the course engaged in activities. In addition; shops, local pubs and small businesses were keen to get involved, decorating shop fronts and displaying painted bikes, flowers and bunting adding to the festival atmosphere.
- 1.6 The level of preparation and planning on behalf of the Council was considerable, including the inspection and repair of the road infrastructure, community engagement, crowd safety and communication.
- 1.7 In addition a Festival of Cycling Event was delivered on the following day in Stalybridge Town Centre with the intention of maximising resident's participation in cycling activity. The Council investment for both Tour of Britain and the Festival of Cycling totalled £82k but the events gained a high level of participation and significant positive feedback from the community.
- 1.8 The Tour of Britain and the Festival of Cycling event achieved wide reach, engagement and coverage on our owned and earned communications channels, including strong Tameside coverage in the regional and local media. As an example, our Twitter posts mentioning the Tour of Britain were viewed 335,000 times and achieved 75006 engagements. Tour of Britain tweets were also ranked as the top tweets on our accounts for both July and September.
- 1.9 The hosting of the Tour of Britain Cycle Race and the consequent interest in cycling activity aligns with Greater Manchester Cycling and Walking Commissioners Made to Move strategy and the ambition to make Greater Manchester a city region where walking and cycling are the natural choice for shorter journeys. The support for the event also aligns with the Council's priorities and objectives, in particular the Health and Wellbeing of Tameside Residents.
- 1.10 It is expected that the Tour of Britain race will return to GM in 2022 for the final stage of the women's race and in 2023 for the men's first stage.

## 2. DAY EVENT PROPOSAL

- 2.1 Following the successful delivery of the events in Greater Manchester, the race organisers 'Sweetspot' have approached Tameside to host an Elite men's and women's 1km cycling race in one of the borough's town centres as part of the OVO Energy Tour Series.
- 2.2 The OVO Energy Tour Series is a fun, fast and free cycling event. Taking place in towns and city centres. Launched in 2009, the series sees Britain's best male and female riders competing against each other in a unique, team based format as part of a full day of sporting and community based cycling-focused activities. British sporting heroes Laura Kenny, Dani King, Joanna Rowsell-Shand, Ed Clancy, Elinor Barker and Dame Sarah Storey have all competed in the series during its 11 years. Currently the series is used as a development platform for the talented young cyclists.
- 2.3 Sweetspot are offering Tameside an exclusive 3 year deal which would be the only event hosted in Greater Manchester. The first event is anticipated to take place on 12th May 2020.
- 2.4 The commitment of the race organisers is articulated in **Appendix 1**, but includes full event management, logistics, health and safety and media engagement.
- 2.5 The Council's commitment includes the maintenance of a suitable road surface, road closures, traffic management and first aid provision as well as access to some essential facilities.
- 2.6 There is an expectation from Sweetspot that the Council would further enhance the Tour Series, by delivering other related activity on the day. A Community Bike Festival could be added to the race event to ensure a legacy of community participation; this could include Mountain bike demonstrations, pop-up bike courses. This event would be delivered by the Council's Event Team.

## 3. BENEFITS

- 3.1 The social and economic benefits of hosting a major cycling event are numerous. Not only would it promote the Council's vision of improving the health and wellbeing of residents in a well-publicised event engaging the local community, it would provide a real boost for the economy.
- 3.2 Across the 2019 OVO 7 stage Energy Tour series, the return on investment was up to a £300k boost to the local economy, media value of £250k for the area and 64% of OVO spectators are inspired to cycle more often which could translate into a meaningful impact on cycling levels in Tameside.
- 3.3 To put this into a more local context Birkenhead hosted round 5 of the tour series in 2019 and the economic impact assessment for that stage was as follows:
  - i. 10,000 visitors attended the tour
  - ii. 83 % came from outside of Birkenhead
  - iii. 5% of visitors stayed overnight
  - iv. Average spend per day by day visitors was £47.33 per group
  - v. 37% came with their families
  - vi. 81% described the race as "very enjoyable"
  - vii. Average spend per 24 hours by overnight visitors was £114.83 per group
  - viii. 61% plan to visit Birkenhead again

- 3.4 An event of this quality and with significant media coverage including National TV will increase the awareness of the Tameside, its location and its aspiration for its residents and attract visitors from neighbouring boroughs.
- 3.5 Hosting the Tour Series will increase interest in cycling but this can be further embedded by delivering a Community Bike Festival where people can have a go at cycling and learn more about it. With the potential to promote health and wellbeing, participation and inclusion such an event would further cement the borough's ambition as a walking and cycling location and encourage residents to pursue and participate in physical activity.
- 3.6 Hosting the event will build on the positive legacy of the Tour of Britain. The 3 year programme will bridge the gap between hosting the 2019 Tour of Britain and the return of the event in 2022.

#### **4. FINANCIAL AND RESOURCE IMPLICATIONS**

- 4.1 The fee for hosting the race is offered to the Borough at £75,000 per annum and this amount would need to be underwritten by the Council.
- 4.2 It is estimated that up to £75,000 will be required to support a range of costs including, road closures, policing, qualified marshals, barrier hire, community engagement etc. and to meet the overall contractual arrangements for the race. However, costs of this nature can vary dependent upon how the support services are provided, i.e. whether they are through internal services from the council or through external contracts such as the provision of highways management for the event. This cost would include a Community Bike Festival
- 4.3 The Tour Series is the UK's biggest and most prestigious televised cycle race for men and women. The series attracts top cyclists to compete, many of the participants recognising Britain as one of the best places in the world to cycle both from the perspective of a sporting challenge and in terms of having some of the most animated, enthusiastic spectators to be found anywhere.
- 4.4 Sponsorship opportunities for companies are available and with the Tour's global reach it is felt that these specifically tailored packages may be highly desirable given the publicity the tour will attract.
- 4.5 The sponsorship packages available are detailed in **Appendix 2** with the indicative amounts for each of the 4 packages. The monetary amounts are not mandatory and they can be increased if appropriate to meet the requirements of funding the event.
- 4.6 The appetite of local business to sponsor the event is currently being evaluated and could potentially off-set the above costs. If 50% of the above costs were met through sponsorship the balance would fall to the Council's Budget.
- 4.7 It is understood that the Tour of Britain Full Stage 3 (Start and Finish) in 2016 cost Cheshire East Council £267,379 to host and deliver the full event. However, £129,721 was successfully raised through sponsorship towards helping to offset this cost and £3,512,859 was realised for the Cheshire East economy.

#### **5. RISKS**

- 5.1 To deliver an event of this scale requires sufficient funding to attract and deliver the race itself and to realise the full potential of hosting a televised event. While sponsorship can be raised to offset such costs, a firm estimate cannot be guaranteed.

- 5.2 The cost of delivery may in part depend on race location selection. This is not known at this stage and would form an important element of negotiations with the race organisers to determine an appropriate route while managing and mitigating the Council's exposure to financial risk.
- 5.3 A contract will need to be in place with Sweetspot, the race organisers. The Sweetspot Group are the only suppliers of this service. Due to preferred sponsorship arrangements, there will be a need to consult with procurement to ensure regulations are adhered to.
- 5.4 If the Council does wish to host the event it is imperative that this is confirmed now. This will allow the Council sufficient time to maximise both the level of investment and return it can secure in the OVO Energy Tour as well as ensuring it has sufficient lead time to organise the event effectively.

## **6 CONCLUSION**

- 6.1 Following the successful delivery including extensive community engagement when the Tour of Britain 2019 raced through Tameside in Stage 8 of the competition, an exclusive offer of hosting the elite men's and women's 1km cycling race of the OVO Energy Tour Series for a 3 year period has been extended to Tameside. This offer has not been extended to any of the other Greater Manchester Authorities.
- 6.2 Whilst there is a cost of £75,000 per annum over a 3 year period from 2020 the event is very high profile, televised internationally and brings significant economic and social impact, promotes health and wellbeing, participation and inclusion, and makes effective use of existing infrastructure, and showcases tourism. It may be possible to offset some of the costs with sponsorship from local businesses.
- 6.3 Consideration needs to be given to whether the Council wishes to accept this exclusive opportunity with all the benefits it brings to the Council and the Community and if it is therefore willing to underwrite the costs and deliver additional related activity on the day

## **7 RECOMMENDATIONS**

- 7.1 As set out at the front of the report.