

5 October 2017

Agenda Item: 11

## **REPORT OF THE SERVICE DIRECTOR, COMMISSIONING, RESOURCES AND CULTURE**

### **TOUR OF BRITAIN**

#### **Purpose of the Report**

1. To endorse the arrangements for Nottinghamshire's hosting of a stage of the 2017 cycling Tour of Britain on 6 September 2017.
2. To confirm that a further report will be brought to Committee outlining the economic impact of the Nottinghamshire stage.
3. To seek approval for the County Council to host a Nottinghamshire stage of the event in 2018.

#### **Information and Advice**

4. The Tour of Britain has been the major cycling event in the UK each year since its inauguration in 2004. The Tour is now a major international event and a cornerstone of the UK's sporting calendar, as it is Britain's biggest and most prestigious professional bike race. Each year it enjoys the biggest live attendance of any sporting event in the UK, and it is the UK's biggest free to attend sporting event.
5. The Tour attracts major international cycling teams and riders. In consequence, the event enjoys extensive coverage across the national media each year, including:
  - daily national and local press coverage;
  - 1,000,000 viewers per day on ITV4 (full live coverage and highlights);
  - millions of viewers across the world through international broadcasts;
  - 500,000+ unique visitors to [tourofbrtain.co.uk](http://tourofbrtain.co.uk) during race week;
  - extensive social media following;
  - widespread coverage across the cycling press.
6. As such, the Tour provides extensive benefits to host locations through media coverage and the promotion of host locations as a visitor destination on a global scale. The hosting of a Tour of Britain stage also creates significant direct economic benefit through organiser and spectator spend.
7. Members will be aware that Nottinghamshire hosted a stage of the Tour for the first time on 6 September 2017. The stage ran for a total of 175km from Mansfield to Newark, via a range of Nottinghamshire's towns and major landmarks.

8. The Nottinghamshire stage was a sporting and community success, with crowds estimated at 200,000 lining the route to see the largest sporting event in the County's history, and many more watching live TV coverage. For Nottinghamshire, the hosting of a stage has also helped to:
  - identify Nottinghamshire as a county that hosts major, international sporting events
  - support the creation of community pride and provide a free to attend sporting spectacle that has brought some of the best athletes in the world to Nottinghamshire
  - support events to be held on the day that would promote greater engagement in sport and physical activity.
9. As part of its contractual agreement with the Tour of Britain's organisers, the Council will receive a full economic impact report for the Nottinghamshire stage later in the Autumn. The report will be brought to a future meeting of the Communities and Place Committee for consideration therefore.
10. A further part of the contractual agreement outlines an option for the Council to host a further stage of the Tour in 2018. In view of the success of the 2017 event, Tour organisers are keen for Nottinghamshire to host a second stage in 2018.
11. Should this be agreed by Members, it is envisaged that detailed discussions about the route for a 2018 stage would commence in early 2018.

### **Other Options Considered**

12. The County Council could choose not to host a Nottinghamshire stage in 2018.

### **Reason/s for Recommendation/s**

13. Hosting a stage of the Tour of Britain in September 2018 will deliver significant and measurable economic, tourism, community and reputational benefits to Nottinghamshire.

### **Statutory and Policy Implications**

14. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Financial Implications**

15. The direct cost of hosting the stage in 2017 was £160,000. Of this total, approximately £75,000 was funded through contributions from District Council partners and sponsorship income. Additional costs associated with managing stage logistics, publicity, communication and community engagement are still being finalised.

16. It is anticipated at this stage that the County Council's contribution towards the total costs of a 2018 stage will be approximately £100,000. The County Council's contribution would be met by a request from contingency.

## **RECOMMENDATION/S**

That the Committee:

- 1) endorses the hosting arrangements for Nottinghamshire for the 2017 cycling Tour of Britain on 6 September 2017.
- 2) agrees to receive a further report on the economic impact of the Nottinghamshire stage.
- 3) approves the County Council hosting a further Nottinghamshire stage of the event in 2018.

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### **Constitutional Comments (LM 12/09/17)**

17. The Communities and Place Committee is the appropriate body to consider the contents of the report.

### **Financial Comments (SAS 13/09/17)**

18. The financial implications of the report are contained within paragraphs 15 and 16 above.

### **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Tour of Britain 2017 – Nottinghamshire stage: report to Policy Committee – 19 July 2017

### **Electoral Division(s) and Member(s) Affected**

All.

C1025