

**REPORT OF THE CHAIRMAN OF THE COMMUNITIES AND PLACE
COMMITTEE****TOUR OF BRITAIN 2017 – NOTTINGHAMSHIRE STAGE****Purpose of the Report**

1. To update Committee on the arrangements for Nottinghamshire to host a stage of the 2017 cycling Tour of Britain on 6 September 2017.

Information and Advice

2. The County Council has agreed with the organisers of the Tour of Britain cycling event that Nottinghamshire will host a stage of the Tour in its 2017 edition. 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. In 2016, 1.6 million spectators saw the Tour over the course of the event.
3. 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 (live coverage and highlights)
 - millions of viewers across the world through international broadcasts
 - 500,000+ unique visitors to tourofbritain.co.uk during race week
 - extensive social media following
 - widespread coverage across the cycling press.
4. 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. Media equivalency values (calculated independently by Repucom) show an average targeted media equivalency (i.e. the overall monetary value of media coverage) of £2,886,000 for each stage of the 2016 race.
5. The hosting of a Tour of Britain stage will also create significant direct economic benefit through organiser and spectator spend. County based stages for the 2016 Tour were able to demonstrate £4million+ of direct economic impact for each stage.
6. The hosting of a stage also provides extensive community benefits. For Nottinghamshire, this will help 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 will bring some of the best athletes in the world to Nottinghamshire
 - allow support events to be held on the day that would promote greater engagement in sport and physical activity.
7. The date for the Nottinghamshire stage is Wednesday 6 September. The stage will cover approximately 170km, and will start in Mansfield and finish in Newark. **Appendix 1** to this report provides further detail about the route.

Promotion

8. A communications group for Stage 4 of the Tour has been set up and is being chaired by colleagues from the County Council's Communication and Marketing Team. Members of the group include communication officers from the Council, along with all of the agencies involved in the Tour.
9. The communications group will work together to deliver a shared communications plan for the Tour of Britain activities to maximise on PR opportunities, community engagement and sponsorship opportunities. Key activities include:
- communicating with residents about planned events;
 - school, community and business engagement;
 - working alongside Via and the Tour of Britain to ensure that residents along the route are properly informed of road closures and traffic management arrangements;
 - securing commercial sponsorship for the event (through Marketing NG).
10. The County Council's communication team has already started work on promoting the Tour:
- the team will develop an overarching identity for Stage 4 to be used across all marketing material, create a register of activities and events across the County, develop promotional material and information for use across all partners and schools, organise three competitions and develop a social media campaign to promote the Tour and support the work of all the partners.
 - posters, postcards and bookmarks have been printed. These have been distributed to district councils and partners to hand out at their summer events. Bookmarks are being delivered to all Nottinghamshire libraries.
 - a fully integrated web page has been developed on the County Council's site which links activity from each district and partners: www.nottinghamshire.gov.uk/tourofbritain and hash tag #nottstob will be used across social media channels.
 - a resource pack for schools has been produced and placed on the Nottinghamshire County Council Schools Portal. A copy is available as a background paper.
 - two countywide competitions have been created for children aged 4-11 years to design the starting flag to start the race in Mansfield and to design the winner's trophy which will be awarded to the Stage 4 winner in Newark.

- plans are in place to launch a land art competition to celebrate all things Nottinghamshire. The Council will be looking for colourful, quirky, imaginative land art displayed along the race route.
- a successful media launch of the Stage 4 Tour of Britain recently took place at Southwell Minister, where national and local organisers, local school children and one of the race competitors gathered to help encourage local people to get involved. The launch was covered by The Nottingham Post, Worksop Guardian, Newark Advertiser, Southwell Advertiser, BBC Radio Nottingham, Mansfield103.co.uk, Westbridgfordwire.com and nottstv.
- Nottinghamshire will also be recognised on the gantry at the start and finish of the race, the presentation podium, press backdrop and feature in the national Tour of Britain official programme.

Other Options Considered

11. None.

Reason/s for Recommendation/s

12. Hosting a stage of the Tour of Britain in September 2017 will deliver significant and measurable economic, tourism and reputational benefits to Nottinghamshire.

Statutory and Policy Implications

13. 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

14. The direct cost of hosting the stage will be £160,000. There will be some additional costs associated with managing stage logistics, and publicity, communication and engagement. These costs will be shared between the County Council and District Council partners. It is also intended to generate additional funding from commercial sponsorship. It is anticipated at this stage that the County Council's contribution will be approximately £100,000.
15. The County Council's contribution will be met by a request from contingency and will increase from the current anticipated cost of £50,000 to up to £100,000 as per this report.

RECOMMENDATION/S

- 1) That Policy Committee notes the arrangements for the hosting of a Nottinghamshire stage of the Tour of Britain cycling event on 6 September 2017.

Councillor John Cottee

Chairman of the Communities and Place Committee

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Constitutional Comments

16. As this report is for noting only, no Constitutional Comments are required.

Financial Comments (SAS 26/06/17)

17. The financial implications of the report are contained within paragraphs 14 and 15 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.

OVO Energy Tour of Britain 2017 School Resource Pack

Electoral Division(s) and Member(s) Affected

All.

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