

REPORT OF THE SERVICE DIRECTOR, PLACE & COMMUNITIES**TOUR OF BRITAIN 2022****Purpose of the Report**

1. To seek approval for the County Council to host a Nottinghamshire stage of the Tour of Britain event in 2022.
2. To seek approval for the Corporate Director, Place (or his nominee) to be given delegated authority, in consultation with the Group Manager for Legal Services and the s151 Officer, to agree and finalise the terms the draft contractual agreement between the County Council and the Tour of Britain.

Information

3. The Tour of Britain (ToB) is the UK's biggest cycling race. The eight-stage tour is a major international event and a cornerstone of the UK's sporting calendar. Each year it enjoys the biggest live attendance of any sporting event in the UK, and represents the UK's biggest free-to-attend sporting event.
4. Nottinghamshire has previously hosted the Tour in 2017 (Stage 4) – which travelled from Mansfield to Newark – and 2018 (Stage 7) – which travelled from West Bridgford to Mansfield. In both cases, the stage ran through a range of Nottinghamshire towns and major landmarks, and was a great success.
5. The 2017 Nottinghamshire stage of the Tour had an estimated one million people viewing (full live coverage and highlights) on ITV4 and 210,000 spectators lining the streets. In 2018, the stage attracted an estimated 250,000 spectators, making it the largest sporting event in Nottinghamshire's history.
6. The Tour typically attracts 20 major international cycling teams, totalling 120 riders. World Champions, Tour De France winners and Olympians have all taken part in recent editions. As a result, the event enjoys extensive coverage across the national and international media including:
 - Daily national and local press coverage
 - Millions of viewers across the world through international broadcasts
 - Extensive social media following
 - Widespread coverage across the cycling press
7. As such, there are extensive promotional opportunities for host locations as part of the Tour's media coverage. There is also significant direct economic benefit to be gained from hosting a stage, through organiser and spectator spend. Total gross spend generated from

the 2018 Stage was £3,997,106, a 17.5% increase on 2017. This can be broken down as follows, with statistics taken from the Economic Impact Report provided by the Tour of Britain's contracted partner, Sweet Spot Group Ltd:

- Accommodation: £3,269,088
 - Food and Drink: £280,588
 - Merchandise: £89,586
 - Shopping/Souvenirs: £57,163
 - Local Travel (e.g. bus/taxi): £46,467
 - Entertainment: £36,125
 - Other (e.g. petrol/ parking): £218,088
8. The wide appeal of the last event, both beyond the county and to local residents and families, is evident in the event organiser's breakdown of the 250,000 race attendance, which found that 47% of visitors came from outside Nottinghamshire, 9% stayed overnight and 61% came with their families.
 9. Hosting a stage of the tour also entails considerable community engagement and local partnership working. Community art competitions, ToB-related classroom activities, cycling proficiency training and athlete menus in local schools, as well as extensive promotion of the event across the route, all helped to develop a real sense of community involvement with the 2018 stage. This also had tangible health and lifestyle benefits, with 62% of visitors surveyed reporting that they had been inspired to cycle more often. This community-wide approach was supported by close work with local district and parish/town councils.
 10. Considering the benefits of previous events, the proposed September 2022 tour stage represents a significant opportunity to contribute to the County's ongoing COVID-19 recovery. This applies not only in terms of direct economic benefit for local businesses, but also of the raised regional and national profile afforded to the County's Visitor Economy, the consolidation of Nottinghamshire's reputation for successfully hosting large-scale sporting and cultural events, and the significant engagement of local communities and partners.
 11. As part of the draft contract agreement with the Tour of Britain, the Tour will present options for Nottinghamshire's future involvement in the 2023 Tour of Britain Stage Race. Thus, the Tour shall provide a report on the 2022 Nottinghamshire Stage Race, its organisation, and any recommendations for changes or modifications in respect of future races to be organised again in Nottinghamshire. Moreover, TOB shall provide a post-race analysis report outlining the economic effects of the stage race alongside information on media coverage and spectator numbers.
 12. In light of the current situation with coronavirus, it is important to acknowledge that if a Force Majeure event results in the cancellation of the event, there will be a clause in the contract that states *"TOB will refund the host venue fees after real costs have been deducted and also contribution to overheads."* The parties will meet to agree real costs and overheads in the event of a Force Majeure.
 13. Should this be agreed by Members, it is envisaged that detailed discussions about the route for a 2022 stage would commence in early 2022.

Other Options Considered

14. The County Council could choose not to host a Nottinghamshire stage in 2022.

Reason for Recommendations

15. Hosting a stage of the Tour of Britain in September 2022 will deliver significant and measurable economic, tourism, community and reputational benefits to Nottinghamshire.

Statutory and Policy Implications

16. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance 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, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Data Protection and Information Governance

17. Both parties agree as part of the draft contractual agreement to observe all their obligations under data protection legislation which arise in connection with the agreement.

Financial Implications

18. The draft contract agreement stipulates that the County Council's contribution towards the total costs of a 2022 stage will be £200,000. This will be paid in three instalments:

- £50,000 upon the signing of the contract by both parties.
- £50,000 on January 1, 2022, the start of the year the Race Stage is being held
- £100,000 on July 1, 2022, approximately two months before the commencement of the Stage Race.

19. It is anticipated, at this stage, that the County Council's contribution towards the total costs of a 2022 stage will be met by a request from contingency.

RECOMMENDATIONS

That the Committee:

- 1) Approves the County Council hosting a Nottinghamshire stage of the 2022 Tour of Britain event.
- 2) Approves the delegation of authority to the Corporate Director, Place (or his nominee), in consultation with the Group Manager for Legal Services and the s151 Officer, to agree and finalise the terms the draft contractual agreement between the County Council and the Tour of Britain.
- 3) Requests that Finance Committee approve allocations from contingency of £100,000 in 2021/22 and 2022/23.

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Constitutional Comments [LW 16/08/2021]

20. Communities Committee is the appropriate body to consider the content of the report.

Financial Comments [RWK 16/08/2021]

21. The report seeks approval for the County Council to host a Nottinghamshire stage of the tour of Britain in 2022 at a cost of £200,000. A request will be submitted to Finance Committee to approve allocations from contingency to fund the proposed payments of £100,000 in 2021/22 and 2022/23.

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.

- None.

Electoral Division(s) and Member(s) Affected

- All.