

**North Yorkshire County Council****Executive****4 December 2018****Tour de Yorkshire 2019 and 2020****Report of the Corporate Director – Business and Environmental Services****1.0 Purpose of Report**

- 1.1 To provide an overview of the Tour de Yorkshire 2017 and 2018, and update Executive on the role that the County Council takes in planning and delivering the event.
- 1.2 To seek support from Executive for hosting the Tour de Yorkshire cycle race in 2019 and 2020.
- 1.3 To seek authorisation from Executive for the use of County Council funding of £190,000 in 2019/20 and a further £190,000 in 2020/21 to support the hosting fee for the race and the associated costs linked to the County Council's roles and responsibilities with funding being allocated from the Strategic Capacity Reserve;
- 1.4 To seek authorisation to enter in to a legal agreement with Welcome to Yorkshire and Amaury Sport Organisation for the delivery of the 2019 and 2020 Tour de Yorkshire.

**2.0 Background**

- 2.1 The Tour de Yorkshire cycle race is jointly organised by Welcome to Yorkshire (WtY) and Amaury Sports Organisation (ASO) who own and operate the Tour de France amongst other successful professional cycle races and was established as a legacy event following the success of the Tour de France Grand Depart 2014.
- 2.2 The first Tour de Yorkshire was held over May Day Bank Holiday weekend 2015. Since then the event has become firmly established on the global cycling calendar, with a further three successful races taking place in 2016, 2017 and 2018.
- 2.3 The event has expanded significantly since 2015, with the race taking place over four days for the first time in 2018, starting on the Thursday before May Day Bank Holiday and running until the Sunday of the Bank Holiday weekend.
- 2.4 Alongside the men's race the Women's Tour de Yorkshire has established itself as a leading race on the Women's professional cycling calendar. This race has expanded from a one day race on the Saturday of the event weekend, to a two day race taking place before the men's race in 2018. The women's race has one of the largest prize funds in women's cycling, and is one of the few races on the global cycling calendar where both men and women compete on identical routes.
- 2.5 In addition a mass participation Sportive ride for amateur cyclists takes place on the Sunday morning of the event weekend. Last year over 4000 cyclists took to the roads of North Yorkshire and Leeds, covering much of same routes that the professionals would race on in the afternoon.

- 2.6 The County Council, alongside other public sector partners plays an important role in the funding, planning and delivery of the event. We fulfil highways, C3 (command control and communication) and emergency planning roles, alongside assisting in wider community and business liaison. Further details of the role of the County Council are described in section 6.0.
- 2.7 North Yorkshire has hosted more of the race than any other local authority area. 50% of the race route in 2018 was within the County, including a stage finish in Scarborough and a stage start in Richmond. The race has visited all of our districts.
- 2.8 The race has already firmly established itself on the international cycling calendar, with teams, riders and media praising the event in terms of the stage routes and terrain on offer, but also and perhaps more importantly with the large road side crowds which line the routes in their thousands on each stage. Crowd levels are in excess of many established cycle races across the globe, with daily crowd levels matching those of many stages of the Tour de France.
- 2.9 Unlike the Tour de France Grand Depart, the vast majority of road closures across the race route are managed under rolling road closures by the Police Central Escort Group and British Cycling accredited moto-marshalls (National Escort Group). Roads are typically closed approximately 20-30minutes before the race arrives and are reopened as soon as the race has passed. Typical rolling road closure duration is between 30-60 minutes.
- 2.10 In locations such as start and finish areas and popular climbs, fixed road closures are put in place to allow race infrastructure to be safely installed and removed, and to provide a safe environment for the race and spectators. Closures are kept to a minimum, but can at start and finishes, be in place for up to 12 -18 hours. Appropriate diversions are put in place and extensive liaison with local communities and businesses takes place to try and reduce any disruption.

### **3.0 Benefits of Hosting the Race**

- 3.1 Hosting the race provides significant, local, national and international exposure for North Yorkshire and the wider Yorkshire region. TV coverage (live feed and / or highlights) is shown in 190 countries across the globe. The event has a digital reach of 94.6million users across the globe, with the Tour de Yorkshire website having 3.4million views in 2018, an increase of 78% from 2017.
- 3.2 TV coverage in the UK is broadcast live from stage start to finish on ITV4. This is a significant coup for the race, where traditionally only the last 2-3 hours of races are typically shown live. There is also an hour long highlights show on the evening of each day of the race. In total 20 hours of Live Broadcast was shown on ITV4 with a further four hours of highlights. Peak audience figures reached 520,000 on the final stage.
- 3.3 The TV coverage provides a major opportunity to show the world our local communities and also the stunning landscapes across the County.
- 3.4 An independent economic study carried out by Leeds Beckett University estimated that the 2018 race generated £98million of economic impact to the Yorkshire economy.
- 3.5 Towns and villages across the County have in the main fully embraced the race, with many of them decorating communities with painted bikes, flags and bunting. Communities have come together and hosted local events to celebrate the race,

including a festival in Richmond, carnival in Masham and “Yarn Bombing” in Thirsk alongside many other varied events throughout the County. The race has provided an opportunity for communities to come together and hold an event, in a similar manner to celebrations for the Royal Weddings and Queen’s jubilee. This has been welcomed by many, with strong feedback from local parish councils that the event has helped to enhance community spirit.

- 3.6 The continued success of the race, following on from the Tour de France Grand Depart in 2014, has continued to cement North Yorkshire’s reputation as a venue for hosting international events.

#### **4.0 Disadvantages of Hosting the Race**

- 4.1 Whilst hosting the race provides benefits to the County, it is also important to review some of the disadvantages of hosting the race.
- 4.2 Hosting a cycle race is not a core function or statutory duty of the County Council. It can be argued that the event is in effect a “luxury” item when reductions in funding and resource have been made on other council services.
- 4.3 Whilst every effort is made during the planning and delivery of the race to help keep levels of traffic congestion and delays to a minimum, there are instances of localised congestion which can impact on the highway network. This can lead to increased journey times and delays on impacted roads.
- 4.4 Not all members of local communities and businesses enjoy the race and some see it as an inconvenience to their normal routine, as they may have to delay or change plans to avoid the road closures associated with the race.
- 4.5 The race can have some level of disruption on council services, with opening times at some schools and household waste recycling centres being changed as a result of the race.

#### **5.0 Role of Local Authorities**

- 5.1 Each local authority acting as host town for stage start or finish is required to assist with the funding and delivery of the following aspects for the race.
- Crowd and event management at the start / finish
  - Supply of crowd control barriers for designated areas outside of the infrastructure supplied by ASO
  - Supply of suitable area for the start / finish to be sited
  - Supply of Wi-Fi connectivity at the start / finish area
  - Supply of car parking for race / VIP / accredited media
  - Supply of a building to act as a media centre at the finish.
- 5.2 The tasks outlined above are funded and carried out by the relevant district council or host funder, with the County Council providing non-financial assistance where needed.
- 5.3 In addition to the work carried out by the stage start / finish host authority the County Council as Highways Authority has a number of roles to undertake and fund.
- Completion of relevant Temporary Traffic Regulation Orders to allow the race to take place

- Suspension of parking in areas identified by the race
  - Supply of advanced warning signage across the race route
  - Fixed road closures in specific areas identified by the race (busy junctions, KoM climbs)
  - Liaison with utilities companies / highway works to ensure no activity carried out on the road network will adversely impact on the race
  - Repairs to the road network to ensure that the road surface is safe for the race to pass over
  - Removal of identified street furniture on the race route
  - Management of the road network over the race, to deal with any issues that may arise (spillages, potholes, etc.)
- 5.4 These roles are identified and outlined within a legal contract between the County Council, WtY and ASO. It is the County Council's contractual obligation to deliver these roles associated with the race.
- 5.5 Throughout the four races to date (2015-2018), the County Council fulfilled all the highway authority roles as outlined above. This involved working closely with ASO, WtY, North Yorkshire Police and District Councils.
- 5.6 The County Council works closely with the start & finish authorities in the delivery of their events, with the County Council both, coordinating and contributing to the cost of, traffic management associated with the starts and finishes.
- 5.7 Highway maintenance activities are identified and dealt with as part of our existing maintenance regime. We have agreed with ASO and WtY that defects will be actioned in line with our existing maintenance standards. Where larger schemes have been required, we have brought these forward from future years works programmes.
- 5.8 The County Council's Resilience and Emergencies team has played a critical role in the coordination of race activities between delivery partners. As lead emergency planning authority (with the exception of Harrogate) we utilise our experience and expertise in establishing multi agency command hubs for the event, coordinating the activities and response of key partners over the race weekend. The team has led on the development and delivery of the C3 structure, utilising experience from both the Grand Depart but also through their normal activities planning and managing incidents and emergency situations.
- 5.9 The Resilience and Emergencies team also work closely with internal departments to ensure that Council Services are delivered as "business as usual" and the appropriate steps are taken to reduce the impact on service users. This includes liaison with Children and Young Peoples Services, to ensure that schools are aware of any road closures that will impact on school opening and closing times, and also with Health and Adult Services to ensure that care services are not adversely impacted by the race and associated road closures.
- 5.10 Effective media and communications planning and delivery are a vital component of a successful race. The County Council communications unit works closely with other delivery partners including WtY, to deliver effective advance and race weekend communications. The role of the County Council is specifically framed around highway and travel information, and ensuring communities and business understand the impact of the race on them and are able to plan accordingly.

## **6.0 Tour de Yorkshire 2019**

- 6.1 The Tour de Yorkshire will retain its position in the international cycling calendar in 2019, taking place over May Day Bank Holiday Weekend, from Thursday 2 May through to Sunday 5 May, with the women's race to take place on 2 consecutive days over the same weekend.
- 6.2 At the time of writing there are no confirmed details of the proposed route for Tour de Yorkshire 2019. Host towns have been confirmed, with Bedale, Selby and Scarborough all scheduled to be host towns in 2019, along with Halifax, Barnsley, Doncaster, Leeds and Beverley. The final routes will be published 7th December 2018.
- 6.3 Should funding be approved by Executive, County Council officers will be working closely with WtY and ASO on event planning, ensuring that wider network disruption is minimised and that the routes show the County at its best.

## **7.0 UCI World Cycling Championships 2019**

- 7.1 In addition to the Tour de Yorkshire in May 2019, the UCI World Cycling Championships will be taking place in Yorkshire from Saturday 21 to Sunday 29 September 2019
- 7.2 The routes were announced on September 26 2018, with all events finishing in Harrogate, and start towns across the region, including Harrogate, Ripon, Northallerton and Richmond.
- 7.3 Inevitably some parts of the Tour de Yorkshire route will take in parts of the UCI world cycling championship courses, however where possible we will work with Welcome to Yorkshire to help minimise the number of locations that are impacted by both events.
- 7.4 Whilst not being the event organiser for the World Championships, the County Council is committed to working closely with the event organisers Yorkshire 2019 Ltd to assist in the delivery of a safe and successful event, providing highways support in the traffic management planning process and managing the C3 planning and delivery.
- 7.5 Planning and preparation work for Tour de Yorkshire 2019, will be carried out alongside preparation for the world championships.

## **8.0 Financial Implications**

- 8.1 A hosting fee is paid to ASO for the right to host the race and to help cover costs associated with the race, including but not limited to the following;
  - Transport and supply of all start & finish infrastructure
  - Transport and supply of sporting point infrastructure (sprint points, King of the Mountains (KoM) points).
  - Travel & Accommodation for all teams, race personnel and UCI (International Cycling Union officials)
  - Staff costs for ASO race personnel
  - Costs for the rolling road closures
  - VIP / Guest facilities and catering
  - Securing TV coverage

- 8.2 A contribution of £100,000 towards the hosting fee cost is made by each race host authority or private donor. A host race authority is typically the local authority of the location of stage start or finish, or a business / landowner who is supporting the start or finish. In 2018 both Richmondshire District Council and Scarborough Borough Council paid £100,000 for the rights to host their respective finishes.
- 8.3 In addition to this the County Council has contributed £100,000 towards the ASO hosting fee. This has helped to secure a significant amount of exposure for the County and ensure that a large proportion of the race takes place within North Yorkshire.
- 8.4 In 2018 it was estimated that the overall cost of hosting the race in the region is £1.7 million. £900,000 of this is supplied by local authorities (4x start, 4x finish + North Yorkshire County Council each contributing £100,000). With the remainder being supplied by local authority funding for event costs and supplied by sponsors either in direct funding or funding in kind (e.g. supply of race vehicles).
- 8.5 WtY is continuing to source further commercial sponsorship for the race. Securing further commercial funding through sponsorship would help to reduce the level of future funding from local authorities, with the ultimate aim for commercial sponsorship to be the sole source of funding for the event. Continued success of the race, and its increasing profile, on a regional, national and international level will help to attract new sponsors.
- 8.6 Alongside the contribution to the hosting fee we have also funded costs for NYCC roles associated with the race. In 2018 this cost was £80,000 (excluding staff time).
- 8.7 It is likely that future County Council costs associated with the race will vary, dependent upon the extent of the route within North Yorkshire, and also the number of host towns within the County. Based on experience over the previous 4 races and the expansion of the race further a forward budget of £90,000 per annum for County Council roles would be realistic to cover event costs.
- 8.8 Should the Executive authorise continued County Council support of the Tour de Yorkshire, the following funding option is proposed. A £100,000 contribution to event hosting costs is made for both the 2019 and 2020 races, and that an annual budget of £90,000 is allocated for Council roles associated with the race. In order to maximise the coverage and benefit to North Yorkshire, it is proposed that the payment of the £100,000 hosting fee contribution to ASO, be on the proviso that a substantial proportion of the total race route will be contained within North Yorkshire during both the 2019 and 2020 races.
- 8.9 There are clear financial implications in hosting the race and allocating a budget towards funding both the hosting fee and the County Councils race related roles.
- 8.10 There is currently no budget allocated for future races, with the underspend from the 2014 Grand Depart having been fully utilised on the 2015 and 2016 races. An allocation from the Strategic Capacity Reserve was used to fund the 2017 and 2018 races.
- 8.11 It is proposed that for the races in 2019 and 2020 is funded from the Strategic Capacity Reserve.

## **9.0 Legal Implications**

- 9.1 An agreed contractual framework has been developed jointly by the County Council, WtY and ASO. It is proposed that an updated version of the contract used in 2018, is prepared and used for the 2019 and 2020 races.
- 9.2 Authorisation for the Corporate Director Business and Environmental Services to enter in to the contract in 2017 & 2018, was provided by Executive in September 2016. It is proposed that subject to Executive Approval that a similar approach is continued in 2019 & 2020.
- 9.3 It is proposed that the County Council, along with any involved District Councils (still to be confirmed dependent upon the race route) continue to enter into separate formal agreements with WTY and ASO for the various aspects of the delivery of the Tour de Yorkshire. This is the same for all the other authorities across the wider Yorkshire region who will be involved with the Tour de Yorkshire.
- 9.4 It is envisaged that all of the agreements will essentially have identical terms and conditions albeit the authorities involved will be providing specific comments on their respective draft agreements and there will be variations in relation to obligations on the Authorities depending on whether a start or finish is hosted and to reflect the split in functions between the County Council and District Councils. Likewise, the requirements for the County Council, as the highway authority, differ from those of the District Councils. The County Council will continue to work closely with the District Councils to ensure a successful joint approach to event delivery.
- 9.5 Unlike in relation to the Tour de France, the County Council is not classed as the event organiser for the Tour de Yorkshire; this role is held jointly by ASO and WtY. The County Council has obligations in respect of its function as the Highway Authority, but has no specific responsibility for hosting starts and finishes as this rests with the relevant District Councils.
- 9.6 In relation to insurance cover, the County Council's insurance team will liaise with the County Council's insurers to ensure that they are satisfied with any agreements that are to be put in place between any involved parties setting out who is responsible in what circumstances, and in the event of a loss how this will be managed. The County Council will ensure that any of its responsibilities for this event, are suitably risk assessed.

## **10.0 Equalities Implications**

- 10.1 The decision to support the Tour de Yorkshire and to approve funding, will not in itself have an impact on any groups with protected characteristics. Once the route of the race is known for each year, an equalities impact assessment will be carried out prior to the race taking place. This will highlight any mitigating measures that will need to be taken in to consideration and put in place by the County Council and other delivery partners. Examples include ensuring that steps are taken to maintain access to care services for elderly residents, and that any religious services are not negatively impacted by road closures.

## **11.0 Recommendation(s)**

11.1 It is recommended that the Executive:

- i. Notes the update on the Tour de Yorkshire cycle races and the role the County Council has played in the successful planning and delivery of them;
- ii. Supports the hosting of the Tour de Yorkshire in 2019 and 2020 and delegates approval to the Corporate Director – Business and Environmental Services to release funding when details of the 2019 and 2020 races are confirmed;
- iii. Authorises the use of County Council funding of £190,000 in 2019/20 and a further £190,000 in 2020/21 to support the hosting fee for the race and the associated costs linked to the County Council's roles and responsibilities with funding being allocated from the Strategic Capacity Reserve;
- iv. Authorises the County Council to enter into formal agreements with WtY and the ASO in respect of this matter pursuant to its general power of competence under Section 1 of the Localism Act 2011 and all other enabling powers and further that the Corporate Director - Business and Environmental Services, in consultation with the Corporate Director (Strategic Resources), the Assistant Chief Executive (Legal & Democratic Services) and the appropriate Executive portfolio holder, conclude all the legal documentation necessary and to release funds as necessary to deliver the event.

DAVID BOWE

Corporate Director – Business and Environmental Services

Author of Report: James Gilroy

Background Documents:

<b>Initial equality impact assessment screening form</b> (As of October 2015 this form replaces 'Record of decision not to carry out an EIA')			
<b>This form records an equality screening process to determine the relevance of equality to a proposal, and a decision whether or not a full EIA would be appropriate or proportionate.</b>			
<b>Directorate</b>	Business & Environmental Services		
<b>Service area</b>	Highways & Transportation		
<b>Proposal being screened</b>	Tour de Yorkshire Funding 2019 /2020		
<b>Officer(s) carrying out screening</b>	James Gilroy		
<b>What are you proposing to do?</b>	Provide funding for the Tour de Yorkshire Cycle races in 2019 & 2020		
<b>Why are you proposing this? What are the desired outcomes?</b>	To provide a financial contribution to the Tour de Yorkshire cycle race, to help enable the race to take place.		
<b>Does the proposal involve a significant commitment or removal of resources?</b> Please give details.	Commitment of up to £190K of funding per annum in 2019 and 2020 for the Tour de Yorkshire.		
<b>Impact on people with any of the following protected characteristics as defined by the Equality Act 2010, or NYCC's additional agreed characteristic</b> As part of this assessment, please consider the following questions:			
<ul style="list-style-type: none"> <li>To what extent is this service used by particular groups of people with protected characteristics?</li> <li>Does the proposal relate to functions that previous consultation has identified as important?</li> <li>Do different groups have different needs or experiences in the area the proposal relates to?</li> </ul>			
<b>If for any characteristic it is considered that there is likely to be a significant adverse impact or you have ticked 'Don't know/no info available', then a full EIA should be carried out where this is proportionate. You are advised to speak to your <a href="#">Equality rep</a> for advice if you are in any doubt.</b>			
<b>Protected characteristic</b>	<b>Yes</b>	<b>No</b>	<b>Don't know/No info available</b>
Age		X	
Disability		X	
Sex (Gender)		X	
Race		X	
Sexual orientation		X	
Gender reassignment		X	
Religion or belief		X	
Pregnancy or maternity		X	
Marriage or civil partnership			
<b>NYCC additional characteristic</b>			
People in rural areas		X	
People on a low income		X	
Carer (unpaid family or friend)		X	

<p><b>Does the proposal relate to an area where there are known inequalities/probable impacts</b> (e.g. disabled people's access to public transport)? Please give details.</p>	<p>No – as the proposal is for the award of funding. The routes are not currently known.</p>			
<p><b>Will the proposal have a significant effect on how other organisations operate? (e.g. partners, funding criteria, etc.). Do any of these organisations support people with protected characteristics?</b> Please explain why you have reached this conclusion.</p>	<p>No – as the proposal is for the award of funding. The routes are not currently known.</p>			
<p><b>Decision (Please tick one option)</b></p>	<p>EIA not relevant or proportionate:</p>	<p>X</p>	<p>Continue to full EIA:</p>	
<p><b>Reason for decision</b></p>	<p>No impacts as a result of awarding the funding. Although potentially some local issues as a result of the actual race taking place. Once the race routes are known a full EIA will be completed on each route.</p>			
<p><b>Signed (Assistant Director or equivalent)</b></p>	<p><i>Barrie Mason</i></p>			
<p><b>Date</b></p>	<p>19/11/18</p>			