

**REPORT FROM: CORPORATE DIRECTOR**

**TO: EXECUTIVE**

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## **TOUR OF BRITAIN CYCLE RACE**

### **PURPOSE OF REPORT:**

Following the highly successful holding of Stage 2 of the Tour of Britain cycle race on 7<sup>th</sup> September this report :

- gives details of the media coverage
- presents an assessment of the economic impact for the area
- outlines work on a new Tour of Britain Legacy Cycling Strategy
- gives details of the final costs of holding the event

### **RECOMMENDATIONS**

- (1) That the media coverage and economic impact be noted and welcomed.
- (2) That the final cost of hosting the Stage be noted.
- (3) That Ribble Valley Borough Council, Lancashire County Council, Lancashire Constabulary, all the sponsors and Pennine Events be formally thanked for their support in making the event such a success.

### **REASONS FOR RECOMMENDATIONS**

To celebrate the success of the event and to seek to ensure a lasting legacy for cycling and tourism in Pendle.

1. One of the aims of hosting the Tour of Britain stage was to showcase the Pendle area as a means of promoting tourism and increasing visitor numbers.
2. **Appendix A** is a media pack giving detail of the national and regional television, radio, newspaper and social media coverage of the Stage prepared by the race organisers, SweetSpot. An analysis of the value of media coverage for Stage Two estimates that Pendle and Ribble Valley received £2.2m worth of publicity.

This includes articles in local, regional and national media, coverage in national cycling magazines and local, regional and national television and radio broadcasts.

The race, described by SweetSpot as having the 'most exciting finish of all of this year's stages', was shown by 13 broadcasters in 129 countries around the world. Leaving out the start (which was shown live on ITV on Sunday afternoon) and the London finish (also live on Sunday afternoon), the live viewing figure for Stage 2 was the highest at 422,000; and the highlights viewing figure the second highest at 502,000.

3. **Appendix B** is a report on the Economic Impact prepared by data analysts, Frontline, on behalf of SweetSpot using HM Treasury Appraisal and Evaluation Guidance. The analysis highlights that retailers, hotels and travel companies all reaped the benefits with a £2.1m economic boost across Stage Two. The net visitor expenditure in Pendle was £993,633 with £1,157,396 in the Ribble Valley. The report estimates that 180,000 spectators attended the event, with 25% coming from outside the North West.

Other key findings include:

- 11% of visitors stayed overnight
  - day visitors spent an average of £45.66 per group and overnight visitors spent an average of £72.24 per group on food and drink, entertainment, local travel, shopping and other activities
  - The £2.1m extra expenditure has supported an estimated 28 full time equivalent jobs
  - 38% of visitors came with their families
  - 64% of those attending associated the Council with the race
  - 67% of spectators were inspired to cycle more often
  - 91% of spectators described the race as 'very enjoyable' and gave it a rating of 4.5 out of 5.
4. In addition Marketing Lancashire report 352,921 page views for Pendle via the Visit Lancashire website in the year from November 2014 – October 2015 (an increase of 58% over the previous year).
  5. Work has commenced on a Tour of Britain Legacy Cycling Strategy for the period 2016-21 in conjunction with the Pendle Cycle Forum. This will replace the existing 2011-16 Cycling Strategy. The Council has of course supported the growth of cycling for a number of years and one of the aims of hosting the Stage was to build on and exploit this.
  6. As well as directly related cycling actions it will include actions to build on the community engagement and arts development work which were important features of the event, and tourism related activities. We expect to bring this to the Executive early in the New Year.
  7. The final costs of holding the event on September 7<sup>th</sup> are detailed in **Appendix C**.

## IMPLICATIONS

<b>Policy:</b>	The Council's policy is to promote cycling for health, leisure and environmental reasons and also as a major visitor attraction of the Borough. The hosting of Stage 2 of the Tour of Britain Cycle race gives further impetus to the policy as will be set out in the proposed Legacy Cycling Strategy 2016-21.
<b>Financial:</b>	The costs of holding the event are set out in Appendix C.
<b>Legal:</b>	None arising from the report
<b>Risk Management:</b>	None arising from the report
<b>Health and Safety:</b>	None arising from the report
<b>Sustainability:</b>	None arising from the report
<b>Community Safety:</b>	None arising from the report
<b>Equality and Diversity:</b>	None arising from the report

## APPENDICES

Appendix A - Media Pack  
Appendix B - Economic Impact Report  
Appendix C - Final Costs of holding the event