



# COTSWOLD DISTRICT COUNCIL

CABINET

15<sup>TH</sup> OCTOBER 2015

AGENDA ITEM (12)

TOUR OF BRITAIN 2016

<b>Accountable Members</b>	Councillor Lynden Stowe Leader of the Council  Councillor C Hancock Cabinet Member for Enterprise and Partnerships
<b>Accountable Officer</b>	Christine Gore Strategic Director 01285 623000 christine.gore@cotswold.gov.uk
<b>Purpose of Report</b>	To consider making a financial contribution to support a County-wide bid to host a stage of the Tour of Britain cycle event in 2016.
<b>Recommendation(s)</b>	<b>That a financial contribution in a sum of £10,000 be made available to support the County-wide bid to host a stage of the Tour of Britain cycle event in 2016, such sum to be met from the Council Priorities Fund.</b>
<b>Reason(s) for Recommendation(s)</b>	This event accords with the Council's policies to promote cycling as an alternative means of transport and encourage a modal transport shift; promote the health benefits of cycling as a sport/leisure activity, and inspire young people to engage in sporting activities; improve the health and well-being of local communities; and help to promote and improve the local economy.
<b>Ward(s) Affected</b>	Dependent upon the success of the bid and the agreed route
<b>Key Decision</b>	No
<b>Recommendation to Council</b>	No
<b>Financial Implications</b>	There will be a one-off cost of £10,000, which could be met from the Council Priorities Fund
<b>Legal and Human Rights Implications</b>	None
<b>Environmental and Sustainability Implications</b>	The promotion of cycling as an alternative means of transport and modal transport shift can lead to a carbon reduction, with associated environmental benefits

<b>Human Resource Implications</b>	None
<b>Key Risks</b>	None
<b>Equalities Impact Assessment</b>	Not required

<b>Related Decisions</b>	Approval of funding towards the successful 'Cirencester Nocturne' cycling event held in Cirencester in August 2015.
<b>Background Documents</b>	None
<b>Appendices</b>	None

<b>Performance Management Follow Up</b>	Implement the Cabinet's decision
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### **Background Information**

1. The Tour of Britain, organised since 2004 by SweetSpot Group, is British Cycling's premier road cycling event, and the country's largest free-to-watch live annual sporting event, attracting over a million spectators to the roadside each September, with many hundreds of thousands more following via television and online around the world.
2. The modern Tour of Britain celebrated its tenth anniversary in 2013, having returned to the calendar in 2004 after a five-year absence, quickly re-establishing itself as the main cycling event in Britain and a cornerstone of the UK's sporting calendar.
3. The 2015 race took place from Sunday 6<sup>th</sup> - Sunday 13<sup>th</sup> September 2015, taking in eight stages, from the start in North Wales to the finish in central London; and on the way visiting Snowdonia, the Forest of Bowland Area of Outstanding Natural Beauty in Lancashire, Cumbria, the Scottish Borders, Edinburgh, Northumberland, the Lake District, the Peak District, and East Anglia.
4. The 2015 Tour featured twenty world-class teams, each fielding a six-rider line-up to make a field of 120 of the very best professional cyclists from around the world - nine of the teams were from the very top, UCI World Team level, and there were six domestic UCI Continental teams, plus the Great Britain national team.
5. In 2015, the Tour was broadcast on ITV4, with three hours of live coverage each day, plus an hour's highlights programme every evening.
6. Stage 4 of the 2014 Tour (Worcester to Bristol) passed through parts of Gloucestershire - Toddington, Winchcombe and Cleeve Hill (Tewkesbury Borough); Prestbury, Charlton Kings and Leckhampton Hill (Cheltenham Borough); the Air Balloon Roundabout and Birdlip Village (Cotswold District); and Painswick, Stroud and Dursley (Stroud District).
7. In view of the success of the event generally, and the positive experience in 2014, Cheltenham Borough Council has enquired about possible greater involvement in 2016, ideally with Cheltenham hosting either the start or finish of the stage.
8. Early indications have been positive, although the organisers have indicated that they would prefer a County-wide stage. The other Gloucestershire District Councils appear to be supportive, and this Council has been asked to consider supporting a Gloucestershire stage.

9. A number of route options are considered feasible, on the basis that the participants will cover approximately 130 miles in a day - insofar as the Cotswold District is concerned, the indications are that any route could incorporate Cirencester, Bourton-on-the-Water and Stow-on-the-Wold. A detailed route would be developed and worked up in the vent of the bid being successful.

10. A financial contribution of £10,000 is being sought from each authority who wishes to be involved in the stage; with a larger sum required for start/finish hosting rights.

11. Involvement in the Tour would build on the Council's support for the recent 'Cirencester Nocturne' cycling event - the key aims of which were to promote the benefits of cycling (and thereby attract more people to cycling); and to attract many thousands of spectators to the town, with a resulting boost to local businesses and the local economy.

12. This event accords with the Council's existing and proposed corporate objectives and it is considered that supporting it would:-

- (i) help to promote cycling as an alternative means of transport;
- (ii) encourage a modal transport shift which would help to improve the environment and free-up space on the highway and in car parks;
- (iii) promote the health benefits of cycling as a sport/leisure activity and inspire young people to become more active and engage in sporting/leisure activities;
- (iii) boost tourism, businesses and the local economy, as well as raising the profile of Cirencester, the Cotswolds, and the County.

13. The dates for the 2016 Tour have just been confirmed as Sunday 4<sup>th</sup> to Sunday 11<sup>th</sup> September 2016.

14. An outcome as to the success or otherwise of the bid is expected by the end of 2015.

(END)