



CABINET

19TH JANUARY 2017

AGENDA ITEM (10)

TOUR OF BRITAIN 2017

Accountable Members	Councillor Lynden Stowe Leader of the Council Councillor C Hancock Cabinet Member for Enterprise and Partnerships
Accountable Officer	Christine Gore Strategic Director 01285 623000 christine.gore@cotswold.gov.uk
Purpose of Report	To consider making a financial contribution to support a bid led by Cheltenham Borough Council to host a high profile Saturday stage of the Tour of Britain cycle event in 2017 coming into the County, including Cotswold District and Tewkesbury Borough Council areas, and finishing in Cheltenham town centre.
Recommendation(s)	That a financial contribution in a sum of £10,000 be made available to support the Cheltenham bid to host a stage of the Tour of Britain cycle event in 2017, including finishing in Cheltenham, such sum to be met from the Council Priorities Fund.
Reason(s) for Recommendation(s)	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.
Ward(s) Affected	Dependent upon the success of the bid and the agreed route.
Key Decision	No
Recommendation to Council	No
Financial Implications	There will be a one-off cost of £10,000, which could be met from the Council Priorities Fund.
Legal and Human Rights Implications	None

Environmental and Sustainability Implications	The promotion of cycling as an alternative means of transport and modal transport shift can lead to a carbon reduction, with associated environmental benefits.
Human Resource Implications	None
Key Risks	None
Equalities Impact Assessment	Not required
Related Decisions	Approval of funding towards the successful 'Cirencester Nocturne' cycling event held in Cirencester in August 2015 and 2016.
Background Documents	None
Appendices	None
Performance Management Follow Up	Implement the Cabinet's decision

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 2016 race took place from Sunday 4th - Sunday 11th September 2016, taking in eight stages, from the start in Glasgow to the finish in central London; and on the way visiting the Lake District, Mid Wales, Cheshire, South Wales, Bristol, Bath and Devon. Stage Five saw the route come from South Wales via the Forest of Dean and Gloucester, and into the Cotswolds via the Stroud District, en route to Bath.
4. The 2016 Tour featured twenty-one world-class teams, each fielding a six-rider line-up to make a field of 126 of the very best professional cyclists from around the world - eleven 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 2016, 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 and taken forward the idea of greater involvement in 2017, for Cheltenham to host a finish of the Saturday stage.

8. Early indications have been positive. Although originally a County-wide stage would have been preferred, other areas were unable to raise enough funds quickly enough to host both the start and finish. Worcestershire County Council, having hosted the race on many occasions, has now already signed to host the start on the Sunday.

9. A number of route options are considered feasible, on the basis that the participants will cover approximately 130 miles in a day. A detailed route would be developed and worked up in the event of the bid being successful.

10. A financial contribution of £10,000 is being sought from both Cotswold District and Tewkesbury Borough Councils as the route will pass through both to end in Cheltenham. The cost to host the finish is £75,000, so Cheltenham Borough Council will be paying significantly more for the hosting rights.

11. Involvement in the Tour would build on the Council's support for the recent 'Cirencester Nocturne' cycling events - 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 the Cotswolds, and the County.

13. The dates for the 2017 Tour have just been confirmed as Sunday 3rd to Sunday 10th September 2017, with the Saturday stage taking place on 9th September 2017.

14. At its Meeting on 12th December 2016, Cheltenham Borough Council's Cabinet agreed to fund and sign contracts immediately, having already formally agreed in July 2016 for options to be explored. Contracts will be signed late December 2016/early January 2017, and Cheltenham Borough Council will be the lead partner.

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