



Report sponsor: Strategic Director for  
Communities and Place  
Report author: Director of Leisure, Culture and  
Tourism

## **Cycle Race Tour Series**

### **Purpose**

- 1.1 The purpose of this report is to provide information regarding the ambition for Derby to be considered as a Host City for the Cycle Race Tour Series and to seek the necessary approvals to submit a bid in August 2022.
- 1.2 Whilst progressing the Tour Series event we have been made aware of two other major cycling events, that provide bid opportunities for Derby. They are the Women's Tour and the Tour of Britain, which are also being explored.

### **Recommendations**

- 2.1 To approve the submission of a bid from Derby City Council to be a Host City for the Cycle Race Tour Series from 2023-2025 and note the Host City responsibilities in paragraph 4.5.
- 2.2 To note the key benefits in attracting the event to Derby described in paragraph 3.3.
- 2.3 To delegate authority to the Strategic Director for Communities and Place, following consultation with the Strategic Director for Corporate Resources, the Cabinet Member for Streetpride, Leisure & Public Spaces and the Cabinet Member for Community Development, Place & Tourism to take all actions necessary to approve accepting the Tour Series bid, entering into associated contractual commitments, and the associated budget required to deliver the event from the most appropriate funding source. To note this is subject to Derby being successful in the bid process for the Tour Series, and arrangements being acceptable.
- 2.4 To approve the submissions of a bid from Derby City Council to be a Host City for the Women's Tour in 2023 and the Tour of Britain in 2024 and note the Host City responsibilities which are similar to those in paragraph 4.5.
- 2.5 To note the key benefits in attracting the Women's Tour and the Tour of Britain to Derby described in paragraph 3.6.

- 2.6 To delegate authority to the Strategic Director for Communities and Place, following consultation with the Strategic Director for Corporate Resources, the Cabinet Member for Streetpride, Leisure & Public Spaces and the Cabinet Member for Community Development, Place & Tourism to take all actions necessary to approve accepting the Women's Tour bid and/or the Tour of Britain, entering into associated contractual commitments, and the associated budget/s required to deliver the event/s from the most appropriate funding source. To note this is subject to Derby being successful in the bid process for the Women's Tour and/or Tour of Britain and arrangements being acceptable.

## Reasons

- 3.1 In June 2022, after meeting with event organisers, Derby City Council submitted an expression of interest in being a Host City for the Cycle Race Tour Series for 2023-2025. We have recently been invited to submit a bid to become a Host City for the event.
- 3.2 The economic impact of the tour series has benefited host cities with attendances expected of 10,000 per event day, typically generating economic impact of £400k per event day through additional spending in hotels, pubs and cafes from visitors coming into the city to watch the racing.
- 3.3 The Cycle Race Tour Series is the largest in the country and being a Host City will create benefits such as to:
- inspire children and adults to live healthier lifestyles;
  - promote active and sustainable transportation;
  - create a sense of community spirit amongst residents and businesses;
  - encourage people to be more environmentally friendly by having car free or ride to workdays; and
  - create an engaging event for people to experience an exciting British sport and be part of a memorable day, having sampled race day action, food, drink, and entertainment; and
  - attract media coverage and raise the profile of both our city and the sport.
- 3.4 This opportunity would help develop the tour series into one of the cornerstones of the sporting calendar. In April there is the London Marathon, in June there is Wimbledon and in May we could help embed the Cycle Race Tour Series into being a regular event.
- 3.5 This event will provide the opportunity to deliver a leading family friendly, free sporting event in our city as well as supporting future stars of cycling. This event will bring elite cycling champions to Derby. In previous events cyclists such as Dame Laura Kenny, Tom Pidcock, Katie Archibald and Ed Clancy as well as Dame Sarah Storey, Britain's most decorated Paralympian, have all competed.

- 3.6 We have recently been invited to submit a bid to become a Host City for the Women's Tour and the Tour of Britain.

The economic impact of the Women's Tour has benefited host cities, typically generating economic impact of £2M boost to the economy per event day through additional spending in hotels, pubs and cafes from visitors coming into the city to watch the racing. There is media value of £1M to the area and 64% of spectators are inspired to cycle more.

The economic impact of the Tour of Britain has benefited host cities, typically generating economic impact of £4M boost to the economy per event day through additional spending in hotels, pubs and cafes from visitors coming into the city to watch the racing. There is media value of £2M to the area and 64% of spectators are inspired to cycle more.

### **Supporting information**

- 4.1 Launched in 2009 the cycle tour series revolutionised cycling in the UK and it remains a unique event in the sport to this day. Combining thrilling men's and women's racing starring the best British riders, joined by elite riders from other countries, it creates an unforgettable atmosphere, which is why it is considered a leading event on the domestic cycling calendar.
- 4.2 The vision is to further develop the cycle race series by bringing it to the heart of British cities. Inspiring new fans with the thrill of race day and helping to promote cycling in all its forms to the British public, helping to remove the barriers people have accessing it. These events are also seen as an opportunity and a platform for cities to promote active travel, model shift and have a focus on health and well-being through promoting a car free or a ride to workday.
- 4.3 This is an attractive opportunity to bring this race series to the East Midlands region and to the city of Derby. Our city has four core sports, cycling being one of them. The Council, British Cycling and Sport England have invested in cycling in our city and recognise the importance and benefits of it.
- 4.4 The iconic Derby Arena is one of only 5 velodromes in the UK and is also currently hosting the Great Britain cycling team, which is training at the venue in preparation for the Commonwealth Games in Birmingham 2022.

4.5 Being a host city for the Cycle Race Tour Series will include the responsibilities listed below and these are similar responsibilities for the Women's Tour and the Tour of Britain:

- Full circuit road closures
- Public border policing
- Road closure application and advertising
- Traffic management
- Road quality, sweeping, pothole repairs (if necessary)
- First aid cover for the public
- Advertising sites for one month prior to the event
- 30 stewards and six SIA credited Marshalls
- Water supply for start/finish, gantry and hospitality
- Flower bouquets for the winners
- Temporary structure permissions over highways
- Merchandise and license permissions applicable to event
- Provision of a suitable venue for media centre

4.6 Launched in 2014, the Women's Tour is a free-to-attend spectator event that is the cornerstone event for women's cycling and a cornerstone of the UK's cycling calendar.

Holding Women's World Tour ranking by the UCI and rated as the leading women's cycling event in the world, attracting the world's top teams and global cycling stars such as multiple world champion Marianne Vos and Yorkshire's Lizzie Deignan.

The event offers a major social agenda and promotion of sports development; participation and healthy lifestyles – focusing on young girls.

4.7 Relunched in 2004, the Tour of Britain is a cornerstone of the British sporting calendar. The UK's national cycling tour, and the country's biggest and most prestigious cycle race.

The Tour of Britain is free-to-attend for spectators and free to watch on ITV4, making it a hugely popular free-to-attend community event.

Global cycling stars such as Julian Alaphilippe, Wout van Aert and Mathieu van der Poel plus British heroes Geraint Thomas, Mark Cavendish, Chris Froome competed in recent editions.

## **Public/stakeholder engagement**

5.1 Should the bid submission be approved, key partners and stakeholders will be engaged to explore the future opportunities.

## **Other options**

- 6.1 To not proceed with bids to be a Host City for either the Tour Series, Women's Tour or Tour of Britain events.

## **Financial and value for money issues**

- 7.1 The next stage, subject to Cabinet approval, is to work with partners and stakeholders to develop and quantify the opportunities including seeing if local sponsorship could be attracted. The full costs of the events and the funding source will be considered should the bid/s be successful. On the information available currently the total revenue costs are estimated to be in the region of:
- £360 - £380K to deliver the Tour Series event for the three-year period.
  - £135 - £155K to deliver the Women's Tour event for one year in 2023.
  - £145 - £165K to deliver the Tour of Britain event for one year in 2024.
  - These costs are estimates which may increase if requirements such as vehicle mitigation measures advised by the police are stringent.
  - These figures would be reduced if sponsorships and other funding sources are identified.
- 7.2 Economic impact that has typically been generated for the:
- Tour Series over the three-year period is in the region of £1.2M.
  - Women's Tour for one year is in the region of £2M.
  - Tour of Britain for one year is in the region of £4M.

This is primarily generated through additional spending in hotels, pubs and cafes from visitors coming into the city to watch the racing.

## **Legal implications**

- 8.1 None arising from this report. However, legal services will provide support should the Council be successful in the bid/s, as this will require proceeding to contractual arrangements for the delivery of the event.

## **Climate implications**

- 9.1 We are in the middle of a climate emergency and encouraging active travel will contribute to reducing carbon emissions.

## **Other significant implications**

- 10.1 By connecting people with an exciting sport, will also help to improve the health and wellbeing of the people of Derby.

- 10.2 There will be economic benefits of being a Host City for these events which will attract visitors to the city to stay in hotels, use pubs, restaurants and cafes and shops. The cities that host the tour series will be able to showcase the routes through them more than any other sporting event.

This report has been approved by the following people:

Role	Name	Date of sign-off
<b>Legal</b>	Emily Feenan, Director of Legal Services	15 July 2022
	Olu Idowu, Head of Legal Services	25 July 2022
<b>Finance</b>	Alison Parkin, Director of Finance	15 July 2022
<b>Service Director(s)</b>	Claire Davenport, Director of Leisure, Culture & Tourism	15 July 2022
<b>Report sponsor Other(s)</b>	Rachel North, Strategic Director of C&P	25 July 2022

**Background papers:**  
**List of appendices:**