

SHEFFIELD CITY COUNCIL



Cabinet

Report of: Simon Green Executive Director PLACE

Report to: Cabinet

Date: 16th October 2013

Subject: Tour de France Grande Depart 2014 (TdeF)

Author of Report: Gary Clifton (0114) 273 6683

Summary:

This report seeks approval for the financial, contractual and organisational requirements to deliver a successful Tour de France Grande Depart (Stage Two Finish) in Sheffield on Sunday 6th July 2014. This report also proposes to delegate authority to the Executive Director (Place) in consultation to work on the overarching and detailed arrangements for the benefit of the Sheffield City Region.

The Tour de France is the largest annual sporting event in the world, attracting a global audience of 3.5 billion people watching the event across 180 countries. The objective is not only to bring a spectacular event to the region and the UK but also to showcase its towns, cities and rural areas to the world, to increase tourism and to build a legacy for cycling across the region.

The benefits for the Sheffield are wide and far reaching. The Tour is anticipated to bring up to £10m of direct economic benefit and £5m of place marketing value. In excess of 250,000 people are expected to watch the event in Sheffield and more than 500 local people will be involved as volunteers. Across the Yorkshire region there will be a number of large scale participation cycle rides and Sheffield will also benefit from the associated 100 day Grande Depart cultural festival with events taking place in the city.

There is particular interest from the cycling community in the York to Sheffield leg (stage 2) due to some of the steep inclines on the suggested route, making Sheffield's final part of the route a most exciting part of the stage.

This event presents a unique opportunity to showcase the city as a major tourism and investment destination. It provides excellent place branding, leisure and business tourism opportunities. The Tour provides a focus allowing Sheffield to create a superb visitor experience and engage the whole city on a significant scale.

Total costs for the total UK event are estimated at just under £21M. Agreements are currently being drawn up in line with the above to secure just under £10M from government with the remaining £11M (Local Authority costs) being underwritten by Leeds City Council.

The estimated cost of the part of the route in Sheffield is around £2m. The actual cost to Sheffield City Council is capped at £900,000 and this report seeks approval for that funding to be confirmed and contractual discussions and completion to be undertaken

Reasons for Recommendations:

The scale of the event presents a number of strands of opportunity under two of the city's strategic objectives: "Competitive City", and "A Great Place to Live", together with other opportunities for other outcomes "Better Health and Wellbeing" and "Successful Young People".

It provides an opportunity to leave a lasting legacy in the city via more volunteering being undertaken within some of our communities along the route, health improvement across the city via the increase in cycling activity via the cycling legacy plan, sustaining and improving the city's reputation as a major event destination and improving the tourism offer for return visitors to the city following their experience of the tour.

Recommendations:

That Cabinet;

- Notes and approves the proposal for the 2014 Tour de France Grande Depart (stage 2) to be held partly in Sheffield;
- Delegates authority to the Executive Director (Place) in consultation with the Chief Executive and Leader or Cabinet Member for Culture, Sport and Leisure to approve the high level strategy for delivery of the 2014 Tour de France Grande Depart (Stage Two Finish) and any associated cultural and tourist events.
- Delegate's authority to the Executive Director (Place) in consultation with the Director of Legal and Governance to finalise and enter into any legal agreements with the bodies mentioned in this report or any other third parties.

- Approve a capped budget allocation of £900,000 and note the overall projected budget of £2m approx. (UK Sport Budget Analysis) for the Sheffield element
 - Delegates authority to the Executive Director (Place) in consultation with the Cabinet Member for Culture, Sport and Leisure , Director of Legal and Governance and Director of Finance to take such other steps as he feels appropriate to deliver the outcome of the 2014 Tour de France Grande Depart to be held partly in Sheffield, including but not limited to;
 - authorising the Council to become a member or nominating representatives of any groups or special purpose legal entities associated with the delivery of the 2014 Tour de France Grand Depart.
 - nominating any officer to act as a representative member or nominee or the Council to such groups or entities
-

Background Papers:

N/A

Category of Report: OPEN

* Delete as appropriate

Statutory and Council Policy Checklist

Financial Implications
YES Cleared Paul Schofield
Legal Implications
YES Cleared by David Hollis
Equality of Opportunity Implications
YES/NO
Tackling Health Inequalities Implications
YES/NO
Human rights Implications
YES/NO
Environmental and Sustainability implications
YES/NO
Economic impact
YES/NO
Community safety implications
YES/NO
Human resources implications
YES/NO
Property implications
YES/NO
Area(s) affected
YES/NO
Relevant Cabinet Portfolio Leader
Isobel Bowler
Relevant Scrutiny Committee if decision called in
Is the item a matter which is reserved for approval by the City Council?
YES/NO
Press release
YES/NO

1.0 SUMMARY

- 1.1 This report seeks approval for the financial, contractual and organisational requirements to deliver a successful Tour De France Grande Depart in July 2014 as it passes through Sheffield.
- 1.2 The Tour de France is the largest annual sporting event in the world, attracting a global audience. Welcome to Yorkshire and the Yorkshire local authorities (led by Leeds City Council) bid successfully to bring the Grande Depart of the tour to Yorkshire in early July 2014. The objective is not to just bring a spectacular event to the region and the UK but also to showcase to the world, its towns, cities and rural areas and to build a legacy for cycling and drive the tourism offer across the region
- 1.3 External studies have shown that in 2007 when the Tour also had UK stages that an estimated £88m of economic benefit and around £35m worth of equivalent advertising coverage was brought to the south east of England.
- 1.4 There will be a full impact assessment carried out across the Grande Depart by UK Sport / Department of Culture Media and Sport and benefits are already being evidenced with strong hotel bookings and significant interest from cycling communities at a local, national and international level and with local communities coming forward to find out how they can engage with the event.
- 1.5 The Tour de France Grande Depart for the UK in 2014 will be split into three stages: Stage One will take place on Saturday 5th July and will be from Leeds to Harrogate; Stage Two will take place on Sunday 6th July and will be from York to Sheffield; Stage 3 will take place on Monday 7th July and will be from Cambridge to London.
- 1.6 At this stage it is planned the route will enter Sheffield coming in off the A628 going through Bradfield, Worrall, Oughtibridge, Grenoside, Hillsborough and finishing in the lower Don Valley area. The final route will be formally announced in Paris on the 23rd October 2013.
- 1.7 There is work underway to model the anticipated crowds. The ambition is to attract over one million visitors per day (with over a quarter of a million of these people being in Sheffield). This work is being funded and driven from central government (UK Sport) via an experienced agency and will be developed with local highways and passenger transport agencies to develop spectator and transport plans across the weekend.
- 1.8 The Assistant Chief Constable of West Yorkshire Police is leading the work on behalf of the police forces on the route. Positive discussions have been held with the Police and Crime commissioners for South Yorkshire together with high level discussions with the UK Police National Escort team to plan for a safe and secure event.

2.0 WHAT DOES THIS MEAN FOR SHEFFIELD PEOPLE

- 2.1 This event contributes directly to delivering the outcomes of a number of the Strategic Core objectives, such as:
- 2.2 **Great Place to Live:** This outcome relates to the activities around quality place management and people participating in sport, leisure and cultural activities helping to make local neighbourhoods attractive, safe, accessible and vibrant, so that Sheffield people feel happy about where they live.
- 2.3 **Competitive City:** This outcome relates to activities around the benefit area of a vibrant city helping to improve the reputation of the city, attract and develop creative and cultural excellence and increase more business and leisure tourism. Increased confidence in the city will also help enhance the quality of life in the city and help to attract people to live, work and visit the city.
- 2.4 **Better Health and Well Being:** This outcome relates to helping to address the city's physical health and well-being agenda showing that Sheffield is a great place to grow up and grow old promoting health and lifelong well-being. This will be enhanced by the cycling programmes and events we are currently planning.

3.0 OUTCOME AND SUSTAINABILITY

- 3.1 Fundamental to a successful Tour de France will be a strong legacy. A full report outlining the current work and future plans will be presented at a later date. It is being suggested these updates will be given on a bi-monthly basis following the announcement of the route in late Oct A brief summary of the work thus far is detailed below:
- 3.2 From an economics and media value point of view it is estimated the city can expect upto £10m of additional direct economic benefit together with at least £5m worth of global media profile that money can't buy. As an example properties within Hospitality Sheffield have already seen a 60% increase in their hotel bookings for the tour weekend, which they would not normally see this far out from an event.
- 3.3 **Cycling Legacy** – York City Council are leading on behalf of the region in the development of a cycling legacy programme. This has aims of improving facilities and safe cycling routes, creating more cycling events and maximising the health advantages of greater physical activity. The city's Heads of Transport, Traffic and Parking Services, Public Health, Parks and Countryside and Woodland and Activity Sheffield are already in discussions internally and with colleagues in South Yorkshire (in association with British Cycling and Sport England) about working together to promote schemes and events to get more people cycling.
- 3.4 **Tourism Strategy** – Marketing Sheffield are working with Welcome to Yorkshire to maximise the tourism and marketing benefits the tour brings to Sheffield. This will fall across a number of themes ranging from city

branding, accommodation offer, press relationships and guest management etc. to deliver an immediate economic return on investment and help sustain and improve the tourism offer for the city and to use the event as a “springboard” in the development of the city region Major Events Strategy.

- 3.5 Business Engagement – Marketing Sheffield are currently working with UK Trade and Investment (UKTI) on a 4 day “Best of British Business” network pavilion during the week of the tour working with the major manufacturers in Sheffield, the advanced manufacturing park, both the city’s universities to use the event as an opportunity to sell the city’s manufacturing expertise to a national and global audience.
- 3.6 Volunteers Programme – The event will be used as another opportunity to engage people from across the city to become involved in the event as volunteers “le tour makers”, over 10,000 people have already logged onto the Welcome to Yorkshire website to become involved. We will work with schools, colleges and both universities to engage as wide a group of people as we can providing young people the opportunity to enhance their CV’s, increase their interpersonal skill levels and ultimately make them more employable in the future.
- 3.7 Culture – A 100 Day Grande Depart Cultural Festival in association with Arts Council England is being developed creating a vibrant, exciting and eclectic mix of cultural activities around the Tour in Yorkshire. Activities in the city will encourage people to choose Sheffield as their destination to see the event and to spend their money in our economy. The programme is not be just about visitors to the city, it will also be about engaging the communities along the route and making it attractive for other parts of the city to get engaged and become involved.

A £1million bid to Arts Council England has been successful and commissions for new pieces of art and cultural activity are being sought. The city’s Cultural Consortium is leading this on behalf of Sheffield working closely with officers from SCC. There is an expectation from Arts Council England for match funding from local authorities via either cash or in kind contributions.

- 3.8 The Spectator Experience – It is vital that those who wish to attend, as well as those who do not, have a great experience. A detailed communications strategy both inward and outward focused is being developed in line with the regional strategy. This will be jointly led by SCC’s Communications Service (inward focused) and Marketing Sheffield (outward focused). Also in plan are a number of “spectator hubs” together with the finish area where people can congregate safely, enjoy the race when it goes past and engage in a range of other family focused activities during the day. Where ever possible these will be joint ventures between SCC and the local parishes and communities the hubs are based in.

4.0 Financial Implications

- 4.1 The total funding made available by SCC is £900,000 and has been identified from reserves set aside for strategic, one-off projects of this nature. These costs estimate figures are based on the current available information. The project manager is aware of this amount therefore any additional call on resources will need to be discussed and agreed at a later stage.
- 4.2 Significant negotiation has taken place with government to reach an agreed budget. The Government's funding element for Sheffield (when contracted) of £528,000 will support the provision of a world class event. The responsibility for all highways works remains with SCC.
- 4.3 Discussions are already underway with Amey, the Council's Streets Ahead contractor, regarding the re-phasing of their work programme to ensure the route is fit for purpose in July 2014 and aligns with the existing programme so there will be no additional cost. The UK Sport budget analysis has suggested this could have been in the region of £600,000 and this has significantly reduced our financial contribution for the event.
- 4.4 Once the route is confirmed (October 2013) the council will be in a position to specify the exact requirements for the road surface and any temporary traffic furniture removal that will be needed. At this time we have a provisional route and are working closely with our highways department and Amey to identify works that will need to be done. The cost for this work falls outside the scope of 4.3 above and will therefore need to be met via the event budget.
- 4.5 UK Sport anticipates the total costs for staging the Sheffield element of the event are approximately £2m. These figures can be broadly broken down as follows:

SCC

Staging Fee	£200,000
Operational Delivery	£420,000
Transport Highways	£ 65,000
Cultural / Marketing / Communications	£215,000

Streets Ahead Amey

Highways Resurfacing	£600,000
----------------------	----------

UK Sport

Spectator Experience / Volunteers / Communications	£530,000
--	----------

- 4.6 The arrangements for the joint responsibilities and liabilities of the authorities staging the event are not yet finalised and further financial implications may arise from the delivery vehicles which may be created.

5.0 Legal Implications

- 5.1 At the moment the exact nature of the contractual relationships has not been determined. Welcome to Yorkshire has the contract with the Tour organisers to deliver the Grande Depart. UK Sport and Leeds City Council are taking the lead in relation to the spectator elements. It is likely that the Council will need to contract with both Welcome to Yorkshire and Leeds City Council in relation to delivery of the event within the City boundaries. The extent to which they will be services contracts or funding agreements is not yet known. There is also the possibility of contracting with Tour de France 2014 Ltd (the subsidiary of UK Sport established to help deliver the event).
- 5.2 In addition it is possible that the Council will need to become a member of Tour de France 2014 Ltd and/or provide representation at board level.
- 5.3 The Council is also likely to have to enter into legal arrangements with others to ensure delivery of the various elements.
- 5.4 All contracting will need to be compliant with procurement law, State Aid and Contract Standing Orders and these elements will be considered in more detail as final structures and relationships are known.
- 5.5 As the event will take place on the highways in the city the Council will need to ensure that it complies with its statutory duty to promote road safety and to ensure that any measures it promotes and implements are reasonably safe for all users. To this end Temporary Road Orders can be made to close highways for the purposes of sporting events. These will need to be considered in line with the appropriate legislation.

6.0 Equality Implications

- 6.1 The Tour de France is a significant event and it is important that people are able to engage with the event even if it is not going past their house or business. Work is underway to consider access issues around the event itself and the creation of safe viewing places. The cycling legacy programme will have a strong focus to enable all who want to have a go at cycling or engage in the event can do so.
- 6.2 At this stage it is not practical to complete an equality impact assessment as much work is in the planning phase and the route is yet to be confirmed.
- 6.3 Suffice to say a "Sheffield working group" has already been established with representatives from highways, emergency services, communications team and public transport providers to discuss and plan for the event in the most effective, fair and engaging as manner as is possible and complying with equalities legislation.

7.0 Risks

7.1 A full risk register is being developed by Leeds City Council in conjunction with the emerging TD2014 Ltd delivery vehicle

7.2 The identified risks for Sheffield City Council at present are:

Contractual

- Finalising the legal arrangements with UK Sport, Leeds City Council and Welcome to Yorkshire

Financial

- The expected cost for the whole event exceeding the amount of £900,000 allocated to it.
- This can only be mitigated by further detailed work as identified previously in this report around contractual and financial arrangements.

7.3 It is therefore anticipated that specific allocations against headings may change as further information becomes available, in order to deliver the event within budget. In October / November the ASO will finalise arrangements which will provide greater certainty on the budget required. Any additional budget would have to be provided by re-prioritising existing expenditure. The regional delivery team are working to ensure value for money on all aspects of the delivery of the event.

7.4 Operational

- There is no doubt this is the biggest event ever to be staged in Sheffield and its implications on race day will be felt across the majority of the city, we therefore have to ensure the event is done with the people of the city rather than done to the people of the city.
- This will be mitigated through a thorough and detailed communications plan so that people who do want to engage in the event know where to go for their information and those that don't wish to engage are equally provide the same information to enable them to move about their daily lives.

8.0 ALTERNATIVE OPTIONS CONSIDERED

8.1 Option1 – do nothing - not a desirable option as the event as organised would fail given the route through Sheffield has already been widely advertised. Major reputational risk to Sheffield for this “the highest profile event the city has ever hosted”.

8.2 Option 2 – do minimum. Provide limited support in terms of human resources and no funding. High risk of failure of the Tour de France and major reputational risk to the city's and its established major events programme.

8.3 Option 3 – deliver event but do not make effort to capitalise on its potential. This means providing a lower level of resource and not taking a

lead on it. Doing the minimum to ensure it is merely delivered.. Risk of loss of opportunity and Sheffield will be seen as very much the poor relation compared to other towns and cities within the region.

9.0 RECOMMENDATIONS

- 9.1 That Cabinet notes and approves the proposal for the 2014 Tour de France Grande Depart to be held partly in Sheffield;
- 9.2 Delegates authority to the Executive Director (Place) in consultation with the Chief Executive and Leader or Cabinet Member for Culture, Sport and Leisure to approve the high level strategy for delivery of the 2014 Tour de France Grande Depart (Stage Two Finish) and any associated cultural and tourist events.
- 9.3 Delegate's authority to the Executive Director (Place) in consultation with the Director of Legal and Governance to finalise and enter into any legal agreements with the bodies mentioned in this report or any other third parties.
- 9.4 Approve the budget allocation of £900,000 and note the overall projected budget of £2m approximately.
- 9.5 Delegates authority to the Executive Director (Place) in consultation with the Cabinet Member for Culture, Sport and Leisure , Director of Legal and Governance and Director of Finance to take such other steps as he feels appropriate to deliver the outcome of the 2014 Tour de France Grande Depart to be held partly in Sheffield, including but not limited to;
- 9.5.1 authorising the Council to become a member or nominating representatives of any groups or special purpose legal entities associated with delivery of the 2014 Tour de France Grand Depart.
- 9.5.2 nominating any officer to act as a representative member or nominee or the Council to such groups or entities.

Author: Gary Clifton
Job Title: Major Events Manager
Date: 12th September 2013

This page is intentionally left blank