

**TITLE OF REPORT:** Major Events Programme – Tour of Britain Cycling

**REPORT OF:** Lindsay Murray, Service Director, Commercialisation and Improvement

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### **Purpose of the Report**

1. To seek approval from Cabinet to host the Tour of Britain (cycling event) in Gateshead in 2020.

### **Background**

2. In order to deliver the outcomes of Gateshead’s Thrive policy, the Council is working closely with partners such as the Great Run Company to attract and secure major sporting and cultural events.
3. Gateshead has a proven track record of securing and successfully hosting major sporting events. Gateshead International Stadium has played host to a number of key international Athletics events such as the British Grand Prix (2003-2010) and is the only venue to have held the European Athletics Team Championships three times (1989, 2000, and most recently in 2015).
4. The Council continues to develop its future plans for major events. The Council is working with partners such as Great Run Company to bring International Athletics back to Gateshead. Cabinet recently approved a 10 year strategy for athletics in Gateshead, bringing International Athletics back to Gateshead in 2020, 2021 and 2024.
5. High profile sporting events play a major part in delivering the outcomes associated with Council priorities, such as ‘Making Gateshead a place where everyone thrives’. Appendix 1 of this report identifies the impact and outcomes of major events including the impact of the Tour of Britain held in September 2019.
6. Major events play a major part in supporting the local economy through expenditure in local services, suppliers and employment.

### **Proposal**

7. The proposal is to secure the Cycling Tour of Britain (TOB) 2020 in Gateshead. The Council and the Tour of Britain Ltd will ensure that a programme of community engagement (with schools and sports clubs) is delivered as part of this event to build legacy and increase participation in cycling. An economic impact assessment of the event will also be published after the event to inform future events.

8. The Tour of Britain is a national eight-stage cycling event which is held across the country. In 2019, Gateshead jointly hosted stage 4 of the event which commenced on South Shore Road and finished in Kendal, Cumbria. It is proposed that the 2020 will be a reversal of that route with the start to be staged in Cumbria and finishing in Gateshead.
9. A formal route is still to be confirmed but the finish of the stage would be held on South Shore Road on the iconic Gateshead Quays, which will coincide with the start of the weekend celebration of the 40<sup>th</sup> anniversary of the Great North Run. This will include the Great North 5k running event taking place on South Shore Road shortly after the finish of the Tour of Britain. This will provide a great opportunity for Gateshead and the region to showcase its assets and expertise in hosting major events and to support economic growth. It will also enable the Council to drive participation whilst inspiring local young people to take part in sport.
10. Appendix 1, paragraph 10 identifies the economic and social impact of hosting the Tour of Britain in 2019. A formal economic research study to fully understand the specific benefits of the event in 2020 will also be delivered.
11. The cost of participating in the Tour of Britain is up to £300,000. Budgetary provision exists for this amount within the Council Base Budget for 2020/21 identified to be funded from Council reserves.

## **Recommendation**

12. It is recommended that Cabinet approve that Gateshead Council participates in the Tour of Britain cycling by hosting a stage in Gateshead in 2020.

For the following reasons:

- (i) To cement Gateshead's reputation as a host of major international sporting events and support the delivery of Gateshead's Culture Strategy.
- (ii) To support delivery of the Council's Thrive Agenda and priorities.
- (iii) To increase participation in sports, notably cycling, through a strategic approach to cycling in Gateshead.

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### Policy Context

1. The proposal supports the overall vision for Gateshead as set out in Council policy objectives such as 'Thrive' and will support the Council to:
  - a) tackle inequality so people have a fair chance;
  - b) invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough; and
  - c) work together and fight for a better future for Gateshead.

### Background and Proposal

2. High profile sporting events play a major part in delivering the outcomes associated with Council priority objectives such as 'Making Gateshead a place where everyone thrives' through the following;
  - a) Community Engagement – Schools and local sports clubs in local communities gain the opportunity to meet international athletes in their local community, and take part in wider activities aimed to increase participation and health and wellbeing,
  - b) The delivery of these events inspires local people to return to venues to take part in sport and physical activity (improving the health and wellbeing of individuals) but also supports the sustainability of local sports clubs and facilities to be sustainable through increased participation and revenue.
  - c) Local people are offered the opportunity to be a part of the events through local, official and volunteer roles, which develops community pride and enhances self-worth. This enables the opportunity for localised training and experience to be gained which can support individuals gain future employment.
  - d) The local economy benefits from the expenditure related to the events including; equipment suppliers, shops, pubs, and most notably hotels.

### Tour of Britain (Cycling)

3. The Tour of Britain is a national eight stage cycling event which is held across the Country. In 2019, Gateshead jointly hosted stage 4 of the event which commenced on South Shore road and finished in Kendal, Cumbria.
4. The aims of the Tour of Britain are to:
  - a) Promote cycling at grassroots level
  - b) Improve the take up of cycling in specific age groups
  - c) Link with any local talent development programmes
  - d) Link in with any local sport development objectives
  - e) Link in with any local specific objectives around cycling
  - f) Increase awareness and credibility of the Council's brand among key audiences (including enthusiast and mainstream cyclists)

- g) Ensure that ITV4 (or equivalent broadcaster) promotes the Council and its tourist destinations in the best possible light.
5. A formal route is still to be confirmed but the finish of the stage would be held on South Shore Road on the iconic Gateshead Quays.
6. A formal economic research study to fully understand the specific benefits of the event will be delivered.

### **Social/Community/Sport and Health Development**

7. Cementing Gateshead's reputation as a host of major international sporting events and supporting deliver Gateshead's Culture Strategy. Major events also support in creating community pride and providing access to attend sporting spectacles that will bring some of the best athletes in the world into Gateshead.
8. Community engagement programmes are a key part of major events and provide a mechanism to reduce inequality of access to sport and physical activity, this is achieved through:
- a) Athlete appearances at local community and school venues aimed to inspire individuals to be more active and healthy.
  - b) Activity at competition venues pre and post the event for residents, schools and local clubs.
  - c) Wider physical activity programmes resourced through the event to provide an engaging cultural offer.

### **Economic Impact of Major Sporting Events**

9. Major events play a major part in supporting the local economy through expenditure in local services, suppliers and employment.
10. In 2019, the Stage 4 of the TOB in Gateshead event specifically:
- a. Received a three-hour live programme and 60-minute highlights programme which was broadcast on ITV4.
  - b. A 52-minute highlight programme produced and distributed on a worldwide basis using the best endeavours to reach the widest possible audience.
  - c. Received official recognition on the Race website with 'hotlinks' to the Gateshead Council website.
  - d. Reported, via an economic research study that:
    - i. 162,500 people attended the event with gross expenditure at the event of £3,337,662,
    - ii. Net visitor expenditure was £2,996,386 across Stage 4 of the event.
    - iii. 75% of visitors surveyed associated Gateshead Council as a key sponsor of the race. (OVO Energy 82%, British Cycling 70%, Skoda 64%, Cumbria County Council 31%).
    - iv. 48% of individuals surveyed reported that they were inspired to cycle more often as a result of the event.
  - e. Delivered a comprehensive school and community engagement programme which included:

- i. 3,500 children from 28 Gateshead schools watching the event at key locations across the borough and experienced live world class cycling.
- ii. Four schools given priority access to a dedicated spectator zone at the start of the event, with 20 School Children acting as team mascots and accompanying the teams as they formally sign in at the start.
- iii. A group of young people chosen to cycle along the first 200 metres of the start on South Shore Road to lead the precession of cyclists out onto the route.
- iv. A 'design a cycling jersey' competition held in the months leading up to the event with a pupil from St Joseph's Primary School, Highfield, winning the competition.
- v. Cycling activity delivered in a number of schools in the lead up to the event to improve cycling skills and road safety awareness for children, with an increase in school take up following the event.

11. Specifically, in relation to the Tour of Britain, the following is a summary of previous event studies regarding the economic impact:

- a. The Tour of Britain event held in Bristol in 2018 indicated that:
  - i. 150,000 visitors attended the race.
  - ii. 16% of visitors stayed overnight.
  - iii. The average spend per day by day only visitors was £37.98 per group.
  - iv. The average spend per 24 hours by overnight visitors was £123.16 per group.
  - v. 43% of people attended with their families.
  - vi. 52% of people who attended were inspired to cycle more often.
  - vii. The net visitor spend was circa £2.5m.
- b. In 2018, Cumbria reported the following economic benefits of hosting two stages of the event:
  - i. 240,000 spectators across the two stages.
  - ii. 1.5m viewers watched ITV4's coverage of the two stages.
  - iii. Up to 60% of all visitors came from outside Cumbria and 48% stayed overnight.
  - iv. Average spend by overnight visitors was up to £133.17 per group.
  - v. Up to 93% of visitors described the race as "very enjoyable".
  - vi. Up to 61% said they were inspired to cycle more often.
- c. As the UK's biggest free-to-attend sporting event it has more than 1.62 million spectators across the eight-day event. Recent data (Frontline Impact Assessment) has shown for the Cheshire East Stage:
  - i. 300,000 spectators (highest stage attendance alongside London).
  - ii. 63% of spectators were from outside Cheshire East.
  - iii. The stage generated £5.45m of gross economic activity in UK.
  - iv. Net economic benefit direct to Cheshire East was £3.5m.
  - v. At £2.489m GVA (Regional Gross Value added) it compares favourably with the impacts of other, similarly sized events in the UK.
  - vi. 59% of spectators inspired to cycle more often.
  - vii. 93% recognition of Cheshire East Council as Stage sponsor.
  - viii. 7.63m viewers watched the Tour of Britain on ITV4 (live and highlights).

- ix. 1.23m viewers for Stage 3 on ITV4 (2nd highest stage viewing figure).

## Consultation

12. In preparing this report, consultations have taken place with:
- The Leader of the Council
  - The Cabinet members for Culture, Sport and Leisure, and Communities and Volunteering, and,
  - The Cabinet members Housing, Economy, Environment and Transport.

## Alternative Options

13. The option of not progressing with the proposal will result in the loss of cultural activity aimed to deliver policy objectives and support local residents to 'Thrive'.

## Implications of Recommended Option

### 14. Resources:

#### (i) Financial Implications:

- The project costs in relation to the delivery of the Tour of Britain is up to £300,000.
- The Strategic Director, Resources and Digital, confirms that up to £300,000 is available within the Council's 2020/21 base budget as approved by Council on the 27 February 2020, in order to deliver this proposal.
- The budgetary provision within the 2020/21 base budget has been identified to be funded from the Economic, Housing and Environmental Investment reserve.

(ii) **Human Resources Implications** – There are no implications arising from this recommendation

(iii) **Property Implications** – There are no implications arising from this recommendation.

15. **Risk Management Implications** – There are no implications arising from this recommendation.

16. **Equality and Diversity Implications** – There are no implications arising from this recommendation

17. **Crime and Disorder Implications** – There are no implications arising from this recommendation.

18. **Health Implications** – The proposals will result in improved and high-quality sports provision providing increased opportunity and access whilst using professional sport to inspire individuals to take up more physical activity as part of an active and healthy lifestyle

19. **Sustainability Implications** – The proposals will result in an increase in participation in cultural and sport and physical activity opportunities and therefore help sustain local key assets. The proposal will also support the local economy and therefore sustain local business, suppliers and hotels.
20. **Human Rights Implications** – There are no implications arising from this recommendation.
21. **Ward Implications** – The recommendations will impact upon all wards across Gateshead.
22. **Background Information** – None.

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