

BOROUGH OF KETTERING

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Report Originator	Guy Holloway, Head of Corporate and Cultural Services	<i>Fwd Plan Ref No:</i> A16/019	
Wards Affected	ALL	19 th October 2016	
Title	WOMEN'S TOUR 2017		

Portfolio Holder: Councillor Jan Smith

1. PURPOSE OF REPORT

To seek approval for Kettering Borough to take part in the Northamptonshire stage of the Women's Tour 2017 professional cycling event.

2. INFORMATION

- 2.1 Northamptonshire County Council has asked Kettering Borough Council if it would like to take part in the 2017 Women's Tour professional cycle race. The Women's Tour Series is a professional cycling event, forming part of the global UCI World Tour Series.
- 2.2 Kettering Borough Council has ensured that the Borough has taken part in the race for the last two years, playing host to the dramatic finish of the event. Both events have been highly successful, in Kettering Borough, Northamptonshire County and more widely across the other areas of the Country where the event has taken place.
- 2.3 The benefits of holding the event in the Borough include:

- a. Providing entertainment for thousands of people who turn out to watch the event – it is estimated that 80,000 spectators came to watch the event in Northamptonshire;



- b. Boosting the local economy through increased footfall and the attraction of new visitors to the area from both near and far – it is estimated that the event had a positive economic impact of at least £1.6 million;

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- c. Promoting participation in sport, particularly in attracting more women and children into cycling which has been an important objective of taking part in the event.
- d. Helping further raise the profile of Kettering Borough, locally, regionally, nationally and internationally – it is estimated that there were 500,000 TV viewings of the Northamptonshire Stage.
- e. Fostering closer working between the Council and local businesses through initiatives such as the Pink Bike scheme and aligning the Healthy High Street's activities with those of the event.

2.4 Although the detail of the 2017 event is still being worked up, we currently know the following about the event:-

- a. Both the County Council and Sweetspot, the organisers of the event, would like Kettering Borough to take part in the 2017 event;
- b. Kettering town centre is the preferred location for the finish of the stage, and in past races, other parts of the Borough, notably Rothwell and Desborough, have seen the race run through their areas;
- c. The event is likely to take place on a similar timeline to previous years, which has been in June, although dates still have to be decided;
- d. The Northamptonshire Stage is likely to take place mid-week in 2017, last year it took place on a Sunday;
- e. The cost of taking part would be the same as in 2016, with a contribution from Kettering Borough Council to Northamptonshire Council of £40,000 being required. This equates to one third of the total cost contribution made to the organisers of the event from the County Council.

2.5 In the past two years Kettering Borough Council has also coordinated other events to coincide with the build-up to the race event. In doing so, it has worked closely with local businesses and a range of sports clubs in order to help everyone get the most out of the event and the build-up to it. It is proposed that the Council would continue and further broaden this approach, using the learning from previous years and from other events to help add value to the event and lever more community benefit from its investment.

2.6 It is anticipated that by making a decision now about proceeding with the event, this will allow more time to help both Kettering Borough Council and its partners plan for it. It will also provide a better platform on which to seek sponsorship to support the event which will be a key objective and area of activity over the coming weeks and months, and which will help reduce the total cost to the public purse.

3. POLICY IMPLICATIONS

3.1 Taking part in the Women's Tour event helps the Council meet the following key strategic policy objectives:-

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- (i) Promoting participation in sport, in particular, amongst women and young people;
- (ii) Providing a better offer for the town centres in the borough;
- (iii) Attracting inward investment.

4. CONSULTATION AND CUSTOMER IMPACT

- 4.1 A good barometer of customer impact of the event can be seen from the crowds of people who lined the route and who flocked to the finish line.
- 4.2 However, customer impact has more longevity than just race day. For example, local cycling clubs have reported an increase in enrolment of club membership. In addition, there is no doubt that the event has driven new visitors into the area, which in turn, is helping to sustain new investment in the area.

5. FINANCE and HR RESOURCE IMPLICATIONS

- 5.1 The required payment to Northamptonshire County Council of £40,000 would need to be made early in the 2017/18 financial year. This payment is equal to one third of the overall payment that Northamptonshire County Council pays to the event's organizer, Sweetspot, for hosting the event.
- 5.2 An earlier decision to host the event will help the Council and its partners attract sponsorship. Any income from sponsorship generated by Kettering Borough Council will be used to help fund Kettering Borough Council's contribution to Northamptonshire County Council.
- 5.3 There is no provision in the 2017/18 budget for the Women's Tour event. In order to proceed, a contingency allocation would have to be made. It is assumed that next year's contingency budget or unallocated reserves could meet the costs not met from other sources.
- 5.4 In addition to the £40,000 cost of hosting the event, there are likely to be some additional costs associated with hosting the event. In the past these have related to some of the local stewarding costs and those associated with the Council hosting other events alongside the Women's Tour. However, these costs have tended to be relatively small and the Council has worked to align the events it organises so that it can use existing event budgets to help fund the costs.

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6. LEGAL IMPLICATIONS

6.1 None at this stage.

7. RECOMMENDATION

That the Executive Committee:

- (i) agrees to accept Northamptonshire County Council's offer to host the finish of the Northamptonshire Women's Tour Stage in Kettering in 2017;
- (ii) agrees that the cost of up to £40,000 be met from the Council's contingency budget in 2017/18 or from unallocated reserves.
- (iii) The Council actively seeks sponsors to help fund the costs of the event and associated activities.

Background Papers:

None

Previous Reports/Minutes:

Last work programme in 2014/15 year.