

BOROUGH OF KETTERING

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Report Originator	Guy Holloway, Head of Corporate and Cultural Services	<i>Fwd Plan Ref No: A15/032</i>	
Wards Affected	All	9 December 2015	
Title	WOMEN'S TOUR 2016		

Portfolio Holders: Cllr Derek Zanger and Cllr Jan Smith

1. PURPOSE OF REPORT

To consider a request from Northamptonshire County Council for Kettering to host the finish of the 2016 Aviva Women's Tour professional cycle race.

2. BACKGROUND

- 2.1 The Women's Tour Series is a professional cycling event, forming part of the global UCI World Tour Series.
- 2.2 Earlier this year, Kettering successfully hosted the finish of stage three of the 2015 Aviva Women's Tour. The event took place on Friday 19th June.
- 2.3 In the run-up up to last years' event, the Council hosted a range of related activities. The Council was also able to combine a number of events and activities, such as an enhanced market, to help create a carnival atmosphere on race day. The Council also worked proactively with local schools and with NSport in order to engage with young people, encouraging them into cycling and physical activity. With the exception of some issues with Council partners securing sponsorship locally, the event was considered to be a success.
- 2.4 Although difficult to quantify, feedback from the 2015 race indicates that there are some economic and social benefits to the area of hosting the event. Monitoring and Audit Committee were complimentary of the race when they considered an item on the event at a recent committee meeting. The Committee did request that should the Council host the event again, that a more co-ordinated approach should be adopted between all organisations to secure greater sponsorship contributions.
- 2.5 Northamptonshire County Council (NCC) has agreed to host the race in Northamptonshire in 2016. There are five stages of the British leg of the Women's Tour and the proposed race stage being considered for Northamptonshire is the final stage. This is quite significant in that the final stage naturally attracts a lot of attention from fans and the sporting media. The British leg of the race is scheduled to run from the Wednesday 15th June to Sunday 19th June 2016. Based on this timetable, this would mean the Northamptonshire leg

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of the race would fall on a Sunday. In 2015, the race started at 10.00 AM and finished at 2.00 PM – 2016 is likely to follow something similar.

The Ask from Northamptonshire County Council

- 2.6 NCC has asked Kettering Borough Council if it wishes to host the finish of the Northamptonshire stage of the 2016 Aviva Women's Tour professional cycle race. The race is likely to start in Northampton Town and the route between the start and finish would need to be determined. NCC has asked Kettering to pay £40,000 towards the cost of the stage (this represents one third of the overall stage costs).
- 2.7 In addition, the Council would be expected to cover the costs of providing the following activities:-
- Supplementary marshalling
 - Provision of facilities for competitors and teams e.g. toilets and parking
 - Providing decorations for the town centre including bunting, flower displays, podium dressing.
 - Any costs of hosting additional events / activities on the day and in the run up to the event.
- 2.8 In considering the request to host the finish of the Women's Tour in 2016, members should be mindful of the fact that a Sunday race day would present both new opportunities and challenges. These are summarised below:-

Opportunities of a Sunday race day:

- New visitors could be attracted to the Town
- A weekend event could help boost tourism
- People who work on weekday's would be able to attend
- Increased media exposure relating to the final stage
- More availability of parking spaces making event management easier

Challenges of a Sunday race day:

- Increased costs associated with equipment hire at the weekend (this would affect complementary events on race day, not the Women's Tour itself)
- Potential for more marshals coupled with weekend working could impact on costs
- Difficulties in attracting experienced volunteers to help on the race day
- Some key activities would not be provided, such as a Market
- Not all shops open on Sunday (but many are)

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2.9 One way of handling many of the challenges above would be to focus on the Women's Tour itself on race day, and limit the number of additional activities and events provided. Although this could lead to the event having a different feel, the fact that more people would potentially be able to attend on a Sunday could counteract this impact. The Council, in any event, would encourage local businesses to get involved and would still maintain a strong focus on encouraging young people into cycling and physical activity in the run up to the race and on race day.

3. CONSULTATION AND CUSTOMER IMPACT

3.1 None at this stage.

4. POLICY IMPLICATIONS

4.1 Members have made their priorities for infrastructure and jobs-led growth clear – these are prerequisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and interrelated ambitions for the borough, namely:-

- A better offer for our town centres
- A better education and training offer
- A better employment offer – high grade, high density jobs

4.2 The Women's Tour helps attract more visitors and shoppers to the Borough and also helps to raise the profile of Kettering on a local, regional, national and international stage.

4.3 Members also need to consider the request for funding in the light of the Council's Medium Term Financial Strategy and the forthcoming budget cycle.

5. FINANCIAL RESOURCE IMPLICATIONS

5.1 If the Council were to host the stage – a 'one-off' budget would need to be identified for the sum of £50,000. This would be made up of the contribution that Kettering Borough Council has been asked to make in order to host the finish of the race (£40,000) plus up to £10,000 for other direct costs that would be associated with hosting the event.

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- 5.2 There is no provision within the Council's base budget for the cost of the Women's Tour. As was the case in 2015, the cost would therefore need to be met on a 'one-off' basis from the Council's contingency budget in 2016/17 or 'one-off' reserves.
- 5.3 It is important that members note that new and less predictable cost pressures come into force holding an event over the weekend. In particular, hosting additional events over and above the Women's Tour finish itself on race day would present new logistical, resource and cost pressures and these have not been included in the overall assessment of cost above.
- 5.4 The intention last year was to secure sponsorship to help subsidise the cost of the race. The County Council appointed consultants to do this but for various reasons, the approach was not effective.
- 5.5 The intention in 2016 would be for Kettering Borough Council to take a more hands-on approach with the securing of sponsorship to recover its costs associated with hosting the event. Members may be minded to ensure that it is made very clear to all partners that any sponsorship attained by Kettering Borough Council is ring-fenced to help off-set the costs of hosting the event.
- 5.6 It would be prudent at this stage to assume that sponsorship may be hard to secure, particular given the fact that most large businesses will have already determined their marketing and promotion budget plans for next year.
- 5.7 Members are reminded of the key messages contained in the 'Maintaining a Durable Budget' report – elsewhere on this agenda. In particular, the recent announcements that were made in the Governments Spending Review and the fact that the Council will not receive its provisional finance settlement figures until later in December.

6. OPTIONS FOR CONSIDERATION

- 6.1 When considering the options available, members should be mindful of the significant financial challenges facing the Council and the potential impact of the Government's Autumn Statement and Spending Review announced on 25th November. As reported at elsewhere on this meeting's agenda, potential reductions in Government Grants and New Homes Bonus funding could have a significant adverse impact on the Council's budget.
- 6.2 Until the detail of the Finance Settlement is announced, it is difficult to quantify the impact of the announcement on the Council's budget in 2016/17 and future years. Given the level of uncertainty, it is considered prudent to set out the following options (for member consideration) in relation to the request to host the Women's Tour in 2016:-

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Option A

Take a decision now to host the finish of the race – recognising that the decision was being taken ahead of a detailed understanding of the impact of the financial settlement on the Council's medium term financial strategy and the associated risks.

Option B

Defer a decision until the impact of the financial settlement on the Council's medium term financial strategy is better understood.

Option C

Decide in principle to host the finish of the Women's Tour 2016, subject to a satisfactory financial settlement that provides sufficient head room to accommodate the costs of hosting the race.

Option D

Decline the offer to host the Women's Tour 2016 on the basis of the challenging and uncertain financial circumstances.

7. LEGAL IMPLICATIONS

7.1 None at this stage.

8. RECOMMENDATIONS

That the Executive;

8.1 Note the contents of the report and the request received from Northamptonshire County Council, and

8.2 Considers which of the options (outlined in section 6) it wishes to approve.

Background Papers:

Title

Date

Contact Officer

Previous Minutes/Reports:

Ref:

Date: