



To: Executive Councillor for Arts, Sport and Public Places: Councillor Rod Cantrill
Report by: Head of Arts & Recreation, Debbie Kaye
Relevant scrutiny committee: Community Services 14/3/2013
Scrutiny Committee
Wards affected: All Wards

TOUR DE FRANCE, CAMBRIDGE 2014

Not a Key Decision

1. Executive summary

On 17 January 2013, Amaury Sporting Organisation announced that Cambridge would host the start of the third and final stage of the Tour de France in England, which will end in London. This provides a marvellous, once-in-a-lifetime opportunity to celebrate the City's love of cycling, showcase Cambridge to the world, and enable local people - in a variety of ways – to enjoy at first hand one of the world's most iconic sporting events. Clearly an activity such as the Tour de France is not part of the Council's regular sporting or event programme, and will make a significant call upon the Council's organisational resources. A decision is sought from the Executive Councillor to endorse the proposed arrangements for management of the event and to authorise officers to enter into a four-way contract with Cambridgeshire County Council, Welcome To Yorkshire and Leeds City Council to ensure the Council's requirements and safeguards are clearly laid out and appropriately secured. This report sets out what is proposed, and the contractual arrangements that are needed.

2. Recommendations

2.1 The Executive Councillor is recommended:

- a) To endorse the proposed arrangements for the Council's management of the event
- b) To authorise officers to enter into a contractual arrangement with Cambridgeshire County Council, Welcome To Yorkshire and Leeds City Council to ensure the Council's requirements and safeguards are put in place.

3. Background

3.1 Amaury Sporting Organisation (ASO) organises the Tour de France (TdF). Each year the event has a Grand Depart that takes place outside France – in 2013 it is taking place in Corsica. For the 2014 Grand Depart, Edinburgh, Florence and Welcome to Yorkshire (WTY) bid for the right to host the event.

3.2 In the summer of 2012, WTY contacted the Council to explore the possibility of a Cambridge start for the 3rd and final stage to London. In December 2012 ASO announced that WTY had been successful. WTY and Leeds City Council (LCC) reached an in-principle agreement with Cambridgeshire County Council (the County) and Cambridge City Council whereby the Councils agreed to host the event on the basis that the local direct event delivery costs would be met in full although the Councils would contribute staff time and certain other resources via existing budgets.

3.3 Since then, ASO have announced Cambridge as the start of the third and final stage of the Tour de France in England, which will end in London. Work has been ongoing between the County, City, and WTY and in particular LCC to clarify and confirm the detail of the agreement and to discuss how the organisations will work together to deliver the event.

3.4 The Council will enter into one contractual arrangement covering two sets of relationships to ensure the Council's requirements and safeguards are put in place:

- § With Welcome to Yorkshire – outlining what is to be delivered
- § With Leeds City Council – outlining the scope and approach to addressing the event delivery costs.

This will be a four-way agreement with the County, WTY and LCC.

3.5 The Council will work closely with the County, other Districts and the Police to approach project management of the event in a similar way to that which it used for the successful 2012 Olympic Torch Relay and Evening Celebration. This will incorporate a partly hierarchical structure and systematically linked set of stakeholders/partners and groups to address the roles and responsibilities of each in delivering the operational aspects of the event as well as achieving the key objectives as proposed below:

- § Professionally and safely manage the delivery of the third stage start of the Tour de France 2014
- § Celebrate and showcase the sport of cycling and its iconic association with Cambridge and Cambridgeshire
- § Encourage local people to participate in cycling activities now and in the future
- § Engage local people in the event to share inspiration, involve others and showcase the City to the world
- § Bring the City, Districts & County proudly together in an enjoyable experience that creates a lasting memory for generations to treasure
- § Maximise the positive economic impact of the Tour de France on local businesses and cultural organisations

3.6 The Council has not made any budgetary provision for the TdF and is working with LCC to identify anticipated event delivery costs such as

security, stewarding, policing, additional cleansing/open space management requirements and infrastructure costs such as barriers and toilets; also the additional resources that will be needed such as event management/support and communication (this is not an exhaustive list). The Council will not be required to meet these costs.

3.7 There will be a need to allocate a reasonably significant amount of officer time within existing resources, particularly in the Customer & Community Services Directorate. The Director of Customer & Community Services will chair the TdF Steering Group, and will be Project Champion for Senior Leadership Team. The Head of Arts & Recreation and Arts & Events Manager expect to make considerable time allocations to the project. Additional temporary staff will be engaged in the Arts & Events section to assist in planning and delivering the event. Across the Council, staff will be asked to contribute time to the project within existing resources. The Arts, Sport & Public Places Portfolio Plan has been amended to incorporate the Council's commitment to the event.

3.8 Community involvement and legacy

Since the announcement a number of staff and sports groups have offered their services to support the event in various ways. All have been thanked, logged and advised that they will be contacted again once there is greater clarity on the opportunities available and the roles needed. Cambridge Volunteer Centre has agreed to assist in the recruitment and management of volunteers. A Legacy and Activity group will be established to ensure the benefits of hosting the event are widespread, accessible and link to other priorities and initiatives.

3.9 Risk management

The Tour de France has been entered as a project onto the Council's Risk Register with the following risks:

- § Damage to Council or other major stakeholder reputation
- § Failure to deliver the project to required specification
- § Financial risk to Council for incurring unexpected or unbudgeted costs

3.10 Insurance

The Support Services Manager has been briefed and is considering whether any additional insurance requirements are necessary.

3.11 Communications

As with the Olympic Torch Relay, the City Council and County Council will work closely together in liaising with WTY and LCC on all communication. A series of briefings will be held for Members, businesses and other stakeholders over the next 16 months.

3.12 Local Resilience Forum/Safety Advisory Group (SAG) and Multi Agency arrangements

The Chair of both the City and County SAG will be invited to join the TdF Steering Group. The TdF event will be programmed as required for several assessments by both SAGs.

4. Implications

(a) Financial Implications

Event delivery costs will be met by other parties as per the contractual agreement.

(b) Staffing Implications

There will be an impact on existing staffing resources across the Council in accommodating the planning of activity within existing resources, particularly in the Arts and Recreation service area.

(c) Equal Opportunities Implications

An EQIA will be carried out as the project plan is developed, and once initial briefings with stakeholders have taken place.

(d) Environmental Implications

To be assessed in the future as part of the Management Control Document (MCD). Standards are expected to be on a par with other major events in the City as identified in the Council's Event Management Framework.

(e) Procurement

Not yet known, will be determined at a later stage.

(f) Consultation and communication

A range of briefings and meetings with interested parties will take place as part of the planning process. A communications strategy will be developed with key partner agencies.

(g) Community Safety

Not yet known, will be determined at a later stage, and included in the MCD.

5. Background papers

6. Appendices

7. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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