

## Letter to Town and Parish Councils

### Introduction

I am writing to each of the Town and Parish Councils in Cornwall to gauge interest in Cornwall hosting a stage of the Tour of Britain cycling race.

The Tour of Britain is British cycling's premier road cycling event and the UK's national Tour.

Held annually, it is a multi-stage race that takes place on British roads over a week in early September. This year 21 teams, each consisting of 6 riders departed Glasgow and after 7 stages covering England and Wales, completed the race in London. The world's governing body in the sport, the Union Cycliste Internationale (UCI) classifies the race in a category second only to the top category that includes races such as the Tour de France. As such, it attracts some of the best teams and riders in the World including this year, Team Sky, Mark Cavendish and Sir Bradley Wiggins.

The Tour of Britain is recognised as one of the most significant sporting events in the UK. It has recently been shortlisted at the Global Sport Tourism Awards in the category, Sport Tourism Major Event alongside other events such as the Rugby World Cup.

Media interest is substantial with daily live TV coverage and a highlights show. The race was also widely reported across international and national press. It also received substantial online interest including many social media followers.

As a result of conversations I have had with the Tour organisers, it is considered Cornwall could host a stage and a bid from the County would be considered for either 2019 or 2020. Constraints imposed by Tour organisers necessitate a finish in or around either Plymouth or Exeter. Whilst the geography of Cornwall normally provides challenges in many areas of everyday life, it is the perfect shape to host a day of top-class racing and an opportunity to showcase the County to the World. In 2015, coverage of the Tour was broadcast in 129 countries.

## Facts and Figures

To give some orientation about the impact of the event, the following are stats for the 2015 Tour of Britain:

Eurosport and ITV4: Shown live, plus daily 1hr highlights

BBC Radio 5Live and local BBC and commercial coverage

8.2 million viewers on ITV

Broadcast in 129 countries

116.5 million potential worldwide TV audience

Extensive editorial features in cycling press

154,000 average spectators per stage

18% of visitors stayed overnight

67% of spectators inspired to cycle more often

Press coverage:

33 international titles

13 national newspapers

33 regional titles

£4.1m – average net economic impact per stage

Online coverage:

4,300,000 page views

110,000 social media followers

## Considerations

There are many issues to consider when delivering such a prestigious event. However, at this stage I want to address two key issues that I think will be at the core of peoples thinking when considering support for this project:

- Disruption
- Funding

To minimise disruption to the local infrastructure and road-users, the Tour of Britain uses a policy of rolling-road closures. Roads are temporarily closed to allow the race to pass through. Typical periods of closure are between 15–40 minutes.

Such an event does not come for free. It is expected that the core cost of hosting a stage of the Tour of Britain in 2019 will be c£200k. As the stage would have to finish outside the County, it is anticipated that this cost will be shared with the authority hosting the finish of

the stage. Whilst there will be additional costs in hosting a stage of the Tour of Britain, it should be emphasized that the average net economic impact for a stage in the 2015 Tour was £4.1m.

### Summary

Gauging interest and securing funding are essential elements when considering such an event. At Town and Parish Council level, I believe what we can bring to the table is a statement of support that the event would be welcomed to Cornwall. A strong statement of support would very clearly say to Cornwall Council (CC) that the people would like the County to host a stage of the Tour of Britain and that their Council should work towards delivering this project.

I hope this gives you a flavour of what a significant event the Tour of Britain is to the UK sport and tourism market and that you are enthused enough to support the proposal. It is an opportunity to showcase Cornwall's unique culture and spectacular landscape, whilst extending the tourist season and providing a much-needed boost to the economy.

I have written this letter to ask each of the Town and Parish Councils in Cornwall to align themselves with one or more of the following statements:

- We support the Tour of Britain cycling race coming to Cornwall
- We support the Tour of Britain cycling race passing through our Parish or Town
- We do not support the Tour of Britain cycling race passing through our Parish or Town
- We do not support the Tour of Britain cycling race coming to Cornwall

Please feel free to add any other statements that you consider represent your views on this subject but please make a clear statement of support or otherwise. Once Town and Parish Councils have responded I will write to CC outlining the collective views.

Kind regards,

Cllr Dave Potter  
Helston Town Council