

POLICY & FINANCE COMMITTEE

31 MARCH 2022

CYCLE RACES

1.0 Purpose of Report

- 1.1 To seek financial support to host, alongside partners, a Newark Town Centre cycle race and Nottinghamshire leg of the Tour of Britain in 2021.

2.0 Background Information

- 2.1 Members will be aware of the [report](#) to the Economic Development Committee on 23 March 2022 which offers an update on the Council's Town Centres agenda and associated activity. This report details some opportunities around elite and community cycle races via a pilot 'Town Centre Race' and the returning Tour of Britain.

Newark Cycle Race

- 2.2 In 2020 the Council was approached with a request to fund (via an underwrite model) a pilot 'annual' Newark Town Centre circuit race event, that will form a critical part of the British Cycling, National Circuit Series, for both men and women. This event will also be the series finale in the British Cycling calendar. The event will also comprise multiple youth races, a regional semi pro and junior race, and an informal community ride aimed at younger children and their families, creating an energetic and inspirational cycling festival atmosphere within the Royal Market Square and town centre on a Friday evening in the summertime. The date to deliver this event is scheduled for 29th July 2022 and has been ring-fenced in British Cycling's national calendar making Newark the central focus of the British cycling world.
- 2.3 The event organisers are seeking to promote cycling as a cultural town centre offer, alongside a sporting offer. To deliver the event the organisers have asked that the Council take on the responsibility of underwriting the cost of the event which has been set at £30k. The role will also include the council procuring infrastructure, stewarding, traffic management & road closures, communications & marketing, prize funding, and headquarters costs which are included in the £30K cost envelope. Therefore the event will be a joint venture between the event organiser - Mr Chris Lawrence, who is a significant and experienced figure in British Cycling who already organizes the well-established and highly successful town centre event, The Barnsley Town Centre Races.
- 2.4 The organiser has stated that entry fees and commercial sponsorship will be sourced into the event and any surpluses from year one, will in effect, reduce the underwritten value for any future years and the ultimate objective is to use this as a pioneer event in order to create a catalyst for a reoccurring annual cycling showpiece. The Organiser will take the lead responsibility for the management of all technical aspects and cycling logistics which will be contained in the Event Management Plan which will include appropriate RAMS.

What Will This Involve?

- 2.5 The event will require the secure closing roads to create a 1.2km professional cycle racing circuit. The likely highlighted route is at Appendix 1. This route will require a Temporary Traffic Regulation Order (TTRO) in order to close the roads. Any event of this nature will require careful planning and liaison with the highway authority and businesses. That is what is intended, should the event be supported.
- 2.6 The organiser has confirmed that the course is sanctioned by British Cycling, complies with their risk assessment protocols, and the event is managed by a thorough Event Management Plan with support from the District's Safety Advisory Group, which included 'blue light services and highways representation'. The event will host 400 + riders (from Under 12s, to Senior UK Olympic hopefuls) through a thrilling night of racing, and attract upwards of 100 younger families in a community ride. This event is created based on equality, therefore there will be equal standing, and equal prize funding for both the Men's and Women's Events, both of which have 'National Series' headline status.

What Will be the Impact for Newark?

- 2.7 The event will be highly visible and impactful and a part of the Newark Cultural Heart roll-out. It is envisaged that Newark Town Centre Races will attract 2-3,000 spectators throughout the event, both from casual enthusiasts, the cycling community, and the wider public who desire live sports and cultural events. Currently footfall stands at approximately 8,000 people a day, which would therefore increase footfall by up to 38% on the event day. Further data from Visitor Market Insight for Newark has shown that an average day visitor would spend £63, this would equate to a potential additional increase of £188,000 increase to the local economy.
- 2.8 The event will also support town centre retail and business involvement and will showcase the town centre offering and stimulate business growth. The event has the potential for national and international publicity via British Cycling's media publicity platforms could drive a new audience to Newark. Further local media will use the event to promote the town, including local television.

Why Support this Event?

- 2.9 Cycling in the UK has been the growth sport for the last decade, and in particular over the Covid19 pandemic there has been a notable increase in 2020 for cycle usage with a 26% increase in cycle trips made across the UK and 62% increase in distance covered in that same period.
- 2.10 Great Britain is the world number one cycling nation combined from both sporting success and a nationwide passion for the bicycle with over 47% of adults have access to a bike. The Newark Town Centre Races, delivered entirely by volunteers on a non-profit basis, gives Newark a true, high calibre national cycling event, leveraging the media profile (both UK and overseas) that a national British Cycling event brings to it by bringing to the streets of Newark current and future Olympic and World stars.

- 2.11 As part of the town fund, The Town Investment Plan was published to 'work with a range of partners to transform Newark into a '20-minute town', giving people the ability to meet most of their everyday needs within a 20-minute walk, cycle or local public transport trip from their home'. The Newark Town Centre Races compliments the NSDC commitment to make Newark a cycling town. Brompton Bikes will also be involved, with a likely business racing event taking place between key leaders of industry and NSDC, who have been volunteered!
- 2.12 The Newark Town Centre Races is a show piece event to the towns civic calendar, but more than that, it gives the town a community event to use as inspiration to its younger residents of the benefits of a healthy lifestyle, which in turn reducing the impact on our health services both locally and nationally. This project will also align with the Newark Heart Programme that will start a delivery phase in summer 2022.
- 2.13 Officers have identified a budget that could support this event for 2022. Officers have informed the event organiser that this is a one year offer only to ascertain and prove the model and therefore no commitment, at this stage, has been made to fund future years.
- 2.14 In order to ensure successful co-ordination the event will also require a project team to deliver the event with the organiser. This will be led by the Health Improvement & Community Relations, with involvement from key officers including; Tourism Manager, Town Centre Development Manager, Business Manager (Heritage, Culture & Visitors) as well as the Town Council Events Team.

Tour of Britain 2022

- 2.15 Members will be aware that Nottinghamshire successfully hosted a stage of the Tour of Britain in 2017 and 2018 and following the success of the two events Nottinghamshire County Council and its districts and boroughs (as a consortium) will have the privilege of once again hosting a stage of this premier professional cycling event in 2022. Stage 5 will take place on Thursday 8th September and will cover approximately 175km of the County's road network with a significant amount of the racing taking place in Newark and Sherwood. The route will not be formally announced until 6 April albeit details of likely towns and villages involved will be discussed in advance.
- 2.16 The hosting of the event is a partnership between The Tour of Britain Team, Sweetspot Promotions and the hosting authority. The previous stages in Nottinghamshire were very successful and created a significant economic impact for the area on the back of a fantastic sporting spectacle and therefore the County consortium were keen to see the event return.
- 2.17 In order to secure the Tour a stage hosting fee of £180k is required and this cost will be shared across the consortium depending on the level of exposure the event brings to the each partner. In terms of Newark and Sherwood the contribution will be £10k and officer support to the project team tasked with delivering an outstanding event that ensures the maximum profile and benefit to the County.
- 2.18 The benefit to Newark and Sherwood is tri-fold, in the first instance the event will generate visitors and additional spend in the local community, through TV coverage the county will be showcased to an international audience with coverage an highlights being broad cast to

many countries and thirdly, the event will provide an opportunity for local communities to engage with the Tour to welcome the event and the riders as they pass through their communities and be part of a unique sporting experience.

3.0 Proposals

Newark Cycle Race

- 3.1 It is proposed that the Council undertakes to support a pilot Newark Town Centre Race with a financial commitment of up to £30,000 for the event in 2022. Further that the Council support the event with an active role in the delivery, promotion, and encouragement of sponsorship as detailed above. This contribution will also be utilised as match funding for an enhanced program of events via the Newark Cultural Heart Towns Fund project.

Tour of Britain

- 3.2 It is proposed that Newark & Sherwood District Council undertake to support the Tour of Britain with a financial commitment of £10,000 for the event later this year. Further that the Council play an active role in the delivery, promotion, and sponsorship of the event.

4.0 Equalities Implications

- 4.1 Newark Town Centre Strategy/Masterplan – A full equalities impact assessment will be undertaken during the development of the masterplan so that both the strategy, interventions and impacts are considered in its creation.
- 4.2 High Street Diversification Fund – The fund does not have any detrimental equalities implications. In this future round the project lead will implement an equalities assessment for each application form.
- 4.3 High Street Task Force – there are no equalities implications in securing the advice and specialist support. However through active engagement with partners equalities implications will be reviewed.
- 4.4 Newark Cycle Race & Tour of Britain – the event lead will ensure that an equalities impact assessment is undertaken as part of the Event Plan.

5.0 Digital Implications

- 5.1 Newark Town Centre Strategy/Masterplan – no digital implications
- 5.2 High Street Diversification Fund - A need to set up an online application form through the NSDC website by utilising a template previously installed by the ICT team.
- 5.3 High Street Task Force – no digital implications.
- 5.4 Newark Cycle Race – no digital implications.

6.0 Financial Implications (FIN21-22/6290)

6.1 As per paragraphs 3.1 and 3.2 respectively, it is anticipated that £30,000 budget will be required for the Newark Cycle Race for 2022/23 and £10,000 budget for the Tour of Britain for 2022/23. It is proposed that these will be funded from the Change Management Reserve, subject to support of the Economic Development Committee on 23 March 2022 (as at the time of writing).

7.0 Community Plan – Alignment to Objectives

7.1 The activities listed all align with the objective to deliver inclusive and sustainable economic growth by maximising opportunities for supporting the town centres, ensuring sustainable growth through government support, and delivering increased footfall.

8.0 RECOMMENDATION

That Members approve a budget of £40,000 for 2022/23 funded from the Change Management Reserve to deliver a pilot ‘Newark Town Centre Race’ in summer 2022 in partnership with British Cycling and local traders and to contribute towards the Tour of Britain in 2022.

Reason for Recommendation

To support the Town Centre strategy and activities delivered to enhance economic growth within the District.

Background Papers

Nil.

For further information please contact Jane Hutchinson on Ext. 5854 or jane.hutchinson@newark-sherwooddc.gov.uk

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Newark Cycle Race Route Map

