

## Tour of Britain Cycling Event – Cambridgeshire Stage

To:	Business Board
Meeting Date:	15 <sup>th</sup> May 2023
Public report:	Yes
Lead Member:	Alex Plant, Chair of the Business Board
From:	Domenico Cirillo, Business Board & Business Programmes Manager
Key decision:	No
Forward Plan ref:	n/a
Recommendations:	<p>The Business Board is asked to:</p> <ul style="list-style-type: none"><li>a) Consider the funding request received from Cambridgeshire County Council to contribute towards the cost of hosting a Cambridgeshire stage of the Tour of Britain, and</li><li>b) Recommend the Combined Authority Board approve grant funding of £100,000 towards hosting costs (£84,000 plus VAT and associated fees) from CPCA Enterprise Zone Funds.</li></ul>

## 1. Purpose

- 1.1 This report requests the Business Board consider the funding proposal received from Cambridgeshire County Council to contribute towards the costs of hosting a Cambridgeshire start stage of the Tour of Britain cycling event. CPCA grant funding of £100,000 is requested towards hosting costs of £84,000 plus VAT and associated fees. The associated fees are in relation to supporting Start Points 1, 2 and 3 as highlighted in Schedule 6 attached as Appendix 1 to this report.
- 1.2 This report asks that the Business Board recommend the Combined Authority approve the requested funding from the CPCA Enterprise Zone Funds.

## 2. Background

- 2.1 The Tour of Britain is an annual cycling event with stages being hosted across the UK. The tour is the Country's biggest cycle race event and is free-to-attend for spectators and on national television broadcasts.
- 2.2 The Combined Authority has been approached by Cambridgeshire County Council and events team to contribute towards hosting a Cambridgeshire stage start for this year's Tour of Britain.
- 2.3 The start stage is likely to take place on Wednesday 6th or Thursday 7th September. The event has an agreed finish in Felixstowe, Suffolk. The cyclists would ride from 80 – 100km within Cambridgeshire before entering Suffolk. The Tour of Britain promotional brochure is attached for information and included as Appendix 2 to this report.
- 2.4 Unless Cambridgeshire County Council can raise the required funds to cover the hosting cost, then the event would need to locate an alternative start location for the stage out of County. Yes, the overall Tour of Britain event would still take place however no part of it would be in Cambridgeshire.
- 2.5 The start locations are open to discussions and there is no fixed point as to where along the County borders the event should cross. No route has been agreed however Cambridgeshire County Council would like to keep to roads that require little or no additional maintenance given the time and budget constraints.
- 2.6 As a co-funder of the event, the CPCA will have opportunity to input on route discussions and logo displayed on event material. It is suggested the CPCA lead a working group that would also include Cambridgeshire County Council and District of the start location. The event provides an opportunity for the organisations to engage with the local community.

## Significant Implications

## 3. Financial Implications

- 3.1 The £100,000 funding towards the hosting costs associated for a Cambridgeshire stage will be charged to Enterprise Zone Funds.

## 4. Legal Implications

- 4.1 No legal implications. Any approved funding will be administered by CPCA Grant Funding Agreement.

## 5. Public Health implications

- 5.1 The event would be expected to attract over 200,000 spectators which would boost the local economy by more than £4m of visitor expenditure. Furthermore, the hosting of a start stage would not only showcase the County of Cambridgeshire but would also promote cycling and healthier lifestyle as 64% of event spectators are likely to cycle more.

## 6. Environmental and Climate Change Implications

- 6.1 No environmental or climate change implications.

## 7. Other Significant Implications

- 7.1 None

## 8. Appendices

- 8.1 Appendix 1 – Tour of Britain – Schedule 6
- 8.2 Appendix 2 – Tour of Britain – Promotional Brochure

## 9. Background Papers

- 9.1 None