

## Tour of Britain FAQ

### General

**QG1. What is the event?**

AG1. The Tour of Britain (TofB) is the UK's biggest free-to-watch sporting event. It is the UK's leading professional cycling road race held over 8 days. The race attracts some of the world's best cyclists, which have previously included Mark Cavendish and Sir Bradley Wiggins.

**QG2. When will the event be held?**

AG2. The TofB is held annually in early September. If Cornwall Council's Cabinet agree to underwrite the cost of hosting the Grand Depart of the Tour of Britain, it would most likely be the first Sunday in September 2020.

**QG3. What is the route?**

AG3. The race will cover about 180km of the county's roads. The route has yet to be finalised and discussions with the organisers will have a bearing on the final decision. A single days racing cannot cover all of Cornwall and we will be looking to maximise the impact of hosting of the TofB for the first time. As such CC intends that the race should visit iconic parts of Cornwall, including its mining heritage and town centres, making the event as accessible as possible to as many people as possible and delivering the greatest economic impact.

**QG4. How is the route decided?**

AG4. The preferred route will be selected to create the strongest introduction to Cornwall for the Tour of Britain in collaboration with SweetSpot and the needs of the race.

**QG5. What other events will take place around the TofB stage?**

AG5. It is intended to hold a series of town centre races in the weeks leading up to the main event. Additionally, communities will be encouraged to hold their own cycling and community events on the day.

**QG6. What will be the disruption to areas through which the race passes?**

AG6. Disruption is minimal as the TofB utilises a system of rolling-road closures. The route is closed for between 15 – 40 minutes ahead of the race passing through. The route can avoid passing through any major artery road in Cornwall - such as the A30.

**QG7. How can individuals, businesses and community groups get involved with hosting the event?**

AG7. Individuals – funding via Crowdfunding and donations.

Volunteer to be a marshal or TofB champion at either the start or finish.

Businesses – cash sponsorship or sponsorship in kind.

Community Groups – create local events and provide marshals for the race as it passes through your patch.

**QG8. What support is there for this event?**

AG8. Over 200 City, Town and Parish Councils contacted and asked whether they would support the race coming to Cornwall. Replies received from about 140, including all the biggest councils representing 86% of the Cornwall population. Of those who replied, 98% were positive. Support from the Cornwall cycling community. Statements of support received from 5 Cornwall MPs. Cross-party support at Cornwall Council, with an overwhelming vote of support for the creation of the feasibility study. SweetSpot and the Tour of Britain organisers are fully supportive of Cornwall hosting the opening stage in 2020.

**QG9. Who deals with the road closures, public safety etc?**

AG9. The event coordinator (project manager) in conjunction with the organisers will lead on road closures, risk assessments and public safety issues.

**QG10. Is there a requirement to use volunteers to ensure that Cornwall delivers a successful stage?**

AG10. Hosting a stage of the Tour of Britain is an opportunity for communities to showcase their patch to the world. It is expected that lots of people will want to be associated with the event and delivering a successful stage will be down to the efforts of many, including volunteers and town councils.

**QG11. How could my town benefit from being involved?**

AG11. Increased economic benefits by staging a community event. The estimated economic impact for the Cornwall is over £3 million (based on visitor spend at the tour stage). Promote cycling in and around your town with associated health and environmental benefits.

**QG12. How could my school benefit from being involved?**

AG12. Introduce young people to cycling and competitive sport. Help design the logo for Cornwall Tour of Britain 2020. Use the event as the thread for a term of work across a number of subjects.

**QG13. How could my business benefit from being involved in sponsorship of the tour stage?**

AG13. Increased economic activity, consume awareness and association with a high profile national and international brand.

**QG14. Why is Cornwall not considering hosting the Women's Tour?**

AG14. The Women's Tour is held in June and as such is a separate event. It currently attracts fewer viewers and generates less economic impact. With the Men's Tour in 2020, Cornwall will gain valuable experience of hosting a major sporting event and could consider the Women's Tour in a subsequent year.

## **Financial**

### **QF1. How much will it cost?**

AF1. The core event will cost c£345k. Hosting fee to organisers £200k and c£145k for logistics / event delivery / marketing / PR / promotion.

### **QF2. How will the event be funded?**

AF2. Cornwall Council Cabinet to take a decision on whether or not to underwrite the full costs of £345k on 7 November 2018. It is expected that sponsorship, Crowdfunding and grant funding will fund a significant amount, if not all the costs.

### **QF3. What is the expected economic benefit to Cornwall?**

AF3. The feasibility consultants have estimated £3.4m, based on a spend of £20 per person. This is supported by historical and geographical data from previous tour stages that showcases visitor spend at the stages and previous Cornwall route events such as Man Engine and Olympic Torch Relay. Visit Cornwall have suggested that the economic impact of hosting the Grand Depart could be as much as £10m.

### **QF4. How much will it cost individuals to watch the race?**

AF4. The race is a free-to-watch event.

### **QF5. How much will it cost my business to sponsor the Tour of Britain?**

AF5. A variety of sponsorship packages (and prices) will be created. These vary from Principal Sponsor through to Official Sponsors and Local Partners.

### **QF6. How can the council afford to host the Tour of Britain when it is closing down or reducing other services?**

AF6. This is an investment in boosting the cycling tourism economy to Cornwall as well as promoting the long term health benefits of Cycling. Also, a range of sponsorship opportunities will be created to recoup the investment required to host a stage of the Tour of Britain.

### **QF7. Will Cornwall Council have to pay to fill in potholes along the route or any other resurfacing?**

AF7. Cornwall has very good roads when considering hosting a stage of the Tour of Britain. If minor works need to be done, that can only be a good thing for the roads in Cornwall.

### **QF8. Will Cornwall Council be earning any income from hosting the Tour of Britain?**

AF8. Cornwall Council will take the opportunity to promote its involvement fully. The sale of items such as T-shirts, programmes, flags and other memorabilia will all enable the council to generate additional income from the event.

## **Risks**

### **QR1. What will cause the event to be cancelled?**

AR1. Lightning in the vicinity of the race will cause the event to be cancelled or rerouted. To date there has not been a single cancellation of a stage of the TofB.

### **QR2. What evidence is there that Cornwall hosting a stage of the TofB will be a success?**

AR2. The people of Cornwall are proud of their homeland and are keen to show it off. Other 'on-the-move events' such as the Olympic Torch and Man Engine have been a success. Devon has hosted 10 stages over 12 years, making £37m for their economy and they are holding it for a tenth time this September.

## **Benefits**

### **QB1. In addition to economic, what other benefits are expected?**

AB1.

**Tourism** - Devon 2016 stage – 250,000 spectators. National and international recognition - 425,000 watched live ITV4 coverage and 117,000 watched repeat show – regional media coverage – broadcast globally including North America, Asia, sub Saharan Africa - European cycling powerhouses including France, Belgium and Italy.

**Environmental and health** – Devon 2016 stage – 62% encouraged to cycle more often cycle more, pollute less and live longer and happier lives. Regular cyclists reduce their risk of developing cardiovascular disease by 46%. People who are physically active reduce chances of late-onset diabetes by between a third and a half. Cycling to work reduces the risk of cancer by 45%.

**Social and volunteering** – Community events and the feel good factor. Inspiration to achieve – Chris Opie saw an early incarnation of the Tour of Britain and was inspired to become a professional cyclist.

## **Legacy**

### **QL1. How does the TofB event fit into the broader Cornwall plan for cycling and events?**

AL1. It will act as a flagship event to promote Cornwall as a cycling tourist destination and capitalise on investment, such as Bodmin as a centre of cycling and it could promote future cycle route investments such as the Bay to Bay.

### **QL2. If Cornwall were to host the event more than once, will the route be the same as previous years?**

AL2. No, it doesn't need to be. It is the opportunity to show off Cornwall to the world and the appeal of hosting over a number of years is that all of Cornwall can be showcased (9 different routes per stage year). Devon has held 10 stages over 12 years and covered much of the county.

### **QL3. Will more people take up cycling and be encouraged to lead more active lives?**

AL3. Evidence from previous stages of the Tour of Britain has shown that many people are inspired to cycle.

Devon 2016 stage – 62%.

Beaumaris to Wrexham in 2015 – 75%.

### **QL4. How will Cornwall build on the anticipated success of hosting a stage of the Tour of Britain?**

AL4 Reinforcement of the sporting, health and social message.

Continued economic and tourism benefit.

Development of regional cycling events with neighbouring counties.

Repeat stage hosting of the Tour of Britain (every 2 years)

Bid to host a stage of the Tour de France as part of a Celtic Grande depart.