

**COUNTY COUNCIL
12TH SEPTEMBER, 2018**

**SUBJECT :
POST EVENT EVALUATION - TOUR OF BRITAIN 2018**

Purpose:

Post-event presentation to members on the Tour of Britain race which started in Carmarthenshire on the 2nd September 2018.

Recommendations / key decisions required:

For information and comment

Reasons:

- To update members on the initial impact of the event.
- To update members on initial post-event evaluation and lessons learnt to maximise promotional opportunities for the County in future.

Relevant scrutiny committee to be consulted : **NO**

Exec Board Decision Required **No**

Council Decision Required **No, for information**

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:-

Cllr. Peter Hughes-Griffiths (Culture, Sport & Tourism Portfolio Holder)

Directorate:

Communities

Designation:

Head of Leisure

Tel No. 01267 228309

**Name of Head of
Service/Report Author:**

Ian Jones

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**EXECUTIVE SUMMARY
COUNTY COUNCIL
12TH SEPTEMBER, 2018**

**SUBJECT:
POST EVENT EVALUATION - TOUR OF BRITAIN 2018**

SUMMARY OF REPORT

Presentation on the 2018 Tour of Britain which visited Carmarthenshire on the 2nd September.

The presentation will provide some initial feedback on the Tour of Britain Race, and its impact on the County. The presentation will promote some further feedback from members on the route of the first stage starting from Pembrey Country Park, onwards to Carmarthen, up the Tywi Valley and from Llandoverly on to the end of the stage in Newport, Gwent.

The presentation will also summarise the benefits of staging the 'Grand Depart' (start) of the race, and what the County is doing to maximise the potential benefits from the event.

DETAILED REPORT ATTACHED?

NO – Members will receive a presentation on the day

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: *Ian Jones*

Head of Leisure

Policy, Crime & Disorder & Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	YES	NONE	YES	NONE	YES

1. Policy, Crime & Disorder and Equalities

The event supports the Carmarthenshire Cycling strategy recently approved by members.

Gwyneth Ayres Corporate Policy and Partnership Manager.

2. Legal

The event is underpinned by a legal agreement between the Tour of Britain event organisers and the County Council.

3. Finance

- There was a £20k direct cost to staging the event, with support funding provided by Welsh Government's Major Events unit.
- Additional marketing and promotional costs are covered from existing budget resources with anticipated financial benefits outlined in the presentation.

5. Risk Management Issues

The event management plan was discussed in detail by the multi-agency Safety Advisory Group.

6. Physical Assets

Use of County Council Assets including Pembrey Country Park for the start of the stage, and the County's highway network

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed : *Ian Jones*

Head of Leisure

Community / Town Council

Relevant T&C Councils where race passes through, were fully involved in the race planning and played a huge part in the success of the event.

Relevant Partners

Welsh Cycling

Welsh Government Major Events Team

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Event agreement with ToB organisers	ToB01	Head of Leisure Office, 3 Spilman Street, Carmarthen