

REPORT TO:	HOUSING AND COMMUNITY SERVICES	AGENDA ITEM: 8
DATE OF MEETING:	21st APRIL 2016	CATEGORY: DELEGATED/
REPORT FROM:	DIRECTOR OF COMMUNITY AND PLANNING	OPEN:
MEMBERS' CONTACT POINT:	STUART BATCHELOR Ext: 5820	DOC:
SUBJECT:	AVIVA WOMENS TOUR OF BRITAIN CYCLE RACE	REF:
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: HCS07

1.0 Recommendations

- 1.1 To note and welcome the Aviva Womens Tour of Britain to South Derbyshire.
- 1.2 To seek approval for proposed programme of activity.
- 1.3 To seek approval for the use of £3406 Section 106 funds to be used towards the Cycle Hub provision at Green Bank Leisure Centre.

2.0 Purpose of Report

- 2.1 To inform Members of the Aviva Womens Tour of Britain Cycle Race coming through South Derbyshire and gain their approval for developing a programme of activity to support the event and the promotion of cycling in general.

3.0 Detail

- 3.1 The Aviva Womens Tour of Britain bike race will be held for the second year in June, 2016. It will visit Derbyshire on two days, on 17th June it will start in Ashbourne and finish the days stage in Chesterfield. On Saturday 18th June it will go through South Derbyshire on its Nottingham to Stoke on Trent Stage. The route is provided on Annexe No.1.
- 3.2 Derbyshire County Council has secured the Tours presence in Derbyshire on the basis that the economic benefits from hosting such events are significant to the towns were the stage starts and finishes and promotes the other areas that the tour goes through. The tour will be televised in terms of highlights on ITV4 and significant spectator interest is generally experienced at hill/sprint points and in urban areas. The route through South Derbyshire is approximately 18 miles in

length with a duration of approximately 30 minutes. An in race 'sprint' will take place on the Hartshorne/Woodville section (exact location to be confirmed). This will certainly be shown on the tv highlights along with any locations of particular scenic/historic note and significant spectator numbers. .

3.3 The visit of the Tour provides the District with a unique and timely opportunity as it arrives just as the development of cycling is identified as a key priority in the Corporate Plan. This fact adds to the objectives that present themselves for the Tour:

- Promote the Tour for spectator attendance
- Promote cycling activity to a family audience
- Engagement of local businesses and stakeholders
- Promote physical activity to women and girls
- Provide a Legacy for cycling in the District

3.4 These objectives will be achieved through the following proposal:

District Cycle Plan – launch of the Plan which will complement the Derbyshire Cycle Plan and provide a 5 year programme of activity, infrastructure change, advocacy and leadership around cycling.

Swadlincote Cycle Hub – the establishment of a secure cycle hub at Green Bank Leisure Centre that provides secure cycle storage and shower/changing facilities for people who want to commute to work in Swadlincote.

'What's On Guide' Cycle Special Edition – a 4 page special edition of the guide to promote cycling opportunities and the spectator opportunities as the race moves through the district.

Eureka Park Cycle Show (18th June) – a 'come and try it' event which will offer participation opportunities as well as a viewing point for the peloton as it goes through Swadlincote.

Family Bike Ride (19th June) – **Provisional** consideration for an off road series of family targeted bike rides at Swadlincote Woodlands or Maurice Lea Memorial Park.

Communication Plan to engage Parishes, National Trust, National Forest Company, businesses, community groups, schools and other cycling stakeholders in order to support the riders on the day.

A weekend of Women and Girl activities at Green Bank and Etwall Leisure Centres to use the Womens Tour and the 'This Girl Can' national promotion to encourage female participation.

- 3.5 Some or all of these proposals will be developed over the coming weeks with the District Cycle Plan being brought to Members for approval in June.

4.0 Financial Implications

- 4.1 The total cost of the proposed activity will be £10,000 this is made up as follows:

Swadlincote Cycle Hub: The capital cost is estimated at £5,000 which is for the secure cycle storage, landscape works, signage, lockers and CCTV camera at Green Bank Leisure Centre. This will be funded from capital still unspent in the Grove Active Zone Project (specifically allocated for this use). Plus the use of £3,400 Section 106 funds that have been received for use on sports facilities in the urban area. Funding will also be sought from the Derbyshire County Council Sustainable transport Scheme.

Eureka park and Community Bike Ride Activities: The cost of this is estimated at £3,000 and is also being funded from the Grove Active Zone Project that included an allocation for cycle development and has target participations set as part of the Sport England £500,000 grant.

Cycle Action Plan – no additional costs are involved in the production of this Plan, financial implications of delivering the Plan will be identified when Members consider its adoption.

Women and Girls Physical Activity Programme – this Green Bank and Etwall Leisure Centre programme will be fully funded by Active nation.

'Whats On Guide Special and Marketing' – The estimated cost is £2,000 and a request has been submitted to the South Derbyshire Partnership for this in view of the Districtwide benefits from the Tour coming to South Derbyshire.

- 4.2 Consequently the cost of the cycle activity and the capital works should be found from existing projects and external sources and extra funding outside of existing budget allocations will not be required.

5.1 Corporate Implications

- 5.1 The development of a South Derbyshire Cycle Action Plan to compliment the recently adopted Derbyshire Cycle Plan is a key aim in the 'People' theme of the new Corporate Plan. The visit of the 'Tour' will provide a significant landmark event to launch that plan and to encourage increased participation in cycling by all the community but particularly women and young children.

6.0 Community Implications

6.1 The Tour will initiate the start of a cycling plan for the District which will start to increase opportunities and facilities for participation in cycling as both a means of transport and also a fun and healthy activity..

7.0 Conclusions

7.1 The Aviva Womens Tour of Britain coming through South Derbyshire will provide a unique opportunity to launch the Councils work on promoting cycling as a healthy and sustainable activity.