

Impact of the UK stages of
The Tour de France 2014

Three Inspirational Days

Photo: James Maloney, Spin Cycle Magazine



“Amazing, unforgettable, and the grandest Grand Départ ever!” Christian Prudhomme, ASO.



Foreword

Anyone who experienced the opening three stages of the Tour de France in the UK this summer will remember it for years to come as an astonishing sporting spectacle.

Five months on, this report looks behind those three inspirational days in July to assess the wider benefits for the host organisations and the communities they serve. It examines the benefits that have flowed to the areas that hosted the Tour and measures the economic return generated from the public funds that we invested.

It is clear from the research, conducted independently, that the Tour has delivered excellent value for money. Not only have we, collectively, staged a safe and enjoyable event, but we also met our wider goals: to deliver economic benefit; to raise our profile to attract tourism and investment; to cement the UK's position as a world leader in delivering major events; and, not least, to inspire many thousands of people to start cycling or to cycle more often.

What's more, we expect to see some of these benefits having a continuing impact in the years ahead, as more tourists visit the UK, more firms secure trade deals and more people feel the benefits of cycling.

Of course, none of this would have been possible without the individuals, organisations and communities that backed the Tour to make it a success. The millions of spectators who turned out were proof that people in Yorkshire, Cambridge, Essex, London and far beyond got behind the Tour on its journey through the UK. We thank them and everyone who played their part in creating a truly remarkable event.



Councillor Keith
Wakefield
(Leader, Leeds
City Council)



Sir Rodney
Walker
(Chair,
tdFHUB2014 Ltd)



Liz
Nicholl
(CEO,
UK Sport)



Gary
Verity
(CEO, Welcome
to Yorkshire)



Sir Peter
Hendy
(Commissioner,
Transport for London)

“The three opening stages of the 2014 Tour de France confirmed the UK’s reputation for staging world-class sporting events. It was a great privilege to have been part of it and I would like to place on record my deep and sincere thanks to all who contributed to making the Tour such a success.”

Sir Rodney Walker, Chair TaFHUB2014 Ltd



Acknowledgements

As referenced in the report, there were so many organisations and individuals involved in making this event a success it would be impossible to name each and every one.

The following were key partners involved in the planning and hosting of the 2014 Tour de France

in the UK:

Barnsley Metropolitan Borough Council, Bradford Metropolitan District Council, Calderdale Council, Cambridge City Council, Cambridgeshire County Council, City of York Council, Craven District Council, Derbyshire County Council, Essex County Council, Hambleton District Council, Harrogate Borough Council, Kirklees Council, Leeds City Council, North Yorkshire County Council, Peak District National Park Authority, Richmondshire District Council, Rochdale Borough Council, Sheffield City Council, Transport for London, Wakefield City Council, Welcome to Yorkshire, Yorkshire Dales National Park Authority, British Cycling, Asda, London & Partners, Leeds & Partners, UKTI and Marketing Sheffield, Police, Fire and Ambulance Services, NHS plus Transport bodies and authorities as well as the British Army.

In drafting this report there are a number of people we wish to thank:

The organisations that funded this work on behalf of all of the delivery partners: Leeds City Council, Transport for London, UK Sport and TdFHUB2014 Ltd.

The Steering Group for their efforts and attention: Tom Bridges (Leeds City Council - Chair), Chris Mather (Transport for London), Jerry Bingham (UK Sport), Tracy Commons (Welcome to Yorkshire), Iain Edmondson (London and Partners), Henrietta Duckworth (Yorkshire Festival), Graham Titchener (Cycle Yorkshire and City of York Council), Matthew Roberts (Harrogate Borough Council), Brendan Moffett (Marketing Sheffield), Martin Morton (UK Sport) and Alison Edbury (&Co)

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To all of the people who agreed to be featured in this report as part of the People's Tour – very many thanks for your support and help. We were overwhelmed with over 300 brilliant contributions, we are sorry we could not include them all but thank you very much for sharing your experience with us just the same.

All at Welcome to Yorkshire for their significant support with this work, including use of their image bank.

James Maloney (Spin Cycle Magazine) for kind use of the Buttertubs photograph displayed on the front cover.

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Most importantly – to all of the jersey knitters, community organisers, café painters, pop-up carnival participants, school activity leaders, land art creators and the 3.5 million spectators – thank you for getting involved.

“There is no doubt the Grand Départ of the Tour de France was incredible for many businesses in Yorkshire and the benefits will be felt for many years to come.”

Gary Verity, CEO of Welcome to Yorkshire



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“As a city and county we are already seeing the legacy of the Tour, with more people cycling than ever. We are firmly committed to maximising that enthusiasm and the unique range of benefits the event has brought and will continue to bring in the months and years to come.”

Councillor Keith Wakefield, Leader of Leeds City Council

MATTEO TRENTIN

Italy dob:02/08/1989 h:1.79m w:74kg



Introduction: an occasion like no other

In July 2014, the eyes of the world were on Yorkshire, Cambridge, Essex and London as they staged the first three stages of the 2014 Tour de France. The Tour is the largest annual global sporting event, and the oldest and most iconic cycle race in the world.

In hosting the event the partners aimed not only to deliver a world-class sporting event that exceeded expectations but also to:

- Enhance the UK's reputation as a world leader in delivering major events;
- Secure significant economic benefits for the areas the Tour passed through, as well as for the UK overall;
- Raise the profile of Yorkshire, Cambridge, Essex and London as places to visit and invest in;
- Inspire a legacy of cycling and increased participation in sport more generally; and
- Showcase the creativity and enthusiasm of our communities.

This report sets out the findings of a comprehensive research programme to assess the economic and social impact of staging the Yorkshire Grand Départ and the Cambridge to London third stage of the 2014 Tour. The impacts were analysed using a nationally recognised and accepted methodology (eventIMPACTS).

At the same time we also look at the stories of businesses, communities, volunteers, schools and local residents who played their part in making this a unique and memorable event. Not all impacts can be measured in numbers or pounds and pence – some things are more intangible but help describe the enthusiasm with which people embraced this event and welcomed the world.

Methodology

This study was guided by the nationally recognised, industry standard methodology - eventIMPACTS. This isolates the 'additionality', i.e. the difference, that hosting an event made to the economy. However, due to the size, scale and uniqueness of the event we have also considered a broad range of other information and research.

An independent research agency, SPA Future Thinking, was commissioned to carry out the primary research, which included four surveys:

- A face to face survey of over 4,000 spectators during the event and a follow up three months later;
- A survey of over 700 businesses across the 3 UK Stages immediately following the event with a follow-up three months afterwards;
- A survey of 2,200 volunteer Tour Makers;
- A survey of a nationally representative sample of the UK adult (over the age of 16) population.

All of the graphics and statistics used in this report are from the SPA Future Thinking Research unless otherwise stated. A more detailed description of the methodology can be found in the Appendix.

Partners

This work was commissioned, on behalf of all of the delivery organisations, by Leeds City Council, Transport for London, UK Sport and TdFHUB2014 Ltd. The work in its entirety was managed by a joint Leeds City Council, Regional Economic Intelligence Unit and London and Partners Project Team, overseen by a Steering Group representing all stakeholders.



Photo: Leeds City Council

“Key to successful delivery and the feel good factor was the integration of services across geographic areas so that it felt like one event over all three days, with services (public and private) working seamlessly together.”

Sir Peter Hendy CBE, Commissioner, Transport for London



Staging the event: 100 organisations – one team

A huge amount of preparation went into bidding for, planning and successfully delivering the event. This involved a large number of organisations, over 100 at the last count, who united to deliver the world's biggest annual sporting event. As well as staging the race, partners worked to maximise the benefits with a programme of activity to engage businesses and residents.

Bidding for the Grand Départ

Early in 2012, a campaign began to bring the Grand Départ to Yorkshire. A formal bid to host the event was submitted to the ASO (the owners of the Tour de France) by Welcome to Yorkshire (the official destination management organisation for Yorkshire) in March 2012, supported by a number of local authorities.

Over the summer of 2012, public awareness grew, and a nine month campaign to show the scale of support to 'Back Le Bid' was built. More than 170,000 people gave their support, including the President of France, Francois Hollande. Alongside of the official bid, Welcome to Yorkshire implemented a fully integrated marketing campaign and engaged with members of the public and businesses across all sectors of the economy.

At the same time, for London, Cambridge and Essex hosting Stage 3 of the Tour de France offered the same

opportunities as it did for Yorkshire: an unmissable chance to showcase their areas to a global audience. It also offered a huge opportunity to inspire new cyclists of all ages.

In December 2012, ASO announced their decision to hold three stages in the UK and details of the routes were announced in January 2013 at the 'La Nuit du Tour', a celebratory evening of bands, children's choirs and fireworks which set the tone for the 18 months ahead.

Hosting three stages that spanned administrative boundaries brought challenges but more importantly allowed new relationships to be formed and new partnerships to be created. Expertise and knowledge was shared across boundaries in an unprecedented way, with a strongly collaborative ethos at the heart of all of the planning work.

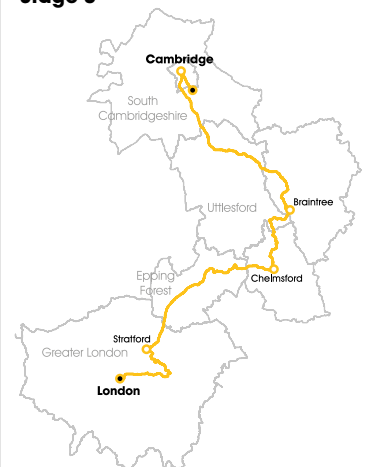
Stage 1



Stage 2



Stage 3



The hard work begins: 100 organisations – one team

The challenge of staging the Tour in the UK brought together an unprecedented coalition of organisations around a common purpose: to stage a sporting spectacle that would showcase our country across the rest of the world. The main players were:

- ASO (Amaury Sports Organisation) – commercial body, owners of the Tour de France;
- Welcome to Yorkshire – main contract holder for Stages 1 and 2 and for Stage 3 outside London;
- Leeds City Council – lead local authority;
- Local authorities – event organisers within their own boundaries;
- Transport for London – contract holder for Stage 3 within London; and
- UK Sport – Government sports agency providing the route for £10m funding, assurance of the programme and major event expertise.

The Government set up TdFHUB2014 Ltd, a not-for-profit organisation to co-ordinate planning and delivery of Stages 1 and 2 of the Tour in Yorkshire and to work with Transport for London on Stage 3, from Cambridge to the Capital. TdFHUB2014 Ltd brought all of the key delivery partners together and managed the £10m Government contribution to staging a safe and secure event. Work was organised around a number of themes:

- Venue and route operations;
- Safety and security;
- Transport and highways;
- Communications;
- Finance and procurement; and
- Coordinating local authority delivery.

As has been said, the key to successful delivery and the feel good factor was the integration of services across geographic areas so that it felt like one event over all three days, with services (public and private) working seamlessly together. The result provided a working model of what can be achieved when organisations work collaboratively.

- Nineteen separate authorities co-ordinated traffic regulations across 300 miles of route to allow the Tour to pass. Special air traffic control arrangements were implemented and Parliament approved amendment of traffic legislation.



Twenty Four Seven Recruitment, Home Care Provider Leeds

"We work in partnership with Leeds City Council as a provider of essential services for the most vulnerable people living in the city, and we wanted the Tour to be a successful event while also making sure our clients were properly cared for.

Meticulous planning and seamless execution went into the success, but the real achievement was a total commitment to the success of the event by all the staff.

All holidays and planned off-duty days were voluntarily cancelled and family members and customers were involved in the planning process. Staff camped on campsites close to their customers, slept over at colleagues' houses, parked on their customers' parking bays and, where possible, joined in the fun by cycling to all their customers' homes to ensure everyone received their essential visits.

The Tour de France was not just a one day event, it was the first day of the future in changing in how home care is delivered, how providers work with and support their customers, and how communities need to work together to ensure better lives for everyone in Leeds. We've proved we can do it, so let's build on it."

- Staff on the ground deployed 30,000 traffic cones, 5,000 special road signs and 100 kilometres of barriers – and cleared them up after the event.
- Practice exercises held before the event brought together unique combinations of agencies and professionals, creating new channels for the exchange of professional expertise.
- Some care workers camped out to make sure that, despite road closures, services remained unaffected. Street cleansers worked overnight so that our streets looked their best.

Quite simply, the UK Tour stages would not have been possible without the active commitment to partnership demonstrated by such a wide variety of organisations. Furthermore, the relationships and networks created as a result are a valuable asset for the future - not least to provide a foundation for bids for other potential events.

As part of the planning Asda worked with Welcome to Yorkshire and TdFHUB2014 Ltd to recruit and train a volunteer army of 8,000 Tour Makers. Tour Maker roles ranged from welcoming international visitors, to supporting the emergency services and being a friendly and reassuring face at the event.

The programme was very successful with the volunteers more than living up to the 'happy to help' message displayed on their uniforms. They were key to creating the fun, relaxed atmosphere that made the Tour so enjoyable.

The People's Tour



Vijay Dayalji, Tour Maker Bradford

"I'd have paid to do it. If I can make one person's day better - because I show a child where the toilets are or whatever it is - I'll be happy, because I'll be part of the legacy of cycling in Yorkshire."



Photos: (bottom) Twenty Four Seven Recruitment, (top) Leeds City Council

Business engagement

Organisations worked hard to inspire and inform the business community. Work began in 2013 with Grand Départ roadshows run by Welcome to Yorkshire for visitor economy businesses across Yorkshire. These attracted hundreds of participants and led to a rolling programme of workshops organised by local authorities, Welcome to Yorkshire and the Local Enterprise Partnerships.

A toolkit for businesses was produced by Leeds City Council in collaboration with Welcome to Yorkshire and more than 100,000 were distributed across Yorkshire in the year before the event. There was a clear message to the business community: that they should prepare well in advance and plan how best to benefit from the opportunities presented.

Working with the government's export and international trade body UK Trade and Investment (UKTI), Welcome to Yorkshire, Marketing Sheffield and Leeds and Partners organised an International Festival of Business for the week before the event.

This was the first time a business festival had been organised in conjunction with the Tour, and more than 2,000 participants from 25 different countries were welcomed.

In total, 25 events were held in Leeds, Sheffield and York that explored the heritage and strength of the Yorkshire and UK economies in fields as diverse as sports science, advanced manufacturing, textiles and health informatics. A new business network for collaboration with China was launched, a game jam competition saw regional talent seeking to create new products themed around cycling, and the importance of Yorkshire in the bio-economy was highlighted at an international conference in York.

To celebrate the Grand Départ, UKTI also teamed up with the UK Fashion and Textile Association and the Campaign for Wool to create a comprehensive textile showcase, illustrating the many facets of today's Yorkshire textile industry. The showcase displayed The Tour de Fleece, a premium yarn that was designed, spun, woven and finished in Yorkshire.

This activity combined to create a pipeline of trade and investment deals: over 100 companies are currently in negotiation with indications this could result in a considerable boost to the UK economy.



Tour de Fleece Leeds

"The Tour de Fleece cloth was created to provide a vehicle for Yorkshire Textiles to be highlighted and showcased using the unique opportunity of the Tour de France. The cloth showcased regional textiles and skills as it was completely processed within 40 miles: from fleece – yarn spinning – dyeing – weaving – finishing and design through to the tailored products. UKTI and UKFT utilised the cloth as the main textile product in the Grand Départ Fashion Show and promotions. Key figures also commissioned jackets in the cloth with James Laxton, of textile manufacturers Laxtons Yarns in Guiseley Leeds, proudly wearing his 'Tour de Fleece' jacket when meeting HRH Prince Charles. The depth and breadth of public awareness has also been developed due to the positive press coverage of the Tour de France. There continues to be considerable interest in the cloth and Yorkshire textiles since the Tour de France with several young designers expressing interest in using Yorkshire textiles."

Suzy Shepherd, Yorkshire Textiles

Celebrating the Grand Départ through culture

Welcome to Yorkshire announced the first [Yorkshire Festival](#), sponsored by Yorkshire Water and the Arts Council. This festival ran for the 100 days leading up to the Grand Départ - from 27th March to 4th July. It was designed to showcase the region's finest creative talents on a national and international stage, with a full programme of music, dance, theatre, film, art and sculpture. This was also the first cultural festival to be held alongside the Tour.

Activities were held across the UK. Cambridgeshire, for example, held a 'Vélo Festival' - a series of countywide activities run by local community organisations to celebrate the cultural and sporting heritage of Cambridgeshire. The programme featured a range of community activities, including charity rides, art exhibitions, food and music events, and bike maintenance workshops.

The 100 day countdown was marked at Welcome to Yorkshire's Y14 conference in March 2014, where the first official Grand Départ anthem was launched. That evening, guests attended the 100 Days dinner at Ripon Cathedral where they were given a preview of Yorkshire Festival highlights including poetry and community cinema.

The festival attracted over 800,000 people to 2,225 performances and other events in the 100 days running up to the Grand Départ. Highlights included:

- Leeds born sculptor Thomas Houseago created two giant sculptures for Leeds city centre and the Yorkshire Sculpture Park;
- The Ghost Peloton - a riding team of 50 road racers, stunt cyclists and large-scale projection of dancers all wearing remote-controlled light suits to produce a stunning live choreography; and
- Maxine Peake's play 'Beryl' celebrating the extraordinary sporting achievements of Leeds cyclist Beryl Burton was specially commissioned for a series of performances at the West Yorkshire Playhouse.

The People's Tour



Cycle of Songs, Cambridge

"Cycle of Songs was an Arts Council England funded project commissioned by Cambridge City Council, devised by the award winning Pilot Theatre and Historyworks to mark the Tour de France visit to Cambridge on 7th July 2014. Nine pieces were commissioned from a wide range of composers and poets, inspired by historical research devised and shaped by Helen Weinstein and based on original sources of fascinating and quirky stories at iconic places in the heart of Cambridge. This project showcased astonishing heritage storytelling and showed the Creative talent and diversity of Cambridge by including thousands of local people of all ages sharing their history and celebrating the city in song and poetry. The songs were all performed by local choirs, musicians and poets to make a free app for Cambridge to leave a lasting digital legacy."

Cambridge City Council

To celebrate the 101st edition of the Tour, London released 101 special edition yellow Cycle Hire bikes at 101 days to go. With around 10,000 Cycle Hire bikes covering over 100km² of the capital, people had around a 1 in 100 chance of hiring one of these special yellow bikes.

Towns and cities along the route began to focus on dressing the streets, shop windows, transport hubs and public buildings to make them as welcoming as possible, and to encourage people to think about what they would be doing over the days of the Tour. As July approached, many hundreds of posters, flags and miles of bunting had been distributed and proudly displayed by businesses and communities. The themes of the Tour's shirt colours – yellow, green and white with red polka dots – become ubiquitous as the host regions were dressed for the show.

The week before

As race day approached Yorkshire, Cambridge, Essex and London all buzzed with activity. There were pop-up Grand Départ shops opened in city and town centres, the Tour caravan vehicles began to assemble, a huge media village was constructed in the centre of Leeds, and hotels filled with Tour guests.

A successful opening ceremony to present the teams and riders, hosted at the Leeds Arena, gave all involved a flavour of the Tour frenzy. The streets were packed as the riders parade travelled from the University of Leeds to the Arena. In the Arena the official Tour song was performed, and the dancers of the Ghost Peloton performed. Singers Alister Griffin and Kimberley Walsh appeared and Yorkshire band Embrace closed the show to deafening applause. At the same time, 600 bell ringers in 60 churches across Yorkshire rang their bells in celebration, welcoming the world to Yorkshire.



The People's Tour



Bank View Café (Polka Dot Café) Barnsley

"The weekend was a great success. Saturday was quieter than I thought it might be, however the atmosphere was marvellous. For me it was never really going to be about a single weekend's takings, because in catering the margins and costs make that foolhardy.

It has always been about creating a long term benefit for the cafe. The outstanding result of the Tour has been the exposure that has resulted from painting my café.

The future for me now is about solidifying my status as a cyclists' café in the heart of hill climbing deemed worthy of the Tour de France."

Pete, owner Bank View Café

The People's Tour



Road Through York Community Art Project

Amateur artists from in and around York, including students from adult education, residential homes and schools joined in to re-create an original painting, produced for the project by artist and tutor Karen Winship.

Influenced by the work of David Hockney, the original painting was scaled up and then broken down into 320 metre-squared panels with each panel painted by different people. The finished work was exhibited at York Race Course on the 6th July as part of The Grand Départ Celebrations.

Claire Douglas, project organiser said, "it was a fabulous project to be a part of a real community project that created a sense of belonging, a feeling of togetherness and achievement."

“The most memorable and rewarding thing for me was seeing the complete cross section of the local communities who came out to watch the race and who got involved. It was a delight to see so many people talking and enjoying the vibrant atmosphere.”

Councillor Ann Naylor, Essex County Council



Our communities: inspired and involved

The ethos of the Tour de France is that it is a race that all can enjoy, from those who have cycled hours in advance to stand on the peaks of steep climbs to watch their cycling heroes, to those on deck chairs having a picnic in front of their house.

Local authorities and other key partners pulled out all the stops to make sure spectators had a memorable day. As well as all the essentials – safe viewing points, toilets, transport and car parking – most places offered much more. Official Grand Départ Spectator Hubs and Fan Parks were created in 24 locations, offering big screens, food stalls and family entertainment. Many other locations put on events to entice spectators to make a full day of their Tour experience.

As the race left Leeds, for example, spectators who had set their alarms to guarantee their front row place were rewarded, as hot on the wheels of the riders, the next big thing past the start line was a jaw dropping Pop-Up Carnival from Leeds West Indian Carnival. This set the tone for the next three days, with street performers, music, art and an electric atmosphere along the 339 miles of the route. Yellow bikes, 23,500 knitted jerseys, miles of bunting, hundreds of flags, countless painted faces and even yellow sheep welcomed the riders, along with an astonishing wall of sound as spectators shouted their support for their favourites.

The people of Yorkshire, Cambridge, Essex and London were captured by the romance of the Tour and got involved in ways that nobody could have predicted. Over 500 community events and activities took place in cities, towns and villages along the route during the three days of racing. And it spread, reaching the front pages of most national newspapers and social media. 'Tour de France' hashtags were trending across Twitter for the days before and over race weekend itself. Tweets from the riders, commentators, organisers and most importantly, thousands of spectators tell the story of those three inspirational days in July, when Tour fever took over the whole country.



Sporting Memories @SportsMenNet

In 12 years of Le Tour I've never seen anything like it

Support for the Tour

The spectator survey shows that there was clear and overwhelmingly positive support from local residents for the event as 92% of residents who watched Stages 1 or 2 strongly agreed that the event had been good for their local area, with 79% of residents attending Stage 3 saying likewise.

Figure 1: Hosting the Tour de France has been good for the local area



Sam and Kayleigh:

“Our TdF progression: Saturday Ripon sat on coats, Sunday Sheffield with a picnic blanket and inflatable cushion, today the Mall with chairs! Want to carry on into France but unfortunately work want us back tomorrow...”

The People's Tour



Marie Curie Cancer Care (Official Charity Partner of the Yorkshire Grand Départ)

Marie Curie organised 300 Grand Départ events in Yorkshire in the month leading up to, and including the Tour, including: cake sales, loom band sales, cycling challenges, having two vehicles in the Tour publicity caravan and a charity bike ride from London to Paris.

On the day of the race, a team of 14 amateur riders, each raising enough money to fund a Marie Curie nurse for a year, cycled the Stage 1 route before the professionals in what was termed the 'Power Peloton'.

In total (monies still being finalised) it is estimated that more than £500,000 will have been raised for Marie Curie from activities directly around Le Tour.

This will fund 25,000 nursing hours for people with all terminal illnesses, allowing nurses to provide patients and their families with free hands-on care and emotional support in their own homes.

“Where have all these people come from? How have they got here? Where have they parked? I know London is usually busy but I can't believe these numbers.”

Rob Hayles, Former Great Britain cyclist on BBC Radio 5 live sports extra

The People's Tour



Flying Colours – Flag makers Harrogate

“The Tour outweighed any expectation we had – we were very, very busy. Profits and turnover were up. We saw more orders and busier website traffic than we did for even the Queen's Jubilee. We are only now catching up with our day-to-day business, and we will now also be taking on an apprentice.”

Andy Ormrod, Managing Director

Flying colours dressed Knaresborough with bunting, the winner of the Welcome to Yorkshire Best Dressed Tour de France Town.



Richie Porte @TeamSky

The crowds were just massive. It's like nothing I have ever seen anywhere before. #tdf Yorks #tdf

Allez Wincobank Festival, Sheffield

Allez Wincobank Festival took place on Saturday 5th and Sunday 6th July with a range of creative community-based activities to celebrate the Tour de France, raise awareness of local heritage and welcome visitors to the area.

The main elements were a reconstructed Iron Age Village with re-enactment and heritage craft activities including bicycle-powered iron smelting (organised by the University of Sheffield), live folk music, children's performances and fairground rides.

Some 75 children rehearsed and performed with drumming tutor Steve Rivers to recreate the rhythms of the race for a live drumming performance. 70 children worked with artist Paul Evans to design a logo to represent Wincobank old and new and helped to lay it out in wood chip on the grass.

A further 210 children from local schools and Scout groups decorated Queen Cartimandua's Roundhouse, designed and erected by Heeley City Farm. Many children proudly showed off their work to each other and to their families.

Penny, of Friends of Wincobank Hill, said: "I would like an annual 'Wincobank en Fête' as it was cheering to see the bunting out and the houses decorated, and the co-operation between groups was a breakthrough."

The People's Tour



Steel Stage, Sheffield

"Located on land adjacent to the route, the Steel Stage event offered a unique opportunity to showcase the offerings of the local community, businesses, talent and art on a national platform. Organised by three previously unconnected companies (FGOWI Events Ltd, Langsett Cycles and Bradfield Brewery) from Friday 4th to Sunday 6th July the Steel Stage hosted two temporary campsites (both fully booked in advance of the weekend) and a festival field which provided live music, charity cycling events, family entertainment and refreshments - attracting over 20,000 people. The event took 18 months from instigation to execution and enabled a much larger volume of people to experience the event in this location than would otherwise have been possible. A strong working relationship between the companies has been established and there is now the potential for the delivery of future events."

The People's Tour





Mark Casci @MarkCasci

Take a bow Yorkshire: The big day when we exceeded all expectations #tdfyorks



GeraintThomas

@GeraintThomas86 of @TeamSky

My ears are ringing now; it was like being in a disco for four hours #tdfyorks



Hannah Cockroft MBE @HCDream2012

Fantastic night at #tdfceremony @leedsarena thank you for having me as your guest @ Welcome2Yorks @GaryVerity! So excited for this weekend!

The People's Tour



Wendy Davis Spectator at Hawes Richmondshire

"We came to Hawes for the day to watch the Tour, and we couldn't believe how much Hawes had embraced it. Yellow banners, painted bikes, it was terrific. We loved it so much we stayed the night in Hawes Youth Hostel, we genuinely didn't want to leave. Thank you Hawes, we will be visiting again!"

The People's Tour



Woodside High School London

Woodside High School became involved with the Tour de France, introducing pupils to the event through schemes such as 'Bike It Plus' and Transport for London's 'Youth Travel Ambassador' programme.

Woodside High also held a cycling month to inspire and motivate pupils to cycle to school. These schemes, combined with the Tour, have helped to boost interest in cycling. As a result, cycling levels in Years 7 and 8 pupils have more than doubled compared with those before the Tour de France came to London.

Pupils from Woodside High Attending the Tour de France Fan Park at Green Park on Saturday 5 July, 2014.



James Reed @JamesReedYP

On an amazing day for #Yorkshire don't forget the hard work of countless council staff who helped make it happen.
#tdfyorks #localgov



NorthYorkshirePolice @NYorksPolice

Unbelievable scenes #Buttertubs #TDF Never seen crowds like it! Our officers are there to ensure everyone stays safe



Huge respect to disability charity @scope completing a 24 hour ride in Harrogate on day of Tour de France #tdfyorks



John Mcgovern

I had the privilege and the honour of working on the tour for the last 18 months as the Tour Manager for Harrogate..... I'd just like to thank all of the people that came to watch with such a fantastic attitude and spirit..... You all made the event what it was!!!! 👍 7 July at 19:51

The People's Tour



Bishopthorpe Road Traders Association York

The Bishopthorpe Road Traders Association (a group of 60 businesses) were given permission for a stretch of Bishopthorpe road, which the race came through, to remain closed following the race so that a street party could be held, winning them the Best Dressed Street award from Welcome to Yorkshire.

The street party ran from noon until 7pm with a reported 10,000 people attending throughout this time with many of the 50 business and community stalls running out of stock before the day was over.

The usual slogan used by the association "I love Bishy Road" was changed to "J'Adore Bishy Rue" for the celebrations, and the association itself sold £3,800 worth of merchandise and over £4,000 in raffle tickets. Profits have been ploughed back into the association and local community.

“The Tour de France coming to Britain was a great occasion. The rail industry worked hard with the organisers to help as many people as possible to travel to the event by train, and were firmly committed to helping make the UK stages of the Tour a huge success. On the day all the advance planning paid off, with rail playing a key role, moving record number of passengers.”

Conrad Haigh, Association of Train Operating Companies



Spectators: they watched in their millions

Estimating the number of people who watched is challenging at an event like the Tour de France because of its scale and because nobody needs to buy a ticket. Anyone can enjoy the spectacle from the side of the road.

While crowds were monitored during the three days of racing to make sure that people remained safe, a further piece of work was done to estimate how many spectators lined the route across the three days.

Understanding these figures is important to appreciating the scale and reach of the event and provides the basis for calculating the economic and social impacts. If crowd numbers are over or underestimated, so are the corresponding impacts too.

Measuring spectator numbers

A crowd count for an event like this over such a wide area can only ever be an informed estimate but our methodology allowed us to make an educated assessment of numbers in several ways. We then put these numbers together to give us a full picture over each route and sense check with local knowledge and national data to make sure we were broadly right.

The principal method used to identify the total crowd size was through analysis and categorisation of the route. To do this the television footage for the three days was analysed. This allowed us to look at the entirety of the route – so that we counted not only crowds at the busiest parts but also where there were fewer or no people watching. To do this:

- the route was divided into units of 0.5 km;
- these sections were categorised by the types of area and type of viewing point (for example, at King of the Mountains sections);
- using the television footage the crowd was counted at a sample of these sections;
- these crowd counts were used to estimate the numbers at each type of area and type of viewing point - statistical techniques were used to do this;
- estimates were then sense checked by the project team using local knowledge and other crowd estimates.

This allowed the team to reach an overall number of spectators for each stage of the race. For the eventIMPACTS methodology it is also important to understand how many people viewed the race from more than one location, or who viewed more than one

stage. The spectator survey was used to make this estimation.

Finally a further cross-check was to compare the findings to those of the National Omnibus Survey, which asked people whether they watched the race in person.

Estimated crowd numbers

This combined research told us that over the three days 4.8 million people lined the route: 3.3 million in Yorkshire and 1.5 million in Cambridge, Essex and London. Of that 4.8 million people, 1.3 million people watched from more than one location within one stage, or watched more than one stage, so the total number of 'unique' spectators is 3.5 million people. This process is shown in Figure 2. The number of unique spectators for Yorkshire, Cambridge, Essex and London do not add up to 3.5 million because the national (total) number only counts people who watched in both areas once.

Figure 2: Estimated total spectators

While there is a margin of error, this represents as good

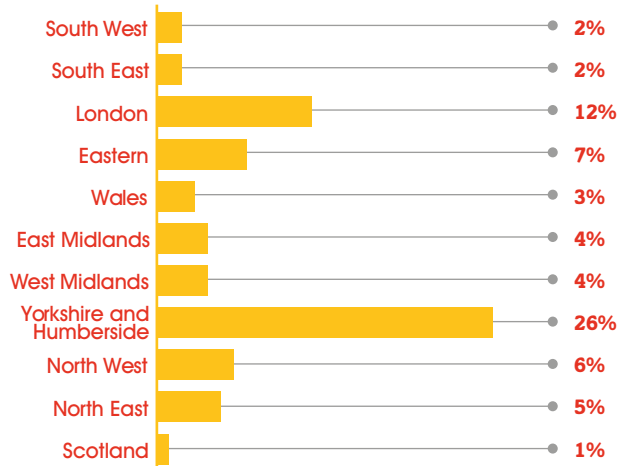


an estimation of crowd numbers as it is reasonable to make.

The National Omnibus survey broadly supports these findings. It showed that 3.1 million people in the UK, excluding overseas visitors, watched the event in person, including one in four people in Yorkshire. There is a degree of statistical error in these figures, because the sample size was relatively small.

Figure 3: % of the adult population (52 million) that viewed the Tour in person by region

Spectator profile



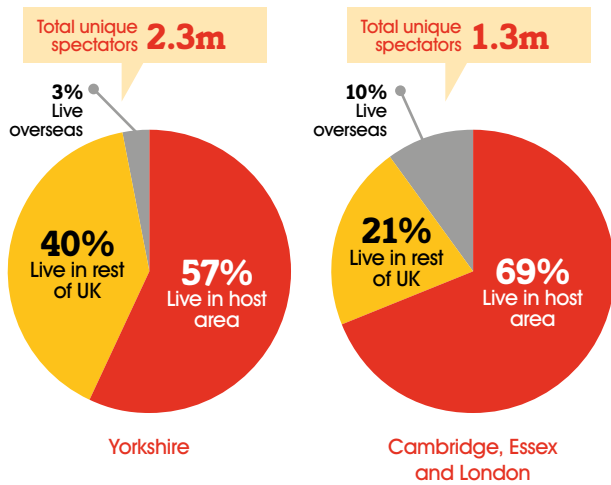
The attendee survey asked people where they lived, as well as a number of questions about themselves. It is important to understand where spectators live as this affects the economic impact calculation. The spending of local residents viewing the race where they live is not counted, and neither is the spending of those who were just passing by, termed 'casual spectators.'

Results show that large numbers of visitors travelled to watch the event from elsewhere in the UK, as well as from overseas. Approximately 1.3 million spectators travelled from outside Yorkshire, Cambridge, Essex and London to watch the race, including 113,000 from outside the UK. These are the numbers on which the visitor spending component of the economic impact calculations are based.

The survey showed that of the 2.3 million spectators who watched the Yorkshire stages, 57% lived in Yorkshire, with 40% living in the rest of the UK and 3% from overseas. In contrast, the 1.3 million people who watched Stage 3 were more likely to live in the Cambridge, Essex or London (69%) and more likely to live overseas (10%) but less likely to have travelled from the rest of the UK (21%). The vast majority of people watched one stage (84%), with 10% attending both Stages 1 and 2, and a further 3% attending all three. This is shown on Figure 4.

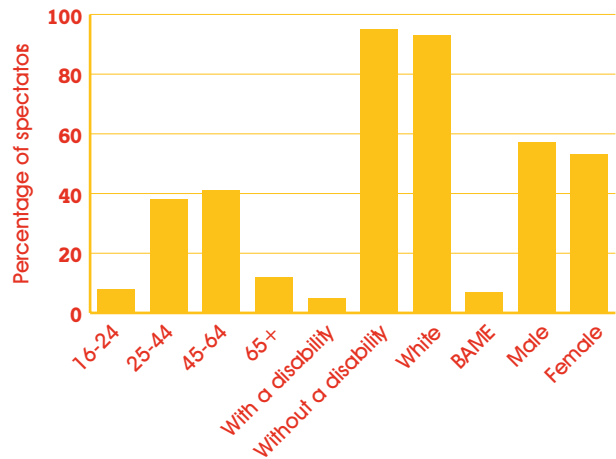


Figure 4: Unique spectators by area



In terms of the demographic profile of spectators, most people (78%) were aged between 25 and 65, which shows that interest in the Tour spanned several age groups. The majority of attendees were white and able-bodied, with a smaller proportion of spectators from black and minority ethnic groups (BME) and people who identified as having a disability than the UK overall, when compared to data from the Office of National Statistics, although a significant numbers of people from these groups did attend.

Figure 5: Demographic profile of spectators



The majority of spectators saw themselves as keen cyclists (defined as those who cycle at least once a week), with less than 30% saying that they did not cycle at all. These proportions were relatively similar across the three stages. This compares to almost two thirds of the UK population overall who never cycle. A greater proportion of visitors from outside the regions that hosted the Tour and particularly from overseas were keen cyclists than local residents, showing that cyclists were more likely to make the trip than non-cyclists.

Figure 6: Spectators by level of regular cycling

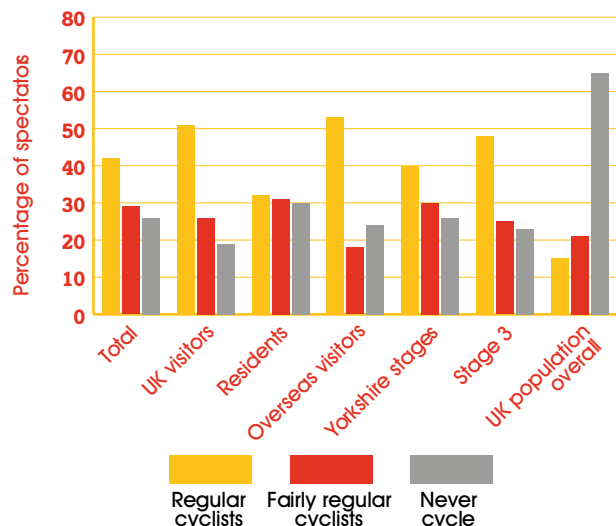


Photo: Transport for London

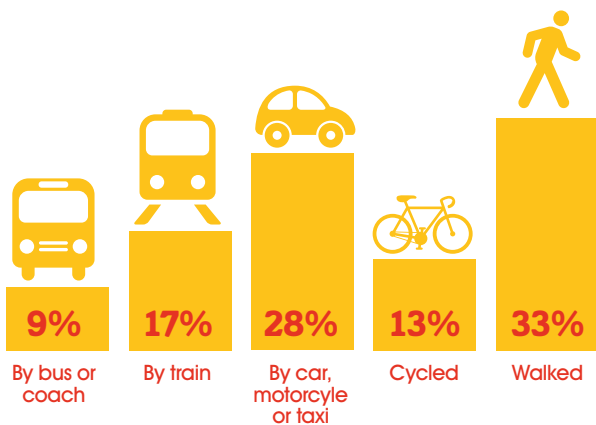


Other intelligence about spectator travel was obtained from METRO (the West Yorkshire Passenger Transport Authority). Headlines included the estimate by Network Rail that 243,000 people passed through Leeds City Station on Saturday 5th July, an increase of around 50% on the previous week. By way of comparison, the last Saturday before Christmas usually sees around 175,000 travelling from the station.

Also on 5th July, around 26,000 passengers used Harrogate rail station, while 10,000 people are estimated to have travelled by train from Leeds to Harrogate to watch both the start and the finish of the first stage. Twenty six special charter services were organised between Leeds and Harrogate to cope with the additional demand.

Around 8,000 passengers went through Sheffield rail station ahead of the end of Stage 2 on Sunday 6th July, with a further 8,500 recorded at the Meadow Hall shopping centre.

Figure 7: How people travelled to the event in Yorkshire
Source: Metro



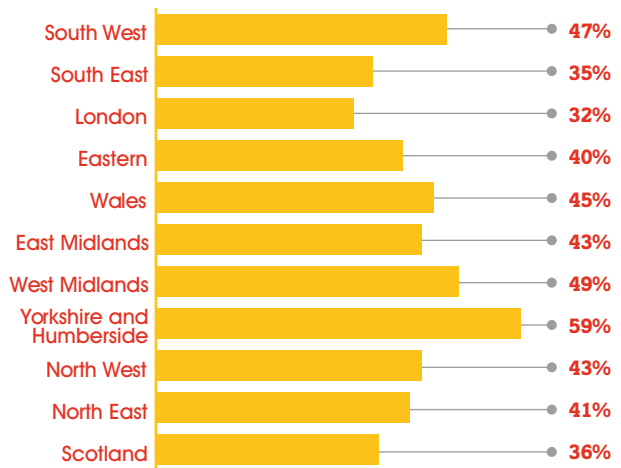
Awareness of the event

According to the National Omnibus Survey, 90% of the sample (the equivalent of 48 million people nationally) was aware that the first three days of the Tour de France taking were taking place in the UK. Publicity was seen by 30% of people (the equivalent of 14.6 million people) in the weeks leading to the event.

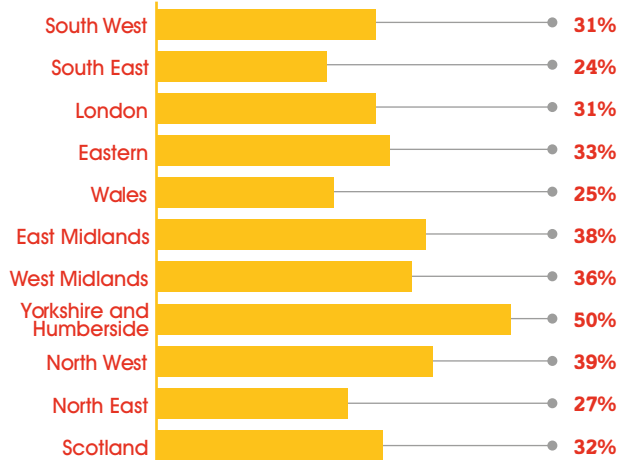
The race was seen on television, or on another device, by the equivalent of 18.6 million adults and, as noted earlier, 3.1 million said that they watched the race pass in person. Viewing figures were higher in the areas that hosted the Tour, as shown in Figure 8 below

Figure 8: Tour de France engagement across the UK
Source: National Omnibus survey

Watched the race on television or any other device



Saw publicity in the weeks leading up to the event



An average of one million viewers watched ITV's main coverage of day one, with a peak of 2.8 million viewers, while 900,000 more tuned into ITV4. Sunday's York to Sheffield Stage averaged 1.2 million viewers on ITV and a further 516,000 on ITV4. According to BARB data the final kilometres of Stage 2 was watched by a peak of four million viewers. Approximately 800,000 tuned in to watch the Cambridge to London Stage 3 coverage.

Following the Tour online

There was a huge online following of the event over race days and in the period before.

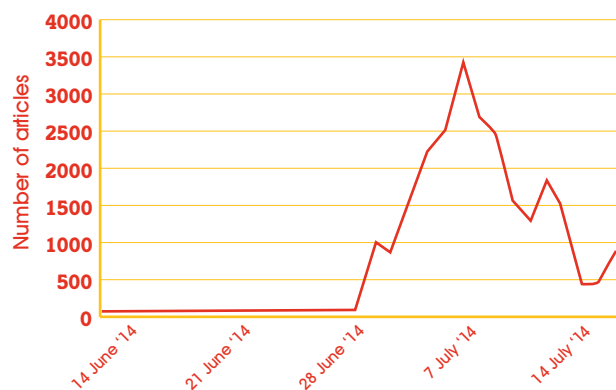
The 'letouryorkshire' website, hosted by Welcome to Yorkshire, was created in December 2012 as the main portal and the go-to place for all Tour de France information. As well as the latest news on the riders and teams the website was used by all partners who shared information to be uploaded to help spectators plan their day and know what to expect. For example, local authorities collated advice on how people with disabilities could access the race and METRO (West Yorkshire Passenger Transport Executive) developed an online travel planning system that gave people live travel advice and showed all of the key race points, spectator viewing points and road closures.

Between December 2012 and September 2014, the site received over 5 million visits, including over 3 million unique visits. There were almost 18 million pages viewed.

During the week of the Tour, traffic peaked with almost eight million page views and almost two million visits. These originated from around the world, predominantly from the UK as well as the USA, France, Australia and Germany. The site receive thousands of referrals from sites such as the BBC, Facebook and Twitter.

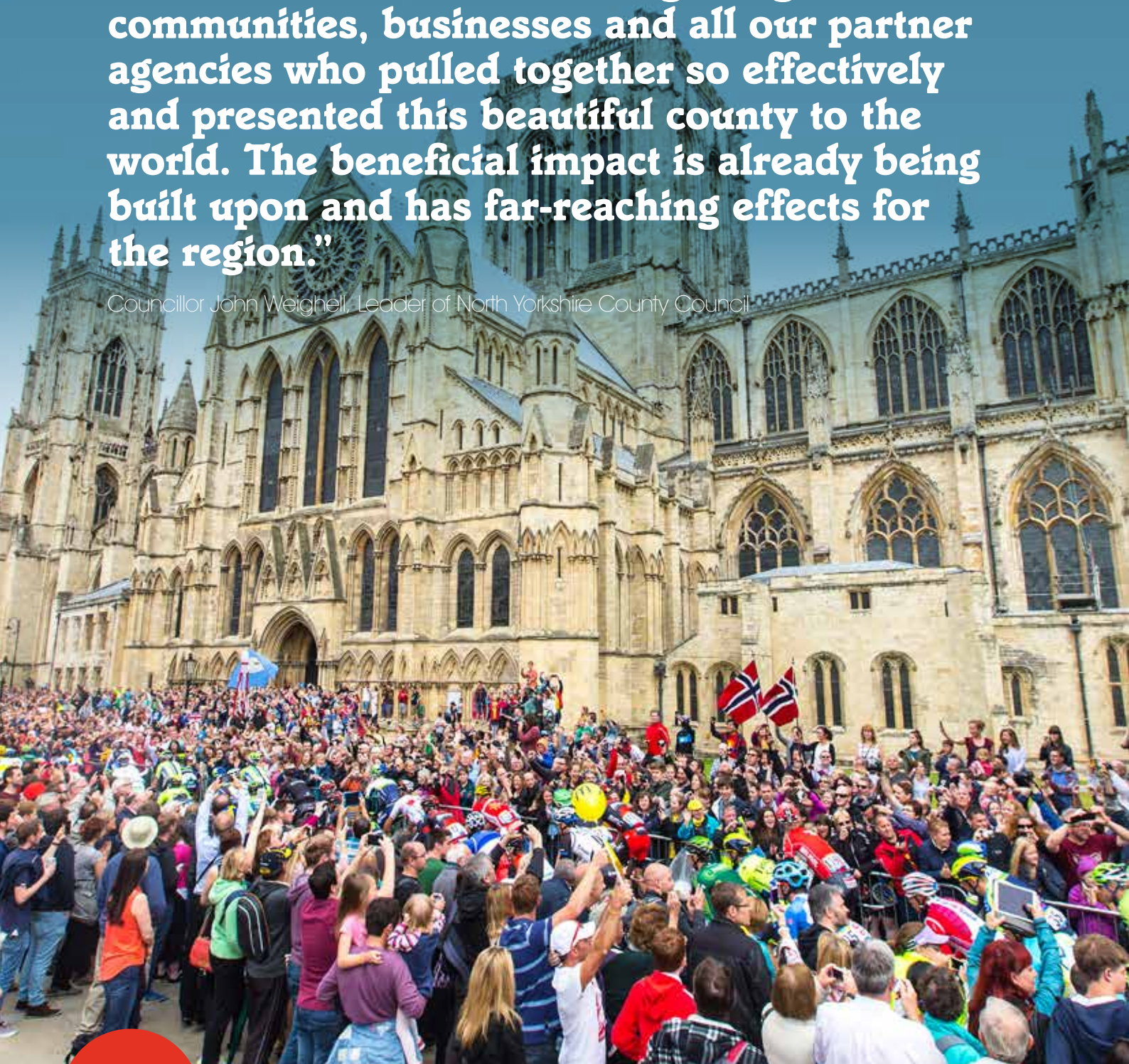
The Twitter feed had 55,000 followers, and grew at around 2,000 new followers a week. During the Tour de France Grand Départ weekend, the terms Yorkshire, Yorkshire Grand Départ and #letouryorkshire all trended on Twitter. The combined reach of @letouryorkshire tweets during the weekend was 23.2 million accounts.

Figure 9: Total volume of coverage, print and online
Source: local monitoring data



“The Tour de France was momentous for North Yorkshire. We brought a global event to the county with such success - hundreds of thousands of spectators lined our streets and country roads and there was a television audience of millions. It brought together our communities, businesses and all our partner agencies who pulled together so effectively and presented this beautiful county to the world. The beneficial impact is already being built upon and has far-reaching effects for the region.”

Councillor John Weighell, Leader of North Yorkshire County Council



From the investment: the economic boost

This section sets out the economic impact of staging the event. This aspect is arguably the most complex to calculate, but receives much of the focus as it is considered to be key to judging the success of the event.

This assessment is made at a point in time, having looked only at the period just before, during and after the race. Many of the economic benefits are likely to continue to be realised for years to come, but these are harder to monitor and will need further research in the future.

Measuring economic impact

The eventIMPACTS methodology has been used to calculate the direct economic impact and their guidance defines the economic impacts of an event as 'additional expenditure generated within a defined area, as a direct consequence of staging the event'. All the expenditure of attendees who were residents of a defined host region was excluded, as was the expenditure of all 'casual' spectators - ie. those for whom the event was not their main reason for being in the given area.

A more detailed description of the methodology can be found in the Appendix.

Different host economies

Using this methodology, the process of calculating economic impact involves quantifying the expenditure of people from outside the 'host economy' (a number of defined geographical areas) who are visiting the area specifically for the event. The net expenditure of event organisers within the respective host economies is also included. Therefore, to calculate economic impact the host economies needed to be defined for the purposes of measuring additional expenditure flowing into them. For this study, the host economies are defined as follows:

- The UK overall – new money coming into the country from overseas visitors and investment. This therefore does not include spending from any UK resident or organisation;
- The 'host regions' of (i) Yorkshire and (ii) a combined region of Cambridge, Essex and London. This report gives an overall figure for the host regions combined as well as separate figures for each and also for London
- The other cities in which stages started and finished:

- Leeds
- Harrogate
- York
- Sheffield
- Cambridge

As a result of these different host economy geographies, and therefore individual analysis, the figures must be read separately and do not necessarily sum to the national figures.

The methodology takes account of all of the additional expenditure in Yorkshire and Cambridge, Essex and London overall, including from spectators who watched in both areas. Each host region and local area is also analysed separately.

The respective host economies are illustrated in the map below:

Figure 10: Host economies



Information on additional expenditure:

The additional expenditure generated can be split into two components. These are the direct economic impacts of the Tour, and the wider economic impacts that result from other activities which only happened as a result of the Tour.

The additional expenditure as a result of the Tour de France comes from:

- The spending of visitors to the area who specifically came to watch the race. This is the additional revenue as a result of the 3.5 million unique spectators across the three days.
- The spectator survey, which asked questions about:
 - the number of days people planned to spend in the host region;
 - the number of people they were with;
 - the type of accommodation they stayed in (paid or with family/friends);
 - an estimate of the average amount per day their group was likely to spend on restaurants, pubs and takeaway food, public transport, fuel, parking and car hire and other spending.

In addition, the calculation includes analysis of:

- organisational spend that was required to stage the event;
- the spending of race teams, the ASO and media from outside the host regions;
- the payment to ASO to host the event;
- spending of volunteers from outside the host regions;
- the economic impact of the Yorkshire Festival;
- additional employment created as a result of the event.

Also factored in was the inevitability that some resource will 'leak out' of the regions as a result of people choosing to spend elsewhere, and that some businesses will have been negatively affected during its staging. However, spending in some of the affected businesses, i.e. those that had to close on the day, may have just been delayed rather than fully lost.

This section considers these issues and presents the overall economic impact, followed by the reported impact on and perspectives of local businesses.

The economic impact

The assessment showed that the event had a significant economic impact and that this is likely to continue. The direct economic impact on the 'host regions' was £128m while for the UK overall (i.e. from overseas visitors, including the teams, overseas media and the ASO) the impact was £33m. The figures for the individual host regions were £102m for Yorkshire and £30.5m for the combined region of Cambridge, Essex and London, including £19.5m for London.

The figures do not sum as adjustments have been made to account for spectators moving between regions.

The People's Tour



Holme Valley Camping & Caravan Park Kirklees

"We were lucky to have hosted a campsite full of very happy, positive guests who created a fantastic atmosphere down here. Some sent emails and cards to thank us and plenty said they would return.

We had lots of positive feedback about Holmfirth and the area too. Some guests from the weekend have already returned and the following week we had people booking because they had seen the area on the TV and liked the look of it. It has certainly put Holmfirth on the map. Only two weeks later, the weather was particularly good and we had as many guests as we had on the Tour de France weekend – a bit of a shock!"

Figure 11: Economic Impact of the three UK stages

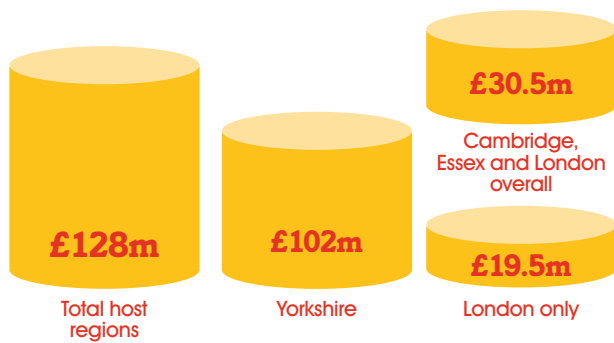
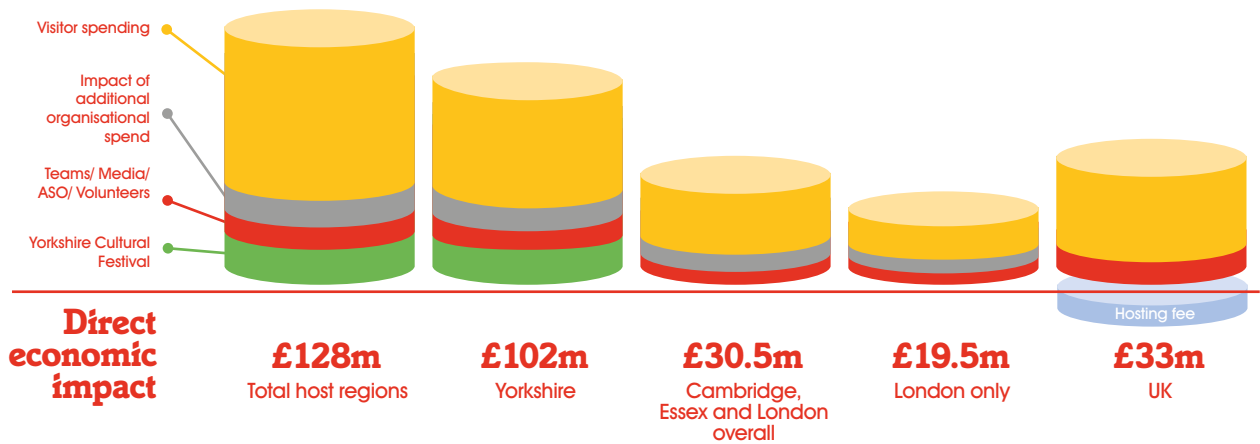


Figure 12 below sets out the detail behind these figures. It shows that the main component of impact was from expenditure from visitors from outside the respective regions, including visitors to the UK from overseas.

Figure 12: Economic impact of the Tour de France

These figures do not necessarily sum as adjustments have been made for spectators moving between regions.



Ride25, Yorkshire

Yorkshire-born entrepreneur John Readman and business partner Rob Hamilton set up Ride25 as a result of Yorkshire winning the bid to host the Tour de France. Ride25 is a new flexible way to cycle around the world; split into 25 separate tours, individuals, groups and charities are all invited to take part in as many stages as they wish.

John said: "I always knew there was a strong enthusiasm for cycling in Yorkshire, but still the turnout and the response to the Tour has simply blown me away. It just goes to show the awesome power that cycling can wield – and that Yorkshire's cycling industry can benefit from that."

The People's Tour

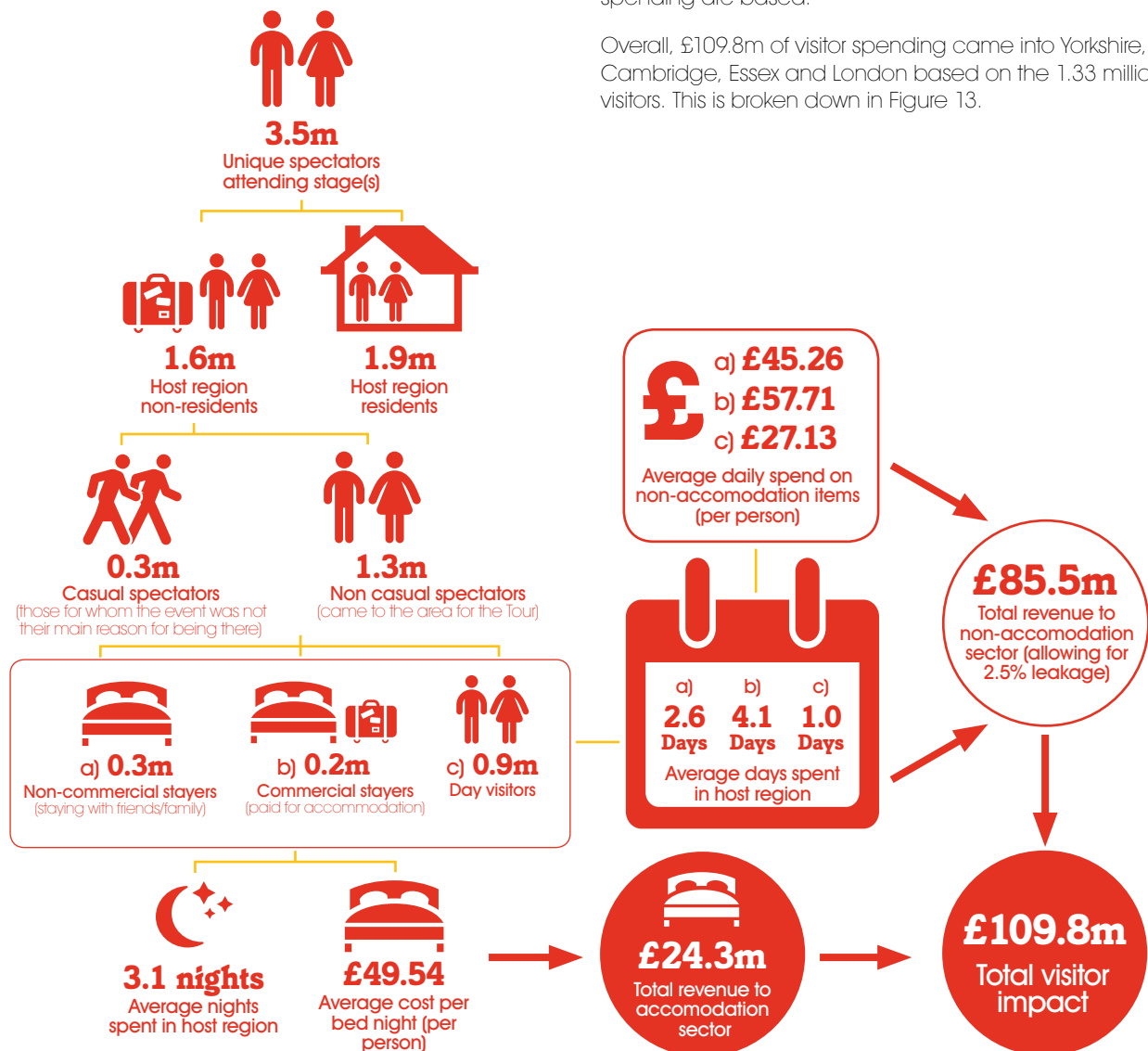


Components of economic impact

Visitor spending

The principal component of the economic impact is the expenditure of visitors coming into the host regions to watch the Tour de France.

Figure 13: breakdown of regional visitor expenditure for the UK host regions

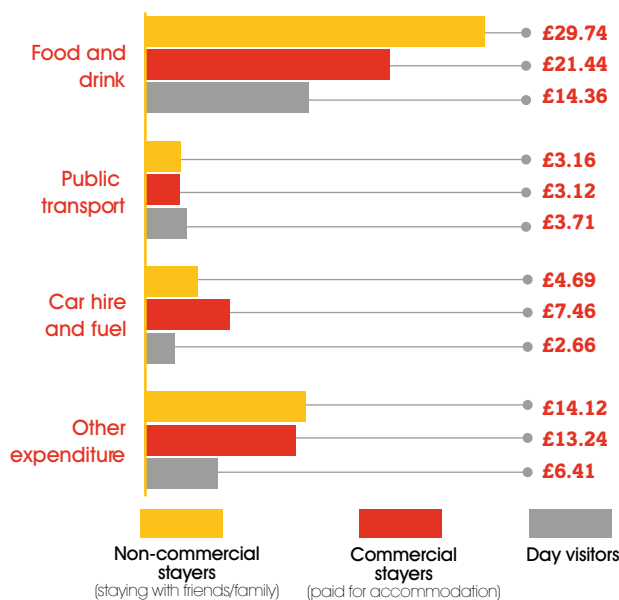


The spectator survey results showed that 1.3 million spectators were visitors to the respective host regions, including 113,000 visitors from overseas. This included over 1 million visitors to Yorkshire and approximately 375,000 visitors to Cambridge, Essex and London. These figures account for those who watched the race in more than one location during one stage and those who watched more than one stage of the race. These are the figures which the economic impact of visitor spending are based.

Overall, £109.8m of visitor spending came into Yorkshire, Cambridge, Essex and London based on the 1.33 million visitors. This is broken down in Figure 13.

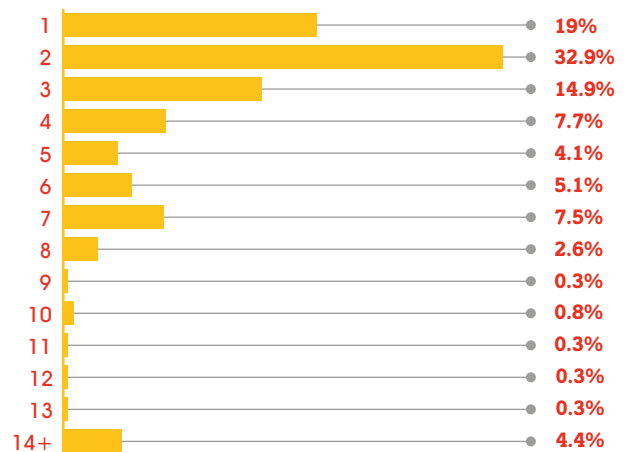
The detail of spending on items other than accommodation across the three days is shown below. It establishes that food and drink is the main component of visitor spending, while other expenditure on items such as souvenirs and clothing is the second highest.

Figure 14: Average daily spend per person on non-accommodation items



As expected given the event lasted for three days, the majority of visitors staying overnight remained for 1-3 nights, however a number stayed for longer periods.

Figure 15: Accommodation spend breakdown of detail – total number of nights stayed in commercial accommodation by commercial stayers



Little Valley Brewery, Calderdale

Little Valley Brewery was set up by Wim van der Spek and Sue Cooper, who first met in Kathmandu where their solo cycling journeys crossed paths.

In keeping with their passion for cycling, Little Valley embraced the Tour de France and collaborated with Brian Robinson (the first Briton to both win a stage of the Tour and to complete the full race) to create the Stage Winner beer.

This beer is now part of their permanent beer range, a reminder of the Tour, and has resulted in great exposure for the Northern brewery.

Sue said: "There was an increase in orders from new providers in the run-up to the event and higher general sales across the counter."

The People's Tour



Figures 16, 17 and 18 show the regional visitor expenditure breakdowns for Yorkshire, Cambridge, Essex and London, and for London alone. These demonstrate how numbers of visitors are isolated from the overall numbers of unique spectators, then how their spending comes together to make up the overall visitor spending figures.

Figure 16: Direct economic impact of visitor spending in Yorkshire

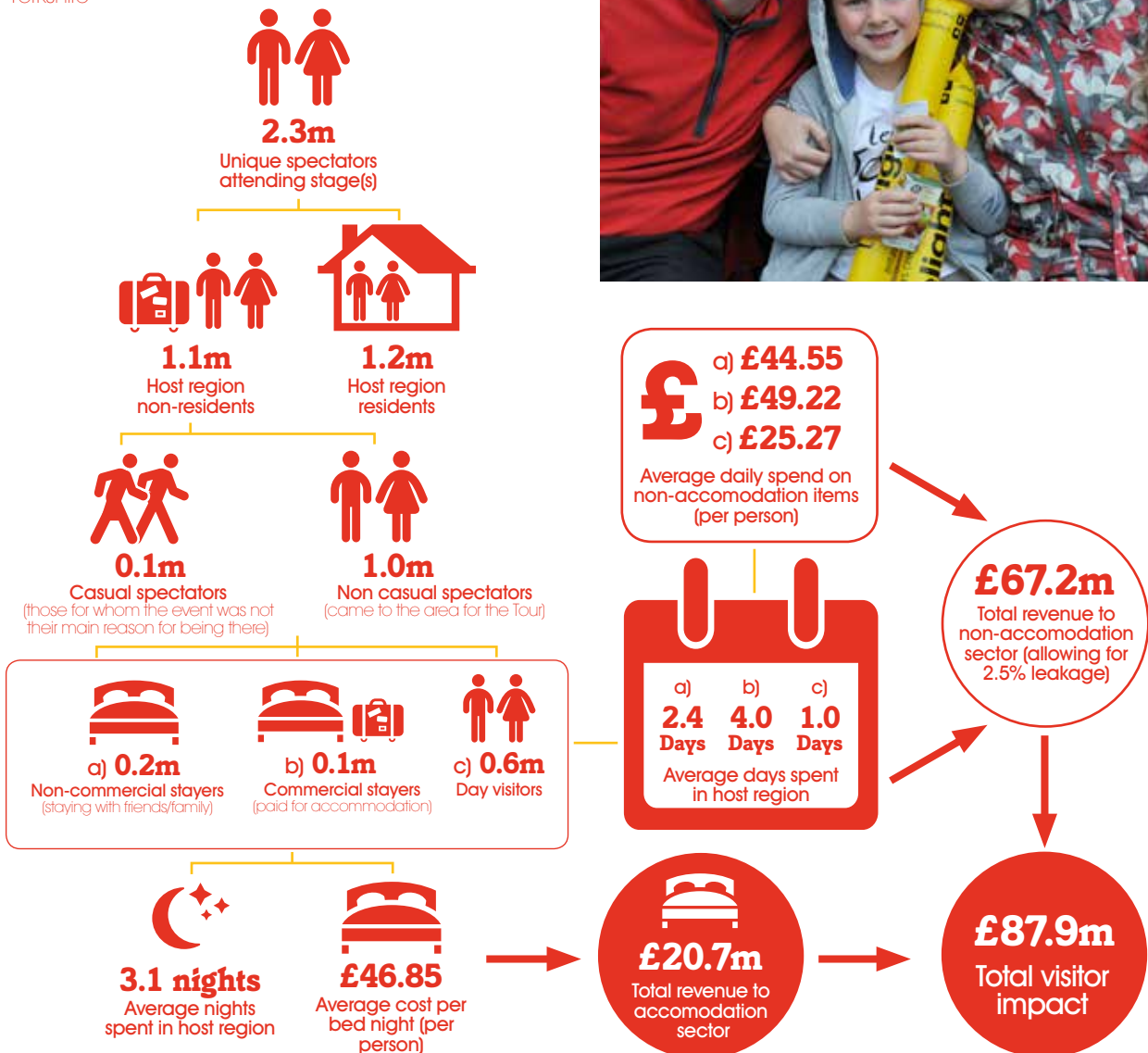
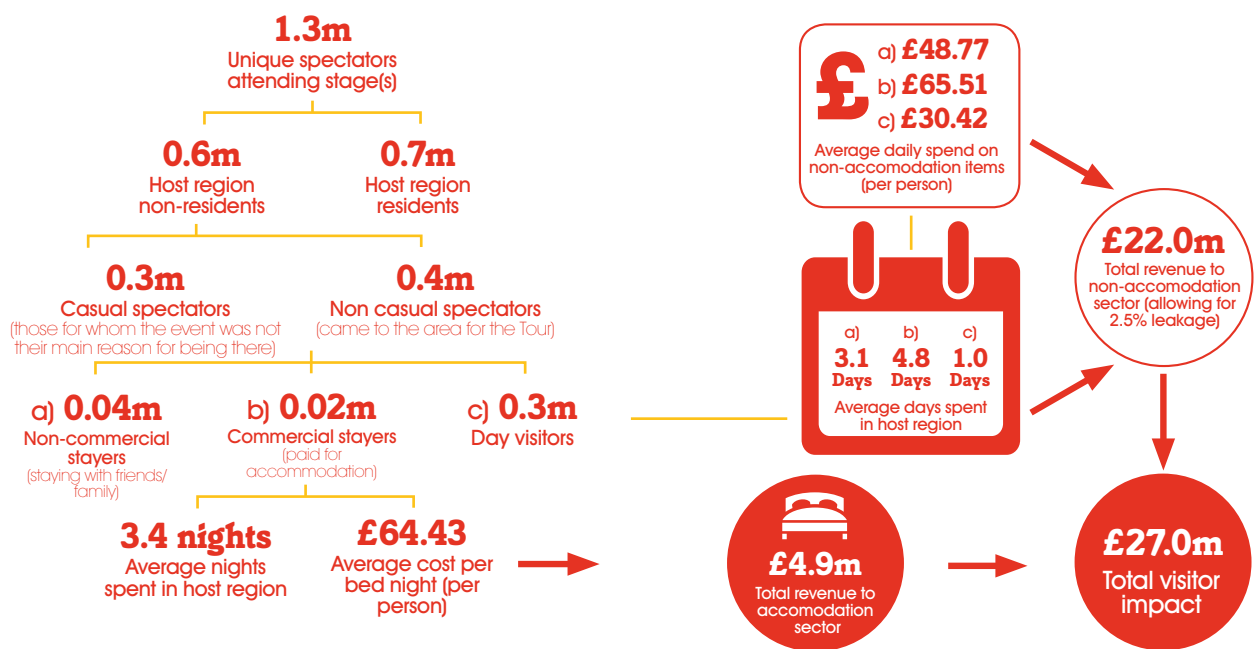


Photo: Leeds City Council

Figure 17: Direct economic impact of visitor spending: Cambridge, Essex and London combined



Kettlewell Village Store Craven

The village shop expected a loss of trade and logistical problems because of the road closures but, despite their apprehension, they experienced a roaring trade.

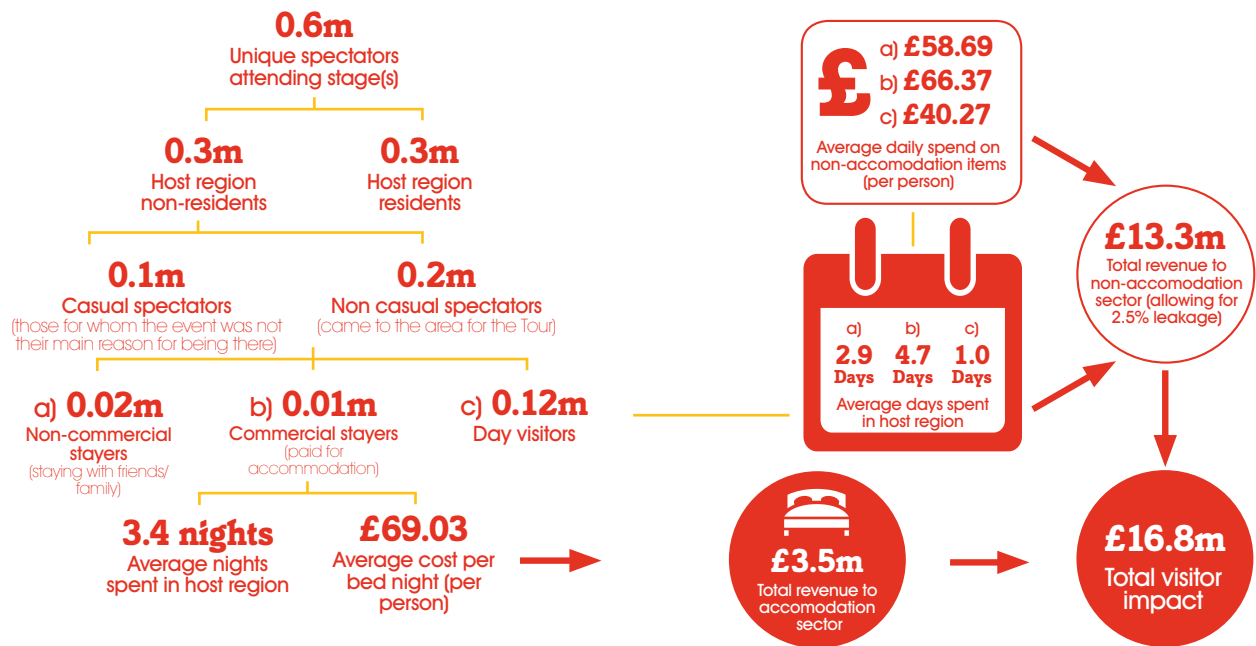
Owner of the store, Doug McLellan, said, "By the time we normally would have opened at 8.15am we had just about sold all our supply. We closed the shop for the duration of the race and after the race had passed it was back to the shop for a very busy afternoon. There were six people working instead of the usual two, yet we had a queue all afternoon. Sunday morning was just as busy as all those who were camping locally came for their breakfast sandwiches."

Retail Newsagent Magazine, picture Doug McLellan

The People's Tour

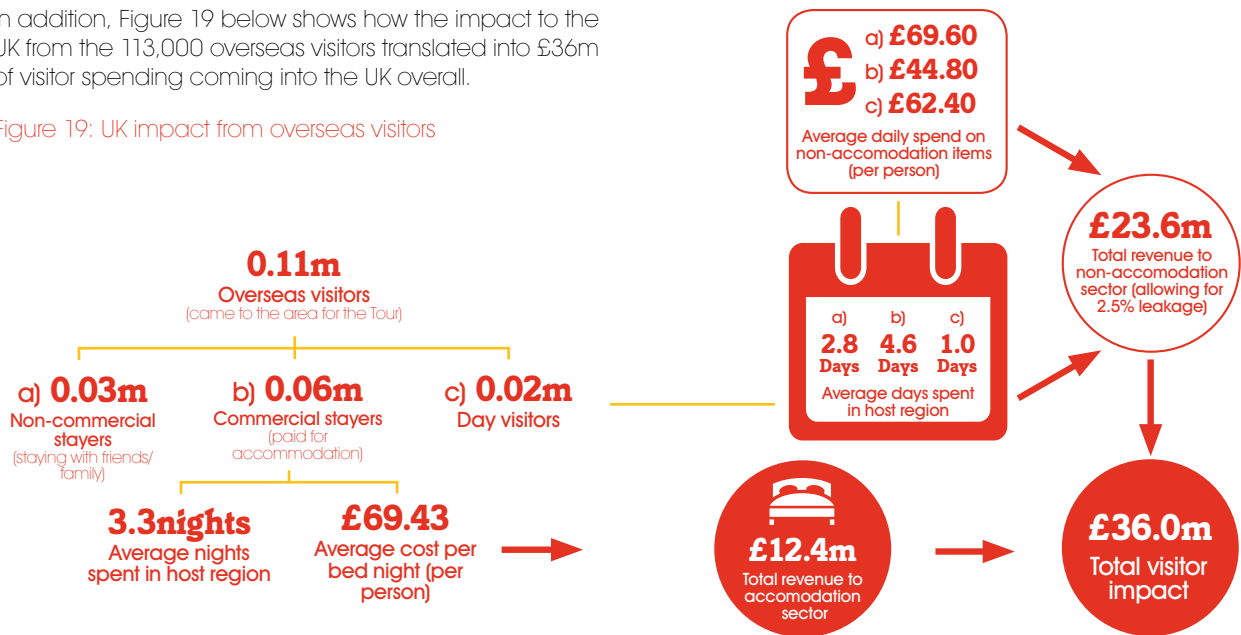


Figure 18: Direct economic impact of visitor spending: London only



In addition, Figure 19 below shows how the impact to the UK from the 113,000 overseas visitors translated into £36m of visitor spending coming into the UK overall.

Figure 19: UK impact from overseas visitors



Hebden Bridge Visitor Centre Calderdale

To help French visitors A-level students from the local high school gave the staff at Hebden Bridge Visitor Centre French lessons in return for work experience. The centre attracted large numbers of people before, during and after the race, with the window dressed with a large yellow bike and exhibiting the work of two local artists.

The centre saw a significant increase in sales of cycling and Tour de France - themed merchandise over the weekend.

In a Hebden Bridge visitor survey, 100% of visitors said 'yes' when asked if they thought they would visit the area again for a holiday or day trip.

The People's Tour



Impact of money to stage the event

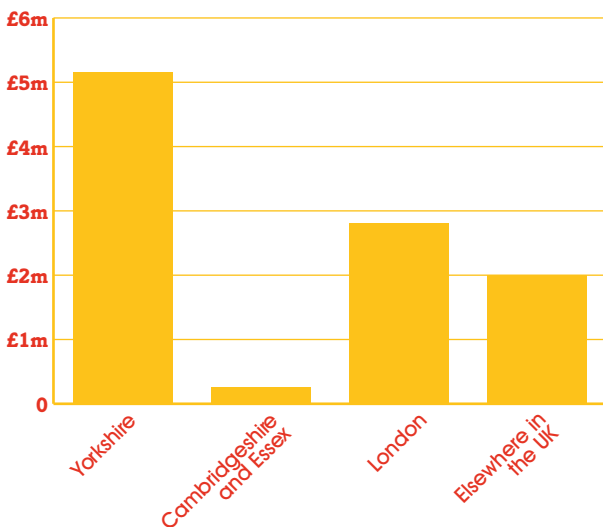
Organiser spend

To stage the event the UK Government, local authorities, Transport for London, Welcome to Yorkshire and other partners spent money on planning and a whole range of infrastructure, such as barriers, toilets, official Grand Départ Spectator Hubs and stewards. This work analysed the combined event budget, approximately £27m was spent in the local economies and will have had an economic impact, although some is likely to have been spent outside the host economies. The fee paid to the ASO for the rights to host the event (£4m) was taken into account and deducted from the net UK economic impact figure.

At this stage, the £10m invested by Government, through UK Sport and managed by TdFHUB2014 Ltd has been reflected within the UK host economies overall economic impact figures.

Further work will be undertaken to fully disaggregate the organisation spending to calculate its net local economic effect. This information will be combined with the analysis already undertaken on the UK Government contribution.

Figure 20: Impact of Government spending on local suppliers by region (£m)

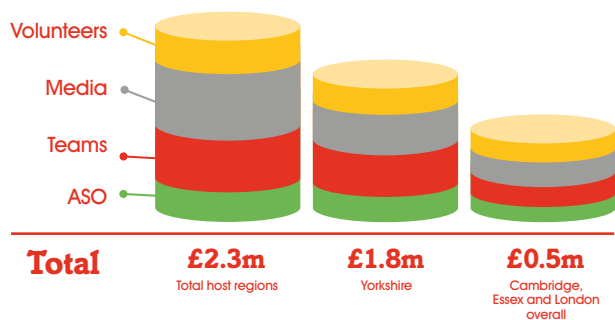


Spend of the entourage and volunteers

The entourage that accompanies the race is vast. There are the 22 cycling teams and their support staff, the media from elsewhere in the UK and overseas, staff from the ASO (race owners) and the Tour Makers who live outside the host regions. The spending of these all had an impact on the local economies and is counted in the additional economic impacts. A number of conservative assumptions were made to help to calculate these:

- team spending was based on an average team size of 25 – including riders and support staff. They stayed between three and five nights in Yorkshire in 4 and 5 star hotels, then a further night in Cambridge and Essex;
- total media from outside the regions, especially Yorkshire, was estimated at 2,000. They stayed for two to three nights in 3 and 4 star hotels and bed and breakfasts. The ASO reported they had never seen as many applications for journalist accreditations;
- the ASO calculated their total bed nights for the entourage as 4,500 for the period of the event, generally 3 star hotels and bed and breakfasts; and
- there were 8,000 Tour Makers. The survey of volunteers established how many lived outside the regions and their expenditure.

Figure 21: Expenditure of additional stakeholders



The People's Tour



**Carr House Farm
Ampleforth, Ryedale**

"On the actual day of the Tour departing Leeds I got an email from a Dutch lady. She and her husband have stayed previously and had already booked for two days to come in September this year. On seeing the race it whet their appetite to stay longer and they have extended their stay from two to four nights. Five Koreans detoured to Yorkshire on their way from London to Edinburgh. They stayed overnight with us before heading into the Dales, a direct change of plan due to having watched footage of Le Tour. We have had numerous bookings now from Holland, France and Germany. I know that all this extra business is directly coming from Le Tour."

Yorkshire Festival

There can be no doubt that the Yorkshire Festival created a buzz in the build-up to the Tour and significantly boosted the visitor economy over of the event. The festival attracted 816,000 people to 2,225 performances, workshops and exhibitions which took place in the 100 days running up to the Grand Départ.

An evaluation of the festival was carried out that looked at the overall economic impact. This amounted to a direct contribution of £7.5m into Yorkshire. This figure was calculated using the Festival and Event Evaluation Toolkit developed by Create, the support organisation for festivals and events in North Yorkshire, in association with the UK Centre for Events Management at Leeds Beckett University. Figure 22 shows components of this figure.

Figure 22: Components of Yorkshire Festival

Source :&Co Cultural Marketing



Other economic impacts

A range of other expenditure was not counted in the figures above, to ensure this work was consistent with the eventIMPACTS methodology. These figures tell a broader story about the impact of the event and demonstrated the wider value of the event to the economy. These included: Yorkshire Grand Départ Business Festival; spending of local residents; and spending of people who return to visit the host regions.

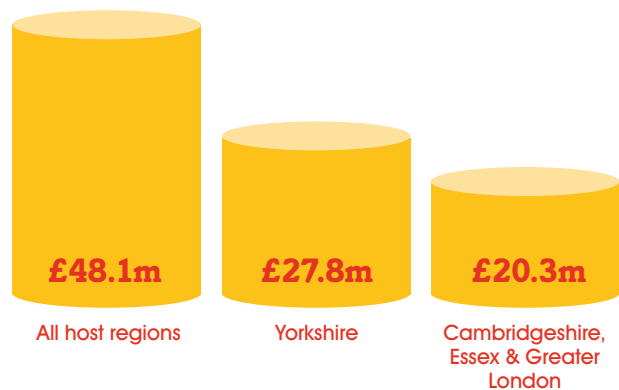
Yorkshire Grand Départ International Business Festival

The Grand Départ Yorkshire Grand Départ International Business Festival which ran from 2nd to 4th July highlighted the businesses of Yorkshire and the UK with a series of events and seminars. It was a Tour de France first and generated a significant amount of business interest in Yorkshire and the rest of the UK. While the final impact will not be apparent for a few more months, a number of sizeable deals and inward investment inquiries have been registered. If successfully closed, these deals will see the overall economic impact figure for both Yorkshire and the UK increase significantly in future. Because of the success of this initiative, Utrecht (the 2015 host city for the Grand Départ) are looking at organising a similar business festival.

Spending of local residents

While not counted in the overall economic figures, there was clearly an economic footprint from the spending of local residents who attended the event. Assuming the 1.8 million residents who watched the event had a similar pattern of spending to that of the visitors, we can estimate spending of approximately £48m in total. This is made up of £27.8m in Yorkshire and £20.3m in Cambridge, Essex and London.

Figure 23: Local resident spectators spending



Future impacts of visiting spectators coming back to the host regions

A key economic impact is the future spending of visitors who will visit again. While not counted in the overall economic impact figures, further visitor expenditure is expected in the future. To demonstrate this, the spectator survey showed that 64% of Yorkshire visitors and 39% of visitors to Cambridge, Essex and London said that they were very likely to return in the next two years. Assuming the same proportions of day visitors and stayers, as well as overseas visitors as the Tour, this would result into an additional regional impact of £43m during this period. This breaks down into £24m in Yorkshire and £19m in Cambridge, Essex and London.

Figure 24: Future Impacts of visiting spectators coming back to the host regions

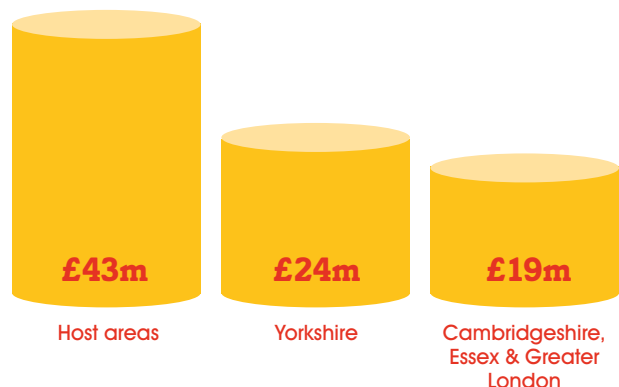


Photo: Leeds City Council



Local business perspectives

As set out in the methodology, the survey was primarily targeted at businesses in the visitor and cycling economies and those closest to the route.

Local business perspectives on hosting the Tour de France

The broad consensus from businesses across the three UK host regions was that the hosting of the UK stages would boost tourism for the future and had enhanced the image of those regions for future marketing and returning visitors. It was recognised, however, that some businesses had had to change their usual business operations and there had been some disruption.

Overall, the majority of businesses recognised that an event like the Tour de France was something public authorities should be investing in. In Yorkshire, 58% of local businesses strongly agreed, compared to 48% in Cambridge, Essex and London (51% of those just in London). In Yorkshire, 74% strongly agreed the image of the region had been enhanced, while 33% in the Cambridge, Essex and London thought the same.

Figure 25: Businesses - This is the kind of event that local authorities should seek to host more of (those who strongly agree)

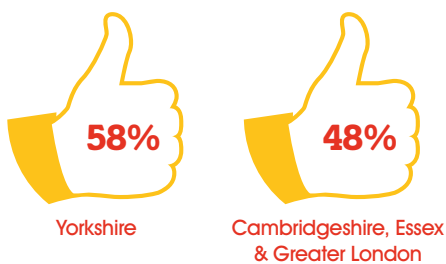
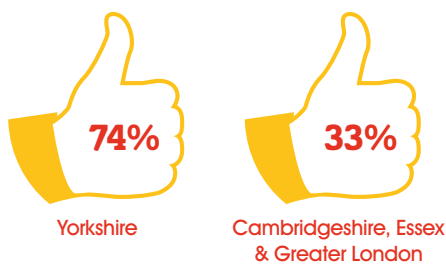


Figure 26: Businesses - Holding the Tour de France has enhanced the image of the region (strongly agree)



The People's Tour

YORKSHIRE BUILDING SOCIETY
BUILT ON TRUST

YORKSHIRE'S HOME GROWN HERO ED CLANCY IS JOINING US ON JULY 5TH.

Yorkshire Building Society

Yorkshire Building Society had a comprehensive and integrated marketing and internal communications plan from the announcement in February 2014 which ran through to the event itself.

Highlights of this included: 70 colleague volunteers supporting the event over the three race days, while others organised a charity bike ride which raised £55,000 for Marie Curie Cancer Care. There was also a 'Wear Yellow Day' and a static bike ride across all branches. PR activity included dyeing 150 sheep yellow.

One worker said: "A massive well done to all those involved with the Tour de France, it was one of the best things I've ever done, and it will go down as a highlight of my life."

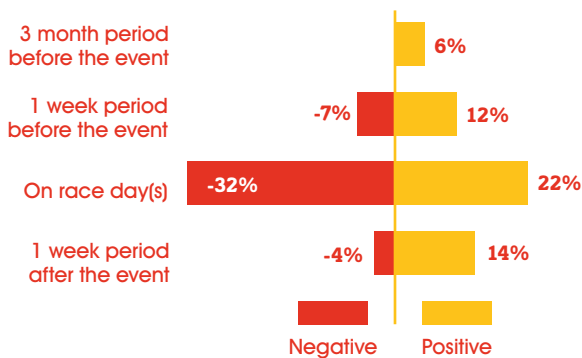
Commercial impacts on businesses

While local businesses were broadly supportive of hosting the event, the survey showed that the views of businesses on the impact of the event varied significantly between the pre, during and post-event periods. Views also varied by sector. This is demonstrated in Figure 27 which shows the proportion of local businesses reporting a positive or negative impact over a number of time periods.

Those who did not attribute the sales pattern they saw three months before the event to the Tour de France were not included, i.e. the remaining 94% of businesses in the three month period before the event.

In summary, the survey shows largely positive impacts in the period before and after the event from those who reported them, although most did not see an impact. As may have been expected, most impacts attributable to the event were on the race days themselves and included businesses reporting both positive and negative impacts. Negative aspects included factors such as disruption to the business through having to close, or displacement factors with customers being less likely to visit, especially if their premises were far from the Tour route.

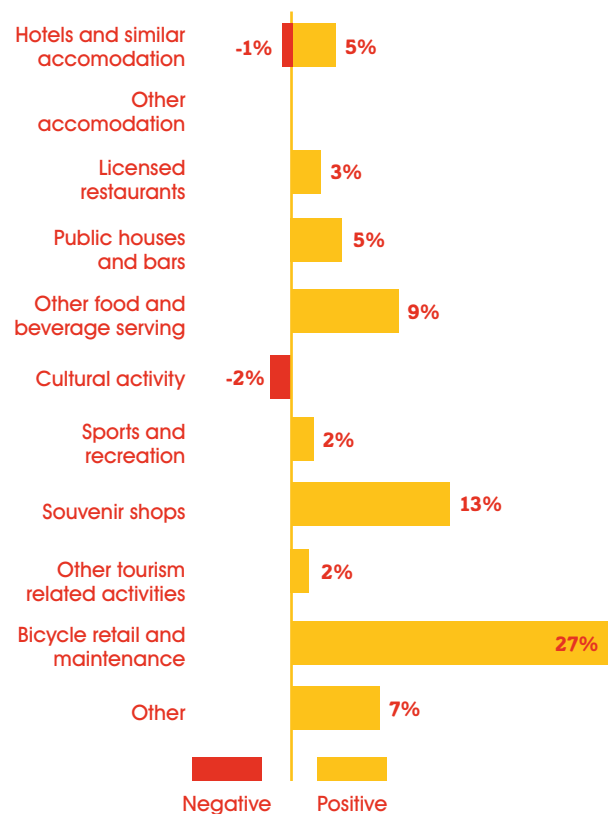
Figure 27: % of local businesses that saw a positive or negative impact in sales and attribute this to the Tour de France



Three months before

Only 6% of businesses reported an impact overall in this period, though they were mostly positive. Figure 28 shows that the main sectors that saw positive impacts in this period were cycling businesses and souvenir shops, together with accommodation and food and drink establishments.

Figure 28: % of local businesses that saw a positive or negative impact in sales and attribute this to the Tour de France (3 months before the event)



The week before the race

Overall, 19% of businesses reported that there was either a positive or negative impact on their normal sales turnover in the week running up to the hosting of the UK Stages, whereas 81% said that there was no impact.

Analysis of the survey data reveals that a higher proportion of businesses thought their normal sales turnover was higher in the week of the event compared with those who thought it was lower than usual. Taking these proportions into account the survey showed that, on balance, 5% of businesses across all 3 Stages thought their normal sales turnover was higher in the preceding week as a result of the Tour de France.

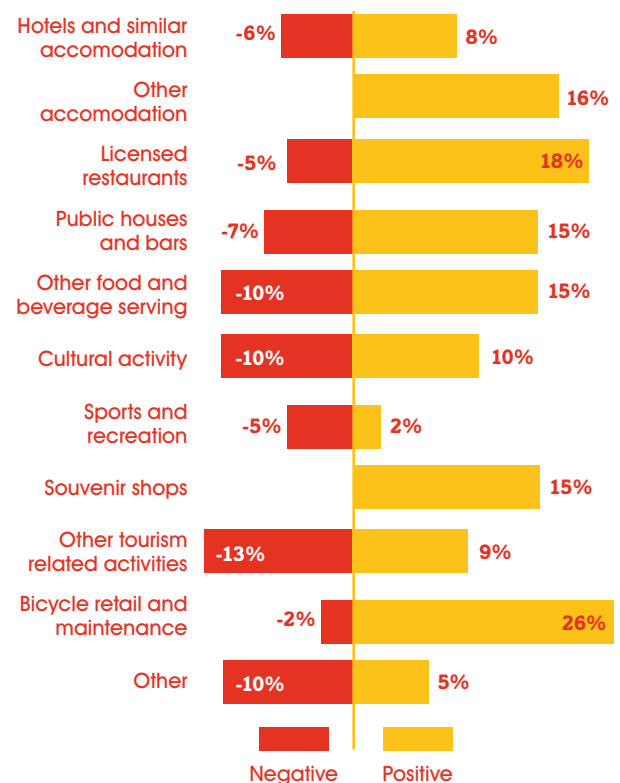
Again, there were clear differences when examined by sector. Cycling businesses reported the most positive impacts, followed by pubs, restaurants and accommodation providers. It is notable in this period that negative impacts were also increasingly seen.

During the race

The survey revealed that a significantly higher number of businesses said that the staging of the UK Stages had either a positive or negative impact on their normal sales turnover on the race days – the proportion of business expressing a clear opinion on this increased to 54% of the sample.

Given the approach to the sampling of businesses proximate to the each race stage, it was to be expected that more businesses would report that normal sales turnover levels would be lower due to the nature of the temporary disruption in typical local trading footfall – the survey revealed that an on balance figure of 10% of businesses reported that sales levels were lower than normal.

Figure 29: Proportion of host region businesses by sector who reported higher or lower sales turnover impacts in the week running up to event



The People's Tour

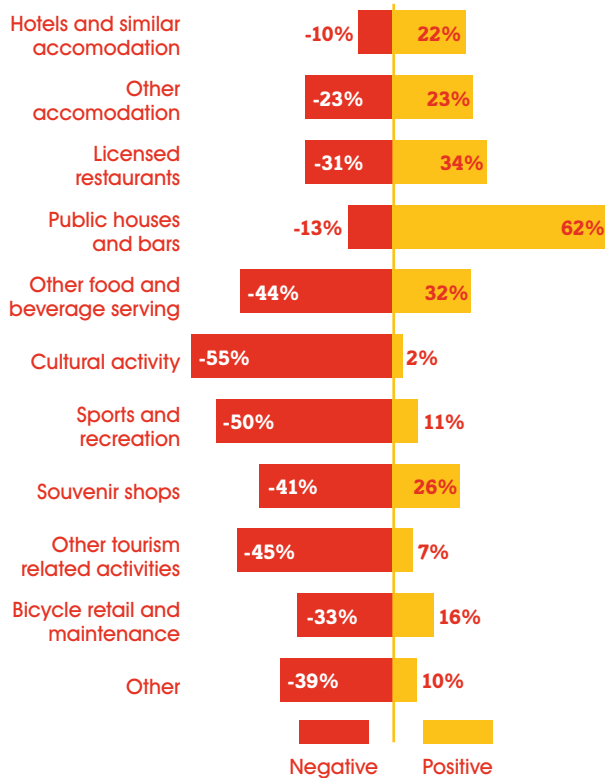
National Railway Museum York

"At the National Railway Museum, we didn't know what to expect from the Tour and over the weekend our visitor numbers were about 25% lower than a normal July weekend. However the Monday to Friday before the Grand Départ exceeded our budget by almost a quarter, our benefit was either side of the weekend."

Tim Neal, Senior Visitor Insight Executive

The sectoral variation in normal sales levels was at its most pronounced across the UK Stages with hotels, accommodation and bars/restaurants typically indicating that sales were much higher than normal (with most other visitor economy businesses reporting that sales were lower than normal).

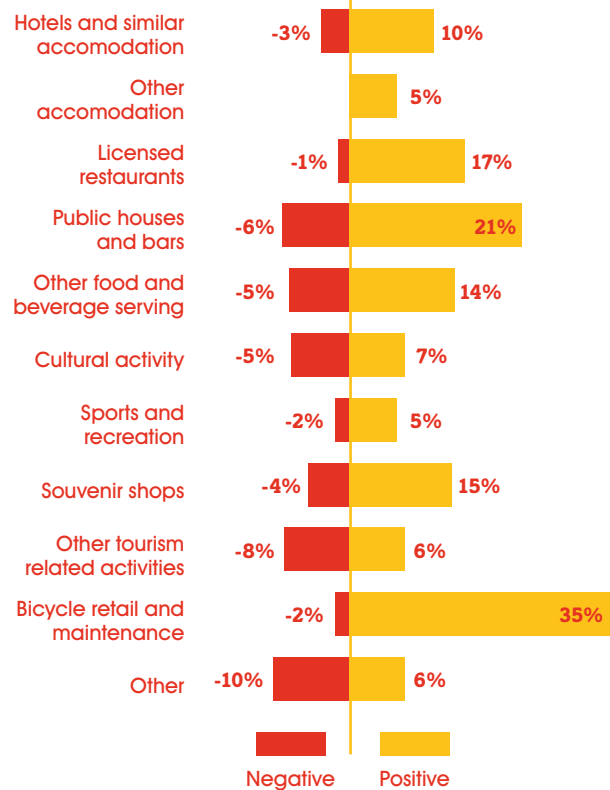
Figure 30: sectoral distribution of sales impact during the UK Stages



One week after the race

The pattern of reported sales patterns one week after the event reveals a different perspective from businesses about the impact of the event. It reflects the fact that businesses were better able to digest and set in context the effect of the event in the week before the race on their sales, balanced against any reported drop in sales during the event – so in broad net terms, business views on the impact on sales in the week after the event presents a more rounded commercial view from businesses.

Figure 31: Sectoral distribution of UK host region sales impact one week after the event



Only 18% of businesses surveyed were able to say if their normal sales were higher or lower than normal in the week following the event, but the majority of businesses were clear that their typical sales were higher than normal, with +10% of businesses on balance reporting that their sales were higher (14% reporting higher and 4% reporting lower).

The sectoral distribution of reported impacts on normal sales turnover levels was more consistent with the pattern seen in the week running up to the event, although the overall impact in some sectors was much higher (cycling businesses were twice as likely to report that their normal sales levels were higher in the week after the event compared with the week before the event).

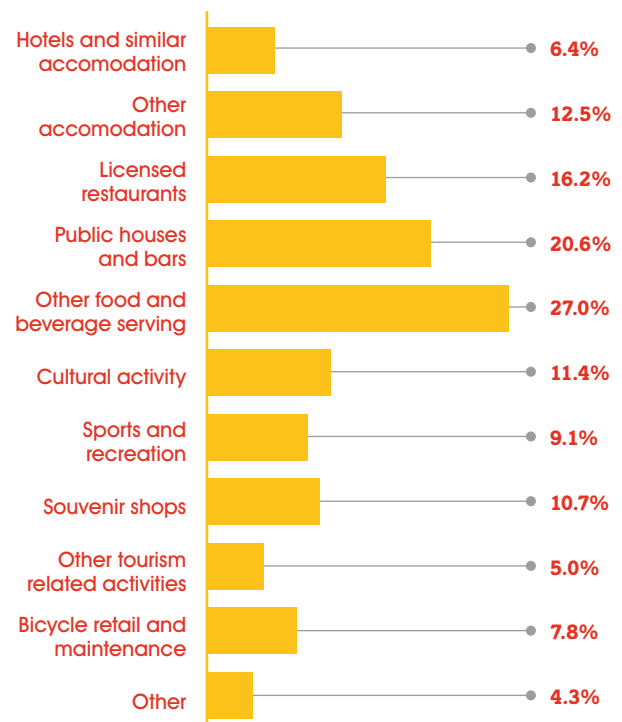
Temporary employment impact:

The survey of businesses also explored the extent to which temporary employment was created in the week before and across the race. The survey revealed that 11% of businesses reported that their employment levels were higher than normal, with 89% of businesses reporting that employment levels were unchanged.

The temporary employment boost was most visible in the hospitality sector where proportionately more businesses in the Yorkshire Stages of the race in these sectors reported that employment levels were higher than normal. The table below summarises the key data by sector.

A key consideration throughout is the proximity to the route, although this may be both a positive and a negative depending on the nature of the business. Figure 33 shows that the majority of the temporary employment was in establishments close to the route and, as set out above, was primarily about serving food and drink.

Figure 32: Temporary employment impact by sector



Yorkshire Trails Harrogate

The Ripon Bike Trail was set up to encourage people to explore Ripon and discover local businesses not ordinarily noticed by locals and visitors.

Trail-goers aimed to find as many bicycles displayed by local businesses as possible and compete to win a prize for the best photo taken with a yellow bike. This is the winning entry in the 'best family photo' category.

The People's Tour



Figure 33: Jobs created by distance from the route

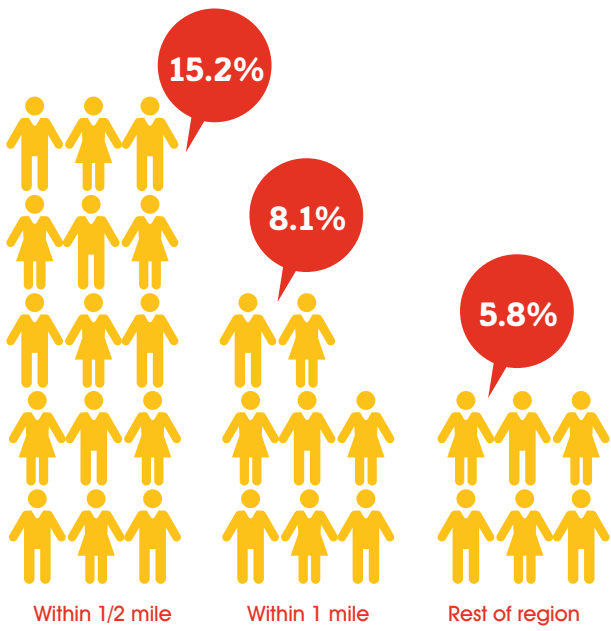


Photo: Leeds City Council



Photo: Leeds City Council

Conclusions on economic impacts

The section above set out the economic impacts of hosting the Tour de France in the UK. While these figures are positive, it should be recognised they are, arguably, conservative estimates undertaken at a particular point in time. Longer term impacts, including those that are less easy to quantify and those that might occur later through future visitors and inward investment as a result of the Tour, are yet to be seen. As a result, the ultimate economic footprint is likely to be significantly higher.

It was clear from both the economic impact data and the business survey that the sectors that benefit most are those most obviously associated with the event including:

- accommodation providers including hotels, bed and breakfasts and campsites;
- restaurants, pubs, shops and local events selling food and drink;
- souvenir and clothing shops, as well as others in the visitor economy;
- cycling shops;
- transport providers; and
- suppliers to event organisers.

While other businesses did less well directly, most reported a fairly neutral position over the period, even if there was disruption on race days. Some businesses clearly had to change their usual business operations but while there were some negative impacts, most believe that the event was good for the host regions overall, and that disruption could be managed. Proximity to the route was positive for visitor economy sectors, though perhaps less positive in other sectors, especially while the event was taking place.

On balance, a clear economic boost was seen as result of the event and the supporting events leading up to it.

The People's Tour



Duke Studios - Leeds Indie Bikes

Duke Studio made 120 vinyl stickers in the shape of popular bike designs, each incorporating the details of one of Leeds' independent businesses, to promote business networking

The vinyls were then put in the windows of other independent businesses, with a map produced to locate each bike.

Laura Wellington, co-founder of Duke Studios, said the project was a "fantastic ice-breaker" with "the bikes highlighting the excellence and versatility of the Independents in Leeds to both visitors and locals."

Following the success of the project Leeds Indie is now going on to become an official organisation.

“The Tour de France was a fantastic opportunity for Londoners to experience the excitement of elite cyclists racing through iconic London streets. And they didn’t disappoint; 600,000 people lined London streets and filled our fan parks to enjoy the spectacle – on a work day! Hosting the Tour helped support The Mayor of London and TfL’s objective to encourage more people to cycle more safely, more often. This year’s Tour will cement the legacy of sport and cycling participation we continue to see from the London 2012 Games and the 2007 London Tour Grand Départ”

Sir Peter Hendy CBE, Commissioner of Transport for London



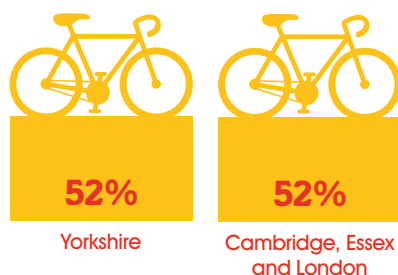
A sport for all: inspiring more people to ride more often

The three UK stages of the Tour de France proved that cycling is for everyone. The Tour inspired people to have a go, from adapted bike sessions to cycling lessons in school and charity bike rides for keen amateurs. Interest and participation in cycling has never been so high.

Inspiring people to cycle and be more active was a key reason for wanting to stage the event and it is clear from the evidence in the surveys that there has been a significant inspirational effect. For example, 63% of the 3.5 million unique spectators (2.2 million people) spectators felt inspired to take part in sport more often than they normally do as a result of watching the race, especially younger people (aged 16-24), 72% of whom were inspired to get more active. Over 80% of these inspired individuals (1.8 million people) said they felt inspired to cycle more frequently. Of the UK adult population as a whole, 27% said they felt inspired to cycle more (this is equivalent to 14 million people – so some caution is needed here in interpreting this result). The post-event survey suggested as many as 30% (almost a million) of spectators have increased their levels of cycling, with all of the benefits that can bring.

For those who were already regular cyclists (who cycle once a week or more) 66% said that watching the race had a positive impact on their intention to cycle more. There was a similar effect on those who cycle less often as 58% were inspired to cycle more. A quarter of those who never cycled said they felt encouraged to cycle.

Figure 34: Inspired to cycle more frequently



The People's Tour



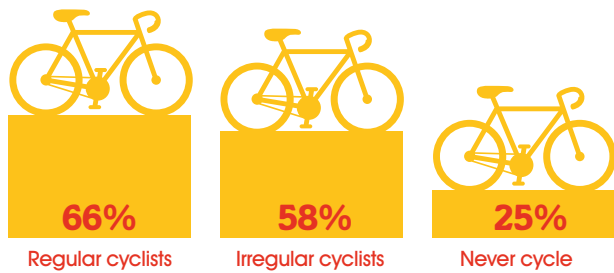
CTC Adapted Bikes Otley Spectator Hub Leeds

CTC, the National Cycling Charity, ran an event at the Otley spectator hub with adapted cycles for people to try out. They are currently working towards developing a national network of inclusive cycling centres which will offer more disabled people the opportunity to experience the joys of cycling.

"It's the opposite end of the spectrum to the guys that came flying through Yorkshire clad in brightly coloured Lycra. We offer disabled people the opportunity to experience the joys of cycling. We had lots of people with disabilities riding the bikes, including two young friends, both with broken legs, who were overjoyed at the fact they could sit side by side and pedal a hand-cranked tandem, and there was a young boy with cerebral palsy who was able to ride a fixed wheel tricycle. His parents are now keen to buy him his own. It was great to be part of the Tour de France, it was even better to play a part that exposed many more people to inclusive cycling."

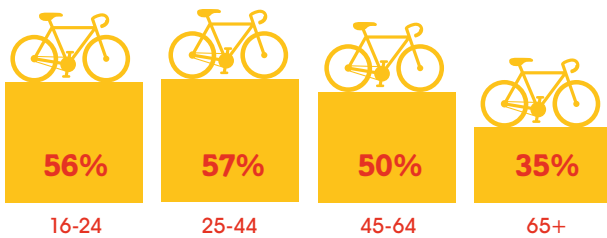
Gavin Wood, Event Organiser

Figure 35: Inspired to cycle more frequently by how regularly cycle



Attendance at the Tour had a stronger effect on the younger age groups with 56% of 16-44 year olds being inspired to cycle more frequently.

Figure 36: Impact of attendance on inspiration to cycle by age



Tour Makers' cycling intentions

Many of the volunteer Tour Makers were driven to get involved in the event because they were already enthusiastic cycling fans. Others volunteered for different reasons, such as wanting to give something back to their community and be involved in a one off, unique event.

Volunteers were as inspired to cycle as spectators. Two thirds (over 5,000) were inspired to cycle more. Similar numbers reported being inspired more frequently (65% for Yorkshire volunteers and to 63% for those who volunteered in Cambridge, Essex or London).

Post-event take-up of cycling

Three months after the Tour de France, spectators who were happy to be contacted again were asked about their take up of cycling since the event. This showed that 28% of spectators were cycling more often, with 2% of spectators



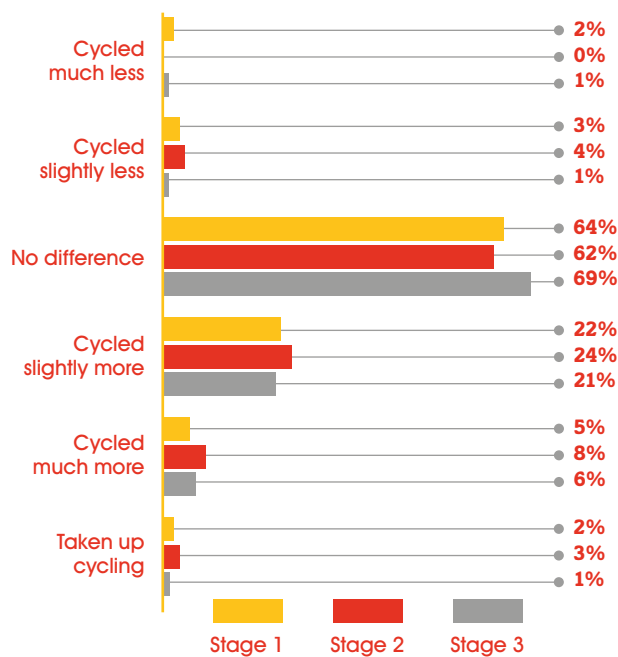
Colden Primary School Calderdale

"Children at Colden Primary School celebrated the Tour de France by taking part in the 'Tour de Popples' sponsored bike ride, cycling as many circuits of Popples Common, Heptonstall, as they could in half an hour. In total the pupils rode nearly the distance of Stages one and two of the Tour (366km) raising in excess of £650 to help fund new sports equipment for the school. Head teacher Tony Greenwood said, 'Every pupil is really enjoying their extra sporting sessions. We have already begun organising more competitive events with other local schools and we hope to build on this in the future. The Tour de Popples was a very

appropriate and enjoyable way to help finance resources for this initiative. The school now employs a sports teacher on one full day a week and I have seen many more pupils riding bikes to school."

having taken up cycling for the first time since the event. Taking account of the relatively small sample size (n=300), the initial indications are that at least 750,000 spectators have cycled more frequently since the race.

Figure 37: Post-event spectators cycling take up



Half of spectators who wanted to cycle more reported that their enthusiasm inspired others to cycle or to cycle more than they did before, particularly their partners, children and friends. People also reported that the event had encouraged them to make cycling related purchases as 11% bought a bike for themselves and 8% had bought a bike for a friend or family member. This reinforces the expectation that there will be ongoing economic benefits from hosting the race, through increased cycling take-up.

Figure 38: Spectators inspiring others to cycle more



Ilkley Cycles Bradford

The store has moved to the main road and was passed by the racers. It received lots of press coverage and increased sales since the Tour. Free bike maintenance classes and a monthly social evening with a guest speaker have also been set up.

Adam Evans, co-owner of the shop and its attached café, signed the lease on the property two days before it was revealed that the route would go past the front door. He said: "Cycling is definitely having a moment, even before the Tour was announced. The fact that it came here still seems impossible, just the sheer scale of it."

“The 2014 Tour de France Grand Départ was the most successful in the history of the world’s greatest annual sporting event. The three days in Yorkshire, Cambridge, Essex and London set a new standard - not just in terms of the amazing support on the road but also in inspiring a wave of cyclists, young and old, to get on their bikes.”

Bob Howden, President of British Cycling



Long term legacy: welcoming the world

The legacy of the Tour de France will continue after 2014 and well beyond, not least because the evidence shows that hosting the event successfully raised the profile of Yorkshire, Cambridge, Essex and London and encouraged people to visit in the future.

Likelihood to revisit

Survey findings show that the image of Yorkshire, Cambridge, Essex and London have all been enhanced as a result of hosting the event and can expect increased visitor numbers as a result in future.

Figure 39: More likely to recommend host regions to family and friends

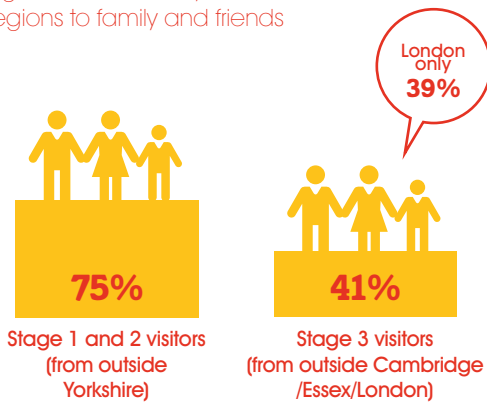
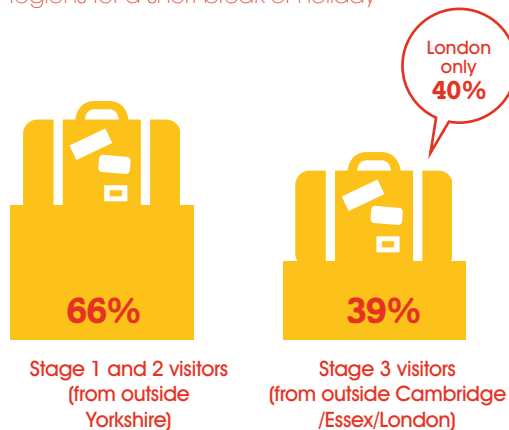


Figure 40: More likely to recommend host regions for a short break or holiday



Of the million Stage 1 and 2 spectators from outside Yorkshire, 75% strongly agreed they would be more likely to recommend Yorkshire to friends and family. Of the same group, 72% said their image of Yorkshire had been enhanced and that 66% would be more likely to visit Yorkshire for a short break or holiday.

Of the 375,000 Stage 3 visitors from outside Cambridge, Essex and London 40% (around 150,000) strongly agreed that they would be more likely to recommend these areas to friends and family.

Of the National Omnibus survey respondents, 27% said that they strongly agreed that the image of the UK overall and the areas that hosted the Tour have been enhanced. The equivalent of four million people (8% of respondents) said they were more likely to visit these areas.

Figure 41: Enhanced my image of the host regions as a tourist destination

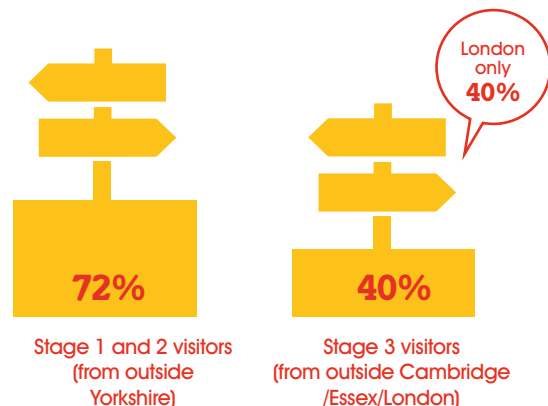
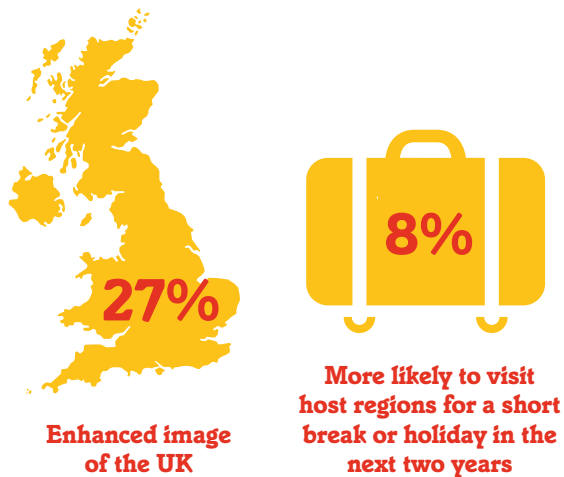
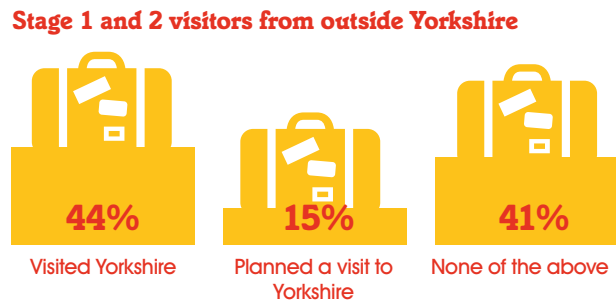


Figure 42: Enhanced image of the host regions
National Omnibus Survey (Source)

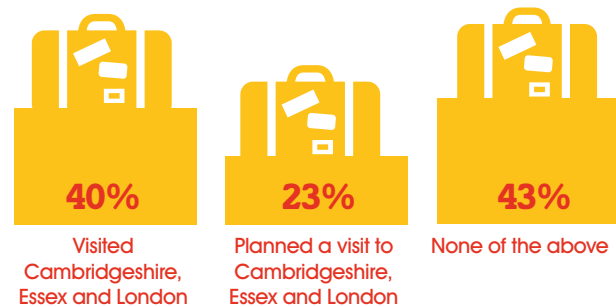


The follow-up spectator survey suggested that repeat visits are already happening. In the three month period after the event, 44% of non-residents who visited to watch Stages 1 or 2 have visited Yorkshire again, while 40% of non-residents who watched Stage 3 have visited Cambridge, Essex and/ or London again in the three month period following the event. This supports the view that the economic boost to the areas that hosted the Tour de France will continue to see the benefits in the future and not just in the short period before, during and after the race.

Figure 43: Visiting spectators revisiting host regions



Stage 3 visitors from outside Cambridgeshire, Essex and London



Businesses views on the future impacts of the event

As discussed earlier, while some local businesses were adversely affected, a large proportion agreed that the Tour was a good thing for their respective local areas. Nearly three quarters of businesses in Yorkshire (74%) strongly agreed that the image of the region had been enhanced, which was true of 33% of businesses in Cambridge, Essex and London. The survey showed that Yorkshire businesses were unanimous in thinking that the region had benefitted from hosting the Tour overall. Likewise, only 9% of businesses in Cambridge, Essex and London disagreed with the statement that hosting the event has boosted the image of their areas.

Of businesses in Yorkshire, 54% thought tourists would be more likely to visit Yorkshire for a short break or holiday as a result of the Tour de France. For Cambridge, Essex and London this was 30% and for London alone, 34% said they expected more tourism to follow.

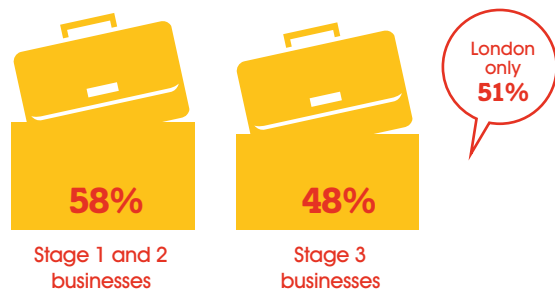
The People's Tour

**Oh La La, Vintage Shop
Haworth, Bradford**

"I've had enquiries from people in Hampshire and Essex – someone rang to ask about a Costume for a Poirot murder-mystery event – but I was amazed when I got a call from Canada. The coverage of Le Tour has reminded people how lovely Haworth is."

Figure 44: Business perspectives on future impacts of the Tour de France

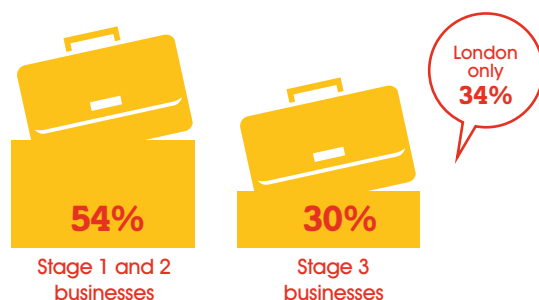
This is the kind of event that local authorities should seek to host more of?



Holding the Tour de France has enhanced the image of the region?



The publicity surrounding the Tour de France will bring more tourists to the area in future?



Beyond the Tour – securing a cycling legacy

To secure a lasting cycling legacy from the Tour de France many organisations have been working hard to create opportunities to cycle and to improve cycling infrastructure.

In London, it is reported that as part of his cycling vision Mayor Boris Johnson is already engaging in a £1 billion programme of improvements – creating a series of enhanced superhighways, urban ‘quietways’ for more cautious cyclists, and turning some outer boroughs into ‘mini-Hollands’.

In Yorkshire, there will be a Cycle Superhighway linking Bradford and Leeds. A new velodrome is under construction in York and across Yorkshire the cycle lane network is being improved. In one example, North Yorkshire County Council successfully bid for £1.65m from the Local Sustainable Transport Fund to deliver upgraded cycle parking spaces and crossing improvements.

In addition, the Cycle Yorkshire initiative has been brought together and galvanised by Welcome to Yorkshire, British Cycling, Sustrans and 21 local authorities to form an agreed initiative and strategy to develop cycling and opportunities to get more people cycling more often. Five core objectives for the next ten years are to:

- **Get more people cycling** – provide adults and children with greater training and access to cycling.
- **Make choosing cycling easier** – work closely with local authorities, businesses and partners to improve cycling infrastructure and facilities to address both real and perceived barriers to cycling.
- **More events to see and take part in** – broaden the number and awareness of cycling events and opportunities for people of all generations and abilities to get involved.
- **Greater awareness of cycling and cyclists** – create campaigns and events to generate a wider appreciation of the benefits of cycling, travel planning, bike safety, cycle friendly routes and respect between everyone using our roads.
- **A thriving network of cycling businesses and social enterprises** – encourage and support all cycling related businesses in the region to provide a dedicated network of experts to sustain Yorkshire’s growing cycling community.

British Cycling (the national governing body for cycling) have also done a lot of work to ensure a lasting legacy of cycling participation as a result of the Tour de France. Their work and investment, in partnership with local authorities and others, has helped to grow the volume and accessibility of cycling opportunities in advance of the event and created the conditions for the anticipated growth in interest.

This capacity building resulted in 60,000 more opportunities to ride a bike across the areas the Tour passed through, by engaging ride leaders, recruiting

volunteers and developing a range of routes, races, sportives, mass participation events, guided rides and social rides. That meant that the inspirational effect of the race could be met with a range of ways to get involved with cycling.

According to British Cycling Over two million people are now cycling regularly. The collective vision is to ensure that the Tour de France continues to have a lasting impact, not only in the areas touched by the race, but throughout the UK.

**Minister for sport and tourism
Helen Grant MP visits British
Cycling Go-Ride session
Leeds**

In April 2014 minister for sport and tourism Helen Grant MP visited a Go-Ride session in Leeds to see first-hand how the governing body was working hard to deliver a legacy from the Tour de France.

Calling in at Benton Park School in Rawdon, she watched over 30 pupils receiving expert tuition from British Cycling coaches as part of a regular Go-Ride session at the school. Go-Ride is British Cycling’s development programme for young people, providing a fun and safe way to experience the world of cycling. Coaching sessions aim to be progressive and signpost the pupils to local clubs once they have built up their skills and confidence riding their bikes.

Welcomed at the school by British Cycling president Bob Howden, alongside chair of TdFHUB2014 Ltd Sir Rodney Walker and Leeds City Council executive member for children’s services Councillor Judith Blake, she was given an update on how the city and region was gearing up for the world’s largest annual sporting event, saying:

“It was great to be in Yorkshire to get an update on how plans were progressing for the Grand Depart. The children at Benton Park were certainly enjoying their Go-Ride session with British Cycling and that is something that is being replicated at schools right across the country.”

The People’s Tour



The Go-Ride programme has cemented the legacy of the Tour de France, with over 9,000 young people taking part in come-and-try cycling sessions throughout the month of July as part of the Go-Ride Tour – 40% of which had never taken part in the sport before and have been encouraged to join their local clubs.”

Figure 45: British Cycling work in Yorkshire, Cambridge, Essex and London 2014



Building on success: what next?

Tourism enhanced image

Since the race tourism has already seen a boost. Over half a million visited again in the three months after the race. Around 800,000 visitors strongly agreed they would recommend the areas to friends and family.

Cycling enhanced opportunities

From the Cycle Superhighway linking Leeds and Bradford, to the new velodrome in York and the new cycle lane network in Leeds - cycling infrastructure within Yorkshire has never been in such a strong position. The

The Mayor of London is already engaging in a £1 billion programme of improvements to create a series of enhanced cycling superhighways, urban 'quietways' for more cautious cyclists, and turning some outer boroughs into 'mini-Hollands'.

Business enhanced profile

The International Business Festival showcased Yorkshire and the UK to over 2,000 participants from 10 different nations. This programme of exhibitions, seminars and briefings was designed to drive business growth and raise the profile of the opportunities that the UK has to offer.

The UK enhanced reputation

UK Sport has already secured 45 major events for the UK since London 2012, including the Track Cycling World Cup (taking place at the Olympic Velodrome in December 2014), an annual BMX World Cup in Manchester and the 2016 Track Cycling World Championships also in London.



Appendix:

Methodology

The evaluation framework used in this study was designed to measure the social and economic impacts of the three UK Stages of the Tour de France 2014. We were guided by the nationally recognised, industry standard methodology developed by UK Sport - eventIMPACTS. In line with the eventIMPACTS framework, all the expenditure of attendees who were residents of a defined host region were excluded, as was the expenditure of all 'casual' spectators - ie. those for whom the event was not their main reason for being in the given area

Because this was a unique event, on a large scale and with activities specifically designed to increase interest and engagement in the event, we have also looked at other information to help describe the impact of the event. We know that not all of these impacts can be measured in numbers or pounds and pence – some things are more intangible but still very valuable.

An independent, specialist research agency (SPA Future Thinking) was commissioned to carry out the primary research, which included four surveys (outlined below).

Four surveys

1. A face to face survey of over 4,000 spectators was completed over the three days. Fifty interviewers were positioned along the route each day to ask questions about:
 - Where people live;
 - Whether they were aware the Tour was coming to the UK;
 - Where people watched the race – and whether they planned to watch in more than one location, or on more than one day;
 - How much people spent on average during their trip (how many nights they stayed, in what accommodation, how much was spent on food and drink for example);
 - How many were in their group;
 - How people travelled to the event;
 - How often people cycled or were physically active
 - Whether the Tour would inspire them to cycle more or be more active; and
 - People were asked about their perception of the local area and whether they would recommend it to friends and family to visit.
2. The 8,000 volunteer Tour Makers were asked a similar series of questions to understand their experiences, spending patterns, perceptions of the local area and other impact the Tour might have. Around 2,200 Tour Makers responded to this survey.
3. A survey of over 700 businesses across the 3 UK Stages was carried out immediately following the event with a follow-up three months afterwards. Businesses in the visitor economy and cycling businesses were targeted, particularly those near the routes – as they were the most likely to have felt an effect from the Tour. Businesses were asked about:
 - any impacts on their turnover both pre-, during and post-event;
 - whether they had done any specific marketing or promotion work associated with the Tour de France;
 - whether they had employed any additional staff specifically because of the Tour;
 - awareness of the Tour taking place;
 - perceptions of a range of issues, such as potential long-term impact to their business and to tourism in their area, the perception of their local area and if they thought the event would inspire more people to cycle more often;
 - whether local authorities should stage similar events in the future; and
 - to get a balanced picture we also asked specifically about any negative, as well as positive impacts.

This sample size gave overall confidence intervals of ± 1.53 for the 3 stages overall – this means that our results are reliable.

From this, 1,200 spectators who agreed were re-contacted three months after the event to ask whether they had cycled more, so we could see if people's behaviour had changed as a result. Around 300 people completed this.

4. An online survey was undertaken a week after the event with a nationally representative sample of the UK adult (over the age of 16) population. This 'national omnibus survey' of 2,000 people was used to benchmark awareness of the event across the country, the inspiration to increase cycling participation and recognition of the host regions and likelihood to visit. The sample was also asked whether they had watched the race in person, which was used as a cross check of other spectator counts.

Other information sources

A project team then brought this together with 'wider' information, such as case studies and findings from other pieces of research that have been done, including the evaluation of the Yorkshire Festival. This included:

- There was a detailed assessment of the spending of the main delivery organisations (local authorities, TfL and TdFHUB2014 Ltd) and the impact on local supply chains;

- A detailed set of case studies was collected to show the range of experiences of the Tour. These included stories from local businesses, schools and community groups that described special activities or events that were put on to celebrate the Tour. The team collected nearly 300 in total;
- The evaluation of the Yorkshire Festival;
- Information and research from a range of partners, such as the local authorities, National Park Authorities, Transport for London, TdFHUB2014 Ltd., METRO, British Cycling and Cycle Yorkshire just to name a few; and
- Trends from social media, such as Facebook and Twitter to shine a light on what people were saying about the Tour – including the riders themselves.

The framework we have used for this study therefore allows us to look at both the economic impacts of the Tour as well as the social and inspirational impact it had on people.

St Ives CC Nocturne Cycle Races Cambridge

As part of the Cambridge Velo Festival Programme a bike race was held on the 14th June in St Ives town centre, the first of its kind in Cambridgeshire, supported by both town and county councils. 321 riders ranging from those in the u10's race to some of the best men and women in the country were cheered on by an estimated 1500 spectators.

Several young riders from the local community were competing in their first ever event, with one young rider saying 'it was better than Christmas,' and several of the crowd heard talking about how the event had inspired them to take up cycling. Following its success, the town council and local community now hope to make the race an annual event.

The People's Tour





**For more information and to view the full report
please visit the websites of:**

Leeds City Council - www.leeds.gov.uk

Transport for London - www.tfl.gov.uk

UK Sport - www.uk sport.gov.uk

Welcome to Yorkshire - www.yorkshire.com

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