

# Three Inspirational Days

## 5th - 7th July 2014

Impact of the UK Stages of the  
Tour de France 2014

“Amazing,  
unforgettable,  
and the grandest  
Grand Départ ever!”

Christian Prudhomme  
ASO

# Our communities inspired and involved



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

Cllr Ann Naylor, Essex County Council



**23,500**  
knitted jerseys  
for bunting

**2,225**  
performances,  
workshops and  
exhibitions as part of  
Yorkshire Festival



**The romance of the Tour captured hearts and fired up imaginations.**

Community pride was reflected in the artwork that adorned the route, from knitted bunting to polka dot-painted cafés, homemade sculptures to huge land art, communities worked together to welcome the riders. We even saw the pop-up Leeds West Indian Carnival get the party started.

# From the investment the economic boost



**“Hosting the Tour has paid off. We not only delivered a world-class event but we also secured a substantial economic benefit for our regions and the UK too.”** Cllr Keith Wakefield, Leader, Leeds City Council



## £128 million

total boost to Yorkshire,  
Cambridgeshire, Essex  
and London because of  
the Tour de France

**£102  
million**

boost for Yorkshire

\*

**£30  
million**

boost for  
Cambridgeshire  
/Essex/London

\* The overlap between the two figures is **£4 million**. This is not counted in the overall total.

**4.8  
million**

people lined  
the route



# £

The Tour de France was great news for lots of businesses, especially those working in tourism, hospitality and cycling. The boost to our economy is a significant return on the investment and has created a strong pipeline of trade and investment deals. And that was only in the run up to, during and just after the event – we expect additional spending in the future.

# 100 Organisations one team



**“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



**100km**

of barriers and  
fencing (enough  
to barrier the M11  
from Cambridge  
to London)

**13,000**  
stewards and  
traffic marshals



Public, private and voluntary services united to deliver the world's biggest annual sporting event. The 8,000 volunteer Tour Makers trained by a public-private partnership were key to creating the fun, relaxed atmosphere that made the Tour so enjoyable. Local authorities and other partners worked hard to ensure the event went without a hitch. Some care workers camped out to make sure that, despite road closures, services remained unaffected.

# A sport for all the cycling legacy



**“The three UK stages set a new standard not just in terms of the amazing support but also because it inspired people, young and old, to get on their bikes.”**

Bob Howden, President, British Cycling



**2 million**

spectators felt  
inspired to cycle  
more frequently



**1 million**

have cycled  
more frequently  
since the race



The three UK stages proved that cycling is for everyone. The Tour inspired people to have a go - from adapted bike sessions, cycling lessons in schools to charity rides for amateurs. Participation in cycling has never been so high. Young people responded enthusiastically to the Tour and all the cycling opportunities that came with it. We expect this to lead to people being healthier and happier in the long term.

# We welcome the world we welcome you

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**Gary Verity**

@GaryVerity

**And best wishes from all  
at @letouryorkshire to our  
friends in #Utrecht who as  
of tonight take over as the  
hosts #GrandDepart2015  
@letour**

## **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.

## **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.

## **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 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'.

## **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.



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

Leeds City Council - [www.leeds.gov.uk](http://www.leeds.gov.uk)

Transport for London - [www.tfl.gov.uk](http://www.tfl.gov.uk)

UK Sport - [www.ukspor.gov.uk](http://www.ukspor.gov.uk)

Welcome to Yorkshire - [www.yorkshire.com](http://www.yorkshire.com)