

Initial evaluation of costs/benefits of investing in Tour of Britain Stage 3 2016 to Cheshire East

Summary

As the UK's biggest free to attend sporting event the Tour has more than 1.62 million spectators across the eight day event. data showed:

- **300,000 spectators (highest stage attendance alongside London)**
- **63% of spectators were from outside Cheshire East**
- **The stage generated £5.45m of gross economic activity for UK**
- **Net economic benefit direct to Cheshire East was £3.5m**
- **59% of spectators inspired to cycle more often**
- **93% recognition of Cheshire East Council as Stage sponsor**
- **At £2.489m GVA IT compares favourably with the impacts of other, similarly sized events in the UK**
- **7.63m viewers watched the Tour of Britain on ITV4 (live and highlights)**
- **1.23m viewers for Stage 3 on ITV4 (2nd highest stage viewing fig)**

Description of route/event

Eight medallists from the Rio Olympics headed to Cheshire East for the 2016 Tour of Britain on Tuesday 6th September; with a trio of Gold medallists in Sir Bradley Wiggins, Owain Doull and Elia Viviani. 30-time Tour de France stage winner Mark Cavendish is one of four Silver medallists, alongside Tom Dumoulin and Australian team pursuit riders, Alex Edmondson and Michael Hepburn.



The day saw riders cycling 111 miles between Congleton and Tatton Park; taking in most of Cheshire East's towns and villages in between, setting off

just after 11am and finishing at 3.30pm. It was the only stage held completely within One County.

The 'Tour of Britain' Cycle Race is estimated to generate between £3m-£5m for the local economy. It provided a number of areas of potential benefit, including business development, media profile, tourism and destination promotion. It provided opportunities to give a focus to cycling development and participation and promotion of cycle networks and sustainable cycling transport initiatives; as well as a number of Cheshire East Health initiatives.

The Tour has already seen eleven years of growth since 2004: The Tour of Britain is now a cornerstone of the UK's sporting calendar making it Britain's biggest and best, professional bike race. It has been upgraded to 2.HC (*hors catégorie*) status by the UCI and provides the biggest live attendance of any sporting event in the UK.

In total 21 teams contested the 2016 Tour of Britain, including 11 UCI World Tour teams, the highest number to have competed in Britain since the 2014 Tour de France Grand Depart. Seven British teams will line-up for the Tour of Britain, led by Team Sky and also including Team Wiggins and a Great Britain national team.

As the UK's biggest free to attend sporting event it has more than 1.62 million spectators across eight day event. Recent data (Frontline impact assessment) has shown for the Cheshire East Stage:

- 300,000 spectators (highest stage attendance alongside London)
- 63% of spectators were from outside Cheshire East
- The stage generated £5.45m of gross economic activity in UK
- Net economic benefit direct to Cheshire East was £3.5m
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Project planning and management

The tour was organised by SweetSpot. Within Cheshire East, the project was delivered largely within the capacity and skills that the Council already has available in order to deliver on the Council's existing outcomes. This was through a core project team bringing in expertise from Visitor Economy, Highways, Schools, Marketing & Communications, Event Safety, Inward Investment, Culture, Public Health and Cleansing. The Councils Project Management Department oversaw the project to ensure key milestones were met.

Project investment

Activity cost	Value
Tour of Britain 2016 Venue Agreement	£175,000
Media & Communications	£60,155
Animation & Engagement	£40,763
Staffing Costs	£60,787
Operational, infrastructure & Traffic Management	£61,195
<i>Total</i>	<i>£397,100</i>

Income	Value
Cash	£94,000
In-Kind	£33,075
Additional	£2,646
<i>Total</i>	<i>£129,721</i>

Net investment	£267,379
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There were three in-kind agreements in return for access to commercial rights:

- Silk FM campaign provided indents on Silk, Dee, Dee on DAB and Love 80'S Manchester, and on Silk Dee and Dee on DAB; supported with Social media.
- The volunteer programme was delivered by Everybody Sport and Recreation.
- The Little Flower Company responded to a mass call for involvement and provided flower displays and bouquets for the finish podium.

Sandbach
Choirs Middlemich Chelford
Nantwich Excitement Knutsford
Congleton Macclesfield BRILLIANT
Remember into adulthood
Bollington Great Decorated bikes
Stalls One-off
Colour Proud Explosion of colour
Massive Congratulations
Remember the experience
Tatton Park Exercise
Fanzone Holmes Chapel Charity
action Alderley Edge Bosley
Inspiring CEC
Lovely
Creme
Sticks Bikes
Crowds
Cat & Fiddle
Alsager
Prestbury
Cyclefest
Well-done
Community Spirit

The man in charge of the event, SweetSpot Chief Executive Hugh Roberts, has said the Cheshire East leg was the best the event has seen. He said: "It's been more than successful. I think we'll look back on this day as probably one of the top days, if not the top day in the history of the Tour of Britain, for midweek certainly, at the weekend it's a different story as schools can't mobilise the children as easy as they do during the week. "But in any event this has probably been the best stage we have ever witnessed in the Tour of Britain."

The Tour project successfully engaged a range of local Councils and organisations throughout the Borough, particularly those along the route of the race. For example,

Holmes Chapel Parish Council	Macclesfield Town Council	Middlewich Town Council	Allerton with Marthall Parish Council
Alderley Edge Parish Council	Nantwich Town Council	Mobberley Parish Council	Middlewich Cycling Club
A Vision for Crewe	North Cheshire Clarion	Macclesfield Wheelers	Congleton & District U3A
Cycle Knutsford	Knutsford Town Council	Cheshire Peak District Tourism Group	Marketing Cheshire
Alsager Partnership	Congleton Town Council	Bosley Parish Council	Crewe Town Council
Cheshire Fire	Cheshire Police	Bollington Town Council	

This facilitated a range of activity, animation, volunteering and community involvement that helped to deliver against the Council's outcomes as illustrated by the following examples:

Strong & Supportive Communities

- **Alsager** – The Town Crier got festivities underway whilst the Alsager Community Choir performed bicycle themed pieces. Performances by Studio S Dancers & children from Town House Nursery, while Matrix Fitness having been inspired by the village hosting the first 'Yodel Sprint' of Stage 3 supplied static exercise bikes for a community sprint challenge. St Mary's served refreshments and held a treasure hunt and balloon artists, circus performers and an exhibition of Penny Farthing's and other old bikes were on display in the town square. Street artist's painted the town orange, while bicycle displays adorned the route, including 6 bikes that have been 'yarn bombed'.
- **Crewe** - members of the public, businesses and groups added a little creativity to the event by decorating bikes which lined the route between Nantwich Road and Crewe Green.
- **Middlewich** – There was a Signal Radio roadshow at the Bull Ring featuring competitions.
- **Holmes Chapel** – Dedicated 'Fanzone' with a variety of activities. There were charity stalls, face painters, cycling challenges and entertainment, as well as music from Dane Sound Radio. Spectators also watched the race on several large screens and both churches in the village provided refreshments. Holmes Chapel was an explosion of colour during the Tour after a voluntary knitting group 'yarn bombed' the village. The 'Knit Wits' knitted colourful decorations which were placed around town on bike racks, railings, road signs & bollards
- **Cheshire Fire & Rescue Service** - cycle safety day and bike marking at Holmes Chapel and Sandbach fire stations, and appliances based in Alsager town centre and at Barony Park in Nantwich.
- **Knutsford** – Cyclefest saw hundreds of people pile onto the Heath to watch the race on a vast screen as well as exhibitors and traders who

had stalls open throughout the day. The community made a one off free community event a great success.

- **Reaseheath College** sports performance, adventure sports and public services students made a special effort to mark British Cycling's Tour of Britain by getting involved in a giant piece of aerial artwork alongside the competitors' route. About 80 students formed the moving wheels of a 100 foot long bicycle laid out on a field as the Tour passed by.
- **Macclesfield's Giant Wheel** - Made at Macclesfield Community ArtSpace, it was powered by 155 schoolgirls from the King's School in Macclesfield, together with several teachers, local artists, ArtSpacers plus 2 town councillors.

Civic Pride

- Ruth Lee: Lovely to see Congleton like this.
- John Champion: Such a brilliant event - I saw the preparations in Crewe during the build up, and watched at the sprint point in Sandbach. I was amazed at how quickly the team at the sprint had the road open again after the peloton came through! I walked back through the town afterwards, and everyone seemed to be talking about it. I hope the tour comes back next year!
- Maureen Gilbert: Well done to everyone involved. Lovely experience. A once in a lifetime event. Congratulations to all.
- Lyndsey Wright: It was fantastic, Brilliant community spirit
- Suzanne Dimiler: Fantastic day fantastic organisation well done.
- Pauline Fraser One word for the day BRILLIANT!!!!!!
- Cheryl White watched with her son, Arron "We saw some of the riders in the Olympics and thought it would be great to see them close up. "My son cycles regularly, so this was a one-off chance to see a real competition in our home town."
- Sue Adams arrived at Crewe with Karen Platt. Sue said: "I recovered from breast cancer recently, and cycling was a great way to get fit again. Karen added: "We train three times each week, so being able to see the professionals in action was something we couldn't miss."
- The White Bear, Knutsford - "It was a fabulous community event and the atmosphere was superb. We have had so many people talking about it. Thanks to everyone involved."

Strong & Resilient Economy

- **The Bank Corner Alsager** - they more than tripled their takings on the day compared to a standard Tuesday
- **DV8 Congleton** - on race day they were jammed, by 9am they couldn't fit any more people in for breakfast, and at lunch time had all their staff in as it was packed for lunch, people stayed around for lunch and they had never had a Tuesday like it ever.

- **Mooz Hairdressing in Crewe** - "We wanted to add some colour to the area and make our customers smile. "Making an effort helps to bring some of the community spirit back."
- **Studio S Dance in Alsager** - performed as part of the entertainment at ToB. As a result of that day, they have a whole new dance class full of kids who now attend every week and her Zumba classes are also full. The new-comers have all said they saw her perform at ToB and that is what prompted them to attend.
- **Adam Daniels, Sibelco's UK Operations Manager** - "We thoroughly enjoyed being part of the very special day that the Tour of Britain created for the people of Cheshire East and beyond. Many of our staff gathered to watch the spectacle outside our Bent Farm Quarry near Congleton, which is where the official race timing began. There was a real carnival atmosphere as first the outriders, then police motorbikes and finally the peloton sped by. Afterwards we held a barbecue and gave colleagues a few hours to savour the moment a little longer. All credit to Cheshire East Council for bringing the event to the area. I'm sure their investment will be repaid in many ways and we're incredibly proud to say we were a sponsor of the Cheshire Stage of the Tour of Britain 2016."
- **David Bullock, Business Systems Manager at Penn White** - "Hosting Stage 3 of the Tour of Britain galvanised East Cheshire and created a real sense of community on the day. It was great to see so many people by the roadside. From pensioners to school children, everyone seemed to enjoy the spectacle and feel a sense of pride in our region. We have already seen tangible benefits from the Tour's visit in the improvements to local infrastructure in preparation for the race along with residents and local government efforts to ensure each town or village on the route looked its best. The Race also introduced Cheshire to a global audience via TV coverage and the county's association with such a prestigious international event can only be good for future tourism and investment."
- **Beck Phillips of Headwater** - "It's great to see such a prestigious event come through Cheshire – as local residents it fills us with pride that the borough was selected to be a part of the tour, and something we could get involved in. Having the national spotlight on Cheshire East was a positive way to promote local businesses and organisations – and particularly for us it meant we could speak to local people who may or may not know Headwater, as well as those not so local who were following the tour. It really was fantastic to see so many local businesses coming together to support the event and get involved – a real pleasure to work with and support the Tour of Britain in Cheshire East."

Health

- Jerry Hawker - Chief Executive of NHS Eastern Cheshire CCG. I congratulate Cheshire East Council in organising the 3rd stage of the Tour of Britain 2016. The race provided a great opportunity to showcase the towns, villages and countryside in the borough and the potential the area has for healthy pursuits, both for residents and people visiting the area. I fully recognise the huge investment the Council made in staging the event, but believe it will have provided significant commercial and leisure benefit. Most importantly, staging the Tour provided an excellent opportunity to link sporting excellence with a message around the importance of healthy living and regular exercise.

Schools: life skills and education

- SweetSpot Chief Executive Hugh Roberts highlights the importance of activating The ToB with the schools. This year, the schools up in Congleton were given the day off on the day that the tour went through. The kids were all out there with their klaxons and bunting, and waving flags, which brought the event to life amazingly. This is all down to the local council themselves. Whilst we could sit here and take credit, it is them that get the schools engaged but we, of course, advise them when we will be coming through.
- Ms Bridget Howard, Head of the Junior School at Alderley Edge School for Girls, said "There was great excitement from both children and adults alike to see top athletes pass through our village, especially so soon after our cycling success in the Rio Olympics. The girls were thrilled and it is experiences such as this that they will remember into adulthood!"
- Stephen Higham said "Today at the Aldeli the children of Alderley Edge Primary School came to view the cycling race in safety. AESG girls lined the other side of the road so we had a really enthusiastic massive crowd of people cheering and blowing horns - it was a great day."
- Artistic youngsters also played a starring role in the Tour of Britain after designing the finish flag, winner's trophy and winner's jersey for Stage Three. Children from across the area including many who attended the Cheshire and Nantwich shows, were tasked with designing designs which could be transferred on to a flag, jersey and trophy. This led to almost 300 competition entries.
- The schools along the route were also engaged with planned activities leading up to race day, including:
 - Designing banners to be placed along the route
 - 'Adopting' a team
 - Arranging school cycling competitions with finals to be held on race day

- Liaison with Head teachers to consider the option of time out of school to attend the race or an inset day
- Liaison with Head teachers to discuss curriculum packs for the summer term – linking in with SGO's across the Borough
- Schools engagement with the design competitions for the finish flag, Stage 3 trophy and winner's jersey.

- **Wellbeing**

The majority of wellbeing evaluation statistics will have a long lead time and cannot be evaluated at this early stage. Where baseline studies are available any improvement in data will be shown at a later date. This includes uptake in cycling activity in the borough where strategically placed cycle counters monitor cycling activity over a set period. The chart below shows statistics from the wellbeing village situated in Tatton Park on the day of the Tour.

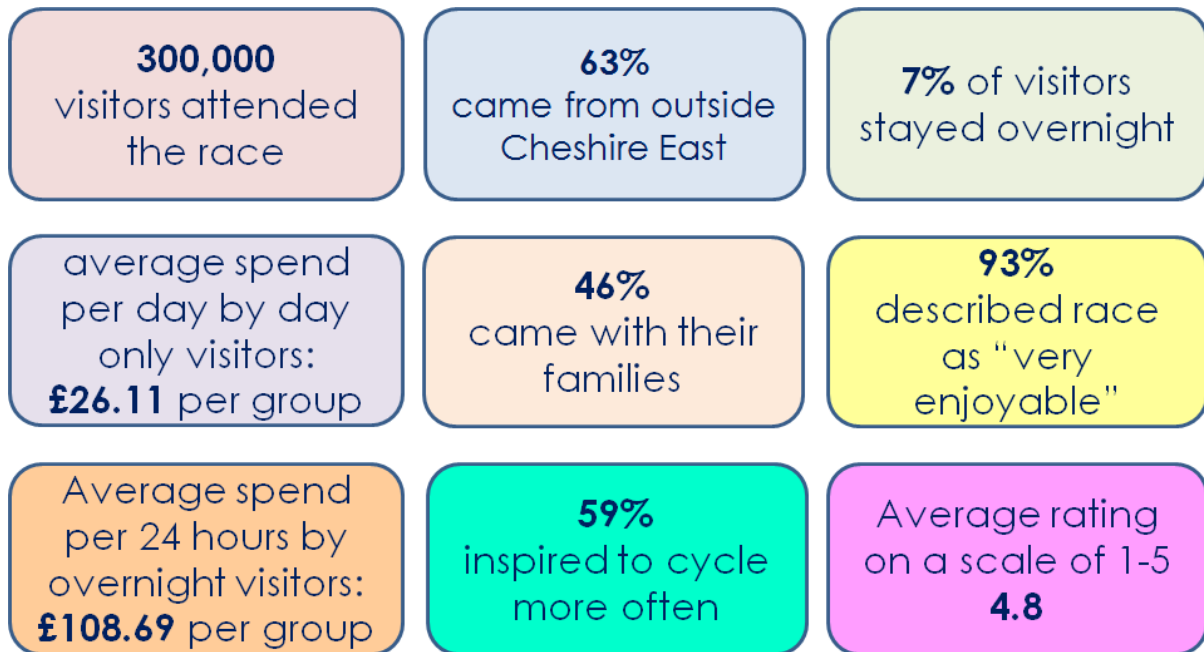
Tour of Britain – Wellbeing Village Statistics



When comparing September 2015 to September 2016 Everybody Sports & Recreation have seen increases in both membership sales as well as visits to Cheshire East gyms. This type of activity can be attributed to the feel good factor from the Tour of Britain.

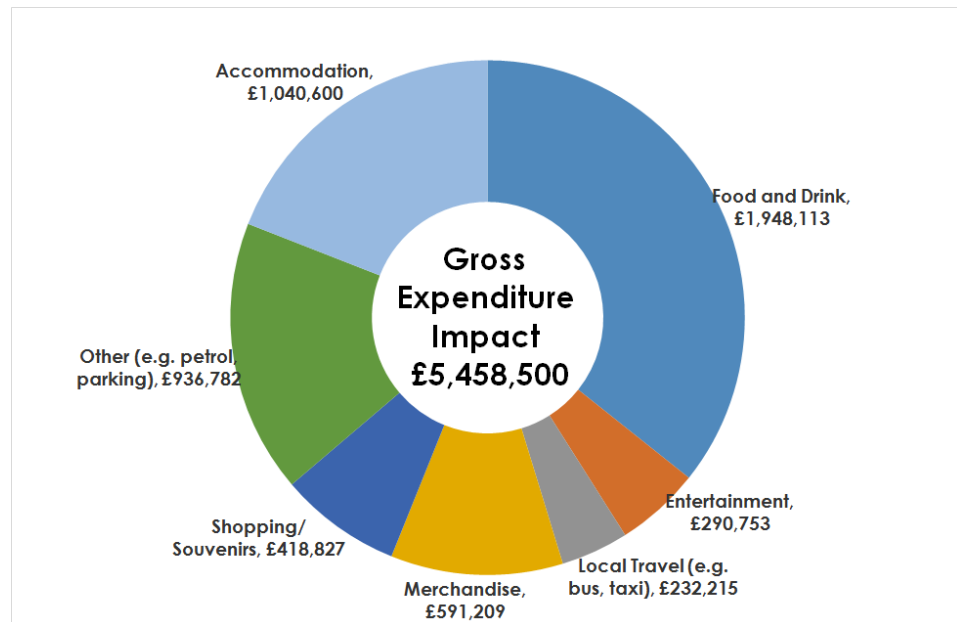
- **Economic benefits**

An independent economic impact assessment of the Tour of Britain 2016 has been undertaken by Frontline. This economic impact assessment is based upon the findings from a web-based survey of 2,906 Tour spectators and follows the principles set out in HM Treasury's 'Green Book' Appraisal and Evaluation Guidance and the EventIMPACT guidance. This section summarises the impacts resulting from stage three of the race, held between Congleton to Tatton Park, Knutsford on 6th September 2016.

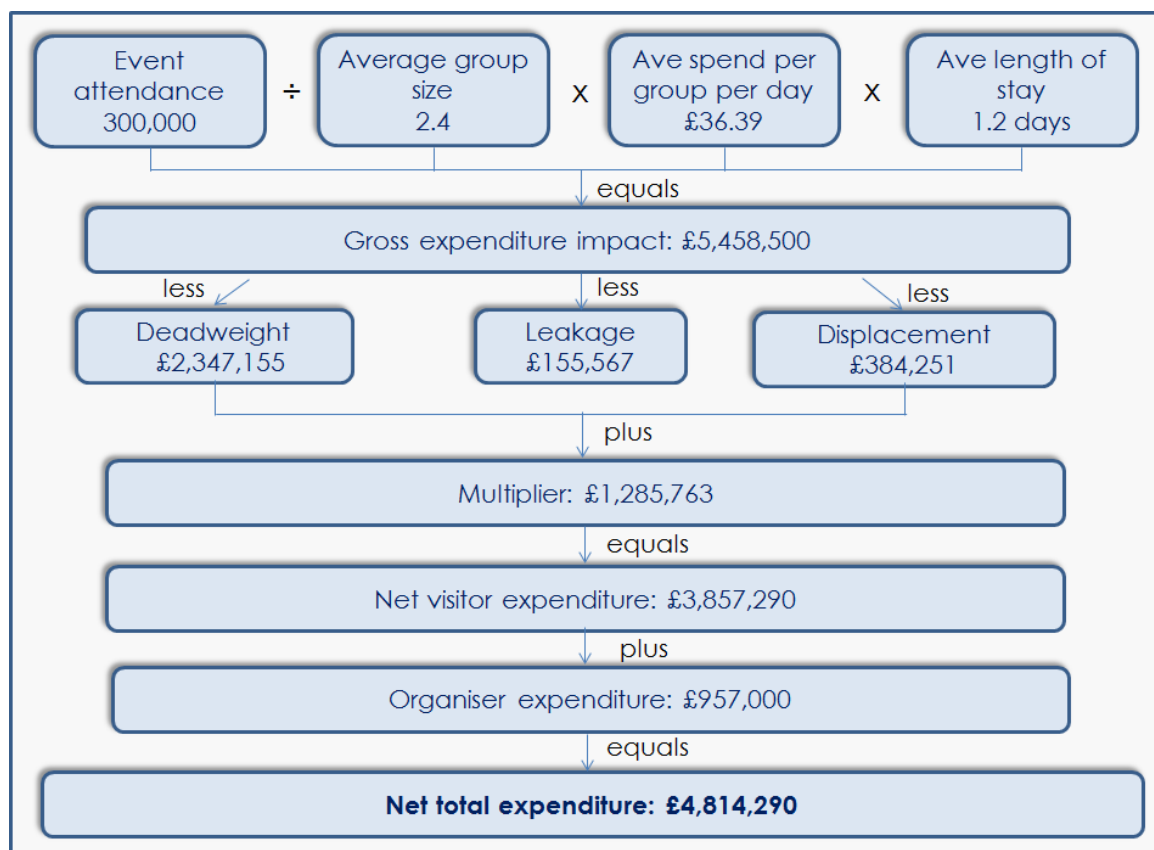


While the race is likely to have brought about a number of different types of economic impacts, including impacts related to race staffing, and impacts associated with procurement expenditure by the event organisers, the impacts related to visitor expenditure are likely to significantly out-weigh these. For example, previous research into the Tour of Britain found that visitor expenditure accounted for 92% of the total net impact of this event. This research has therefore chosen to focus exclusively on visitor expenditure related benefits.

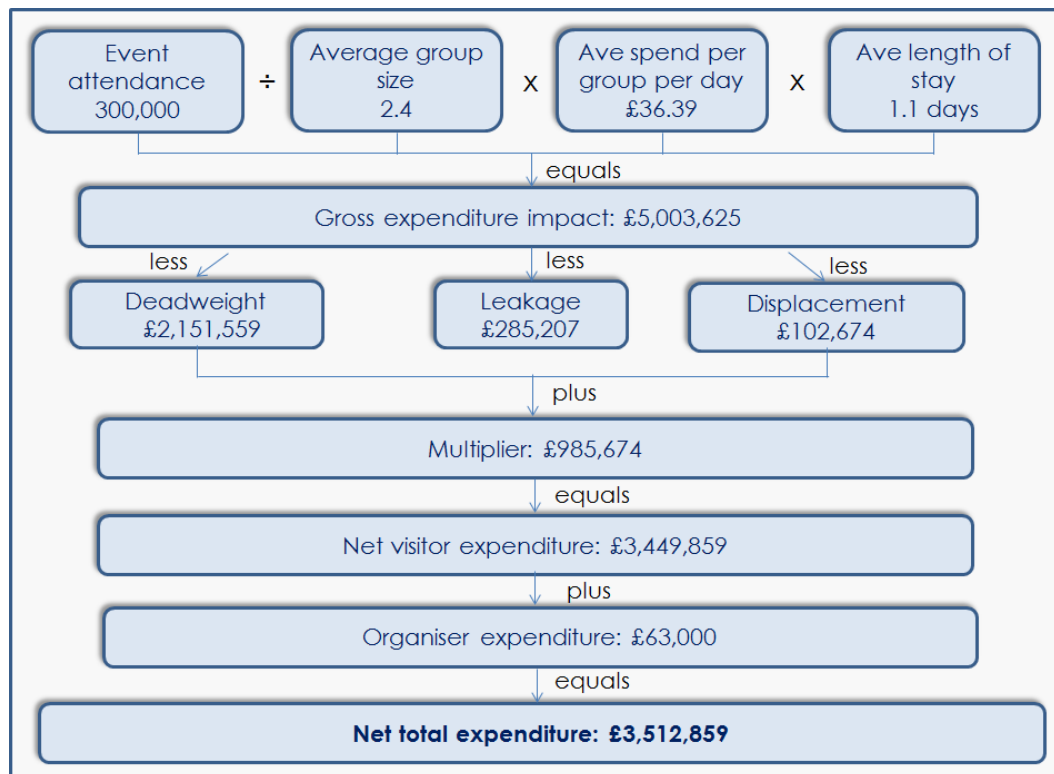
The total UK impact of the Cheshire East Stage, including other spends within the region, delivered a total gross expenditure of £5.46m. This can be shown as follows:



This delivers a net expenditure of £4.8m:



Of this the Cheshire East net economic impact was £3.5m:

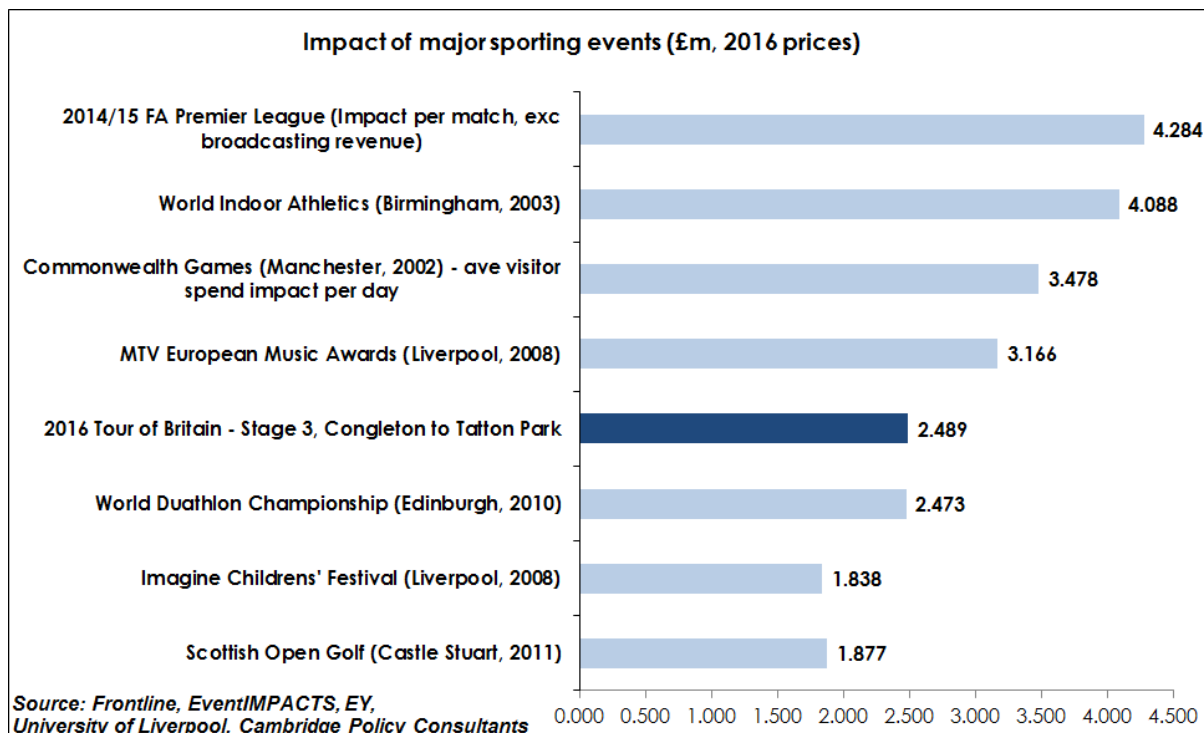


The net expenditure, net employment and net GVA impacts, including this organiser expenditure, are summarised in the table below, which includes both visitor and organiser expenditure aggregated together.

It is assumed that GVA impacts will equal 51.7% of business turnover, based on an analysis of turnover and GVA figures for the retail and hospitality sectors, as reported in the most recent Office for National Statistics (ONS) Input-Output tables. In calculating the results it is also assumed that there is a UK average productivity rate of £39,000 per full time equivalent (FTE) worker (based on figures in the ONS Blue Book):

Expenditure	UK (Impact of Stage3)	Cheshire East
Net visitor spend	£3,857,290	£3,449,859
Net organiser spend	£957,000	£63,000
Total net spend	£4,814,290	£3,512,859
GVA	£2,488,988	£1,816,148
FTE Employment	63.8	46.6

The range of the economic impact figures compares favourably with the original target range of £3- £5m. The impacts also compare favourably with the GVA impacts of other, similarly sized events, which have taken place in the UK over the past few years:



- **Place marketing and media: Image, profile and reach**

The Council can build on the profile generated by the event to capitalise on the positive PR enjoyed by Cheshire East to target businesses seeking to relocate to the North West. Cheshire East as a visitor destination being profiled in over 120 countries. This profile will be utilised to attract more visitors to the area increasing the value of the visitor economy from its existing level of £842m per year towards the anticipated £1bn by 2020.

A dedicated website for Stage 3 was created to promote the Cheshire East stage and to provide a 'one-stop' information resource. Through this website visitors could also sign up to the weekly newsletter and find out crucial information such as the Stage 3 route, race times and parking information. This was all produced to encourage thousands of members of the community to visit the Cheshire East area on the day of the race, whilst helping to highlight the many advantages and attractive qualities of the Cheshire East region. It also provided a facilitative resource, hosting bespoke toolkits for Cheshire East schools, communities and businesses to encourage engagement and ensure that relevant supporting material was widely accessible.

This website was part of a multi-faceted marketing approach that drew interest from the public after traffic was driven to this site from social media and other digital marketing channels. The website proved to be a popular online channel for our intended audience, with the website unique users reaching 76,312 by the end of the Tour and the total number of website page views reaching 299,922 in total. This is in conjunction with the amount of website sessions reaching over 108,000 overall.

- Members of the public were engaged through the distribution of external newsletters, informing residents and visitors of the best places to watch the race, whilst highlighting any accommodation offers and deals from local businesses. These newsletters attracted a large target audience, after members of the public were incentivised to sign up through the introduction of one of many competitions. This included the opportunity to win free cheese packages and mountain bikes for those who joined our mailing list. Overall this newsletter received 2,568 signups, with 20 newsletters produced in total over a 5 month period during the Tour pre-promotion stage.

Further marketing techniques consisted of the following:

- The production of marketing collateral including posters, banners, pocket guides, t-shirts, website, media releases, radio advertisements (Silk FM) and outdoor graphics.
- Introduction of a clear brand identity with the appointing of the colour orange for the Stage 3 colour, replicating this on official t-shirts which were produced for the Tour and also on any other form of decorations for promotion including bicycles which were displayed throughout the region.
- Utilising various PR techniques, including the appointing of David Millar as ambassador of the Tour, and working with the official Tour artist Will Barras to provoke further interest in the Cheshire Tour of Britain.
- Taking photographs and videos of Tour-related activities and cooperating with volunteers whilst engaging sponsors and potential sponsors.
- Regular involvement of local schools and audiences of all ages with competitions, whilst successful cooperation with local Parish Councils enabled an array of entertainment available for all visitors on the day of the Stage 3.
- Highlighting the Tour through relevant cycling-related stands and stalls at our attendance at the Cheshire and Nantwich Show.

Post-event marketing is currently in progress consisting of:

- Further competitions for signed merchandise, including Team Sky Jerseys and David Millar books.
- The production of a Stage 3 Tour of Britain scrapbook. The best images will be creatively displayed so we can advise other authorities on how to replicate this success, which can be used as a commercial revenue stream. This will highlight our achievements to sponsors who may wish to invest with us again.
- Regular Internal Communications to highlight how much of a success this campaign was, with images, messages and links to videos.
- A final external newsletter to the public to inform the public of successes of the day as well as activities of all towns that some may have missed out on, as well as bring produced to inform recipients of further competitions.

- The Tour of Britain will continue to be reflected on positively on social media.
- Engaging with relevant national campaigns such as 'love to ride' to link back to this successful cycling event in our area and to continue to ride off the back of the success of the Tour.

Allied to the web campaign, a Cheshire East focused Social Media campaign over 6 months produced 330 tweets relating to the Cheshire Tour of Britain which had over 872k impressions. Also over 100 Facebook posts have reached over 240k people.

On the Day (www.cheshiretourofbrtain.co.uk & Social Media) the combined campaign delivered:

- Total website visits: **26k (109k campaign total)**
- Unique visits: **16k (76k campaign total)**
- Page views: **77k (300k campaign total)**
- 148k impressions from content on twitter (930k campaign total)
- 77k Facebook impressions (688k campaign total)
- 29k Facebook reach (239k campaign total)
- 10k engaging with Facebook content
- 8k watching Facebook video
- 3.8m Twitter impressions talking about Cheshire Tour of Britain

Cheshire's Silk 106.9 provided **£30k** worth of media support 'in-kind' through 35x10 second idents over 9 weeks on Silk, Dee, Dee-on-DAB. That is 945 ten second tags as below:

- 'Proud to be the official media partner of the Cheshire Tour of Britain with" for more details visit cheshiretourofbrtain.co.uk
- Logo on station websites
- Social media activity for 9 weeks prior to the race.
- Live activity at the start and finish with interviews live reads on Silk, Dee, and Dee-on-DAB
- 405x30 second pre-recorded promos 9 weeks prior on Silk, Dee & Dee-on- DAB

SweetSpot, the Tour organisers have provided further information about TV and other media coverage. They tracked website statistics for the main Tour website. For race week alone that showed:

559k Unique visitors
748k Visits
2.61 million Page views
 Visitors from **178** countries
41% of visits from mobiles

The statistics over the year (1st Jan – 30th Sept) were as follows:

955k unique visitors

1.34m visits

4.35m page views

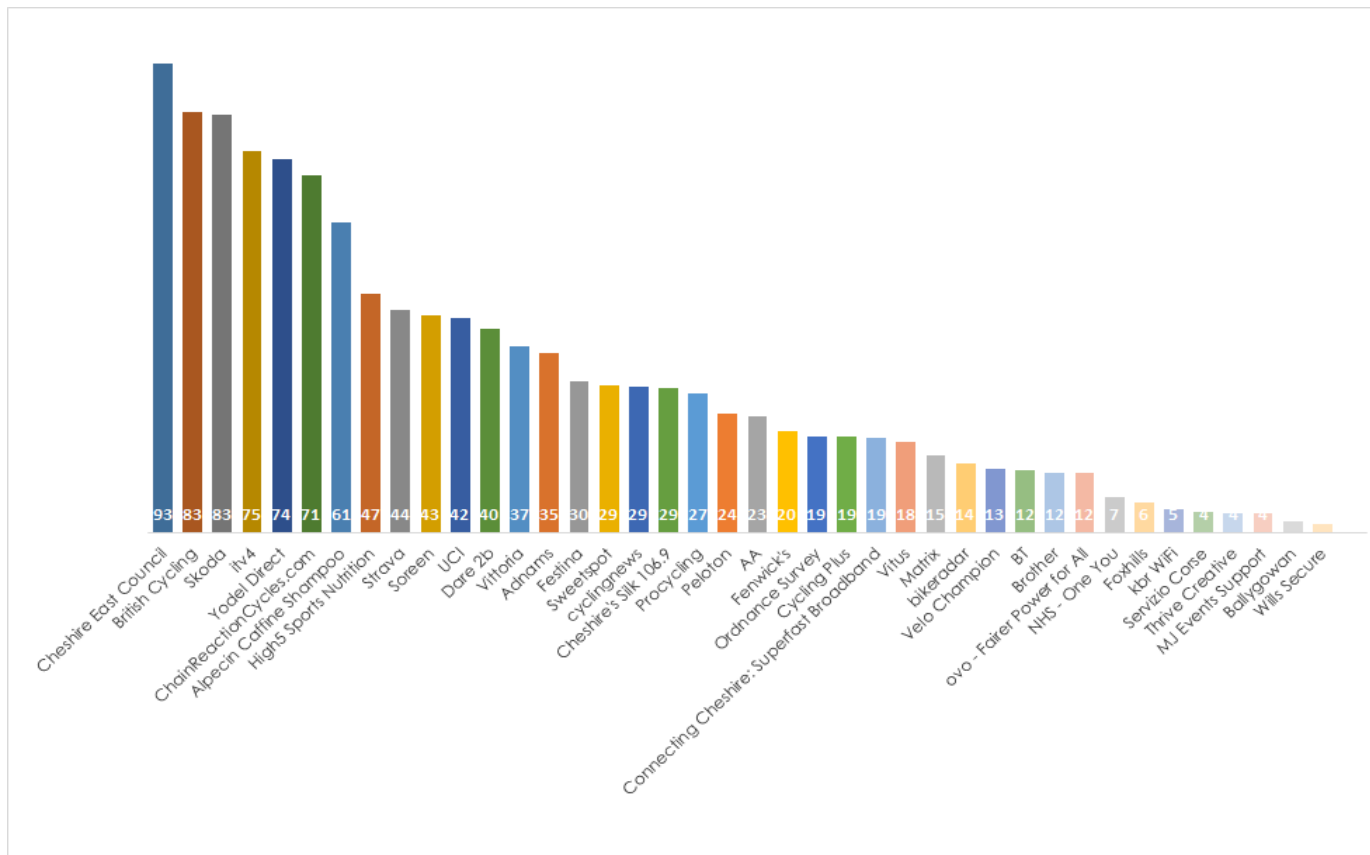
The top five nations were UK, USA, France, Netherlands and Spain.

There were 65k video views on The Tour YouTube, 49% of which were from outside the UK, and a further 40k video views on Tour of Britain website. There were extensive previews and race reports on all 8 Stages on BBC Sport & Sky Sports websites.

Live TV coverage was provided by ITV4 with viewing figures of 448,00 for the live programme and 521,000 for the highlights in addition to 54,000 for repeats. The highlights programme was also available on ITV Hub for 30 days but figures are not available for that. The Tour of Britain shown in 20 broadcast markets including North America, Pan-Asia and Sub-Saharan Africa. In Europe the race was shown in cycling powerhouse countries France, Italy & Belgium amongst others. The Tour also benefited from regional coverage with BBC North West Tonight, ITV Granada and That's Manchester all covering Stage 3 across Cheshire East and ITV Granada live from the finish at Tatton Park at 6pm. The race also shown on the BIKE Channel in the UK a platform available in 17 million + homes across the UK. BIKE Channel reaches more than 1 million cycling fans per month.

Print media included 12 national newspapers reporting on the race with 9 consecutive days coverage in The Telegraph, Guardian & iNews producing 93 pages of content in total. The win by Ian Stannard generated significant coverage specifically for the Cheshire East stage. Regional papers also covered the race with 216 pages of content. This generated regular coverage in the lead-up to the race, banner promotions and race coverage by all the Cheshire East titles and other regional press of stage 3 itself. Specialist cycle press also covered the race with a 36 page supplement in Cycling Plus, 20 page preview special in Cycling Weekly and a 12 page review special in Cycling Weekly. The coverage of stage 3 was significantly positive in all such coverage. The local knowledge of Ian Stannard, the route through the Borough and the Congleton Sportive were particular features of this coverage.

The independent survey for SweetSpot by Frontline provided information about the organisations and sponsors that visitors associated with the race. Cheshire East topped this poll with 93% recognition:



Legacy; Residents living well and for longer

Even before the day of the event itself, the profile and engagement was successfully stimulating additional activity that will continue to provide a legacy for the future. For example, Congleton Cycling Club Sportive – To celebrate the Tour of Britain coming to Cheshire, Congleton CC hosted a sportive on 4th September. This was attended by 200 cyclists with the aim to grow numbers year on year. Meanwhile, Bollington Bikefest – Bollington capitalised on the Tour coming through their town to increase take-up of places for the annual Bikefest day.

Anecdotal evidence from the 6th September indicated that the Tour was already generating interest and benefit that had potential to be sustained after the event. This included greater awareness of cycling, increase in gym visits & gym memberships in Cheshire East, greater awareness of Cheshire East cycling clubs exemplified by CycleKnutsford adding 161 new members to the group and Congleton Cycling Club also attracting new members. All these indicate the potential for consequent health & wellbeing benefits from a more active and engaged community. In addition the high level of community engagement and audience participation generated a significant level of civic pride and left a legacy of good working relationships with a number of organisations.

Cheshire East's bid to the Department of Transport for the Sustainable Travel Transition Year fund was successful. The grant of £350k will capitalise on the legacy. It will be used to support walking and cycling initiatives in the Crewe area with the aim of cutting emissions, supporting social and economic growth and increasing walking and cycling with a particular focus on improving access to the

new Crewe University Technical College and local employers in the area. Beyond the event itself, consideration is now being given to the legacy activity, which links to the Council's approach to Cycling Strategy and delivery of its vision and the work of organisations and communities across Cheshire East, whose efforts have been inspired or galvanised by the Tour:

Our Vision for Cycling in Cheshire East:

"To enable more people to cycle safer, more often and with confidence for everyday and leisure journeys."

- Get more people cycling - inspiring the current and next generation of cyclists by providing children and adults with training and access to bikes, for play and for sport
- Making cycling a transport choice – through working with partners to improve cycling infrastructure and facilities, addressing real and perceived barriers to cycling
- Bring cycling events to Cheshire East – broadening the number and awareness of cycling events and opportunities for all ages and abilities – be they toddlers learning to ride or international stars riding World Tour level races- and engaging cycling clubs to expand their membership and events.
- Provide a greater awareness of cycling and cyclists - reaching a diverse audience to tell them about the benefits of cycling, be it for travel, sport or health and generate a wider appreciation of the health benefits of cycling and respect between everyone using our roads.
- Encourage the growth of the network of cycling related businesses including cycling clubs and social enterprises – encouraging support for cycling related clubs, businesses and groups in the region to provide a dedicated network of experts to sustain Cheshire East's growing cycling community.
- Create user friendly cycle hubs at the heart of communities which are visible, accessible and integrated with other services. Cycle Hubs will create opportunity for people to see, try, learn and develop into regular cycling if they wish.
- Consider the feasibility of a dedicated park in Congleton for cycling & walking
- Connect with key National Governing Body programmes linked to cycling across a range of demographic groups i.e. Ride Social, Breeze Networks etc. These can be outreach activity developed from the Cycle Hubs and promoted through the community including schools.

- Working in partnership with Active Cheshire and ESAR the Council will have a focus on cycling participation in Cheshire East. This will provide a legacy of opportunity for an Active Borough, related to outcomes for healthy lifestyles.
- After the positive interest shown by the Cheshire East residents for the Tour of Britain, the public health teams will be encouraging the take up of cycling as a fun activity to getting and keeping both physically and mentally fit.

