

# SweetSpot

Presents:



A Dynamic Series of  
City Centre Grand Prix  
Races

**Belfast**

SweetSpot



## The Tour Series: Organisation

- **SweetSpot** is a sports marketing and events company specialising in the creation and execution of high quality, commercially successful annual sporting events.
- **SweetSpot** is committed to the highest possible professional standards and to a philosophy which delivers sustainability in terms of the environment, the event and the sport itself.
- **The Tour de France – 2007 Grand Depart:** SweetSpot were selected to deliver the 2007 Tour de France Grand Depart in London and the South East of England. Over 3 million people watched the event live, and SweetSpot's expertise and technical delivery of the event helped the Grand Depart to be one of the most successful sporting events of 2007, winning the Visit London Sports Tourism award in the process.
- **The Tour of Britain:** since the event was revived in 2004 by SweetSpot, The Tour of Britain has become an event which is considered to be a cornerstone of the UK's sporting calendar and the country's biggest professional cycling event.
- **The Tour Series:** established in 2009, The Tour Series brought unique team cycle racing to 10 venues across England and was hugely well received by press, television viewers and the professional teams that took part.

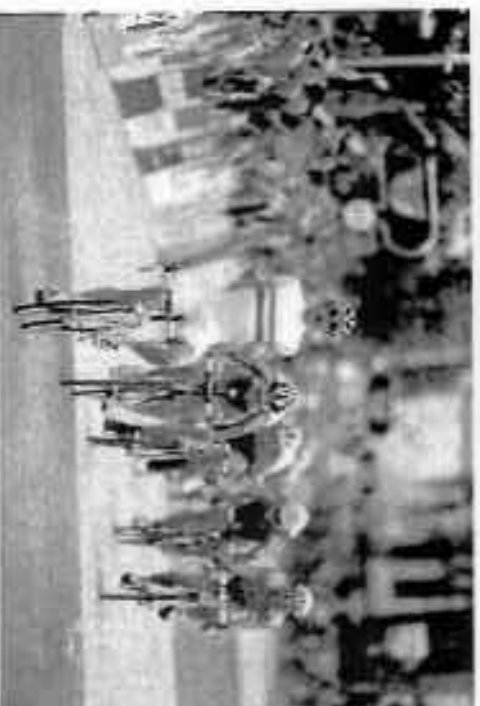
## **An opportunity to raise the profile of Belfast as a Tourism and Cycling Destination:**

In May and June 2010, Towns and Cities across the UK and Ireland will play host to a series of free-to-attend televised cycle races. The **Tour Series** will be a prelude to September's Tour of Britain, featuring top national and international cyclists, including many of Britain's top professional teams and riders.

Each 75 minute race will provide thrills, spills and excitement as the riders do battle for team glory and the ultimate prize of the Tour Series Leader's Jersey, and will provide all host venues with valuable place marketing and economic investment benefits, as well as the ideal opportunity to promote cycling development and healthy living in their region.

The **Tour Series** race will only be the finale of a day of community based cycling and non-cycling events, which will engage with the local community and the whole day will act as a platform to promote cycling to all levels and age-groups.

**A powerful  
platform to  
inspire  
children  
into  
cycling  
and a  
healthy  
lifestyle**



## The Tour Series 2010: Event Information

- A programme of races will be held during May and June 2010 in towns and major cities across the UK
- Sponsored by regions and supported by stakeholders
- FREE to attend – a carnival atmosphere catering for families, children and attracting tourists to the event host cities around Britain
- The Tour Series comprises a series of midweek city centre races – televised on ITV - providing a fantastic showcase for cycling in the UK, and for the towns and cities that host rounds of the event
- 60+ minute (plus 5 laps) races starting at approximately 19:15hrs on a totally closed 1 - 1.5 km city centre circuit
- Featuring top riders from across the UK and star international riders, competing for prize money and overall end of series honours
- A free-to-attend, community based event appealing to all demographics and age groups



## **The Tour Series 2010: Potential race Schedule**

### **MAY**

4th and 6th	Dublin and Belfast
11th and 13th	Scotland (Dundee and Perth)
18th and 20th	South East (Hillingdon and Ashford)
25th and 27th	Chester and Stoke-on-Trent

### **JUNE**

1st and 3rd	Tewkesbury and Exeter
8th and 10th	Blackpool and Southport
15th and 17th	Milton Keynes and Peterborough
22nd and 24th	Colchester and Woking
26th	FINAL (TBC)

**The Tour Series – event logo incorporating the race location**



## The Tour Series 2010: Stakeholder Benefits

- The Tour Series will be televised by ITV4 'as-live' in a prime time slot (plus repeats) and delivered electronically on other platforms
- The elite race will be the culmination of a day of activity as a celebration of cycling in Belfast. This day will provide local schools with a means to promote participation and engage their students into an accessible sport and a green, sustainable mode of transport
- A powerful tool for place marketing and an effective means of highlighting Belfast as a tourist destination
- Hosting a race in The Tour Series provides an ideal opportunity to showcase your city
- Bringing inward investment and resultant economic impact – a huge benefit to our regional stakeholders. Spectators will travel from all around the region and will stay in the city centre all night
- VIP hospitality on the finish line and interaction with the teams and riders. This will provide an ideal opportunity to entertain guests and colleagues at a unique and exciting event
- Presentation of prizes by local dignitary at end of the day and branding opportunities throughout the event
- Providing the ideal platform to build participative community events and promote cycling in your region



## **Summary of Main Stakeholder Benefits**

- Use of **The Tour Series** brand and logo
- Presentation of prizes including Leader's Jersey's
- Branding – on course
- Press board branding
- Podium branding
- Referenced in all collateral materials
- Start/Finish gantry branding
- V.I.P. Hospitality places for employees and guests
- Activation rights
- Promotional items
- Special competitions
- Press promotion via local media partnerships
- Community projects
- Campaigns
- Live broadcast and highlights packages featuring region highlights



## **The Tour Series – team city centre cycling for 2010 and beyond**

**The Tour Series** is a revolutionary and dynamic series of events, unlike any town/city centre circuit races in existence on the UK cycling calendar.

The races are **TEAM BASED**, rather than focussing on individual performance, with ten teams of five riders fighting it out for team honours and the end of series leader board.

Following each evenings racing there is be an individual winner of each leg, but the main emphasis is on the leading team (determined on points) whose members will wear a Leader's Jersey.

There is also a Sprints Competition for individual riders, as well as the individual round winner.

The uniqueness of this event therefore promotes cycling in towns and cities around Britain, while providing the countries top professional cycling teams with a highly effective, televised platform for their sponsors and partners.

Teams are able to substitute injured or unavailable riders throughout **The Tour Series**, between events, encouraging a tactical element.

# The Tour Series 2010 – Teams and Competitions

## The Teams

Teams are contracted to ride – there will be a set field of teams which will largely comprise British riders and teams. SweetSpot also contract 'star' (or local) riders for each event.

The 2009 teams were:

- Rapha – Condor
- Madison.co.uk
- CandITV – Marshalls Pasta
- Halfords Bike-hut
- SigmaSport
- BMC UK Racing Team
- Sport Beans – Miller
- Team Corley Cycles
- Cyclebargains.com
- Endura Racing



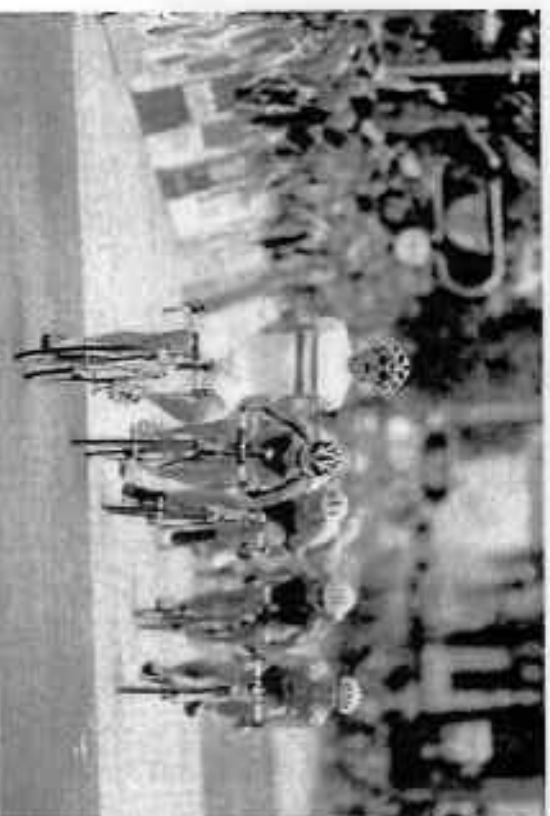
## The Competitions

The Tour Series includes the following competitions:

- Overall Series leading team – signified by the five leaders jersey
- Sprints Competition – three 'Sprints' at each round where riders can win points
- Individual Round Winner

## Proposal for Belfast:

- To work with SweetSpot to create a community based 'day of cycling' in Belfast in the summer of 2010
- To provide a catalyst for healthy living initiatives and to stimulate cycling as a mode of transport, particularly with families and children
- To use **The Tour Series** event to serve as a centrepiece to promote Belfast as an active, cycling town
- Promote a day of cycling in central Belfast with kids races and demonstrations, provide local schools and businesses with the opportunity to take part in events and meet elite athletes
- To make a financial contribution of £60,000 (ex VAT) to cover the cost of staging the event



# Participation:

A means to engage local schools and encourage participation



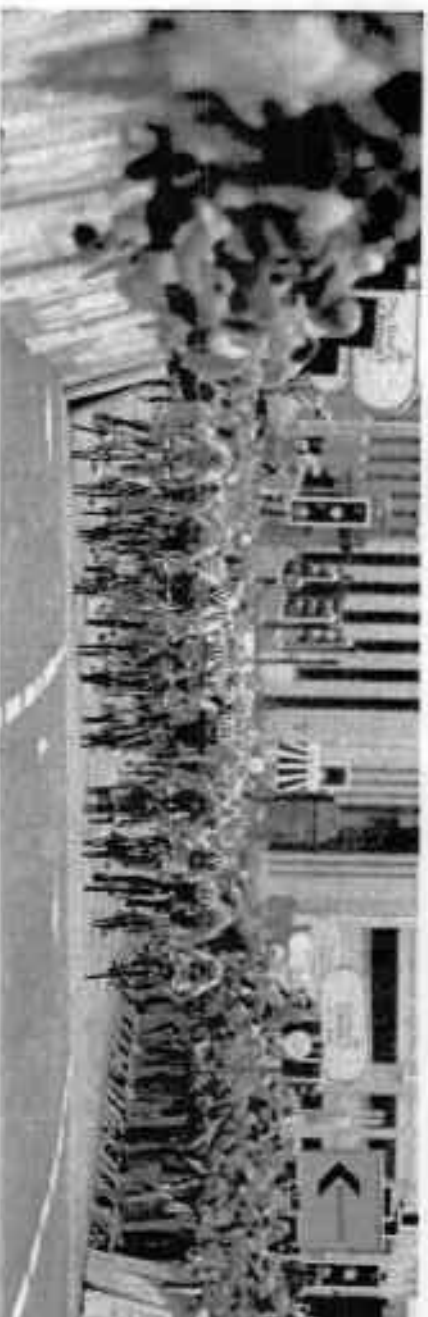
ToBi – our Tour Series mascot – will be on hand on the day to entertain the crowds

Bikeability and Go-Ride demonstrations provide fun and cycling education for local kids

SweetSpot

## The Tour Series: Requirements from host venues:

- 1- 1.5 km circuit (minimum 6mtrs wide)
- Changing and shower facilities, with at least 8 shower heads
- Optional civic reception following event
- Public order policing
- Road closures
- Traffic management
- Sweeping and pothole filling (if required)
- First aid cover (St John's Ambulance)
- Advertising sites across one month in build up to event
- 20 local stewards / marshals
- Water supply for gantry
- 6 flower troughs for podium
- Permission to erect Start/Finish gantry



# Sweetspot – Event Delivery

## Technical aspects of the race

- Risk Assessment
- Health and safety review
- Full event management delivery (on the day)
- Placement of television coverage
- Negotiation of TV production
- Contracting of riders
- Prize Money

## Marketing

- Website
- Marketing & Media:
  - Posters
  - Pre-publicity banners
  - Leaflet/Postcard
  - Race Programme
  - National 'Public Relations' campaign
- Co-liaison with key stake holders
  - Schools
  - Businesses and employers.
  - Cycling clubs and organizations
  - Retailers
- Liaison with governing body and federation
- Venue Series launch



## The Tour Series: Timetable of Events

- 12.00hrs -15.00hrs
- 15.00hrs -18.00hrs
- 18:15hrs
- 19.00hrs
- 20.15hrs
- 21.00hrs
- 00.00hrs

Road closures and build up commences in finishing straight  
Circuit totally closed support activity begins: Go-Ride,  
Bikeability Youth races, Cheerleaders and Trials  
demonstrations etc  
**The Tour Series** teams sign on and warm up on the circuit  
Race start  
Race finish and podium presentations  
Road closure lifted on circuit  
De-rig completed

**\*\* NB \*\*** Timings of support activity can start earlier at venue's discretion



## Summary

- **The Tour Series** creates a carnival atmosphere, encompassing elite cycling, music, entertainment, action, excitement, colour and inspiration and will provide a fantastic platform for the promotion of Belfast as a cycling destination.
- With so many benefits on offer the return on investment in both economic and prestige terms is unrivalled. Places in the **Tour Series** are limited to a set number of venues, and ideally we require an indication of Belfast's involvement prior to The Tour of Britain (12<sup>th</sup> September)
- **The Tour Series** can be the catalyst for a day of cycling, from cycle-to-work schemes or even a car-free day in the city centre, and will be a unique platform for Belfast to promote and market itself as a cycling destination.

**The Tour Series – putting Belfast on the map in 2010 and promoting cycling across the UK**





## TV HIGHLIGHTS



ITV4 screened an evening highlights programme, produced by Century TV, between 19:00 and 20:00 the evening after each race event. Across the ten days, the programme had an average reach of 150,000 viewers per show; and an additional average of 50,000 viewers for the repeat programme.

Each programme attracted an average reach per show and per repeat programme. These figures for each round were:

• Milton Keynes:	123,000 / 33,000
• Exeter:	137,000 / 87,000
• Woking:	211,000 / 25,000
• Peterborough:	129,000 / 85,000
• Blackpool:	139,000 / 35,000
• Southport:	158,000 / 46,000
• Stoke-on-Trent:	171,000 / 42,000
• Colchester:	169,000 / 54,000
• Chester:	128,000 / 78,000
• Southend-on-Sea:	152,000 / 58,000

# The Tour Series: Local Coverage

Western Morning News – 28 May

## Top cyclists take to city's streets

SMALL groups of riders are set to take to the streets during the region's first outdoor road cycling event. Organised by the city's cycling club, the event will see 10 riders set the pace on a route around the city.

The event will be held on the streets of Exeter on Saturday, May 28, starting from the city centre and heading towards the city's outskirts. The route will be a mix of roads and paths, with a total distance of 100 miles.

The event is being organised by the Exeter Cycling Club, which is a member of the Devon Cycling Federation. The club is a charity and is open to all cyclists, regardless of their level of experience.

Organised by the city's cycling club, the event will see 10 riders set the pace on a route around the city.

**'This event tonight is fantastic for this city'**

Can the outdoor event be the one to catch the attention of the city's cycling community? They were the words of the club's president, who said the event would be a great way to promote the club and the city.

## Blue jerseys lead the way

If you are familiar with cycling, then you'll know all about the famous leader's yellow jersey worn in the Tour de France and the UK's very own Tour of Britain.

In the Tour Series coming to Exeter on May 28 things are a little different. Instead of yellow, a blue jersey will be supplied for every member of the leading team, for each of the 10 rounds.

The jerseys will also be available with a donation from each one sold! Prostate Cancer Charity.

Express & Echo – 28 May  
Meet the cycle teams

The Tour Series is a four-day event, with 10 of the best British cyclists taking part in the competition. The event will be held on the streets of Exeter on May 28, 29, 30 and 31.



## Olympic hopefuls in action on city streets tonight

The city's top cyclists, including several Olympic hopefuls, will be in action on the streets of Exeter tonight. The event is being organised by the Exeter Cycling Club, which is a member of the Devon Cycling Federation.

The event will be held on the streets of Exeter on Saturday, May 28, starting from the city centre and heading towards the city's outskirts. The route will be a mix of roads and paths, with a total distance of 100 miles.

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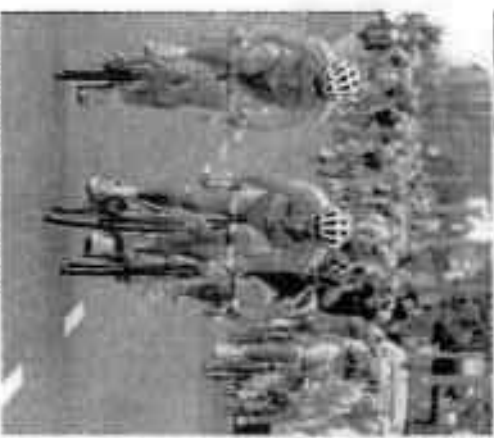
## Cycle medallist hopes tour race will inspire champs of the future

The Tour Series arrives in Exeter later this month. In the second in a series of reports on the event and its impact on the city, Adam Dixon speaks to Exeter Olympic cyclist and outdoor organizer Mick Bennett as he looks for the big day ahead.

It's a great day for Exeter. The city is buzzing with excitement as the Tour Series arrives. Mick Bennett, an Olympic cyclist and outdoor organizer, is one of the many people who are excited about the event. He has been organizing the event for several years and is looking forward to the big day ahead.

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## Exeter swells riders in a real West Country homecoming

Exeter is a city with a rich cycling heritage. The city is home to many of the best cyclists in the world. The event is being organized by the Exeter Cycling Club, which is a member of the Devon Cycling Federation. The club is a charity and is open to all cyclists, regardless of their level of experience.



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# The Tour Series: Cycling Media Coverage

**Cycling**  
WEEKLY

Home News Reviews Buy and Sell Routes Forum

ISSUE 1166 • APRIL

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Dean Downing blasts to victory in Exeter crit

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Tour Series needs for Exeter

Thursday, 26 May 2009 16:12 GMT by E. Connelley

**Cycling**  
WEEKLY

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Home News Gear Features Bike Forum Tea Stop Blogs Race Classifieds

## Tour Series team line-ups for Round 2 in Exeter tonight

By E. Connelley, Thursday, 26 May 2009

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Exclusive to  
cycling  
paradise



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## Tour Series Round Two to Downing

Thursday, 28 May 2009 16:12 GMT

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## Tour Series Round 2: Downing wins as Rapha Condor move up the standings

By E. Connelley, Thursday, 28 May 2009



**SEE THE NEW**  
**TOUR D**  
**FRANC**  
BY FRANK COE

SEARCH

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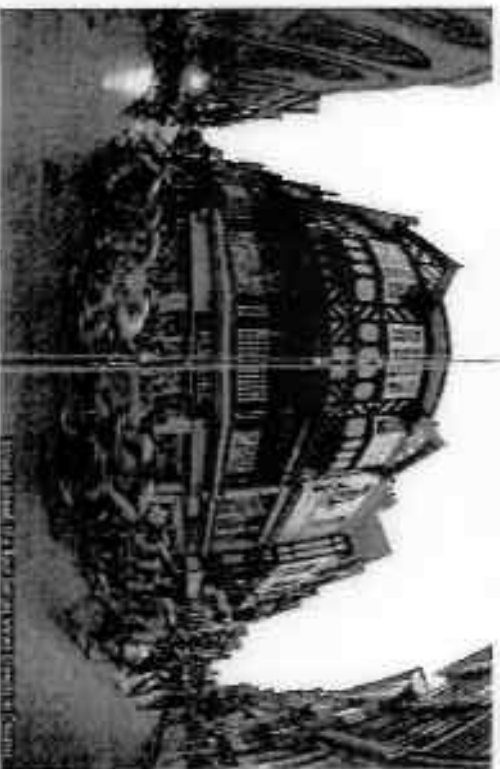
# How the Tour Series Resurrected UK racing

IT'S EASY TO FORGET THAT THE UK has a cycling tradition that stretches back over 100 years. But the Tour Series has done much to resurrect the sport in the UK. The series has been a success story for many reasons. It has provided a platform for the sport to grow and has helped to attract new fans. The series has also helped to raise the profile of the sport and has made it more accessible to a wider audience. The series has been a success story for many reasons. It has provided a platform for the sport to grow and has helped to attract new fans. The series has also helped to raise the profile of the sport and has made it more accessible to a wider audience.

And the fact that it was the first time that the British Cycling Federation had ever held a professional race in the UK is a testament to the success of the series. The series has been a success story for many reasons. It has provided a platform for the sport to grow and has helped to attract new fans. The series has also helped to raise the profile of the sport and has made it more accessible to a wider audience.

## The armchair opinion

THE TOUR SERIES has been a success story for many reasons. It has provided a platform for the sport to grow and has helped to attract new fans. The series has also helped to raise the profile of the sport and has made it more accessible to a wider audience. The series has been a success story for many reasons. It has provided a platform for the sport to grow and has helped to attract new fans. The series has also helped to raise the profile of the sport and has made it more accessible to a wider audience.



standing 20, with the upstart rider, who was seen to have won the race, taking the lead. The crowd was seen to be cheering and shouting, creating a sense of excitement. The scene was filled with people, some standing and some sitting, creating a sense of a large public gathering.

And the fact that it was the first time that the British Cycling Federation had ever held a professional race in the UK is a testament to the success of the series. The series has been a success story for many reasons. It has provided a platform for the sport to grow and has helped to attract new fans. The series has also helped to raise the profile of the sport and has made it more accessible to a wider audience.

## Tour Series street view

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Go the Distance!  
Take part in one of our  
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11 Amazing century rides to choose from

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takeaction  
T 01403 210406

Medical research for children for life  
www.action.org.uk

# Critical Path Schedule

- Agreement of Terms: September
- Marketing Meeting: October 2009
- Belfast Launch October 2009
- Circuit agreed: By January 2010
- Technical Meeting 1: January 2010
- Technical Meeting 2: February 2010
- Technical Meeting 3: March 2010
- Circuit Meeting: EVE OF EVENT

# SweetSpot

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**Economic Impact of the 2009 Tour Series**

**Summary of Series Impacts**

**Report for Sweetspot**

August 2009

ekogen  
137 Sauchiehall Street  
Glasgow

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## 1 Introduction and overview

### Purpose of Research

1.1 In April 2009, Sweetspot appointed ekosgen to undertake an economic impact assessment of visitor expenditure related impacts of the 2009 Tour Series, and of each of the 10 individual races that formed part of the series.

1.2 This paper provides a summary of the impacts across all ten races. Further details on each individual race can be found in the accompanying race reports.

### Research Objectives

1.3 The objectives of this research are to:

- o Measure the total amount of money spectators spent in the participating towns and elsewhere on the days of the races;
- o Assess the extent to which this expenditure was additional and would not have occurred had the race not taken place;
- o Examine whether the expenditure has displaced expenditure in other parts of the UK economy;
- o Examine whether expenditure at the races has acted as a catalyst for further indirect or induced expenditure as a result of local workers spending their overtime pay, or increased trade amongst supply-chain businesses (the multiplier effect);
- o Examine the impact of the additional visitor expenditure on employment and gross value added in the UK economy;
- o Compare the value for money gained at the race with that gained at other similarly-sized sporting events; and
- o Understand the benefits that the race have had in terms of increasing participation in cycling, and in raising sponsors' brand awareness.

### Research Methodology

1.4 The research is based upon the findings from a web-based survey of 388 Tour Series spectators and follows the principles set out in the English Partnership's *Additionality Guidance*; HM Treasury's *Appraisal and Evaluation in Central Government Guidance* ("The Green Book") and UK Sport's *Major Sports Events – The Guidance*.

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1.5 While the series 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, a recent study into the 2008 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.

## Report Structure

1.6 The remainder of this research is structured as follows:

- o Section two sets the context for the event, explaining the structure of the 2009 Tour Series, which towns participated, and the race results;
- o Section three shows the findings of the survey of spectators across the ten races;
- o Section four presents the results from the economic impact assessment and explains how they have been calculated;
- o Section five brings together the key conclusions from this research.

## 2 Context

### The Tour Series

2.1 The 2009 Tour Series was a new concept in cycle racing, involving ten one-hour races around the centres of 10 English towns and cities. Funding and sponsorship were provided by The Prostate Cancer Charity, Cycling England, Bikeability, Ordnance Survey, Satmap, Endura, Active Office and Sweetspot. A total of 100,000 spectators attended the series, and the races were televised on ITV4. The series began in Milton Keynes on 21<sup>st</sup> May, and finished in Southend-on-Sea on 25<sup>th</sup> June. It was contested by ten teams of five riders, and was won by the Halfords Bikehut team.

2.2 Details of each of the outcomes of each race are shown in the table below:

Round	Date	Location	Winner	Attendance
1	21 <sup>st</sup> May	Milton Keynes	Candi TV – Marshalls Pasta	4,000
2	28 <sup>th</sup> May	Exeter	Rapha-Condor	12,000
3	2 <sup>nd</sup> June	Woking	Plowman Craven	10,000
4	4 <sup>th</sup> June	Peterborough	Halfords Bikehut	8,500
5	9 <sup>th</sup> June	Blackpool	Halfords Bikehut	6,000
6	11 <sup>th</sup> June	Southport	Halfords Bikehut	10,000
7	16 <sup>th</sup> June	Stoke-on-Trent	Rapha-Condor	12,000
8	18 <sup>th</sup> June	Colchester	Halfords Bikehut	18,500
9	23 <sup>rd</sup> June	Chester	Candi TV – Marshalls Pasta	12,000
10	25 <sup>th</sup> June	Southend-on-Sea	Halfords Bikehut	7,000

### 3 Understanding visitor behaviour

#### Introduction

3.1 This section summarises the key findings from ekosgen's internet survey of race spectators, which took place between 24<sup>th</sup> June and 14<sup>th</sup> July 2009. The survey was based on a sample of race spectators, who provided their contact details to race volunteers on the day of the race. Each of these spectators was sent a survey form to complete by e-mail.

#### Profile of visitors

3.2 Just over half (51%) of visitors who attended Tour Series races lived in the town in which the race took place. 40% lived within the local region, but outside of the town, while the remaining 9% lived in another part of the UK. None of the 388 survey respondents lived outside of the UK.

3.3 The age profile of spectators who attended Tour Series events was fairly dispersed. The single largest age group attending was 35-44 year olds (36%) closely followed by 45-54 year olds (29%) and 25-34 year olds (15%). Only 1% of the survey respondents fell into the under 16 and 65 or older age groups. 65 percent of Tour Series attendees were male whilst 35% were female.

Visitor Characteristic	% of Respondents
<b>Place of Residence</b>	
In host town	51
In host region, but not in host town	40
In the UK, but not in the host region	9
<b>Age</b>	
Under 16	1
16-24	7
25-34	15
35-44	36
45-54	21
55-64	9
65 or older	4
<b>Gender</b>	
Male	65
Female	35
Source: ekosgen, 2009	

3.4 There is evidence to suggest that the Tour Series brought in additional visitors to the host towns, with the majority (59%) of the respondents to the survey stated that watching the Tour Series was their sole reason for visiting the host town, while six per cent stated that it was part of their reason for being there.

Reason for Visit	% of respondents
Watching the Tour Series was my sole reason for visiting	59
Watching the Tour Series was part of my reason for visiting	6
Watching the Tour Series was not part of my reason for visiting	1
I live here	27
I work here	8

Source: ekosgen, 2009

### Visitor expenditure

3.5 Expenditure at the event was broken down into Travel, Food & Drink, Entertainment, Other Daytime expenditure and Overnight Accommodation. Details of the amount of money that visitors typically spent on each of these items is provided below.

Area of expenditure	Average expenditure per visitor
Travel	£7.55
Food and Drink	£16.73
Entertainment	£4.52
Other daytime expenditure	£5.59
Overnight accommodation (where applicable)	£23.50

Source: ekosgen, 2009

### Visitor experiences

3.6 In terms of visitor experiences, 92% of Tour Series visitors reported having a 'very enjoyable' experience, while 8% reported a 'quite enjoyable experience'. Only one of the 368 respondents (0.26%) stated that their experience was not enjoyable. The exposure that cycling has during the Tour Series increases greatly with both the presence in the town it occupies and coverage on television and in wider media. In fact 70% of attendees at series races stated that this experience inspired them to cycle more frequently.

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Visitor Characteristic	% of Respondents
<b>% of visitors who found the event .....</b>	
A very enjoyable experience	92
Quite an enjoyable experience	8
Not an enjoyable experience	0.26
<b>% of visitors who .....</b>	
Were inspired to cycle more regularly ....	70
Were not inspired to cycle more regularly ....	23
Don't know	7
<i>Source: ekosgen, 2009</i>	

### Sponsor awareness

3.7 The Tour series attracted sponsorship from a variety of organisations including The Prostate Cancer Charity, Cycling England, Bikeability, Ordnance Survey, Satmap, Endura and Active Office. Sponsor awareness at the Tour Series was addressed in our survey by asking race spectators which sponsors they associated with the Tour Series event.

3.8 The Prostate Cancer Charity appears to have been the sponsor with whom series attendees had associated the most, with 32% of race attendees aware of their sponsorship. This was followed by Cycling England (14%) and Bikeability (14%) whilst none of the spectators were aware of Active Office's sponsorship.

Visitor Characteristic	% of Respondents
The Prostate Cancer Charity	91
Cycling England	41
Bikability	27
Ordnance Survey	39
Satmap	11
Endura	49
Active Office	2
<i>Source: ekosgen, 2009</i>	



## 4 Assessment of visitor expenditure related economic impacts

### Introduction

4.1 This section of the report builds on the findings from our survey of 388 Tour Series spectators, and from evidence from previous research into similar events to derive estimates of the gross and net visitor expenditure related benefits associated with the Tour Series race.

### Gross expenditure impacts

4.2 In order to determine the impact that expenditure by race spectators had at a national level, survey respondents were asked to disclose the amount of money they had spent that day. Expenditure was split into two categories, daytime and overnight. Daytime expenditure consisted of monies spent on Travel, Food & Drink, Entertainment and Other whilst overnight expenditure consisted of monies spent on B&Bs and Guesthouses.

4.3 According to Police estimates, 100,000 spectators attended Tour Series races, 1.75% (1,748) of whom came from outside of the host town and stayed overnight. Multiplying the amount of day visitors by their daytime expenditure yields a gross daytime expenditure of £3.489 million whilst the same figure for gross overnight expenditure totals £96,759. Adding these figures together shows that total gross expenditure across the Tour Series was £3.535 million.

	Day visitors	Overnight visitors	Total
Number of visits	100,000 *	1,748	100,000
Expenditure during visit	£34.39	£55.35	£35.35
Total expenditure	£3.489 million	£96,759	£3.535 million

Source: ekosgen, 2009

\* Includes both daytime only visitor and day and night visitors

### Deadweight adjustment

4.4 Deadweight can be described as the extent to which expenditure would have occurred regardless of the Tour Series taking place. Deadweight calculations need to be performed as some of the expenditure taking place on the day of each race may have happened anyway e.g. people may have visited the towns on race day without the intention of attending the race and would therefore have still spent money in the local economy.

4.5 Calculating deadweight required some specific questions to be asked in the survey to determine people's motives for travelling to the host town on the day of the race. Survey respondents were asked whether watching the Tour Series was their sole reason for

attending the race or whether watching the Tour Series was not part of their reason for visiting. In this instance, 1% of survey respondents revealed that watching the Tour Series was not their sole reason for visiting, resulting in a deadweight figure of £35,354.

4.6 Gross direct expenditure after taking into account deadweight totals £3.500 million.

UK wide impact	
Gross expenditure	£3.535 million
Deadweight factor (%)	1%
Total deadweight	£35,354
Gross direct exp. after deadweight	£3.500 million
Source: <i>ekosgen, 2009</i>	

### Leakage effects

4.7 Leakage adjustments occur as a result of visitor expenditure 'leaking' out of the area of study, as a result of the expenditure taking place in a separate area. This would, for example have occurred had the Tour Series attracted a large proportion of overseas visitors, and had these visitors purchased their food and travel tickets in their home nation.

4.8 As all of the respondents to our survey were permanent UK residents, we have not assumed any leakage at a UK level in this study.

### Displacement effects

4.9 Another effect which needs to be accounted for when moving from gross to net expenditure figures is displacement. Displacement refers to the extent to which spending in one area may displace spending in another. In this case Tour Series expenditure will 'displace' other expenditure in the local economy, whenever the race attracts a visitor who would have otherwise gone on a night out or went shopping. Our survey suggests that this would have been the case for 6.4% of visitors, and we have therefore reduced our expenditure figure by this amount.

UK wide impact	
Gross local exp	£3.500 million
Displacement adjustment	6.4%
Total displacement	£224,513
Net local exp.	£3.276 million
Source: <i>ekosgen, 2009</i>	

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## Multiplier effects

4.10 After accounting for deadweight, leakage and displacement the next step is to factor in multiplier effects. These multiplier effects occur in addition to expenditure by race spectators and capture the knock on supply chain effects that beneficiary businesses may experience as a result of replacing their stock and also the personal expenditure by employees of the beneficiary businesses.

4.11 In line with studies of the same nature<sup>1</sup>, the multiplier value is assumed to be 1.5 at the national level. Applying these multipliers to the expenditure figures yields a net total expenditure estimate of £4.913 million at the UK level.

UK wide impact	
Net local expenditure	£3.276 million
Type 2 Multiplier	1.5
Value of multiplier	£1.638 million
Net total expenditure	£4.913 million
Source: ekosgen, 2009	

## Summary

4.12 The table below summarises the gross to net expenditure impact calculations that were detailed above. Starting with gross expenditure of £3.535 million, adjustments were made to account for deadweight, leakage, displacement and multiplier impacts producing a UK wide net economic impact of £4.913 million.

UK wide impact	
Gross expenditure	£3.535 million
Less deadweight	£0.035 million
Less leakage	£0.000 million
Less displacement	£0.225 million
Plus multiplier	£1.638 million
Equals net total exp.	£4.913 million
Source: ekosgen, 2009	

<sup>1</sup> Super League Grand Final and the World Half Marathon Championships

4.13 A breakdown of the total net impacts of each individual stage on the UK economy is shown in the table below:

Race	Value of impact	% of total Tour Series
1. Milton Keynes	£0.197 million	4%
2. Exeter	£0.590 million	12%
3. Woking	£0.491 million	10%
4. Peterborough	£0.418 million	8%
5. Blackpool	£0.295 million	6%
6. Southport	£0.491 million	10%
7. Stoke-on-Trent	£0.590 million	12%
8. Colchester	£0.909 million	19%
9. Chester	£0.590 million	12%
10. Southend-on-Sea	£0.344 million	7%

Source: *ekosgen, 2009*

### Net employment and GVA impacts

4.14 The expenditure that occurs as a result of the Tour Series will create Gross Value Added (GVA) at a UK level. GVA can be described as the difference between the value it costs to make something and the value it sells for. In the case of the Tour Series, attendees may spend their money on goods in local shops, the money that the shops receive will cover the cost of them selling that good; the difference between what it sells for and what it costs them to sell it can be classed as the value they add to that good or GVA.

4.15 Expenditure-GVA ratios are assumed to be 51.7% and are taken from the most recent Office for National Statistics (ONS) Input-Output tables. This ratio shows how much GVA will be created for a given level of expenditure. Base on this ratio, we have assumed that the Tour Series will generate an overall GVA impact of £2.540 million at a UK level.

4.16 Expenditure at the Tour Series races will also feed through the economy to create employment. By assuming a Full Time Equivalent (FTE) employee creates GVA of £39,000<sup>2</sup>, we can look at the net GVA impact to ascertain how many jobs will be created. By dividing the net GVA impact by the above productivity assumption it can be concluded that expenditure at the Tour Series will supports 65 full time equivalent jobs at a national level.

<sup>2</sup> Based on ONS UK productivity statistics.

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Economic Impact of the 2009 Tour Series – Summary of Series Impacts

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	UK wide impact
Net expenditure impact	£4.913 million
Exp-GVA ratio	51.7%
Net GVA impact	£2.540 million
GVA per FTE employee	£39,000
FTE employment impact	65

Source: ekosgen, 2009



## 5 Conclusions

### Conclusions

5.1 The Tour Series has generated significant economic impacts across the UK. These include an estimated gross expenditure of £3.535 million which, once accounting for deadweight, leakage, displacement and multipliers, translates into net total expenditure of £4.913 million at a UK level. This net total expenditure results in an estimated GVA impact of £2.540 million at the national level which helps to support an estimated 61 full time equivalent jobs. Comparing these impacts to those from a recent analysis of sporting events undertaken by UK Sport shows that the Tour Series generated a similar level of impact to the 1<sup>st</sup> Ashes Test of the 2003 series in Birmingham, and generated a significantly higher impact than the 2003 World Indoor Athletics, the 1997 Woman's British Open in Sunningdale and the 2007 World Badminton Championships in Glasgow.

