
TdFHUB2014LTD

Readiness Report April - June 2014



FOREWORD

As Chair of TdFHUB2014 Ltd I am delighted that we are now releasing the third and final readiness report on preparations to host the start of this year's Tour de France.

Since the last report in March, a tremendous amount has been achieved. With less than a month to go, we remain completely on track to host three incredible stages of the world's largest annual sporting event.

The excitement level around the event is clear to see, with growing anticipation that we are about to experience something very special. The Fête du Tour event at the end of May gave communities all along the route the chance to celebrate the Tour's arrival, whilst for my own part, I enjoyed a fantastic day at the Tour Makers orientation event in London. It gave me a real sense of the pride and enthusiasm that exists to be part of this historic occasion.

Working with our local authority partners, Welcome to Yorkshire and Transport for London, we have released a significant amount of event information and advice in recent weeks. This is designed to help the event run smoothly and to provide spectators with the information they need to have a memorable and enjoyable day. Equally, we are aware that for some people the race days are business as usual. We hope the information we have provided can help them plan ahead to ensure they have as little interruption to their normal routine as possible.

This report gives a final update on all key planning areas for the race. The final stages of preparation are on track to ensure everything is in place to welcome the world and its finest riders to Britain.

Planning and delivering this event has been a massive undertaking. I would like to thank everyone at TdFHUB2014 Ltd, the Tour organisers (ASO), Welcome to Yorkshire, Leeds City Council, our local authority delivery partners, police and emergency services colleagues, Transport for London and all transport providers, British Cycling, UK Sport and DCMS, for their hard work and support. I am grateful, too, for the ongoing support of the All Party Parliamentary Group which brings together MPs from all parties whose constituencies will be visited by the Tour.

It has been a real team effort, and I look forward to a wonderful event which will provide a showcase for our country across the rest of the world.

Sir Rodney Walker
Chair



**The Tour by numbers:
staging the biggest annual
sporting event in the world**

- Twenty four dedicated spectator hubs and fan parks, each accommodating between 1,000 and 20,000 spectators.
- Over 100 kilometres of barriers and fencing to secure key sections of the route on all three stages.
- More than 7,000 stewards deployed across all three stages.
- Over 2,000 temporary toilets have been ordered.
- More than 30,000 traffic cones will be used to mark the route.
- More than 2,500 radios to help stewards to manage the event safely.
- Around 5,000 special road signs to alert drivers to road closures.

ABOUT TdFHUB2014 Ltd

TdFHUB2014 Ltd is a not-for-profit company set up by UK Sport. Its role is to co-ordinate planning for the delivery of Stages 1 and 2 of the Tour in Yorkshire, and to work with Transport for London (TfL) to support planning for Stage 3 from Cambridge to the capital. TfL is solely responsible for the Tour's passage through Greater London. The company is based in Leeds and will be dissolved after the Tour.

The company's board includes representatives from the main partner organisations, as well as independent representatives and it is chaired by Sir Rodney Walker.

The company manages the £10 million of Government support provided through UK Sport to help make the Tour's visit a success which everyone can enjoy. It is working closely with Welcome to Yorkshire and TfL (who each hold contracts with the Tour organisers, ASO) as well as with Leeds City Council, which is the lead local authority for Stages 1 and 2, as well as Stage 3 from Cambridge to the M25.

The company enjoys strong working relationships with all of the local authority delivery partners from across the UK: its approach is one based on teamwork and partnership working, integrating planning where necessary and devolving wherever possible.

APRIL – JUNE 2014

“The commitment and enthusiasm of all the partners involved in getting Yorkshire ready for this massive event has been fantastic. I’m proud to be able to say that the route is in a great shape for the race – both for the competitors who will be riding it, and the hundreds of thousands of spectators who will be enjoying it from the roadside or at the hubs along the way.”

Richard Flinton, Chair, Local Authority Delivery Group and Chief Executive, North Yorkshire County Council

Britain is embracing the Tour de France. At the end of May, thousands of people all along the route of this year’s race came together to celebrate Fête du Tour – the first time the UK has ever been part of the traditional pre-race event.

At the same time 10,000 Tour Makers in Leeds and London assembled for their first orientation sessions, celebrating their role in making the event run smoothly.

These events reflect an enthusiasm for the Tour which we have valued in our preparations for the event. To inform planning we have surveyed the public in areas in and around the race routes.

- Public awareness of the imminent arrival of the Tour is extremely high. A massive 94% of people surveyed in Yorkshire and Humberside (and 89% of people in Cambridgeshire) know that the Tour is coming.
- Most people have been caught up in the Tour anticipation – only 14% of people surveyed thought the Tour was not something to get excited about.
- Most people know that the Tour will mean that some roads will be closed and that it will be busy - but that hasn’t diminished their support. Almost two thirds of people surveyed think that any interruption to normal routines will be worth it to host such an important event in the UK.

We are grateful for such support from local communities for our work in planning for the Tour.



DELIVERING THE RACE ROUTE

“To make sure as many people as possible are aware of the big day, we have been hard at work with our partners to ensure residents, businesses and spectators know what is happening. The city has been dressed to celebrate the arrival of Le Tour and our communications plan, which includes delivering thousands of leaflets to those set to be affected, is well underway to ensure that local residents and businesses are engaged and taking action to plan.”

**Liz Bisset, Director of
Customer and Community
Services at Cambridge
City Council**

Since our last report, inspections of the route have been carried out by TdFHUB2014 Ltd and our partners. Race organiser ASO is satisfied the route surface meets the requirements of the Tour.

Work to prepare the route of the world's biggest bike race is a major undertaking.

- Traffic Regulation Orders have been co-ordinated across almost 20 separate authorities, covering over 300 miles of route. They have been required to close the right roads at the right times for the race to pass. This process is nearing completion. Full information about road closures is in the public domain and is available online at www.letouryorkshire.com and www.tfl.gov.uk/tourdefrance as well as on individual local authority websites.
- Local authorities and Transport for London have each implemented local plans to inform communities and businesses about road closures in their areas.
- Processes have been agreed and tested with emergency services to ensure blue light services will have access to the route if they need to.
- Special air traffic control arrangements have been put in place to enable the flight paths of the helicopters which circle and film the race.
- A statutory order has been approved by Parliament to amend traffic legislation to facilitate organisation of the Tour.

STAGING A SAFE AND ENJOYABLE EVENT

“The Tour de France is going to be an incredible spectacle and we want as many people as possible to enjoy these historic three days and remember it for years to come.”

**Nicky Roche, Chief Executive
TdFHUB2014 Ltd**

Working with local authorities and other partners, we have planned 24 dedicated spectator hubs and Fan Parks across the opening three stages - from the Yorkshire Dales to central London. The largest spectator hub can accommodate up to 20,000 spectators.

Spectator hubs are a critical component of our overall crowd management strategy, providing an enjoyable and safe environment for all. All hubs have big screens, entertainment and spectator facilities.

Details of all hubs and fan parks have been released to the public and are available online at www.letouryorkshire.com

Online information includes details of the best locations for people with disabilities to watch the Tour. Our aim is for the Tour to be accessible to all.

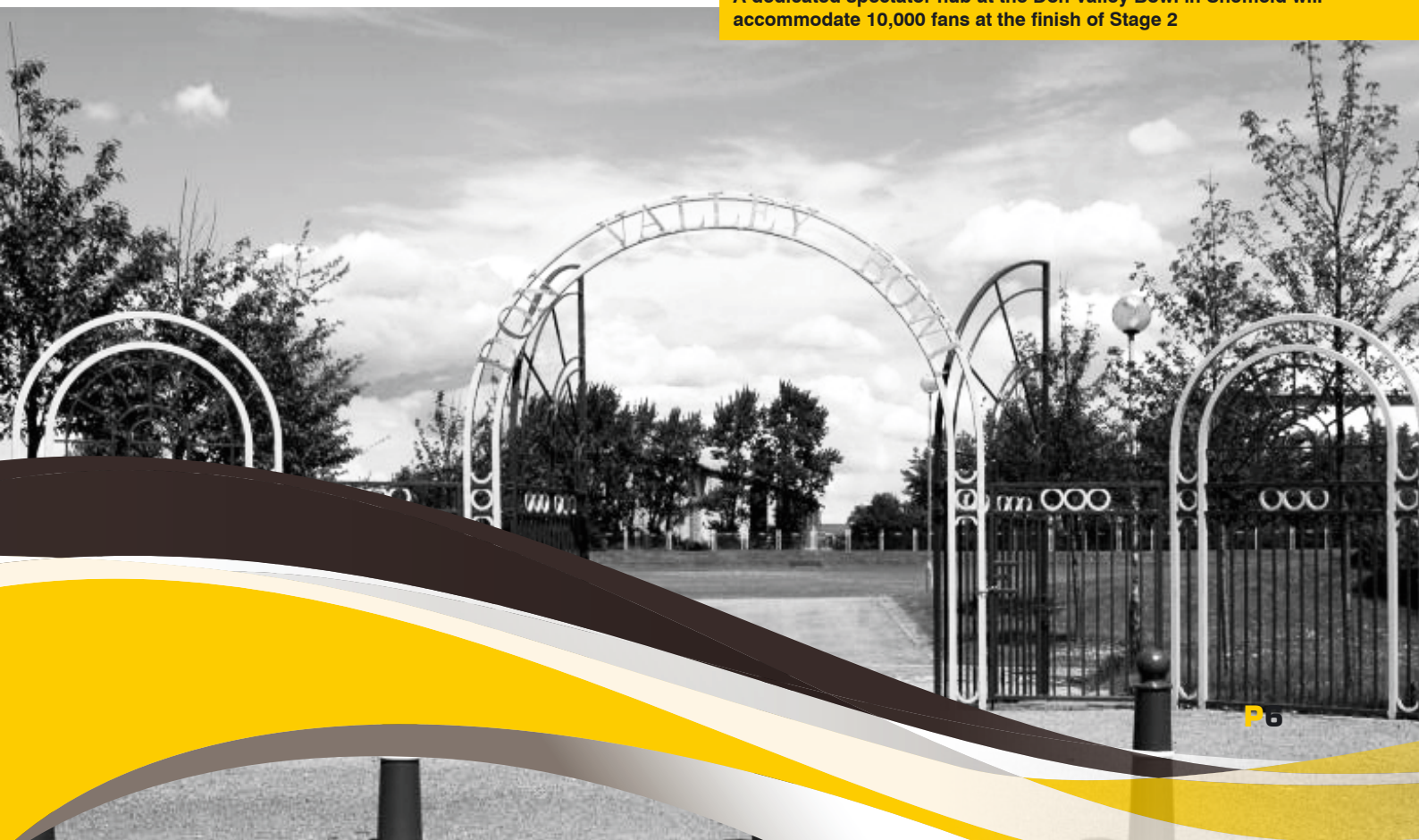


Almost 70 kilometres of bunting will line key sections of the route, featuring the Tour's iconic jerseys interspersed with Union Jacks to celebrate the Tour's return to Britain

STARTS, FINISHES, SPECTATOR HUBS AND FAN PARKS

Stage 1	Stage 2	Stage 3
The Headrow, Leeds	York Racecourse	Parker's Piece, Cambridge
Scott Hall Playing Fields, Leeds	Knaresborough Castle	Queen Elizabeth Olympic Park, London
Otley Town Centre	Victoria Park, Keighley	Trafalgar Square, London
Riverside Gardens, Ilkley	Central Park, Haworth	Green Park, London
Skipton Town Centre	Calder Homes Park, Hebden Bridge	
Grassington, National Park Centre	St George's Square, Huddersfield	
Aysgarth Falls National Park Centre	Sands Recreation Grounds, Holmfirth	
Hawes National Park Centre	Coronation Park, Sheffield	
Leyburn Market Place	Don Valley Bowl, Sheffield	
Ripon Racecourse and Market Place		
York Designer Outlet		
Huntington Stadium, York		
West Park Stray, Harrogate		

A dedicated spectator hub at the Don Valley Bowl in Sheffield will accommodate 10,000 fans at the finish of Stage 2



“The Tour de France coming to Britain is a great occasion and the rail industry has worked hard with the organisers to help as many people as possible to travel to the event by train. We are firmly committed to helping ensure that the UK stages of the Tour are a success.”

Conrad Haigh, Association of Train Operating Companies

MANAGING TRAVEL AND TRANSPORT

We have surveyed over 20,000 individuals who are aiming to watch the Tour in person, gathering information about where people plan to watch the race and how they plan to get there. We have used this information to inform logistical arrangements.

- Starts and finishes of each stage are likely to be the most popular locations for experiencing the Tour.
- For more remote viewing spots in particular, a significant proportion of spectators plan to get there by bike.
- Spectators hubs – such as Skipton, Hebden Bridge and Queen Elizabeth Olympic Park in London – are proving attractive to would-be spectators, as we hoped.

Transport authorities and providers across all three stages have been working together to ensure that residents, businesses and spectators alike have the information they need to plan their travel around the Tour.

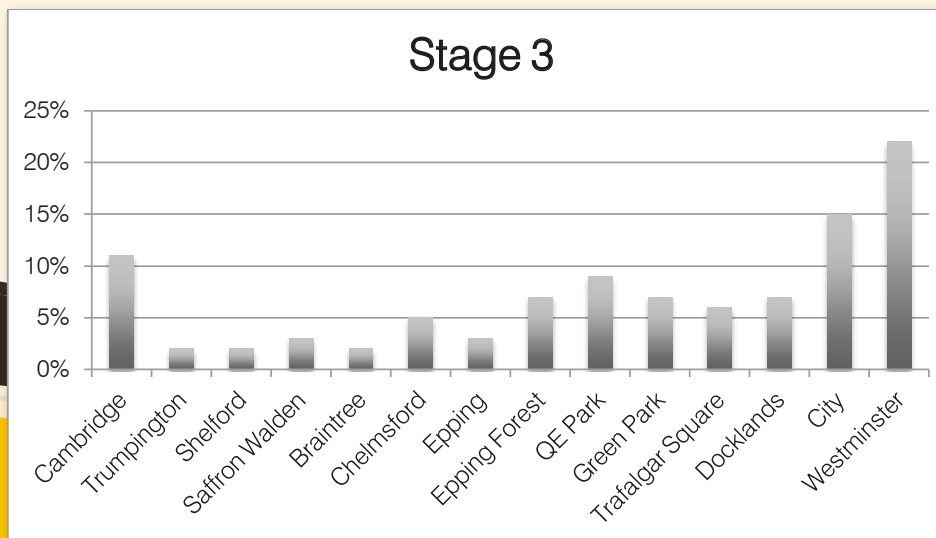
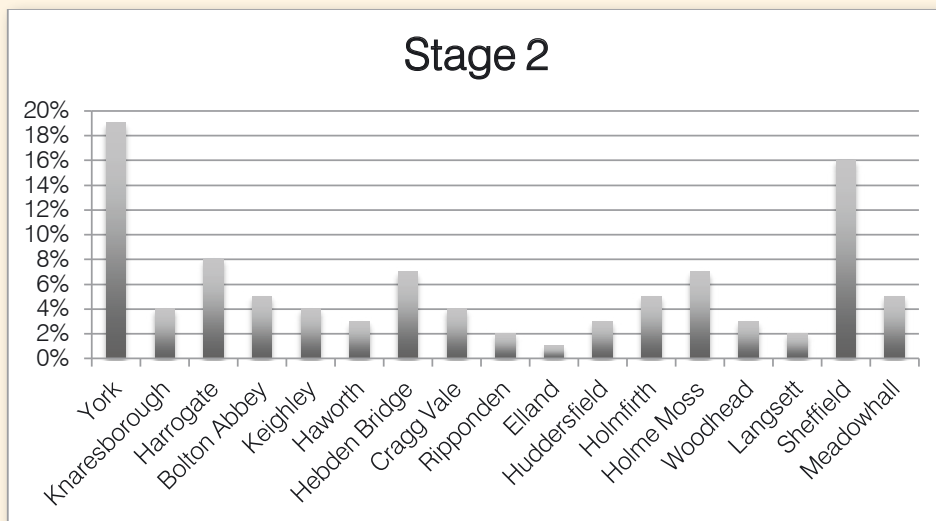
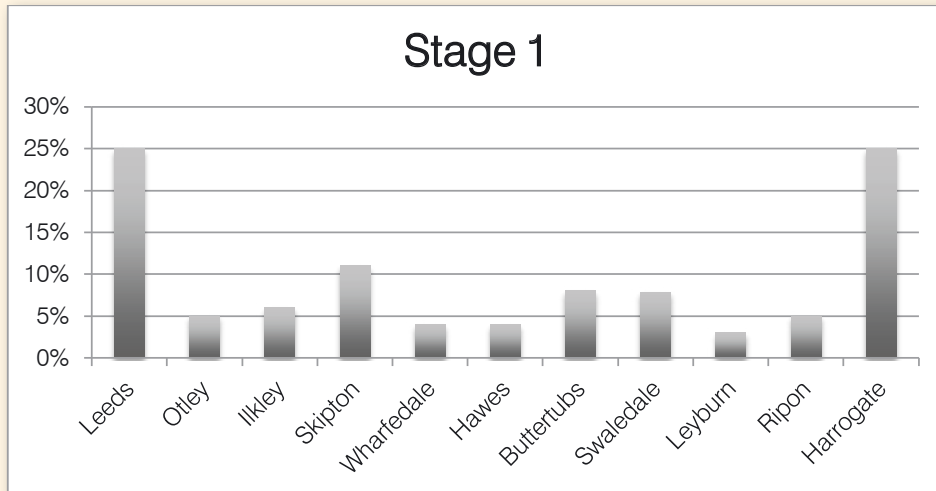
Timings for road closures vary along the route, depending on local circumstances. As a general rule, residents and spectators have been advised to plan for some roads to be closed for a minimum of eight hours on race day. Closures will be in place longer at some starts and finishes and in some more remote areas. Closure times are published on local authority websites as well as at www.letouryorkshire.com and www.tfl.gov.uk/tourdefrance

Many train companies will be running extra services or adding additional carriages to provide more space for regular passengers and spectators alike.

In London, where it will be a working weekday, tube and rail will be the best way to get around, although stations along the route, particularly in Zone 1 will be extremely busy from midday until around 18:00 on Monday 7 July. Information about Stage 3 travel and transport has been published at www.cambridgeshire.gov.uk/letourstage3, www.letouressex.com and www.tfl.gov.uk/tourdefrance

Where will you watch?

Online survey of spectators planning to watch the Tour in person, sourced May 15-19



MOBILISING VOLUNTEERS

**“Thank you so much
(to Tour Makers) for
volunteering to be part
of the Tour de France.**

**The Tour Makers are
going to have a massive
impact on the success
of the Tour.”**

**Alex Dowsett, British professional
cyclist, Team Movistar**

**“I thought it was
amazing when I found
out (about being a
Tour Maker).... I’m
looking forward to
meeting people, seeing
the riders zoom past
and being part of the
atmosphere and buzz.”**

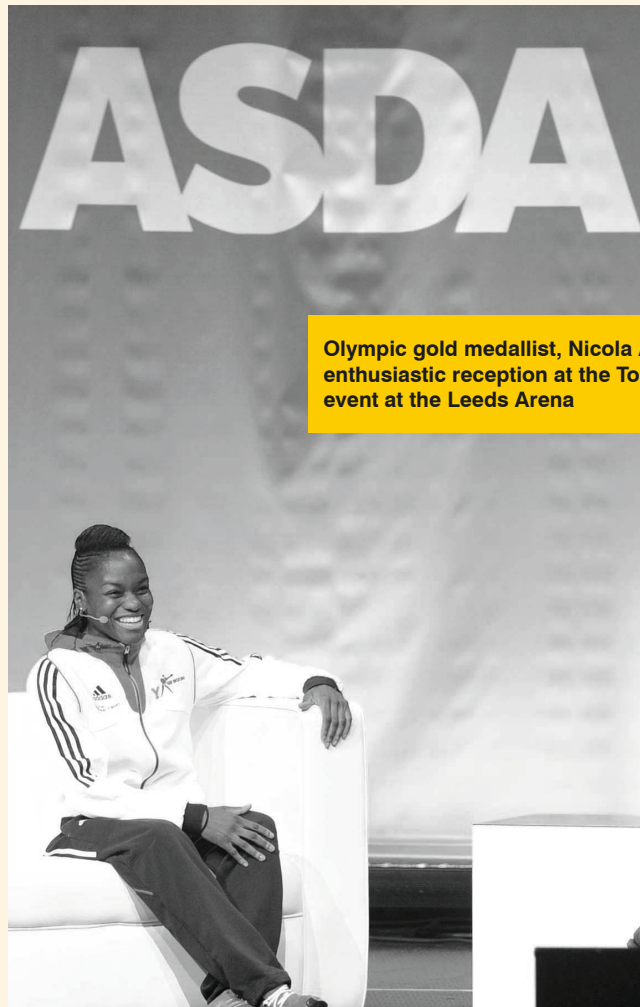
**Vijay Dayalji,
Tour Maker from Bradford**

This year’s UK stages will be the first time that the Tour de France will be supported by a formal volunteer programme, organised with official Tour Maker partner Asda. Up to 10,000 unpaid Tour Makers will help to marshal the route and assist spectators to make the Tour an event to remember.

Every Tour Maker has been allocated their location and responsibilities for race days and the overwhelming majority have attended an initial orientation event. Training is continuing and is on schedule to be completed in time for race day.

Volunteers’ commitment to the Tour Maker programme has been outstanding. Of those who were selected to become Tour Makers, 95% have accepted the roles assigned to them. Only a small number of Tour Makers – about 5% of the total – have had to drop out as a result of changes in their personal circumstances since they first applied.

On race days, Tour Makers will meet at pre-assigned check-in locations and be bussed to their locations. With a reference to the Tour leader’s jersey, we will be using yellow school buses.



Olympic gold medallist, Nicola Adams, received an enthusiastic reception at the Tour Makers orientation event at the Leeds Arena

A SAFE AND SECURE EVENT

“Local people are rightly proud that the Tour de France is coming to their area. That pride is shared by the police and our partner agencies involved in delivering a safe and secure and enjoyable sporting occasion that will live long in the memory”.

**Mark Milsom, Assistant Chief
Constable, West Yorkshire Police**

We have been working with a wide range of partner organisations to ensure that we have the right resources in the right places to deliver a safe and enjoyable event.

- Local authorities have each put in place crowd management plans which have been subject to a local peer review process to test their resilience. Spectator safety will always be organisers' first priority.
- TdFHUB2014 Ltd is working closely with the police regional planning team for Stages 1 and 2 to support emergency services planning. Parallel arrangements for Stage 3 have brought together relevant authorities in the south of England.
- NHS organisations have been engaged in planning for the event to help them prepare for potential additional demands for healthcare, as well as maintaining 'business as usual' for existing patients.
- TdFHUB2014 Ltd has engaged with wider partners – such as utility providers – to help anticipate (and plan for) additional demands on regional infrastructure as a result of large numbers of spectators.

TdFHUB2014 Ltd is satisfied that planning by external partners is on track for the delivery of a safe and enjoyable event.

BUDGET: MAKING BEST USE OF RESOURCES

Budgets are held by local authorities, TdFHUB2014 Ltd and Transport for London.

■ **Local authorities – £11m**

Each local authority involved in hosting Stages 1 and 2 of the Tour has set a budget to meet the costs required to deliver the Tour in their area. These costs have all been published by the individual local authorities.

■ **TdFHUB2014 Ltd – £10m**

Through UK Sport, the Government has committed £10m to support local planning and complement existing local authority plans. This covers all three stages up to the M25 where responsibility passes to TfL. This budget is managed by TdFHUB2014 Ltd.

■ **Transport for London – £6m**

TfL has committed £6m to support the cost of hosting Stage 3 within Greater London. TfL is responsible directly for managing all aspects of this budget.

Within the TdFHUB2014 Ltd budget of £10 million, a sum of £2 million was set aside as contingency at the outset of the project. As expected, we have drawn on these funds as we approach the event. Our top priority in doing so has been to enhance safety.

The table overleaf shows the amounts which had been released from the contingency by the end of May.

Contingency releases	£000
To support crowd management, safety and security and traffic management on the route from Holme to Langsett	100.0
Crowd management advice	35.0
Extend the testing and exercise programme	45.0
Enhancements to the Command and Control centre including provision of an event day logging system	90.0
Extend the travel demand management programme	80.0
Finalisation of Stage 3 costs	527.0
Enhancement to volunteer Tour Maker programme	71.0
TdFHUB2014 Ltd Stage 3 costs	30.0
Enhancement to radio system for crowd management	283.0
TOTAL	1261.0

We will consider other contingency issues as they arise before the event. However, it is our intention to reach race week with a meaningful level of contingency unallocated. This will be available to meet TdFHUB2014 Ltd-related costs which arise up to, during, and after the event itself.

As is normal in large-scale events, budgets are constantly being adjusted as plans are finalised. While some costs increase, we are able to secure savings in others. This process will continue beyond the race weekend itself, as we work towards our goal of balancing the budget.

MEASURING THE BENEFIT

“Hosting the start of the biggest cycle race in the world will boost tourism and the local economies where the Tour passes as well as leave a fantastic legacy for cycling in the UK.”

**Helen Grant MP,
Minister of Sport**

“As a city and county we are already seeing the legacy of the event with more people cycling, and we are firmly committed to maximising that enthusiasm and the unique range of benefits the Tour de France brings in the months and years to come.”

**Councillor Keith Wakefield,
Leader of Leeds City Council**

The Tour de France coming to the UK is expected to realise significant benefits for the country. In economic terms, the financial benefit is expected to be in excess of £100m.

A full evaluation will be conducted to assess the economic and social impact of the Tour's UK stages. The evaluation will assess immediate impacts, such as:

- visitor numbers and spending
- business turnover and employment
- satisfaction with the event
- perceptions of the local area/measures of 'civic pride'

The evaluation will also examine longer-term impacts, including:

- behavioural changes of a long-term boost to cycling and sport participation in general
- long-term sustainable benefits to businesses
- brand awareness of the regions which the Tour passes

The study will use recognised methodologies for measuring the benefits of large events. The full evaluation report is scheduled to be published in December 2014.

CONCLUSION

The Tour in the UK this summer is likely to be one of the biggest spectator sporting events of the decade.

Staging such a spectacle is not without challenge. As an unticketed event, crowd management is complex. The unpredictable British climate also demands that we prepare for a wide range of weather contingencies.

But we are well prepared for the challenge.

Everything is on track to deliver the biggest and best Grand Départ and start to the Tour de France ever in a safe and secure way. TdFHUB2014 Ltd is grateful to all our partners who have helped and supported us to reach this point, and we now look forward to delivering a successful, memorable and historic three days for the nation and the world to enjoy.



ANNEX A: TdFHUB2014 Ltd BOARD MEMBERSHIP

Sir Rodney Walker	Chair, TdFHUB2014 Ltd
Gary Verity	Joint Vice-Chair, TdFHUB2014 Ltd Chief Executive, Welcome to Yorkshire
Cllr Keith Wakefield	Joint Vice-Chair, TdFHUB2014 Ltd Leader, Leeds City Council
Jonny Clay	Cycle Sport and Membership Director, British Cycling
Dennis Hone	Independent Board Member, TdFHUB2014 Ltd Chief Executive Officer, London Legacy Development Corporation
Antoinette Jackson	Chief Executive, Cambridge City Council
Philip Kimberley	Chair, England Hockey Non-Executive Director, UK Sport
Cllr Ann Naylor	Cabinet Member for Public Health and Wellbeing, Essex County Council
Ben Plowden	Director, Surface Strategy and Planning, Transport for London
Amy Rice-Thomson	Independent Board Member, TdFHUB2014 Ltd Deputy Director, Custody, National Offender Management Service
Nicky Roche	Chief Executive, TdFHUB2014 Ltd
Cllr John Weighell	Leader, North Yorkshire County Council