

Deiliad Portffolio ar gyfer yr Economi a Chynllunio

Man Cyfarfod

Dyddiad y Cyfarfod
Dydd Llun, 10 Mehefin 2019

Amser y Cyfarfod
Amser heb ei bennu

I gael rhagor o wybodaeth cysylltwch â



Neuadd Y Sir
Llandrindod
Powys
LD1 5LG

Dyddiad Cyhoeddi
4 Mehefin 2019

Mae croeso i'r rhai sy'n cymryd rhan ddefnyddio'r Gymraeg. Os hoffech chi siarad Cymraeg yn y cyfarfod, gofynnwn i chi roi gwybod i ni erbyn hanner dydd ddau ddiwrnod cyn y cyfarfod

AGENDA

1.	TAITH Y MENYWOD 2019 - OVO ENERGY
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(Tudalennau 1 - 6)

Mae'r dudalen hon wedi'i gadael yn wag yn fwriadol

CYNGOR SIR POWYS COUNTY COUNCIL.**PORTFOLIO HOLDER DELEGATED DECISION****By****COUNTY COUNCILLOR MARTIN WEALE
(PORTFOLIO HOLDER FOR ECONOMY AND PLANNING)****June 2019****REPORT AUTHOR: Dr Greg Thomas, Project Officer (Events/Civil Contingencies)****SUBJECT: OVO Energy Women's Tour 2019**

REPORT FOR: Decision

Summary

The OVO Energy Women's Tour Cycle Race (organised by Sweetspot) is planning on holding a Full Stage in Powys on Friday 14th June 2019, starting at the Lake, Llandrindod Wells and finishing at the Royal Welsh Showground, Llanelwedd. The route will stretch 140km travelling through Llandrindod Wells, Crossgates, Knighton, Dolfor, Llaithdu, Pantydwr, Rhayader, Newbridge-on-Wye, Garth, Epynt, and Builth Wells.

We have a track record in supporting the men's event having hosted 5 Stage Starts in recent years (Welshpool x 2, Newtown x 2 and Machynlleth) and a Stage Finish at the Royal Welsh Showground in 2016.

This is the first time that Powys has had the opportunity to host the UCI accredited OVO Energy Women's Tour, which is now in its sixth year. The OVO Energy Women's Tour is the UK's first international stage race for women, bringing the world's top riders to compete in Great Britain as part of the UCI Women's World Tour.

In addition to its wider aims of promoting active and healthy lifestyles to women, the event has championed equality in sport, notably offering the same prize fund pro rata as the men's OVO Energy Tour of Britain.

The top 15 ranked Women's Teams in the world will be competing in the race. Highlights of the race are shown daily on ITV4 and EuroSport and will be broadcast in more than 80 countries. This is in addition to extensive general, and specialist media coverage. It also links into the 2014-19 Welsh Government Major Events Unit Programme whose funding will contribute to the event.

Should we host a Full Stage then this comes at an estimated cost of £50,000 after the contribution from Welsh Government Major Events Unit.

Proposal

It is proposed that the Council support this major event, and provide a budget sufficient to ensure that Powys derives maximum direct and indirect benefit.

The costs are estimated at £50,000 allowing for the start and finish of the race and covering a variety of support. This includes marshals, security, first aid cover, highways costs, venue hire, and event promotion. This funding will come from the Economic Development and Regeneration budget, It would be important for the reputation of Powys County Council that we deliver a professional and well-run event.

The estimated budget required includes a £25,000 payment to Sweetspot (with Welsh Government contributing £125,000), enabling Powys to host a Full Stage of the OVO Energy Women's Tour. The remaining £25,000 will be used to cover operational costs (as well as allowing for contingency).

Outcomes will positively impact in areas of:

- Tourism;
- Education;
- Regeneration;
- Healthy lifestyles (2016 survey – 57% will cycle more); and
- Active travel.

In terms of economic impact, we can be guided by the Economic Impact Report of the 2016 Tour of Britain (when Powys hosted a Stage Finish), the key findings of which are shown in Figure 1.

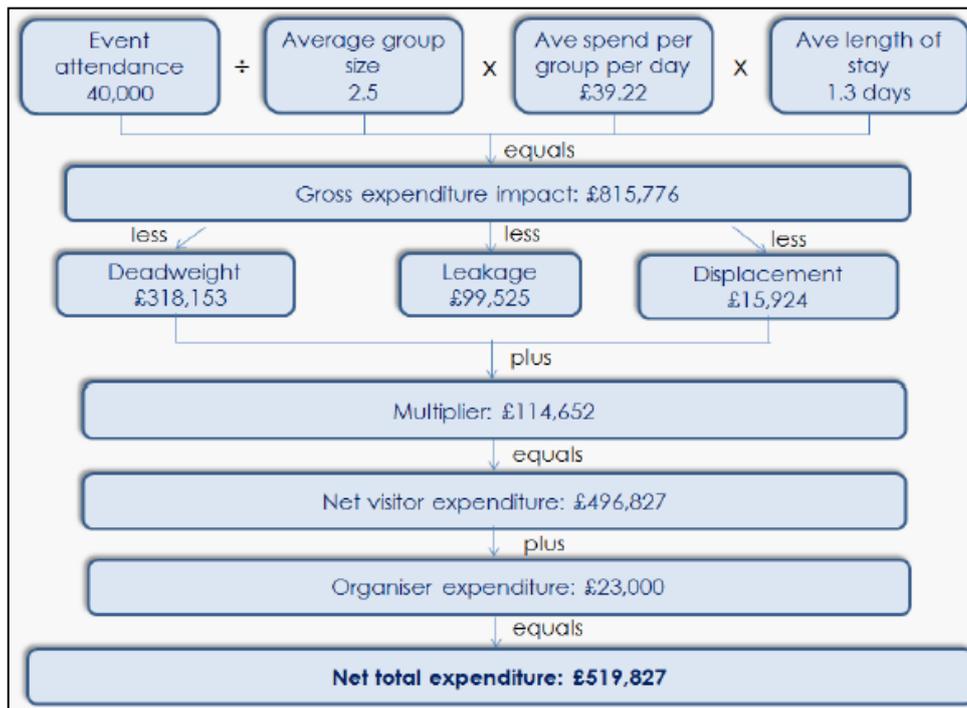


Figure 1: Net visitor expenditure of the 2016 Tour of Britain on the Powys economy (Frontline/Sweetspot, 2016).

The planned 2019 OVO Energy Women's Tour would be holding a Start and Finish in Powys, therefore the potential economic impact is greater (despite increased operational costs). In hosting both Start and Finish it is anticipated that visitors from outside of Powys will potentially stay within the county for two nights, as will Press and support staff. Meaning increased length of stay, and visitor spend within Powys compared to 2016.

Following the event, Powys County Council and Welsh Government will be provided with an economic impact report from Frontline/Sweetspot, allowing for the impact of the event to be assessed.

The Welsh Government have set a number of confidential targets as part of their grant agreement with Sweetspot.

Options Considered/Available

- a) That Powys County Council agrees to host a full stage of the OVO Energy Women's Tour and that a budget of £50,000 be provided to meet the expense of host fees and operational costs, from the Economic Development and Regeneration Budget.
- b) Option not to host and event goes elsewhere.

Preferred Choice and Reasons

Option a, to agree to host, and release the funding for the OVO Energy Women's Tour. Hosting the event represents an opportunity to showcase the County and derive substantial economic benefit. Whilst also enabling Powys to benefit from the £125,000 contribution from Welsh Government.

Impact Assessment

Is an impact assessment required? No

Corporate Improvement Plan

The proposal is explicitly connected to Vision 2025, wider corporate objectives, and the ambition to be an open and enterprising council. Hosting the OVO Energy Women's Tour will contribute to the four goals of Vision 2025 in the following manner:

- Economy – hosting the event will support local businesses and promote Powys as a place to live, visit, and do business to an international audience. The OVO Energy Women's Tour will bring both direct and indirect benefits to the economy of Powys.
- Health and Care – the event will promote healthy living and lifestyles to Powys residents.
- Learning and skills – the OVO Energy Women's Tour will engage with schools, provide opportunities for schools to participate, and encourage healthy lifestyles.

- Residents and communities – the event has a full programme of community engagement, encouraging residents to welcome the Women’s Tour to their community, increasing community cohesion and resilience.

Local Members

Local members along the proposed route have been notified, and have responded positively.

Other Front Line Services

Does the recommendation impact on other services run by the Council or on behalf of the Council? Yes.

Hosting the event will have operational implications for frontline services, most clearly for HTR, Emergency Planning, and Communications. Relevant officers have been contacted, and have thus far been involved in discussions around the event.

The strategic operational demands of the event organisation are being absorbed by the Economic Development and Regeneration Team.

Communications

Have Communications seen a copy of this report? Yes

Have they made a comment? [The event is of significant public interest and requires comprehensive proactive communication action to promote the event and benefits to the local economy.](#)

Support Services (Legal, Finance, Corporate Property, HR, ICT, Business Services)

Legal : The recommendations can be supported from a legal point of view.

Finance: The finance manager notes the contents of the report and that funding has been set aside to fund the £50k cost, £25k from Regeneration base budget and £25k from the Regeneration reserve, if approval is given to host the event.

Scrutiny

Has this report been scrutinised? No.

Data Protection

Not applicable.

Statutory Officers

The Solicitor to the Council (Monitoring Officer) commented as follows : “ I note the legal comments and have nothing to add to the report.”

The Head of Finance (Section 151 Officer) notes the comment from the Finance Manager and is content with the virement proposed.

Members’ Interests

The Monitoring Officer is not aware of any specific interests that may arise in relation to this report. If the Portfolio Holder has an interest, he/ she should declare it, complete the relevant notification for and refer the matter to Cabinet for decision.

Recommendation:	Reason for Recommendation:
To host, and approve the virement of £50,000 from the Economic Development and Regeneration budget for the event. This will meet the expense of the host fees and the provision of the organisation of a Powys Stage Start and Finish of the OVO Energy Women’s Tour 2019.	To showcase the County and derive maximum economic benefit.

Relevant Policy (ies):	
Within Policy:	Y
Within Budget:	Y

Relevant Local Member(s):	Cllr Jon Williams, Cllr Gary Price, Cllr Pete Roberts, Cllr Martin Weale, Cllr Ange Williams, Cllr Rachel Powell, Cllr David O Evans, Cllr Kelvyn Curry, Cllr Gwilym Williams, Cllr Timothy Van-Rees, Cllr Jeremy Pugh, Cllr David Price, Cllr Maureen Mackenzie.
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Person(s) To Implement Decision:	Greg Thomas
Date By When Decision To Be Implemented:	14th June 2019

Is a review of the impact of the decision required?	N
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Contact Officer: Dr Greg Thomas Tel: 01597 826 149 Email: greg.thomas2@powys.gov.uk

Background Papers used to prepare Report:

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