

Additional Information for Members of the Scrutiny Committee

Cycling event –levels of participation and publicity achieved

Publicity

Live spectators - The race organisers have estimated 12,500 spectators watched the Men's Tour series and Women's Matrix Fitness Grand prix race in Croydon.

TV highlights - The highlights of the races were broadcast on ITV4 on the evening after the race as an hour long programme. The highlight shows were also available to stream online through ITV.com, with additional 'catch up' service through ITV Player.

TV highlights included a feature item on Croydon the place, interview with the Leader of the Council as well as detailed coverage of the racing.

274,500 viewers watched the Croydon ITV 4 highlights and a further 42,000 watched the repeat. These figures do not include online audiences streaming highlights or those viewing via 'catch up'. The highlights programme was also screened across 60 territories worldwide with total potential TV reach of just under 94 million.

Web and social media - The Pearl Izumi Tour Series website, TheTour.co.uk, was the official hub for Series information throughout the 5 weeks. Displaying up-to-date news stories, race reports and photographs, TheTour.co.uk had more than 100,000 unique visitors across the event period.

The Pearl Izumi Tour Series also made use of social media tools, namely Facebook, Twitter and YouTube; to not only reach a wider audience but to enhance the level of interaction to fans and spectators.

Other Media coverage - The national cycling press provided significant coverage of the event. Cycling weekly (weekly circulation around 30,000) provided detailed coverage both print and online, alongside the likes of VeloUK, Road.cc, RoadCycling UK, Daily Peloton and Velonation, to name a few.

Headline local press coverage was achieved in the Croydon Advertiser and Guardian in the lead up to and following the event.

Race Participation

Top class fields of 78 women and 50 men contested the races. All the major British domestic professional teams were represented.

Schools Participation

All schools in Croydon were invited to get involved in the race event through global e-mails, the Head-teachers' bulletin and editions of School Travel newsletter. Several activities engaged schools with the races on the day and in the lead up to the event. Schools activities included:

Rollapaluza - A static bike competition to see who can cover a set distance the fastest using only pedal power! approx. 240 pupils (from 8 schools) took part.

Year 5 Cycle Races - These races, organised by British Cycling in partnership with Croydon Council, took place from 1pm in the Town Centre. Each of 4 schools had 8 pupils taking part in the races.

Design a cycling themed banner competition - Theme – ‘Why I Love Cycling’. 12 schools sent in entries and 3 schools had winning entries.

Official Race Mascots - Pupils were invited to be official race mascots for the participating teams. 7 schools took up the opportunity. The other 3 mascots were chosen on the day by Tour organisers.

British Cycling Youth Cycle Club – British Cycling has established a children’s cycling club in Addington Park as a legacy of the event.

Detailed Impact Assessment

Sweetspot Event Group, the overall race organiser, is undertaking a full and independent economic impact assessment of the event. This will follow the principles set out in HM Treasury’s ‘Green Book’ Appraisal and Evaluation Guidance and Event Impact Guidance. The impact assessment will include a breakdown of number of spectators, destinations travelled from, length of stay, average spend, TV viewing figures and other media coverage, including social media, national and regional and local press coverage.

Planning – information and clarification regarding Member referral rights

Pete Smith (Head of Development Management) is actively working with the Deputy Leader and the Chair of the Planning Committee to ensure that any changes in Member Referral arrangements maintain Member level scrutiny around planning application casework and also deliver potential efficiencies and associated savings.

Pete Smith has engaged with the LB Camden which operates an informal Member Level Panel to facilitate officer/Member engagement around specified planning applications, in order to determine whether such planning applications should be referred to Planning Committee/Planning Sub-Committee.

Implications for the Council’s Constitution will need to be considered along with any corresponding amendments. Officers are also considering more concise Planning Committee/Planning Sub-Committee reports, especially where proposed development is relatively minor in scale and complexity.

It is hoped that replacement arrangements might well be able to be launched in the Autumn and any savings realised in 2016/17.

Queen’s Gardens stage –costs and further information

This work was done by EM Highways as their contribution to the costs of the Ambition Festival. There was no charge to the Council. Now the festival has taken place, it is hoped the stage will be used more regularly for public performances, with the aim of attracting more people to the park, thus reducing anti-social behaviour.