

## OFFICER DECISION RECORD

Record of a decision of Matt Gladstone, Executive Director, PLACE Directorate

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### Payment of Hosting Fee to Welcome to Yorkshire for Barnsley to act as a Start Town for the 2018 Tour de Yorkshire

#### **Subject**

Barnsley has successfully bid to act as a Start Town for the 2018 Tour de Yorkshire (TdY) cycle race, with the town hosting the start of Stage 2 of both Men's and Women's races on Friday 4<sup>th</sup> May.

The TdY is a major international sporting event, and securing the right to host a Start offers opportunities to raise the profile of the borough and showcase the regeneration of the town centre, generate direct economic benefit (through spectator/visitor spend), promote more active and healthy lifestyles, and drive community engagement. A significant amount of detailed planning work has been undertaken to maximise these benefits.

The TdY is organised by ASO, Amaury Sport Organisation (which organises a number of cycling and other sporting events across the globe), and by Welcome to Yorkshire, the regional tourism agency. A fee of £100,000 is payable to Welcome to Yorkshire for hosting privileges, race infrastructure (eg. podium, start line infrastructure, VIP area, etc), and its expertise in advising/supporting the delivery of the event.

#### **Decision Taken**

To pay Welcome to Yorkshire £100,000 as the Hosting Fee for Barnsley to act as Start Town for the 2018 Tour de Yorkshire.

#### **Date of Decision:**

12/04/18

Executive Director Place

Matthew Gladstone

Signature:

