

# TdFHUB2014LTD

## Measuring economic and social impacts: the evaluation of the UK stages of 2014

Capturing the full spectrum of benefits of the UK stages



# Immediate event feedback

- “You have raised the bar for all future hosts of the Tour de France” - Christian Prudhomme



**Chris Froome**  @chrisfroome

 Follow

I've never been part of a Grand Départ like that. Crowds and support out there was second to none!

[#ThankYouYorkshire](#)

5:49 PM - 5 Jul 2014

2,792 RETWEETS 2,216 FAVORITES



# Contents

- Introduction and background
- The UK stages
- Focus of evaluation
- Evaluation components
- Draft final report structure
- Local research and case studies
- Early findings and update on progress
- Next steps

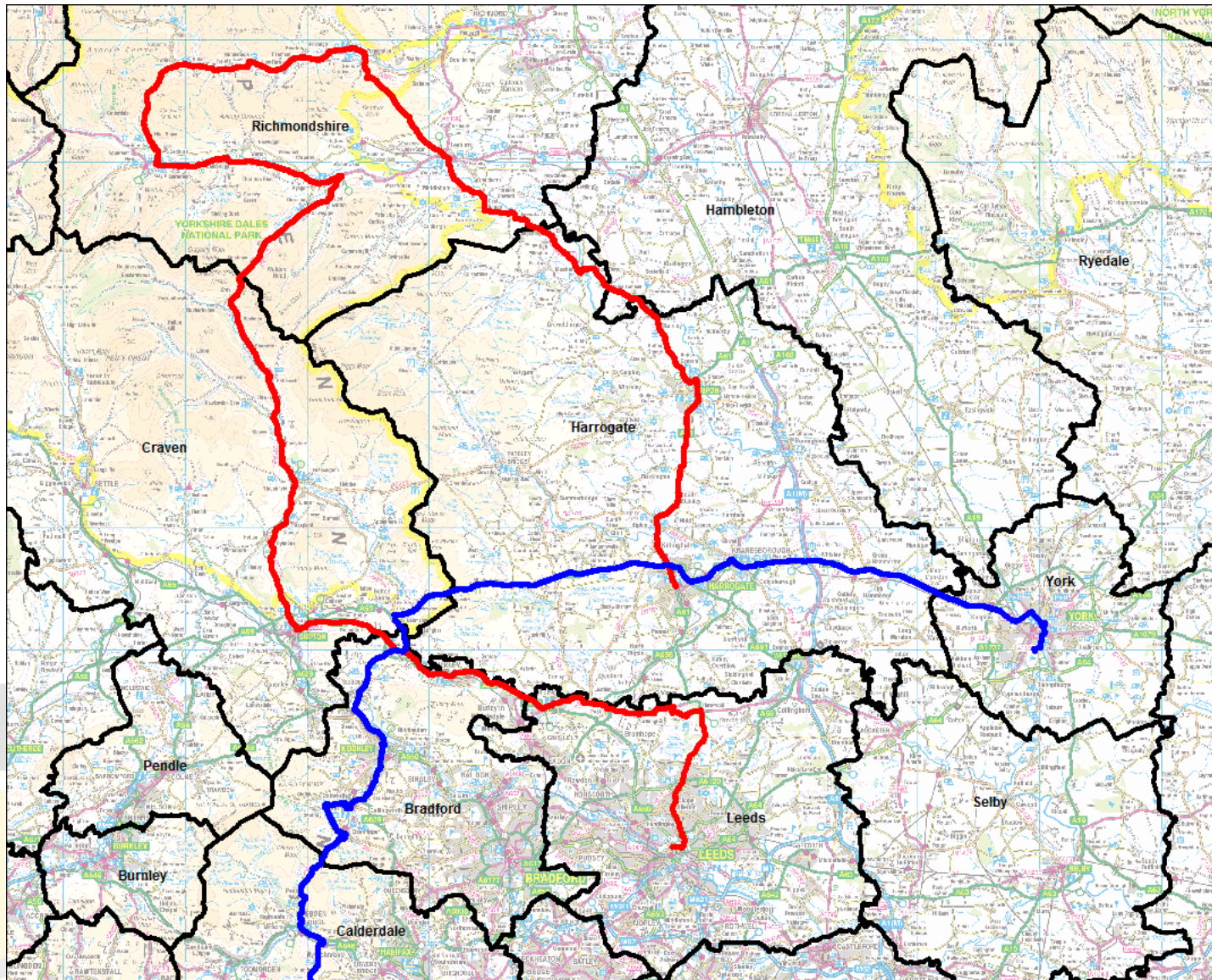
# Introduction and background

- Hosting the worlds largest sporting event is an exciting opportunity to maximise economic and social benefits and cycle participation/behaviour change
- Robust evaluation is a vital part of measuring these benefits
- Requirement for demonstrating the additionality of sporting events set out in the eventIMPACTS toolkit
- Specialist research commissioned while a key focus has been to work with partners to jointly share findings and collate activity

# The 3 UK stages



# The Tour de France in North Yorkshire



# Focus of evaluation

Needs to capture a number of distinct elements including:

- Immediate impacts:
  - Visitor numbers and spending
  - Business turnover and employment
  - Satisfaction with the event
  - Perceptions of the local area/measures of ‘civic pride’
  - Fiscal benefits to UK economy.
- Longer term catalytic impacts:
  - 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 where the Tour is passing through
- Capturing the “Story Board” of the UK stages:
  - Describing the UK stages in a way that blends quantitative and qualitative intelligence.
  - Incorporating local intelligence and monitoring into national evaluation.
  - Influencing and supporting local assessments of UK stages

Understanding the “net additional” benefits that hosting the event has made – establishing the “Before” and “After” effects in a consistent and credible manner.

# Components of the evaluation

- Based on the EventImpacts methodology
- Measuring attendees is critical – a number of approaches are being used
- An Attendee Survey during all three stages of the Tour
- A business survey to understand commercial impacts.
- Follow up national participation survey
- Local research, surveys and case studies.
- Wider regional branding efforts and the evaluation of these. Includes Welcome to Yorkshire on the Cultural Festival, & UKTI on the International Business Festival
- Tapping into wider visitor and other monitoring by WtY and others
- Capturing outputs from social media such as Facebook and Twitter
- Compiling management information and spend data from all delivery organisations



# Scope of principal primary research

- Face to face attendee interviews across all UK stages – 4,000 interviews.
- Over 700 business interviews across 3 UK stages – with follow up survey.
- Detailed assessment of organisation spend of the Hub on supply chain.
- Survey of 2,000 people nationally to establish and benchmark behavioural change and participation.
- A number of local residents and business surveys



# Attendee Survey – Questionnaire overview

## Visitor information

- Stages attended
- Where respondent lives
- Reason for visiting area
- Whether residents were prevented from leaving area
- Whether day trip or holiday, and length of holiday
- How many others they came with, and who they were
- Whether watching event from numerous points on route
- Visiting related cultural events

## Spend

- Spending as a group
- Food and drink spend
- Accommodation spend
- Methods of transport
- Spend on public transport and fuel/parking/car hire
- Other purchases

## Cycling

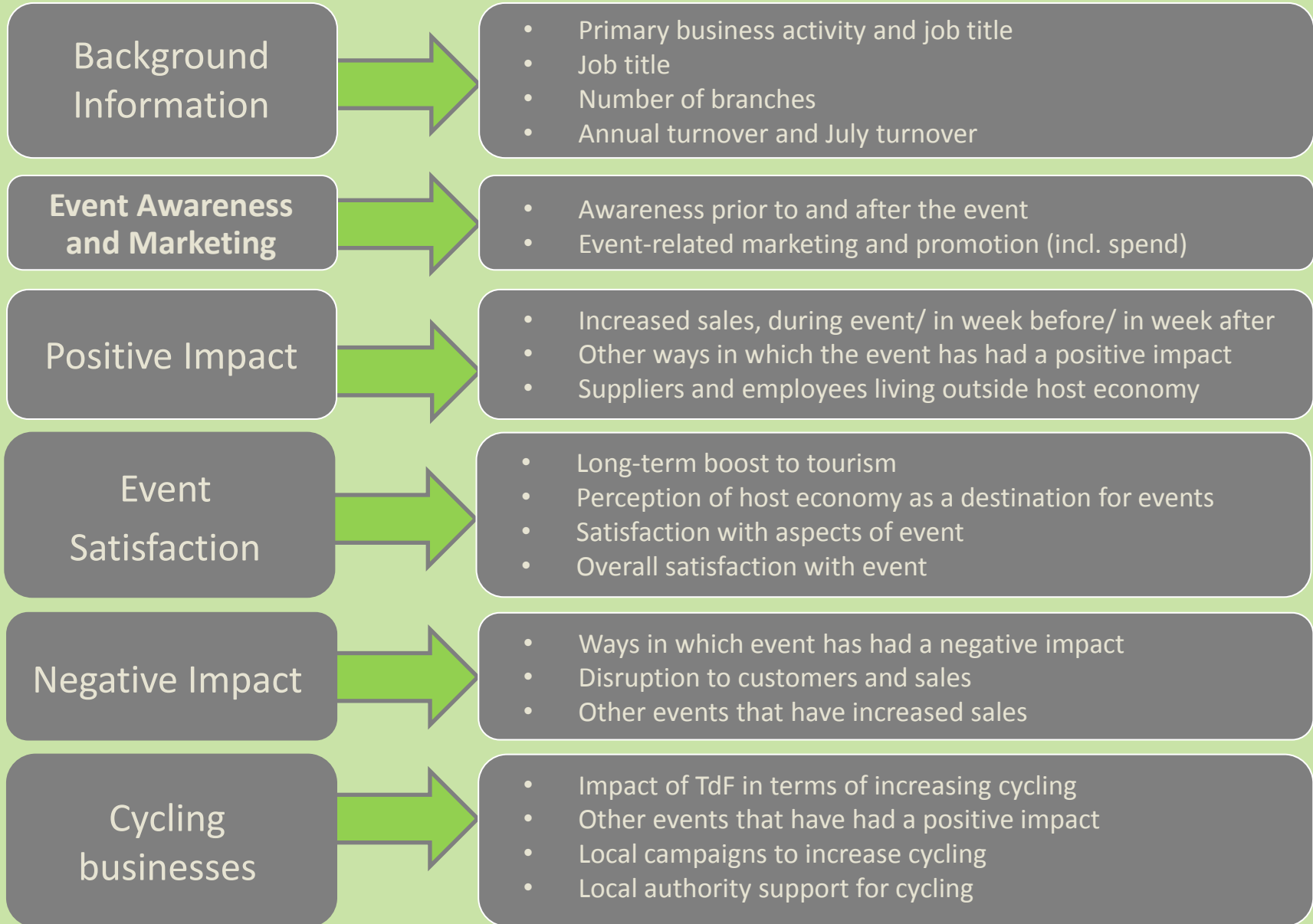
- Access to a bicycle
- Frequency of cycling
- Cycling more or less as a result of the TdF
- Other cycling events visited

## Event

- Perception of area as a destination
- Positive for local area



# Business Survey – Questionnaire overview



# Outputs from the Evaluation

Will provide:

- Definitive assessment of visitor numbers and their spend.
- Definitive assessment of direct business impacts and assessment of potential longer term legacy benefits.
- Calculation of economic benefits
- Describe the behavioural impacts and benefits for cycling uptake and sports participation.
- Blend facts, figures, local case studies and wider partner intelligence to ensure that the evaluation assessment is full rounded.
- Provide a credible overall event impact on the regional and UK economy in terms of direct and wider economic contribution.

# Summary of proposed report structure and content

- Executive summary
- Introduction and background
- Methodology
- Event expectations and aims and objectives
- About the 3 stages
- Immediate impacts
  - Attendees and visitor numbers
  - Event and place satisfaction
  - Economic impacts
  - Wider impacts
- Longer term
  - Expected future economic impacts
  - Likelihood to revisit
  - Social & behavioural impacts
- Conclusions

# Case study content

- Who the business/ organisation/ individual are?
- What they hoped to gain from the Tour de France taking place?
- What activity or events took place before, during or after the event?
- How did the activity go?
- What was the impact?
  - Immediate
  - Longer term?
- What future events or activities are planned?
- Any photos/ materials to forward?

# Early headlines

- Described as “the grandest” Grand Depart
- Early estimated 2.5m spectators on the 2 days, a further 1m on the 3<sup>rd</sup> stage
- An average of one million viewers of ITV’s main coverage of day one, while over 900,000 more tuned into ITV4.
- Sunday’s York to Sheffield stage averaged 1.2million viewers on ITV and a further 516,000 on ITV4
- Early positive findings from residents surveys
- Anecdotal positive impact from business across all sectors – although some negatives
- Over 4,000 attendee interviews completed - currently being analysed
- Combined reach of @letouryorkshire tweets during the weekend of 23.2 million accounts

# Examples of positive anecdotes from North Yorkshire case studies

- The Blue Lion pub in East Witton – “trebled usual takings that day”
- West Tanfield ice cream shop - record takings
- Flying Colours (bunting manufacturers) – “seeing more orders and are busier than for the Queen’s Jubilee”
- Black Sheep Brewery. Increase in sales - beer sales far higher before and during the tour
- Yorks Tea Room, Thirsk. Turned café into a cycling café
- Chevin Cycles, opened two new shops, one in Harrogate and one in Skipton (both on the route) created fifteen more jobs (originally they only employed 20)
- Ride 25, all over Yorkshire. This company was set up solely because of the TdF



# Next steps

- Intensive work by the REIU underway
- Multiple crowd count sources being analysed
- Post event business and volunteer and media surveys underway
- A number of post event residents surveys underway
- More case studies being returned
- National awareness and participation survey to start shortly
- SPA report due in September
- Final evaluation report due in November
- Interim findings released as they are finalised