#### **Public Document Pack**



MEETING:	Penistone Area Council
DATE:	Thursday, 15 June 2017
TIME:	10.00 am
VENUE:	Council Chamber, Penistone Town Hall

#### **AGENDA**

7 Tour De Yorkshire (PAC.15.06.2017/7) (Pages 3 - 20)

To: Chair and Members of Penistone Area Council:-

Councillors Barnard (Chair), David Griffin, Hand-Davis, Millner, Unsworth and Wilson

Area Council Support Officers:

David Shepherd, Penistone Area Council Senior Management Link Officer Lisa Lyon, Area Council Manager Phil Hollingsworth, Service Director Stronger, Safer and Healthier Communities Peter Mirfin, Council Governance Officer

Please contact Peter Mirfin on 01226 773147 or email <a href="mailto:governance@barnsley.gov.uk">governance@barnsley.gov.uk</a>

Wednesday, 7 June 2017





## Our goals?

#### **Drive Footfall**

## Raise Aspirations

Improve Cultural Awareness

Inspire

Generate Positive Media Coverage Increase Visitor/Resident Spend

Positive Economic Impact

A Better Barnsley



#### **Drive Footfall**

#### Increase Visitor/Resident Spend

Positive Economic Impact

25,000 spectators = £538,500 visitor spend

Average dwell time = 3 hours

#### Inspire

We committed to provided communities with 2000m of <u>free</u> TDY Bunting.

We undertook an ambitious plan to install linked public artworks along the length of the route.

We were successful with a bid to ACE for funding to bolster our aspirations to great success.



# Improve Cultural Awareness

### 'In Gear' arts project

£5k from events and £2.5k from arts development for land art, along with £2.5k Ward Alliance funds for schools activity, levered £14,500 from Arts Council England



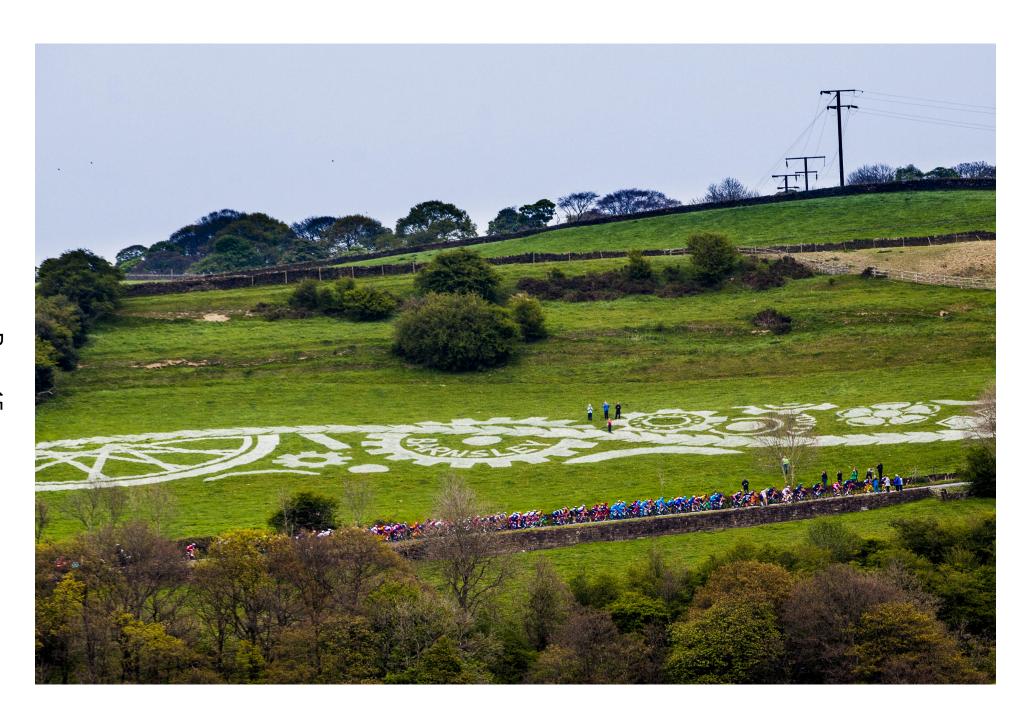












#### Raise Aspirations



#### Generate Positive Media Coverage

Sm reach Over 300k Expected AVE £100k

#### A Better Barnsley

- Hundreds of minor road surface repairs completed.
- Major improvements to road surfaces in remote areas.
- Increase community cohesion.
- New links and partnerships formed.
- Communities reassured that BMBC can and will deliver on partnership projects.

# How did we deliver such a complex and high profile event?

By...

Working Together.

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