

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 governance@barnsley.gov.uk

Wednesday, 7 June 2017

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Our goals ?

Drive Footfall

Raise Aspirations

Improve Cultural
Awareness

Increase
Visitor/Resident
Spend

Inspire

Positive Economic
Impact

Generate Positive
Media Coverage

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 free 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



Jack Briggs

1 May at 14:46

Someone has said it already but, after this one, the Penistone district needs some sort of sporting event to get behind every year. One suggestion I saw was an annual marathon.



Like



Comment



Share



16

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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