

OFFICER DECISION RECORD

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

Payment of Hosting Fee to Welcome to Yorkshire for Barnsley to act as a Start Town for the 2019 Tour de Yorkshire

Subject

Barnsley has successfully bid to act as a Start Town for the 2019 Tour de Yorkshire (TdY) cycle race, with the town hosting the start of Stage 2 of the Men's race and the opening stage, Stage 1, of the Women's race on Friday 3rd May.

The TdY is a major international sporting event, and securing the right to again host a Start offers opportunities to raise the profile of the borough and showcase the regeneration of the town centre, generate direct economic benefits (through spectator/visitor spend), promote more active and healthy lifestyles and drive community engagement. A significant amount of detailed planning work is going on 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 £125,000 + VAT is payable to Welcome to Yorkshire to cover the hosting rights, 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 £125,000 + VAT as the Hosting Fee for Barnsley to act as a Start Town for the 2019 Tour de Yorkshire.

Date of Decision:

28/01/19

Executive Director Place

Matthew Gladstone



Signature: