

KHS Tour de France 2007

A report by the Director, Kent Highway Services, to the Highways Advisory Board on 9th January 2007

Introduction

1. This report outlines the latest position on delivering the Grand Départ for Tour de France 2007.

Background

2. The Tour de France is the premier event in the world cycling calendar. It is the most popular annual spectator event in the sporting world. The race is organised by the Amaury Sports Organisation (ASO). However the location, route and facilities are provided by the host city.
3. In August 2003 Transport for London (TfL) submitted a proposal on behalf of the Mayor of London, Ken Livingstone, to host the start of the Tour de France 2007 in London. The start, Grand Départ, includes an opening ceremony, prologue time trial and Stage 1 of the Tour.
4. TfL approached Kent County Council to facilitate Stage 1 of the Tour. A letter of understanding was signed on 3 August 2005 highlighting KCC's commitment to the Tour and briefly outlining the expected responsibilities and outputs.
5. TfL signed contracts with the ASO on 9 February 2006 at a press launch held at the Excel Centre, London. Kent signed a contract with TfL on 6 April 2006 to be a key stakeholder and facilitate hosting Stage 1 of the Tour.
6. The Tour is expected to generate approximately £16million for Kent's economy. However, this is considered to be a conservative estimate and is likely to be higher. In addition up to 3million spectators are expected to travel to Kent to enjoy the event.

Event Details

7. TfL's bid is to host the following:
 - Opening Ceremony – Trafalgar Square on the evening of Friday 6 July 2007. This ceremony presents the riders and their teams to the public.
 - Prologue Time Trial – 7.9km course around central London during the daytime of Saturday 7 July 2007. This is a short individual time trial which establishes who will be wearing the leader's yellow jersey on Stage 1.
 - Stage 1 – 209km race route through London's and Kent's roads during the daytime of Sunday 8 July 2007.
8. KCC are required to provide the following:
 - Allow the use of the highway for the race riders and to provide a route that meets with ASO approval.
 - Provide traffic management of the route including publication of road closures and the provision of public information.
 - Ensure planned works do not conflict with the event.
 - Provide appropriate barriers, cones, and signage for technical and safety reasons for the race riders and spectators.

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- Ensure the road surface is clean, free from damage and obstacles or obstructions. This may require repair work where necessary.
- Grant licences or permissions required for the event and supporting events.
- Carry out all post-event cleaning and restorative works.

KHS Delivery

9. The cost of staging the Tour de France on the Kent Highway network is estimated at £400,000. This will be funded through sponsorship from, for example, Transport for London, District Councils and SEEDA.
10. To ensure successful delivery of the event, KHS has developed a structure that sits within the overall KCC structure. The KHS organisational chart is shown in Appendix A. TfL have contracted Innovision, Event Management Company, to deliver all aspects of the Tour in the Greater London area and ensure that partners outside of this area deliver the outputs they have been contracted to provide.
11. KCC have identified the major risks by holding such a prestigious event in Kent. This can be seen in Appendix B – TdF Business Risks.
12. Amanda Lumley was appointed in August 2006 as KCC's Tour de France Project Manager. Amanda is responsible for co-ordinating the event for KCC.
13. Key priorities have been identified to create a cycling legacy for Kent which include:
 - Communication of the race and its route to key stakeholders ready for the major press launch on 26 October 2006 in Paris.
 - Co-ordination of events for a promotional campaign running for 2007, 'Year of the Cycle'.
14. KHS have been working with public transport partners to encourage spectators to travel by public transport wherever possible over the weekend of 6, 7 & 8 July 2007 and facilitate managing traffic volume and movement on the highway network. Ideas that have been discussed include combined ticketing, car share, park and ride etc.
15. KHS have identified a route through the county that will require a minimum amount of work to ensure it meets the ASO requirements for the road race. Stage One will start in central London and enter Kent at Dartford, proceeding through Gravesham, Medway, Maidstone, Tonbridge, Tunbridge Wells and Ashford before reaching the Stage Finish in Canterbury. The ASO have inspected the route in mid October 2006 ready for the major press launch in Paris.
16. Stakeholder meetings have been co-ordinated between KHS, Emergency Services, Emergency Planning Officers, Public Transport Operators, Medway Council, TfL, Districts and Borough Councils and KCC Officers. At these meetings timely distribution of information to stakeholders, businesses and residents has been highlighted as a key to ensuring the race has minimum impact to the day-to-day lives in Kent, management of people and traffic movement in a safe and effective manner.

Conclusion

17. The success of this event represents an opportunity to show Kent as an international stage for World-class sporting events. This event will demonstrate on the world stage the ability of Kent to host complex international sporting events and demonstrate our capacity for hosting Olympic events and training camps.
 9. The Tour will also create a legacy to generate a long-term increase in interest and participation in cycling for sport and for recreation and transport.
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APPENDIX A

TdF HIGHWAYS STRUCTURE

