

**To:** Cllr Mark Stephenson, Leader & Portfolio for Finance & Governance

Cllr Ivan Henderson, Dep. Leader & Portfolio Holder for Economic Growth, Regen & Tourism

Cllr Mick Barry, Portfolio Holder for Leisure & Open Space

**From:** Mike Carran, Assistant Director, Economic Growth, Culture and Regeneration

**Cc:** Lee Heley, Interim Corporate Director – Projects Delivery

**Date:** 28 November, 2024

Dear Councillors Stephenson, Henderson and Barry

### **Tour de Tendring Mass Participation Cycle Ride**

As you will be aware, until 2020, the Tour de Tendring was a staple part of the district's event calendar. This was a mass participation cycle ride, which started and ended in Dovercourt, looped around the district and attracted in excess of 1200 riders. Although the Council part funded the event in its earlier years, this was subsequently withdrawn, with the existing management company (Bike Events) continuing with a scaled down event.

The event was not able to run in 2020 or 2021 due to the series of national lockdowns and although discussions have taken place with the event company since, the Tour de Tendring has not as yet been reinvigorated.

Officers have been discussing the viability of reinvigorating the Tour de Tendring for 2024 and following discussions with the organiser, they have confirmed that if the Council is able to contribute £4,000, they can run the event in 2023. They are also looking for a similar contribution from another stakeholder. I am also pleased to make you aware that in order to increase the potential for attendances, the organiser can operate the event with a start and finish in both Dovercourt and Clacton on Sea. This has the potential to increase the rider numbers, local impact and future viability of the event.

The running of quality events is listed in a number of Council strategies, including the approved Tourism and Creative and Cultural Strategies. The Council organising and facilitating a quality events programme was set out in those policies, to both impact on the local economy and support quality of life for local residents. This event also has the potential of increasing local activity levels and supporting charitable organisation, through riders raising money for local causes.

There is also an opportunity to supplement the mass participation bike ride, with a wider programme of events at the start/end locations in Clacton and Dovercourt. If an additional £6,000 is allocated (option 2), then Officers can use that as match funding towards an Arts Council bid. If successful, this could provide a quality cultural offer which could include street performance and live entertainment to supplement the bike ride at the start and end locations and encourage visitors to stay in the local areas and visit our local business offer.

Taking all this into account, I am asking for your concurrence to allocate £10,000 towards the running of the Tour de Tendring in 2023, with £4,000 towards the running of the event and the balance of £6,000 to be used as match funding for a grant application to the Arts Council. If successful, this could provide a quality cultural offer to supplement the bike ride at the start and end locations. As the organiser 'Bike Events' have managed the Tour de Tendring over many years, they are experienced with the management, local knowledge and have all the road planning and route experience. As such, I am also requesting we use the exemption to procurement rule to provide this funding directly. If another organisation is used, the cost is likely to be significantly higher.

Kind regards,

Mike Carran  
Assistant Director Economic Growth, Culture and Leisure

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**From:** Councillors Stephenson, Henderson and Barry

**Cc:** Lee Heley, Interim Corporate Director – Projects Delivery

**Date:** Tuesday 28<sup>th</sup> November, 2024

Dear Mike,

**Tour de Tendring Mass Participation Cycle Ride**

Thank you for your request to support the running of the Tour De Tendring in 2024 and allocate £10,000 from the Creative and Cultural budget. With £4,000 being allocated to the event organiser 'Bike Events' towards the organisation and the balance of £6,000 to be used as match funding for a grant application to the Arts Council, to provide a quality cultural offer to supplement the bike ride at the start and end locations. We also understand that you are requesting to use the exemption to procurement rule, to allocate this funding to Bike Events, for the reason set out in your letter.

I agree/ do not agree with the outlined process.

Kind regards,

Cllr Mark Stephenson

Cllr Ivan Henderson

Cllr Mick Barry