



Tendring
District Council



Cost Benefit Analysis 2014



Economic Impact of the Women's Tour

EXECUTIVE SUMMARY

For a net cost of approximately £95k, it is estimated that almost £590,000 was generated in the local economy as a result of the event.

An Economic Impact Assessment of the event was undertaken by an independent organisation, based on the principles set out by HM Treasury based on information produced by Frontline

COST OF STAGING WOMEN'S TOUR: £100,000

SPONSORSHIP AND OTHER INCOME: £5,403

NET COST OF WOMEN'S TOUR: £94,597

Financial Benefits

- **NET EXPENDITURE IMPACT: £587,113**

This is the amount generated in the District's economy through the event

- **EMPLOYMENT IMPACT: 10FTE**

This is the number of jobs the event could sustain annually

Non Financial Benefits

- The Women's Tour raised the profile of the Tendring District as an outstanding destination, with unprecedented positive publicity - regionally, nationally and internationally.
- The Women's Tour illustrates that high quality events not only have the potential to attract high volumes of visitors which impact on our economy, they also assist in providing a welcome and positive media coverage.
- An hour long highlights programme was broadcast at 8pm on ITV4 on each evening of the tour, with around 400,000 viewers for the Clacton leg and marginally less for the Harwich leg. The programme included a 'postcard' review of each 'start' or 'finish' town including Clacton on Sea and Harwich.

Route 3: Felixstowe to Clacton on Sea

- 35,000 visitors attended the race
- 40% came from outside the local area
- 34% of those visitors stayed in the area overnight
- 74% inspired to cycle
- Net Expenditure Impact: **£322,015 (Tendring only)**

This information derives from the Economic Impact Report produced by Frontline

Route 5: Harwich to Bury St Edmunds

- 65,000 visitors attended the race
- 47% came from outside the local area
- 28% of those visitors stayed in the area overnight
- 73% inspired to cycle
- Net Expenditure Impact: **£265,118 (Tendring only)**

This information derives from the Economic Impact Report produced by Frontline

Review of Publicity—TV Coverage

An hour long highlights programme was broadcast at 8pm on ITV4 on each evening of the tour. The programme included a ‘postcard’ review of each ‘start’ or ‘finish’ town including Clacton on Sea and Harwich. This portrayed both towns in a positive light, showing footage of the key tourist attractions and describing the best features.

The footage of the race was shot from both a lead car and helicopter which ensured panoramic views of Tendring; with its stunning coastline and unspoilt countryside.

The Tour was also broadcast to 82 countries around the world on Eurosport, providing a unique opportunity to showcase the District to new markets.

Approximately **800,000** viewers in total watched the programmes broadcasting the Clacton and Harwich legs.

As well as the start in Harwich and finish in Clacton on Sea, the TV coverage also included sprints in Thorpe le Soken and Mistley, which made for excellent spectacles.



Review of Publicity (cont.)

There was extensive publicity for the Women's Tour in the build up, during and after the event. Although it was not feasible to list all the relevant publicity, this section provides an overview of the key features appropriate to Tendring, which was published regionally, nationally and internationally.

The screenshot shows a news article from British Cycling's website. The headline reads "Emma Trott has sights set on The Women's Tour in May". The article includes a photo of Emma Trott and other cyclists, and a quote: "One of Britain's top road racing cyclists Emma Trott has her sights firmly set on competing in the first ever Women's Tour. The 24-year-old has had a difficult start to the season while her team, Dutch professional outfit Boels Dolmans, have got off to an absolute flyer. But now Emma is building up her training schedule and is looking to make a significant impact on the event from 7-11 May with two stages taking in the roads of Tendring." The sidebar features "EXPERT TIPS, RETAIL DISCOUNTS AND MORE" and a "Latest Results" section.

The screenshot shows a news article from London24 titled "Video: Women's Tour a great boost for Clacton". It includes a video thumbnail of a cyclist crossing the finish line and the text: "The Life Women's Tour of Britain Stage 3 Clacton finish Stage winner Marianne Vos won the Yellow jersey". The sidebar features "HOME | NEWS | SPORT | OFFERS | WHAT'S ON | Arsenal | Chelsea | Crystal Palace | Fulham | Tottenham | West Ham | Charlton".

The screenshot shows a news article from FriendsLife. The headline is "Tendring is set to turn orange next month for the inaugural FriendsLife Women's Tour cycling event". It includes a photo of several men in suits standing behind a podium with a banner that says "The Women's Tour". The sidebar features "OUR AWARD WINNING Cycling 10/10 CERD RC50".

The screenshot shows a news article from FriendsLife. The headline is "The sun made a welcome return for day 3 of the Friends Life Women's Tour, but with it came the heat. Not totally unexpected for a route that started and ended by the sea." It includes a photo of a cyclist on a podium. The sidebar features "The sun made a welcome return for day 3 of the Friends Life Women's Tour, but with it came the heat. Not totally unexpected for a route that started and ended by the sea." and "Don't forget to get the lowdown on the Friends Life Women's Tour with our Essential Guide to the Tour article.]

The 'Tendring turns Orange' campaign in support of Emma Trott and the Duth Boels dolmans team was picked up by many media organisations and was a successful promotional tool in the build up to the event.

The screenshot shows a news article from Sky Sports. The headline is "Women's Tour: Marianne Vos takes lead with sprint victory on stage three in Clacton". It includes a photo of Marianne Vos celebrating and the text: "Marianne Vos edged out Emma Johansson in Clacton-on-Sea". The sidebar features "16 million unique visits per month." and a "Related" section with links to other news articles.

The screenshot shows a news article from Cyclingnews. The headline is "The halfords Advice Zone". It includes a photo of Marianne Vos in the yellow jersey and the text: "Rabo-Liv's Dutch cyclist wins windswept stage three". The sidebar features "The halfords Advice Zone" and a "Giro d'Italia" section.

The screenshot shows a news article from The Guardian. The headline is "Marianne Vos takes charge of Women's Tour of Britain in Clacton". It includes a photo of the peloton and the text: "Rabo-Liv's Dutch cyclist wins windswept stage three". The sidebar features "34.6 million unique visits per month", "Sport > Tour of Britain", "William Fotheringham", "Sport", "Tour of Britain - Cycling", and "More news".

Review of Publicity (cont.)



Home | **Road** | **Mountain Bike** | **Track** | **Cyclo-cross** | **Triathlon** |
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You are here: [Cyclingnews](#) > [Races & Results](#) > [The Women's Tour](#) > Stage 5 > Photos > [Rosella Ratto rides to sign on in Harwich](#)

The Women's Tour 2014

by 7-11 2014

[The Women's Tour, Great Britain, 2.1 WE](#) | [Stages](#) 

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Rosella Ratto rides to sign on in Harwich

Photo: Bob Lomax

 Coventry FC News @SkyBluesNews · Nov 21
The Women's Tour to finish in Bury St Edmunds in 2014 - Final stage of new cycle race to begin in Harwich, taking ... ow.ly/2BEjMu

A photograph showing a group of female cyclists in racing gear, including helmets and sunglasses, lined up at the start of a race. They are wearing various team jerseys and cycling shorts. The background shows trees and some race infrastructure.

 Followed by Laura Welham and 1 other
BBC Essex @BBCEssex · May 9
SPORT: Approx timings for Women's cycling Tour through north #Essex, ending in #Clacton tendringdc.gov.uk/leisure/events... Coverage @BBCEssex through day

EADT24

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The final stage of the Tour will see some of the world's leading cyclists tackle a 108.3km route from Harwich to Bury St Edmunds.

 Matt Stott
Sunday, May 11, 2014
10:42 AM

   Recommend this on Google

More than 4,000 cycling fans are expected to line the Angel Hill in Bury St Edmunds tomorrow when the five-day inaugural Friends Life Women's Tour concludes.

The final stage of the Tour will see some of the world's leading cyclists tackle a 108.3km route from Harwich to Bury St Edmunds.

Latest news: Ipswich: Driver fails to stop after co |

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Gallery: Cycling fans get rare treat as they meet riders from The Women's Tour

The start of Women's tour of Britain Stage 5. Hanwich Matrix

Sunday, May 11, 2014
5:41 PM

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Top name cyclists mingled with the crowds in Essex today before riding out on the fifth and final stage of the first ever Women's Tour of Britain.

Multimedia

The Women's Tour -
Hanwich
Photo gallery

More Cycling News

Woodbridge: Amy's elite riders take on barrels circuit

Video/Gallery: Marianne Vos wins again - the Dutch cyclist claims her third win as The Women's Tour finale reaches climax in Bury St Edmunds

Gallery: Cycling fans get rare treat as they meet riders from The Women's Tour

Gallery/Video: F

Review of Publicity (cont.)

thewomenstour @thewomenstour · May 11

Harwich is Tendring, which has become a province of the Netherlands for #wt2014!

2 Retweets 2 Favorites

Retweeted by Emma Felton

thewomenstour @thewomenstour · Mar 11

Look who we saw at Clacton Pier today @L_Armistead @bannaharnes #WT2014 pic.twitter.com/tt1wl5yxFO



5 RETWEETS 6 FAVOURITES

7:49 am - 11 Mar 2014 · Details

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Favourited 6 times

thewomenstour @thewomenstour · Mar 11

Look who we saw at Clacton Pier today @L_Armistead @bannaharnes #WT2014 pic.twitter.com/tt1wl5yxFO

Lee Charles @B35ty8769 236 followers

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Hannah Barnes @bannaharnes 6,300 followers

[Following](#)

Emma Felton @EmFeltonphotos 176 followers

[Following](#)

Sue Howlett @SueHowlett5 220 followers

[Follow](#)

Lizzie Armitstead @L_Armistead 83,644 followers

[Following](#)



Women's Cycling AU @WomensCyclingAU · May 10

Women's Tour: Marianne Vos takes lead with sprint victory on stage three in Clacton. www1.skysports.com/cycling/news/1...

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Sport On The Box @SportOnTheBox · May 9

#Cycling: @thewomenstour - Stage 3, Felixstowe > Clacton (90km) - Highlights with @nedboultong on @ITV4 at 9pm: ow.ly/wCmP4

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8:02 PM - 9 May 2014 · Details

[Reply to @SportOnTheBox @thewomenstour @nedboultong @ITV4](#)



Nav Mirza @navmirza · May 9

Attention @CoralieFrost & @ChapmanNicola: "@SportOnTheBox: #Cycling: @thewomenstour - Felixstowe > Clacton - Highlights on @ITV4 at 9pm"

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British cycling @VeloUK · Nov 21

News: Final stage of The Women's Tour cycle race to begin in Harwich, taking in Essex and Suffolk velouk.net/2013/11/21/new...

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2 RETWEETS



8:03 AM - 21 Nov 2013 · Details

[Reply to @VeloUK](#)

Jonathan Durling @jdurling1970 · Nov 21

Home roads. Brilliant. "@VeloUK: Final stage of The Women's Tour to begin in Harwich, taking in Essex and Suffolk velouk.net/2013/11/21/new..."

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womenSportsNet @Wsnet · May 10

#CYCLING @marianne_vos takes charge of Women's Tour in windswept clacton ow.ly/wGTeV <http://t.co/baVxkAsYq>

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The Guardian



Marianne Vos takes charge of Women's Tour of Britain in Clacton

Rabo-Liv's Marianne Vos won stage three across Essex and Suffolk and has an eight-second lead over Emma Johansson and one more over Rossella Ratto

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Favorited 1 time



Cycle Tendring @CycleTendring · May 9

@runcari Hope you enjoyed Clacton-on-Sea. See you in Harwich on Sunday. Good luck tomorrow.



Cari Higgins @runcari 2,054 followers

[Follow](#)

Retweeted 3 times

Cycle Tendring @CycleTendring · May 10

Sad @EmmaTrott1989 is retiring but poignant her final race is in the area that has adopted her. Send off in style. #Harwich #wt2014

Wolf Simpson @2_Wheeled_Wolf 237 followers

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Ben Cooper @coopemania 156 followers

[Follow](#)

Emma Trott @EmmaTrott1989 5,574 followers

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SPORT EUROPE @Twink_IT · May 10

#CYCLING @marianne_vos takes charge of Womens Tour in windswept clacton ow.ly/wGTeV pic.twitter.com/nFI5281v45

[View photo](#)

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VeloUK Cycling Mag @AussieLarry · Nov 21

News: Final stage of The Women's Tour cycle race to begin in Harwich, taking in Essex and Suffolk velouk.net/2013/11/21/new...

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8:03 AM - 21 Nov 2013 · Details

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Review of Publicity: International

SPORT AUSTRALASIA @Twing_AUS
#CYCLING via g @marianne_vos takes charge of Womens Tour in windswept clacton ow.ly/wGTeV pic.twitter.com/baVxkAsYqt
[Reply](#) [Retweet](#) [Favorite](#) [More](#)

7:29 AM - 10 May 2014
[Flag media](#)
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Australia

Followed by Tour de France York and 2 others
Canada's Cycling Mag @pedalmagazine - May 9 Women's Tour of Britain Stage 3 Results, Photos - Vos Scores, Canada's Kirchmann 6th (Clacton, Great Britain) - pedalmag.com/womens-tour-of...
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8:11 am - 9 May 2014 · Details
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Canada

Milanosportiva @Milanosportiva - May 10 Women's Tour: Rossella Ratto resta in bianco, cecchini quinta a Clacton on Sea wp.me/p45UWK-2vh
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4:15 am - 10 May 2014 · Details
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Italy

The following images illustrate how extensively Tendring was referred to in countries around the world.



News 24h Nederland @news24hnlid - May 9 Marianne Vos wint en pakt leiderstrui in Women's Tour: CLACTON-ON-SEA - Marianne Vos heeft vrijdag de derde et... brabantn.ws/2qh
[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
 Omroep Brabant
Marianne Vos wint en pakt leiderstrui in Women's Tour CLACTON-ON-SEA - Marianne Vos heeft vrijdag de derde etappe in de Women's Tour gewonnen. De wielrenster uit Meeuwen sprintte in de straten van het Britse Clacton-on-Sea overtuigend naar de winst....
[View on web](#)

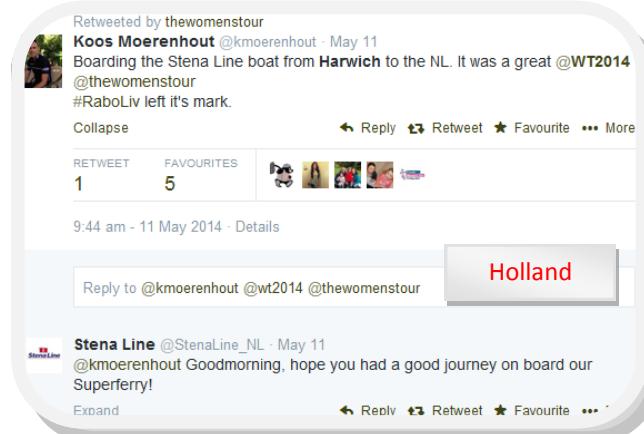
Holland

II Pedale Rosa @IIPedaleRosa - May 9 @estadodemexteam Women's Tour. Ratto conserva el jersey blanco, Cecchini es quinta en Clacton Sea: pedalerosa.it/2014/05/quinto...
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10:19 PM - 9 May 2014 · Details
[Reply to @IIPedaleRosa @estadodemexteam](#)

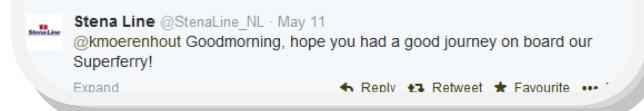
Italy

Canada's Cycling Mag @pedalmagazine - May 9 Women's Tour of Britain Stage 3 Results, Photos - Vos Scores, Canada's Kirchmann 6th (Clacton, Great Britain) - pedalmag.com/womens-tour-of...
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7:11 PM - 9 May 2014 · Details
[Reply to @pedalmagazine](#)

Canada

Retweeted by thewomentour Koos Moerenhout @kmoerenhout - May 11 Boarding the Stena Line boat from Harwich to the NL. It was a great @WT2014 @thewomentour #RaboLiv left it's mark.
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
1 RETWEET 5 FAVOURITES 
9:44 am - 11 May 2014 · Details
[Reply to @kmoerenhout @wt2014 @thewomentour](#)

Holland

Stena Line @StenaLine_NL - May 11 @kmoerenhout Goodmorning, hope you had a good journey on board our Superferry!
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What 'they' said about the Women's Tour

While there are certainly areas for improvement – live television coverage, for instance, or at least live race commentary so that spectators to follow what is going on while they idle away the hours waiting for the riders to arrive – it was difficult to escape the impression that this has been a breakthrough week for women's cycling.

They do not come much bigger than Marianne Vos (Rabo-Liv), the world and Olympic road race champion, who took a grip on proceedings on Friday by winning the sprint finish on [Clacton-on-Sea's Marine Parade](#).

Great Britain's Lizzie Armitstead (Boels-Dolmans), who arrived last week in the form of her career and with high hopes of exacting revenge on the woman who denied her gold in London 2012, was forced to withdraw from the race before the stage departed from [Harwich](#) on Sunday.

Telegraph

"The District has gone cycling crazy. What a brilliant weekend and what a shot in the arm for Tendring and its tourism."

Cllr. Mick Page, Leader of Tendring District Council

"I have won many titles before and some gold medals, but this Women's Tour is really special because it means so much to women's cycling."

Marianne Vos, Winner of Women's Tour

Well what an honour it was to ride the first ever friend's life Women's tour; 1 because it was an amazing opportunity to race against the best riders in the world. 2 because it took place on 'home' soil. 3. Because we were the only team representing the domestic scene. 4 because of the crowds and the support from our fans 5. Because it was the most prestigious, well organised and televised event.

Penny Rowson, Professional Cyclist

The race was definitely a win for women's cycling in Britain, and for cycling in general. The support was just incredible. A huge thank you to all of those of you who came out, particular through the bad weather we had.

Apart from at the world championships and the odd one-day race, such as the Tour of Flanders, we just don't get crowds like that at women's races. People were three or four deep in places and you don't even get that at some men's races. The support was way beyond what I expected.

It was bigger than any of us expected and I'm pretty confident that all of the girls will target the Women's Tour next year

Lizzie Armistead, Professional Cyclist

