



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.

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Emma Trott has sights set on The Women's Tour in May

Published: 14 March 2014

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The Women's Tour website

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.

Latest Results

- 11/05/2014 Coopers College/SAM Circuit R Series 1
- 11/05/2014 The John May Memorial Road Race
- 11/05/2014 Surrey League Road Race (Farnborough & Camberley)
- 11/05/2014 Tandridge Road Races
- 11/05/2014 West Common Junior Road Race

Upcoming Events

- 13/05/2014 Tameside Cycling Development Le Round 5
- 13/05/2014 Chevin Cycles Evening Road Race Series - Race 3
- 13/05/2014 The Edge Colneport M Series & Total Cycle Coach Women's 05
- 13/05/2014 NEURL Nottingham Clarion #2 - Li Klin
- 13/05/2014 Devon Circuit Series - Race 1

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**Video: Women's Tour a great boost for Clacton**

The Life Women's Tour of Britain Stage 3 Clacton finish Stage winner Marianne Vos also won The Yodel and Yellow jersey

Tendring is set to turn orange next month for the inaugural FriendsLife Women's Tour cycling event

News – Tendring going orange for Women's Tour!

Residents are being asked to get behind British rider Emma Trott and support her Dutch Boels Dolmans (with Lizzie Armitstead as well) team during Stages 3 and 5 as they pass through parts of the District.

**OUR AWARD WINNING**  
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he Women's Tour: Stage 3 Race Report Clacton-on-Sea

Strong winds, sunshine and crashes as the Friends Life Women's Tour heads

6th May 2014 by Angie Glaser @silverstrange

The sun made a welcome return for day 3 of the Friends Life Women's Tour, but with it came the wind. Not totally unexpected for a route that started and ended by the sea.

[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.

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Women's Tour: Marianne Vos takes lead with sprint victory on stage three in Clacton

last Updated: 10/05/14 9:18am

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Marianne Vos edged out Emma Johansson in Clacton-on-Sea

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7-11 2014

The Women's Tour, Great Britain, 2.1 WE Stages 1-5

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

Rabo-Liv's Dutch cyclist wins windswept stage three

Vos leads Emma Johansson by eight seconds overall

William Fotheringham  
The Guardian, Friday 9 May 2014 16.56 BST

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# Review of Publicity (cont.)

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The Women's Tour 2014  
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Rosella Ratto rides to sign on in Harwich

**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](http://ow.ly/2BEjMu)

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2:33 PM - 21 Nov 2013 · Details

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Retweeted by **thewomenstour**  
**Jodie @ode\_s** · May 11  
Woman's tour of Britain gets underway in Harwich @thewomenstour  
@FLGWomensTour #WT2014

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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. Harwich 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 - Harwich Photo gallery

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Woodbridge: Army's elite riders take on barracks 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  
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Photo by: T...

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

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Harwich/Bury St Edmunds: Final leg of Women's Tour to attract thousands of cycling fans on Sunday

The final stage of the Tour will see some of the world's leading cyclists tackle a 103.3km route from Harwich to Bury St Edmunds.  
Matt Stott Sunday, May 11, 2014 10:42 AM  
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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 103.3km route from Harwich to Bury St Edmunds.

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Women's Tour final stage to start in Harwich, finish in Bury St Edmunds

Final stage of new women's race takes in Essex and Suffolk

by John Stevenson November 21, 2013

The Women's Tour, a new five-day stage race in May of next year created by the Tour of Britain organisers SweetSpot, will finish in Bury St Edmunds.

The final stage will start in Harwich, Essex on Sunday May 11 and make its way through the Essex and Suffolk countryside to the West Suffolk market town that's known for brewing and beet sugar.

The start of the stage will take place alongside the already well-established Tour of Tendring family ride which attracted nearly 2,000 participants last year.

Peter Halliday, Leader of Tendring District Council said: "This will be a wonderful opportunity for anyone wanting to see the world's top riders close up."

"It's not only a chance to meet them at the stage start in Harwich but also to see them by setting on their own bikes and riding through

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**Tour Series**  
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# 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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**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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**Sue Howlett** @SueHowlett5 220 followers

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**Lizzie Armitstead** @L\_Armistead 83,644 followers

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**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...](http://www1.skysports.com/cycling/news/1...)

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**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

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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](http://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...](http://velouk.net/2013/11/21/new...)

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**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...](http://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://ow.ly/wGTeV) <http://l.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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**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

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**SPORT EUROPE** @Twing\_IT · May 10

#CYCLING @marianne\_vos takes charge of Womens Tour in windswept clacton [ow.ly/wGTeV](http://ow.ly/wGTeV) [pic.twitter.com/nFI5281v45](http://pic.twitter.com/nFI5281v45)

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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...](http://velouk.net/2013/11/21/new...)

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**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

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**Wolf Simpson** @2\_Wheeled\_Wolf 237 followers

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**Emma Trott** @EmmaTrott1989 5,574 followers

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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

7:29 AM - 10 May 2014

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...

8:11 am - 9 May 2014 - Details

Reply to @pedalmagazine

Canada

**Milanospotiva** @Milanospotiva - May 10 Women's Tour: Rossella Ratto resta in bianco, cecchini quinta a Clacton on Sea wp.me/p45UWK-2vh

4:15 am - 10 May 2014 - Details

Reply to @Milanospotiva

Italy

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



**News 24h Nederland** @news24hnl - 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

Reply Retweet Favorite More

**B 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

**Il Pedale Rosa** @IlPedaleRosa - 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 @IlPedaleRosa @estadodemexteam

Italy

Retweeted by **thewomenstour** **Koos Moerenhout** @kmoerenhout - May 11 Boarding the Stena Line boat from Harwich to the NL. It was a great @WT2014 #RaboLiv left it's mark.

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9:44 am - 11 May 2014 - Details

Reply to @kmoerenhout @wt2014 @thewomenstour

Holland

**Stena Line** @StenaLine\_NL - May 11 @kmoerenhout Goodmorning, hope you had a good journey on board our Superferry!

Reply Retweet Favorite More

# 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**

