

<b>SUBJECT:</b>	<b>Monmouthshire to host British Cycling Major Event – The Lloyds Tour of Britain Men Stage 5</b>
<b>MEETING:</b>	<b>Individual Cabinet Member Decision</b>
<b>DATE:</b>	<b>23rd July</b>
<b>DIVISION/WARDS</b>	<b>ALL</b>
<b>AFFECTED:</b>	

## **1. PURPOSE:**

- 1.1 The Lloyds Tour of Britain Men is scheduled to take place from September 2nd to 7th, marking the 85th edition of this prestigious cycling event. The event is part of the UCI (Universal Cycling Union) ProSeries, making it one of the most prestigious sporting events in the sport's global calendar.
- 1.2 The Lloyds Tour of Britain Men continues to attract elite teams and features Olympic, World and Tour de France champions riders from around the world, enhancing its international profile and competitive appeal.
- 1.3 Monmouthshire seeks the Cabinet members consideration and support to host Stage 5, on September 6th of this high-profile event, presenting a valuable opportunity to showcase the county on a national and global stage.

## **2. RECOMMENDATIONS:**

The Cabinet Member for Equalities & Engagement to approve;

- 2.1 Monmouthshire as the host for Stage 5 of the prestigious 2025 Lloyds Tour of Britain Men, a major British Cycling event.
- 2.2 That £25,000 is drawn down from directorate budgets, as part of the hosting arrangements, each participating local authority is required to make a financial contribution of £25,000.

## **3. KEY MESSAGES:**

- 3.1 The Council's Community and Corporate Plan has as one of its six objectives the aim for Monmouthshire to be a "thriving and ambitious place, where there are vibrant town centres, where businesses can grow and develop". In fulfilling this aim the Council continues to support Monmouthshire's towns and visitor attractions. Making them accessible and welcoming where experiences are attractive for residents, visitors and businesses.

3.2 Wales stages outstanding events that support the well-being of its people, place, and the planet. Cycling plays a vital role in this vision, serving as a key contributor to major sporting events across the country. With its ability to inspire communities, promote healthy lifestyles, and showcase Wales' stunning landscapes, cycling is not only a sport but a celebration of sustainability, inclusivity, and national pride.

3.3 Geraint Thomas, one of Wales' most celebrated athletes and a global icon in professional cycling, has officially announced that he will retire at the end of the 2025 season, concluding a remarkable 19-year career.

His success has been a catalyst for the growth of cycling in Wales, inspiring a new generation of riders and elevating the nation's profile in global sport. His humility, resilience, and passion have made him a role model both on and off the bike. His final race is scheduled to be the Tour of Britain, 2025.

3.4 Monmouthshire has a strong track record in hosting major cycling events, showcasing its capacity and appeal as a destination for elite competitions.

**These have included:**

3.4.1 Monmouthshire last hosted the British Cycling National Road Race Championships and Time Trial, in collaboration with The Celtic Manor Hotel in 2014, as part of the Monmouthshire Festival of Cycling. This weeklong celebration spanned the entire county and featured a diverse programme of events including:

- The National Time Trial (Celtic Manor Hotel) and Road Race Championships (Abergavenny-Chepstow-Monmouth-Abergavenny)
- The penultimate event in Abergavenny, a town with a strong cycling tradition.

3.4.2 In the same year Monmouthshire hosted a summit finish on the Tumble during Stage 3 of the 2014 Tour of Britain. The stage began in Newtown and concluded with the dramatic climb up The Tumble, just outside Abergavenny.

3.4.3 On 8th September 2016, during Stage 5 of the Tour of Britain, the race route passed through the village of Llansoy. The stage highlighted the county's continued presence on the national cycling stage and its appeal as a scenic and challenging route for elite riders.

3.5 Monmouthshire has a strong cycling culture with several affiliated cycling clubs that provide vibrant opportunities for participation and competition. These clubs

play a vital role in nurturing grassroots talent and promoting inclusive cycling, with dedicated initiatives to support women and girls in the sport.

- 3.6 Having some of the world's elite riders pass through our towns and villages presents a unique and inspiring opportunity for Monmouthshire. It not only brings global attention to our communities but also serves as a powerful motivator for future generations of cyclists.

Importantly, it highlights that the roads and terrain our grassroots club members train on daily are of a standard recognised by international event organisers. This validation reinforces the value of our local cycling infrastructure and the potential of our homegrown talent.

- 3.7 Monmouthshire's Destination Management Plan sets out a clear vision: to enhance the county's competitiveness as a year-round, high-quality visitor destination for the benefit of its people, environment, and communities.

3.7.1 Hosting high-profile events such as the Lloyds Tour of Britain Men aligns directly with this vision. These events not only attract national and international attention but also provide a platform to showcase Monmouthshire's natural beauty, vibrant communities, and active lifestyle offer.

3.7.2 Monmouthshire will host a stage and summit finish as part of Britain's biggest professional cycle race and the UK's largest free-to-spectate live sporting event.

3.7.3 To fully capitalise on these opportunities, it will be imperative to mobilise our established tourism provider network. By working collaboratively with local businesses, accommodation providers, attractions, and community groups, we can ensure that the benefits of such events are widely felt and that the visitor experience is seamless and memorable.

- 3.8 Staging a summit finish in the Lloyds Tour of Britain Men offers Monmouthshire a unique opportunity to deliver economic, sporting, and community benefits while showcasing its rich heritage and natural beauty on a global stage.

3.8.1 The event will be televised internationally, reaching millions of viewers and positioning Monmouthshire as a premier destination for cycling and tourism.

3.8.2 Key landmarks such as castles, historic towns, and scenic landscapes can be featured along the route, enhancing the county's visibility and appeal.

- 3.9 The Visit Wales website and its extensive national network will play a pivotal role in securing broad coverage and strategic connections for the Lloyds Tour of Britain Men event. Leveraging this platform ensures Monmouthshire is positioned prominently within the national tourism narrative.
- 3.10 At the local level, Visit Monmouthshire provides a powerful tool to highlight key destinations and vantage points along the race route. By showcasing the unique character of our towns and villages through curated content, imagery, and visitor information we can enhance the experience for spectators and encourage extended stays.
- 3.11 Monmouthshire, through its official website and social media platforms, has a powerful opportunity to reach inward to town and community councils, as well as resident networks, to amplify the excitement and visibility of the Lloyds Tour of Britain Men event as it passes through the county.
- 3.11.1 By promoting “doorstep opportunities” encouraging residents to line the route, decorate their communities, and host local celebrations we can turn the event into a county-wide festival atmosphere. This approach not only fosters pride and participation but also encourages extended dwell time in local areas, boosting visitor spend and supporting local businesses.
- 3.12 The exact route through Monmouthshire for the Lloyds Tour of Britain Men Stage 5 will be published by British Cycling in late July. However, ahead the release of the exact route, based on early discussions with organisers, we have highlighted the following:
- The Monmouthshire stage will cover approximately 86 miles, offering a wide range of viewing opportunities across the county,
  - Key spectator points; king of the mountain climbs and sprint sections.
  - Starting in Torfaen, the stage quickly proceeds and begins into Monmouthshire, into Usk, immediately immersing riders in the county’s scenic beauty, with a Summit finish on the Tumble.
- 3.13 On the day of the event, a dedicated Tour of Britain Event Control will be established to oversee the safe and efficient delivery of the stage through Monmouthshire. This control hub will include representatives from:
- Blue light services (police, fire, ambulance)
  - Monmouthshire County Council (MCC) officers
  - Event organisers and stewards

3.13.1 The Event Control will coordinate real-time responses to any incidents, manage communications, and support the smooth running of the event.

3.13.2 This setup will operate in addition to Monmouthshire's standard civil contingency arrangements, ensuring a robust and responsive framework is in place to manage both planned operations and unforeseen circumstances.

3.14 The day can become more than just a race it can be a celebration of place, community spirit, and Monmouthshire's growing reputation as a premier cycling destination.

#### **4. OPTIONS APPRAISAL:**

4.1 To ensure Monmouthshire capitalises on the exciting opportunity presented by the Lloyds Tour of Britain Men, a decision is required to authorise officers to proceed with engagement and planning activities. This will enable the county to showcase its unique character and hospitality, contributing to the overall success of the event.

At the same time, it is essential to ensure that any potential disruption to local communities is minimised. A proactive communication strategy must be developed and implemented to inform residents and stakeholders well in advance, ensuring transparency and fostering community support.

4.2 With a modest investment of £25,000, that will be met by directorate budgets, the economic return is both substantial and evident. Beyond immediate financial benefits, hosting a Stage of the Lloyds Tour of Britain Men and a Summit Finish unlocks future opportunities for Monmouthshire, including enhanced tourism visibility, stronger community engagement, and a strengthened position for attracting future high-profile events.

#### **5. EVALUATION CRITERIA:**

5.1 Major events are seen as a tool to stimulate local economies, especially in rural areas like Monmouthshire, by increasing footfall and supporting small businesses.

5.2 Stage 5 of the Lloyds Tour of Britain Men offers a spectacular showcase of Monmouthshire's landscapes, heritage, and cycling infrastructure. The entire route spans over 86 miles, all within the county, making it a truly local celebration of sport and community.

- 5.3 The Tumble Summit Finish, known for its challenging climb, is a legendary spot in UK cycling and hosting a stage finish there adds to the county's prestige.
- 5.4 Monmouthshire's established system of tourism data collection enables the county to report on consistent and reliable metrics that inform strategic planning and investment decisions. The inclusion of the Lloyds Tour of Britain Men summit finish within these datasets ensures that the event's economic and social value is accurately captured and recognised.
- 5.5 The event will be incorporated into the county's annual STEAM (Scarborough Tourism Economic Activity Monitor) figures, which provide detailed insights into:
- Visitor numbers
  - Economic impact
  - Tourism trends and seasonality.

This integration supports evidence-based decision-making, helping Monmouthshire to:

- Demonstrate return on investment
- Strengthen future event bids
- Secure funding and stakeholder support.

## **6. REASONS:**

- 6.1 The Council's Community and Corporate Plan identifies as one of its six core objectives the ambition for Monmouthshire to be a "thriving and ambitious place, where there are vibrant town centres, where businesses can grow and develop." Hosting a Stage of the Lloyds Tour of Britain Men, including a Summit Finish, directly supports this objective by drawing visitors into town centres and rural communities, showcasing Monmouthshire's attractions to national and international audiences, and creating a welcoming environment for residents, businesses, and tourists. The event also stimulates local economic activity and fosters a strong sense of community pride.
- 6.2 With a modest investment of £25,000, the economic return would be substantial, based on evidence provide by British Cycling for similar events. Beyond the immediate financial benefits, the event presents long-term opportunities for Monmouthshire, including enhanced tourism visibility, deeper community engagement, and a strengthened position to attract future high-profile events that align with the county's strategic goals.

## **7. RESOURCE IMPLICATIONS:**

- 7.1 The Welsh Government, through its Major Events Programme, will provide significant funding to support the staging of the Lloyds Tour of Britain Men in Wales. As part of the hosting arrangements, each participating local authority is required to make a financial contribution of £25,000.
- 7.2 A small, cross-directorate cohort of key officers has already been established to ensure early alignment and clarity of expectations. This team will lead on:
- Event engagement with British Cycling and regional partners
  - Internal coordination across council services
  - Operational support to ensure smooth execution on the ground
  - Public communication to minimise disruption and keep communities informed.

This collaborative approach will ensure Monmouthshire delivers a successful and well-managed stage 5 of the Lloyds Tour of Britain Men.

- 7.3 Early engagement with event organisers has focused on ensuring a smooth and well-coordinated delivery of the Lloyds Tour of Britain Men stage through Monmouthshire. Key logistical considerations include:
- Road closures and traffic management
  - Safety measures for riders, spectators, and residents
  - Volunteer coordination and event staffing

Advice has already been provided to organisers regarding the local road network and the specific requirements for event delivery. A critical first step in the approval process is the completion of the event plan to the Monmouthshire Event Safety Advisory Group (ESAG), which brings together key agencies to assess and support safe event planning. Link below;  
(<https://www.monmouthshire.gov.uk/licensing/safety-advisory-group/>) .

- 7.5 Given that Stages 5 and 6 of the Tour traverse multiple South Wales local authority areas and include parts of the Welsh Government's trunk road network, a unified Section 16A order under the Road Traffic Regulation Act 1984 is prepared. This approach facilitates the organisation of cycle races, avoids redundant administrative work by local authority officers, and streamlines the overall approval process.
- 7.6 In addition to capitalising on the opportunity for both local and global exposure, it is essential that officers place a strong emphasis on effective communication throughout the planning and delivery of the event.

Clear, timely, and coordinated messaging will be critical particularly with:

- Town and community councils
- Local elected members
- Residents and businesses along the route
- [British Cycling Tour of Britain school packs](#)

This approach will help manage expectations, foster community pride, and ensure that everyone is informed and engaged in the celebration. Proactive communication will also support the smooth delivery of operational plans and help maximise the positive impact of the event across Monmouthshire.

## **8. WELLBEING OF FUTURE GENERATIONS EVALUATION (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING & CORPORATE PARENTING)**

8.1 The event aligns with the principles of the Well-being of Future Generations (Wales) Act 2015, particularly in promoting:

- A healthier Wales through active lifestyles
- A prosperous Wales via economic uplift
- A cohesive Wales through community engagement and celebration

A more comprehensive Integrated Impact Assessment has been completed and is available in **Appendix 1** for reference.

## **9. CONSULTEES:**

Cabinet.

Strategic Leadership Team.

Customer, Culture and Wellbeing DMT.

## **10. BACKGROUND PAPERS:**

[The National Events Strategy for Wales 2022 to 2030](#)

[Monmouthshire STEAM report 2023](#)

[Destination Intelligence - Visit Monmouthshire.](#)

[Lloyds Tour of Britain races boost local economies by £30 million in 2024](#)

[British Cycling Tour of Britain Race and Fact sheets](#)

**Appendix 1 – Integrated Impact assessment.**

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