



### **Which Council Aim does this case study deliver?**

*To help all residents to achieve a healthy weight by encouraging an active life style, in communities where everyone feels welcome and safe*

- *To review the Council sports strategy with vision towards the legacy of the 2012 Olympics*
- *To develop effective multi agency and partnership working to increase participation in and satisfaction with the sport and active recreation offer in Ryedale*

### **Background**

The aim of the event was to support a World class championship within Ryedale with a view to promotion of the area as an area of excellence for cycling and outdoor adventure and to contribute towards improving satisfaction with Sports and Leisure with a general goal of encouraging a more active lifestyle.

### **What was done?**

- A successful bid was made for the UCI mountain bike world championships to be held in Dalby Forest on April 24-25.
- RDC heavily involved in supporting the event .
- Amateur events held throughout the two days for men and women, the Dalby Dare being an open event for serious mountain bikers to ride the world circuit on the Saturday. On the Sunday races were held for children and young adults.
- Following discussion with RDC and Yorkshire Forward, British Cycling arranged for a pro celebrity and professional mountain bike sprint eliminator race to be held around the streets of Pickering on the Friday night, a particularly exciting event and one effectively acting as the opening ceremony for the championships.
- The Council with the significant support of the Pickering Town mayor and town team helped British Cycling to co-ordinate the event in Pickering regarding course choice, road closures, insurance, security liaison with local business, entertainment, advertising, street dressing, media co-ordination, car parking etc.
- RDC was particularly keen for this event as it effectively brought the world mountain bike stage into the town and surrounding area

### **Who was involved and how?**

- Staff
- Members
- Yorkshire Forward
- Police
- NYCC- Highways
- British Cycling
- 28 National teams ,286 riders in total, 30 Nations
- Tourism and Coast partnership
- Pickering TC
- Thornton Dale PC
- Pickering Town Team
- Local traders
- Pickering woods project team
- International TV coverage including Australia, Japan, Austria, France and Germany
- Media including BBC World Service, SKY, channel 4, Radio York, Minster FM, Look North, Gazette and Herald, Mercury, Variety of national and international Mountain Bike magazines etc

## What was achieved?

- The Pickering event attracted between 3000-4000 people and was judged an over whelming success by local residents.
- One local mentioned how fantastic it was to see world-class riders racing around the streets of Pickering and how inspired his children had been. They had all taken to riding their bikes with a view to competing in the future.
- Feed back from UCI regarding excellence of the event.- see post event report 10.05.10
- Raised the profile of Ryedale as a world class Mountain Bike venue
- Income generation for the area (Yorkshire Forward info)
- Raised the profile of Ryedale District Council both in terms of partnership working and as a supporter of health and well-being of the district.
- Positive feedback from Chairman of Yorkshire Forward
- Video record of the whole event was produced by the Yorkshire Film Archive (available June 2010)
- Letters of support in the local media (All local press cuttings kept (hard copy) by RDC's MRO)
- "We've had some fantastic feedback from the UCI, riders and team managers, who all thought the PSE was a great event for the riders and a great way to bring the sport to the people. They also loved Pickering and I believe the restaurants were very busy on Saturday and Sunday night with all the riders - which the waitresses seemed to particularly enjoy!" **Leyanne Jenkins, Major Events & Projects Officer**, British Cycling
- 72,000 Minster FM listeners tuned in to the coverage of the event on Friday night
- Large following on Facebook, Twitter and Youtube

## Who benefited and how do we know?

- Details are being compiled by Yorkshire Forward of the outcomes of the event these should be available early June.
- 11812 spectators over the weekend expected over half from outside the area
- In addition of 3000-4000 spectators for pro sprint event in Pickering –many of whom local
- 6423 spectators on Sunday.
- Approximately 4169 bed nights

## Resources and value for money

- Significant investment from Yorkshire Forward into the event.
- RDC invested £5,500 into the Pickering event
- Support for the event regarding significant officer time at both a senior and junior level both to organise co-ordinate and promote
- Provision of free car parking for the event and promotion through the media

## Next Steps / Further Action

- The world championships have the potential to be held in Dalby Forest for the next 3 years and organisation has already started regarding next year
- The legacy to the event is being considered regarding development of land in Pickering (Pickering woods) as one of the satellite sites, which could be used to promote adventure and mountain bike skills.
- With the help of RDC and involvement of Pickering Town Team and pupils from Lady Lumley's school a volunteer group is taking the work forward and work has already started on the site with an initial course being completed supported by RDC regarding clearance.
- The project has strong support of RDC and North Yorkshire Sport to be taken forward as one of the legacy sites.
- Events are being planned next year for the Pro Sprint eliminator. RDC hope to involve the North Yorkshire Steam railway with the view to taking the race across the bridge and through a railway carriageway to add extra excitement.
- Early discussions have been held by RDC with British Cycling regarding the potential for using the Pickering pro sprint event as a final for a local youth mountain bike event. RDC would like to consider running a series of races during the year in conjunction with local schools and utilising the Pickering woods project

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**Date of publication**

15. 5. 10

**Background documents/Links:**