

The Tour of Britain



Economic impact support for the Tour

What our client wanted

The Tour of Britain is Britain's largest free to view sporting event and, at 1,000 miles, one of the longest races in Britain. To succeed, it requires both financial and in-kind support from a broad range of partner agencies, including councils, tourism development organisations and private companies. During these austere times, it is becoming increasingly more challenging to persuade partner organisations to lend their support for the Tour, and the tour organisers now increasingly require evidence of the Tour's economic value.

What we did

Frontline has worked with the Tour to assess the economic impact of each of the last three Tours of Britain. For each of these Tours, we produced a series of eight economic impact reports (one per stage), showing the economic impact of the stage at a local, regional and national level. In addition to this support, we also produced research to show the economic impact of each race in the Tour Series, a series of city centre road races that take place each Spring.

The key challenge for this research has been the need to identify the best way to capture the views of a representative sample of spectators. This proved challenging both because the 1,000 mile was too long to allow us to capture views through face to face interviews and because the free to view nature of the event meant that we had no access to spectator contact details. We resolved this both by adopting a collaborative approach, with race marshals capturing the e-mail contact details of spectators willing to take part in an e-survey, and by utilising social media, including attaching links to the survey to the Tour of Britain website, and issuing the survey link to Tour followers on Facebook and Twitter. This allowed us to successfully capture the views of 3,241 spectators at the 2012 Tour of Britain.

What difference we made

Frontline's support for the Tour has helped them to manage their relationship with existing sponsors and partners, and has also helped them to make funding cases to new sponsors, helping their events to go from strength to strength, and helping to bring cycling more into the public consciousness as a sport.

What our client said

"The Tour works in partnership with stakeholders the length and breadth of Britain and accurate economic impact reporting is a crucial element of the event's commitment to these partners. We have worked with Frontline for more than five years now and are very happy with the level of expertise they display in producing independent assessments of the event and its impact"

Alastair Grant, Commercial Director, The Tour of Britain