

## Initial Outcome Proposal to the East Suffolk Community Partnership Board – FY2023/24

### (Stage 1 Proposal)

#### 1. Name of Project/activity that will deliver the outcome(s)

Tour of Britain 2024 Community Grant Fund (subject to confirmation of the 2024 route/stages)

#### 2. Key outcome(s)

- Improved mental and physical health and wellbeing in East Suffolk communities
- Increased involvement in related health and wellbeing activities/projects
- Increased legacy from the 2024 Men's Cycle Tour of Britain

#### 3. How has the need been identified?

Over recent years, East Suffolk Council (and previously Suffolk Coastal and Waveney District Councils) has hosted stages of both the Men's and Women's Cycle Tour of Britain.

The Council, along with a range of local partners and sponsors, makes a significant investment in bringing elite level cycling to the District but is very keen that the impact should last longer than the day or weekend of the race, indeed that there is a lasting legacy in terms of interest in cycling and wider physical activity.

This is particularly important in terms of tackling health inequalities between areas within East Suffolk, for example in some parts of the District, there are high levels of obesity in Reception, Year 6 children and in adults. Increased physical activity is clearly one way to reduce obesity and is one area of focus of the new Feel Good Suffolk project (along with healthy weight and reducing smoking). The Council has a new focus on encouraging and enabling Cycling, Walking and Wheeling.

#### 4. Who will benefit from the outcomes?

The main beneficiaries from this project (if East Suffolk is selected for the location of the 2024 Tour of Britain) will be:

- Community groups and voluntary organisations in all the communities along and close to the September 2024 Tour of Britain route
- East Suffolk children and young people who will be involved through schools and youth groups
- Specific target groups e.g. low income families, people with disabilities
- Families and individuals from our most deprived communities as some activities will specifically target this cohort

#### 5. How will the outcomes(s) be sustained after the funding period (if appropriate)?

Through the proposed Community Grant Fund, we would be looking to prioritise projects with a lasting legacy. It may be that some initiatives are pilots that could be sustained for longer through Enabling Communities Budget / Community Partnership funding.

## 6. Brief description of the project / activity that will deliver the outcome(s).

### Background

East Suffolk Council has a history of supporting and hosting the 'Women's' and 'Men's Tour' cycling races. Since the pandemic, the organisers of these events have found it increasingly difficult to fund the race and make it diverse, interesting and challenging. British Cycling has therefore now brought the 'Men's Tour' back in house, and East Suffolk Council has bid to host a stage/part stage of the Tour in 2024 as well as to work with British Cycling on a strategic plan that can support ESC's Cycling, Walking and Wheeling Strategy which aims to increase participation and cycling activity across the district.

The partnership between Sweetspot (former organisers to 2023), Suffolk County Council and East Suffolk Council has seen income generation of £2.7million into East Suffolk from investment of £685,000 and external sponsorship of £84,000.

### Legacy to date

Several cycle events have been created since the Tour has either started in, finished in or been through an East Suffolk community. There have been three Women on Wheel's events created, in Southwold, Rendlesham and Kesgrave, and a sportive has been created in Wickham Market. Melton Primary School created a cycling initiative where they have bicycles that could be loaned to pupils that didn't have a bicycle and made improvements to the cycling storage.

Each year of the tour, Ride Smart sessions have been held in the primary schools along the route. This has been aimed at the Year 5 and 6 pupils, the instructors spend the day in the school and all the pupils take part in these cycle sessions. They are then invited to take part in some races on the start/finish line to get a taste of cycling on part of the route.

Since 2014, Suffolk have engaged with the Love to Ride initiative - an online community that helps you record your mileage and set goals. There are four main national events /campaigns and then localised events throughout the year. Logging on to the Love to Ride profile will enter the participant into draws for prizes including new bikes, gear, and vouchers.

In 2021, a Led Ride course was organised in Felixstowe with 25 participants and in 2023, a Led Ride course was organised in Lowestoft and Felixstowe with 20 participants. These leaders regular organise free led rides across East Suffolk and assisted at the 2023 Tour Of Britain by leading a ride for the community.

As part of the 2021 Women's Tour, Felixstowe Triathlon was created and continues to grow. In its first year of existence it won the regional and national large event of the Year at the Triathlon annual awards. In 2024, an additional Half Iron Man event has been introduced.

### Proposal

The final announcements about the route of the 2024 Men's Tour of Britain have yet to be made and therefore this proposal is a provisional one, if East Suffolk is selected as the location for one of the stages of the 2024 race – a decision at the September Board meeting would be too late as the Tour is the week before the next Board meeting. If successful and selected as a 'host' location, the proposal is to run a Small Grants Fund to enable a range of community-led projects related to the Men's Cycle Tour of Britain in September but with activities in the lead in to both the race day and events across the closest weekend. The proposed route, if we are selected as a location, will hopefully pass through as many of our eight Community Partnership areas as possible as the race moves from start to finish.

This application is being submitted now because the September Board meeting would be too late and therefore approval is being sought on the basis that East Suffolk is selected as the location for a stage of the 2024 Tour. If we are not selected then obviously the budget would not be required.

The fund would be open to constituted community groups, registered charities and Town and Parish Councils representing communities on or near to the race route. A grant panel would be appointed to review the applications received but the aim would be to stimulate both activities to celebrate the race and longer term/more sustainable ambitions e.g. cycling proficiency, bikes for loan to adults and children, bike repair workshops etc. (see below).

The panel would set the maximum and minimum grant amounts, but a suggestion would be grants ranging from £500 to £2,000 per project.

Examples of project ideas include:

- Local promotion of the national challenge/competition for land art
- Encourage the community to decorate their windows to welcome the tour with bunting and art.
- Hold activity days in care homes e.g. seated cycling machines, bring in silent disco head sets, seated exercise, yoga and pilates type activities
- Encourage and fund care homes, schools, lunch clubs etc. to take the residents to the start/finish location to see the Tour.
- Organise a Led Ride course to train more people up to be qualified to deliver sessions in the community and advertise the led rides that are organised.
- Through the Suffolk Road safety team organise family led ride activities and confidence building sessions.
- Fund some bike ability session during the summer holidays in the lead in to the Tour.
- Work with allotments, community growing spaces and/or schools to grow flowers that could be used in planters along the route, with the planters potentially made by Men's Sheds
- Organise bike maintenance workshops for people to attend
- Set up a Repair/Make and Mend group to undertake bike maintenance
- Hold community events e.g. bring and share lunch on the weekend of the race
- Fund bikes for loan to families that can't afford to buy children their own bikes

Start and End dates: Grant launch late June (asap after the route is announced by British Cycling and following the Stage 2 outcome proposal being approved, if the Board supports the Stage 1 outcome proposal), open for three weeks, Panel meeting and allocation of funding late July 2024.

### 7. Who is involved?

<b>Who is involved in developing this outcome proposal?</b>	East Suffolk Council Councillors and Officers
<b>Who will deliver the project/activity?</b>	ESC Funding and Communities and Leisure Teams
<b>Name of East Suffolk Community Partnerships Board Member supporting the project:</b>	Sarah Whitelock, Cabinet Member for Communities, Culture, Leisure and Tourism

### 8. Give information about match funding here:

Source of match funding:	Funding confirmed?	Amount (£)
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East Suffolk Council (part of funding package for the Tour)	Y	£10,000

Total project / activity cost	£20,000
Total of confirmed match funding	£10,000
Total amount of Strategic funding required	£10,000

**\* plus the funding available through individual Community Partnership for aligned projects and through the CP Board for the Well Minds East Suffolk programme (£18,000)**

<b>9. Identify where the Community Partnership Board Strategic Budget will be spent:</b>	
Description of activity or item (by who and by when where appropriate)	Cost (£)
As match funding for a Community Grant Fund for projects to celebrate and sustain the legacy of the 2024 Men's Tour of Britain	£20,000
Total	£20,000

<b>10. How will the project / activity be monitored, and outcomes reported (including project risks)?</b>
A report will be produced for the Board on all projects supported through the Community Grant Fund. Each project will be asked to complete a monitoring form at project completion/after 6 months.

<b>Community Partnership Board Member Declaration:</b>
I confirm that I support this proposal:
Name:
Signature:
Date:

<b>Lead Organisation Declaration:</b>
I am authorised and eligible to sign and approve this proposal on behalf of the lead organisation and declare the information included in this proposal is true and accurate.
By signing below, the information you have supplied is being collected to allow us to process your application. By completing this form, you consent to East Suffolk using your information in this way.
I understand that in the assessment of this proposal the Council may share information contained within it, with other core funders for funding programmes we have applied too, relevant Council directorates and committees. If you do not provide your consent, we will not be able to process this proposal.
Your information will not be used for any other purpose unless we obtain your consent or unless permitted by law.
Due to corporate retention requirements for financial information, your information will be retained for 7 years. You can request that your information is deleted at any time.

Data will be processed and held securely and in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018 (and any updates).

Further information about data protection and the full Communities Team privacy notice can be found on the East Suffolk Website <http://www.eastsuffolk.gov.uk/assets/Your-Council/Access-to-Information/Privacy-Notices/Communities-Privacy-Notice.pdf>

*Please enter your name below only if you agree to be bound by the terms set out in this form. We will treat this as your signature of the form.*

**Full Name: Nicole Rickard**

**Signature:**

**Date:**

**Please submit this proposal to the Funding Team at [grants@eastsuffolk.gov.uk](mailto:grants@eastsuffolk.gov.uk) Hard copies can be submitted and returned to: Funding Team, East Suffolk Council, East Suffolk House, Station Road, Melton, Woodbridge, IP12 1RT.**