

# Tour de Yorkshire

## The customer

Following the successful Tour de France stage start in York in 2014, City of York Council was selected as official host city for the Tour de Yorkshire stage two finish on Saturday 2nd May 2015 (during the Bank Holiday weekend).

York hosted a 20km circuit around the city centre, which cyclists completed 2½ times, ending at a picturesque finish line near York Racecourse. Over 400,000 spectators were expected along the route in York, with the entire event televised live.



## The challenge

To provide a security, response and stewarding team of over 300 personnel to effect over 50 road closures, to look after the safety of spectators, cycle teams and VIPS throughout the event, which left many residents land-locked for over eight hours over a Bank Holiday weekend.

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## The solution

G&K worked hard with the event safety team to devise a plan and put procedures in place. We ensured that everyone coming to the event could enjoy the experience in complete safety, and that any issues were dealt with efficiently.

All aspects of the event were discussed in detail with various groups, including the Emergency Planning Team, Police, Ambulance and directors of City of York Council to ensure that responsibilities were coordinated and understood, and that there was complete confidence within the team. We also produced a comprehensive handbook to ensure that everyone was fully aware of their responsibilities.



## The future

The Tour was a great success in York, boosting the economy by an estimated £1,000,000, reaching an audience of over 450,000 watching the tour in the city. We continue to work with the event team on other events in the city, to ensure that the experience is enjoyed by all, and that safety is taken seriously in a planned and controlled environment.

"As the Event Safety Officer I had the pleasure of working with Gough & Kelly for the first time in July 2015 for the section of the Tour de Yorkshire that passed through the City of York. This was a complex event requiring a dynamic approach to ensure the safety of those attending the event and also facilitating the normal operation of a busy city on a Bank Holiday weekend.

"From the initial meetings, throughout the planning process and during delivery of the event I was impressed the professional approach of the Gough & Kelly team. Even more impressive was the stewarding team on the ground who dealt with the challenges they were faced with in a flexible and efficient manner. A first rate performance, and I look forward to working with Gough & Kelly again."

Phil Atkinson CMIOSH,  
Managing Director  
ACT (National) Ltd – Risk Management  
for Events & Industry