**Ride Leicester Festival (Sky Ride and Castle Classic)– Summary of costs and benefits**

**COSTS**

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| BUDGET | IN-KIND SUPPORT | NOTES |
| City Council £122k | Primarily traffic management, security, stewarding, first aid & project management costs | Budget costs are being scrutinised for potential savings |
| British Cycling £23k | Castle Classic Eurosport & related coverage Estimated Value £70k Plus Sky Ride & related coverage Estimated Value £77k | A contribution to support Recreational and everyday new & returning cyclists |
| Classic Riders £8k | Velobici Clothing & Black Horse Pub – Rider Prizes & Sportive Feed-station  Estimated at £1k |  |
| Everards £1k | Everards  drinks for participant riders (500 bottles) plus pub poster & beermat distribution  Estimated at £2k |  |
|  | De Montfort University  Car Parks, Rooms, Security, Toilets & Arena Management Support  Estimated at £4k |  |
|  | Leicester City Football Club  Car Parks, Rooms, Media, Security, Crowd Control Barriers, Community Engagement & Filbert Fox  Estimated at £4k |  |
| TOTAL Estimate £154k |  |  |

**BENEFITS** (Based on 2015 & current 2016 sign-up’s so far)

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| ENGAGEMENT | COVERAGE | ECONOMIC VALUE  (Leicester Tourism Action Plan Estimates) |
| Sportive race 200 | Primarily local social media impact  Approx. 24 delivery partners & volunteers | @ £34pp £6,800 |
| Support & Youth 100 | Primarily local social media impact, club rider & youth development | @ £34pp £3,400 |
| Elite Riders 100 | Primarily International and national via Eurosport TV 4 x 30mins repeat race coverage plus British Cycling social and sector media  With regional and local advertising and reports | @ £115pp £11,500 |
| Classic Spectators 2,600 | Primarily local social media plus regional Race Series fans | @ £34pp £88,400 |
| Festival Events 1,000 | Primarily local social media and club, group & stakeholder development | @ £34pp £34,000 |
| Sky Ride 11,000 | Primarily regional and local media including street posters, Mercury adverts, regional radio & TV adverts and reports, 90% participant riders are Leicester & Leicestershire. Approximately 60% are city residents & 40% of the total are new & returning riders – All ages & abilities | @ £34pp £374,000 |
| TOTAL Estimate 15,000 |  | Estimated £518,100 |