

LEGACY OF LE GRAND DÉPART TOUR DE FRANCE UTRECHT 2015

AIM OF THE ABSTRACT

The aim of the abstract is to describe the research we are carrying out in Utrecht to the legacy of the first two stages of the Tour the France 2015 in the city of Utrecht – The Netherlands.

PRACTICE DESCRIPTION

Le Grand Départ Tour the France 2015 takes place in Utrecht on the 4th and 5th of July 2015. In advance to the first two stages a major side-event program is carried out which started a 100 days before the 4th of July. Utrecht University, School of Governance is carrying out a research to the legacy of Le Grand Départ Tour the France in Utrecht in 2015. This research is commissioned by the organizing committee of Le Grand Départ in Utrecht and is based on the project plan in which several legacy goals are mentioned. In our research we underestimate three forms of legacy: 1) organizational legacy; what is the experienced cooperation between the several governmental and commercial organizations before, during and after Le Grand Départ? To what extend do organizations in Utrecht cooperate to create any social legacy and to what extend are the organizations focusing on creating leverage? 2) Economic legacy; what is the economic impact of the visitors of Le Grand Départ and the spending of the organizing committee? 3) The social legacy; to what extend do the residents of Utrecht experience the side-event program which is carried out before and during Le Grand Départ.

CONTEXT DESCRIPTION, ACTORS INVOLVED

The research is carried out by Utrecht University in cooperation with the Utrecht University of applied sciences, the Mulier Institute and the Hanze University of applied sciences. Our client is the organizing committee of Le Grand Départ which cooperates closely with the local government of Utrecht. The research is carried out by taking of surveys by participants and visitors of 15 (of the 150) side-events in the official side-event program and by visitors of the two stages of the Tour de France in the city of Utrecht. We are also carrying out several interviews and focus groups with representatives of governmental and commercial organizations to get insights in the organizational process towards (the legacy of) Le Grand Départ. The focus groups and interviews are carried out twice with the same respondents; first in March (three months before Le Grand Départ) and a second time in September/October. By that we are trying to get a good insight in the goals and intentions of the collaborating organizations in advance to Le Grand Départ and the perceived value of Le Grand Départ for the organizations after the event has taken place.

IMPLICATIONS AND LEARNINGS

The research is finished by early November. Now, after the first round of interviews and focus groups we can say that the assumption of the organizing committee by letting lose any direct control over the goals of the side-event program has led to two main developments in advance to Le Grand Départ: 1) The cooperation between several executive organizations is not controlled by the organizing committee but there are several very good examples of new (possibly sustainable) collaborations between these organizations. Most of the time cultural organizations are in the lead in the development of new partnerships, for example with sport organizations. The potential value of these collaborations can be great for upcoming events in Utrecht. 2) There is not enough cooperation between major marketing and tourism organizations in Utrecht. The goal of the organizing committee to make an international brand of Utrecht is hard if several marketing and tourism organizations do not have the same goal and do not have the budget and manpower to cooperate well.

In November we are trying to present the final results of the research.

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