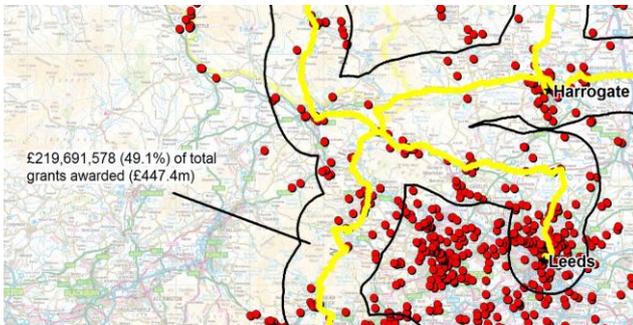


'Tour de France' Analysis & Mapping of Heritage Grants Heritage Lottery Fund (HLF) grant distribution



Overview

Heritage Lottery Fund (HLF) commissioned a mapping and spend analysis project in Spring 2014, to enable a review of grant investment by HLF within the vicinity of the Tour de France (TDF) route. The TDF took place in Yorkshire in July 2014.

The analysis focused around 'buffer' mapping of the two race stages, to analyse investment within 3, 5 and 10 miles of the routes. We found that £450million of Lottery money has been invested in Yorkshire's heritage since 1994 and over £219m (or 49%) of that figure is within a three-mile buffer zone of the TDF routes.

Aim & objectives

MLR was commissioned by HLF to provide strategic managers with:

- A summary of heritage grant investment along the stages of the TDF cycle route.
- Buffer mapping of 40 mile segments of the route, to assess grant distribution.
- Visualisation of the location of successful funded projects, via 'story mapping'.

Graphic: Dedicated webpage, to provide document repository

A summary of investment along the stages of the cycle route is provided in the 2 side summary document, accessible in the graphic below.

HLF grant investment within the vicinity of Le Grand Depart

Using postcodes of grant applications supplied by HLF in buffer analysis around the Tour De France stages through Yorkshire.

[Open Brochure](#)

Added value & outcomes

- Development of bespoke webpage to provide access to key maps and analytical reporting, for presentations and strategic meetings.
- Summary reporting of key findings designed with strategic management audience in mind.
- Visualisation of spend, with over 50 maps supplied in both MapInfo and JPEG format.
- Key findings used in HLF publicity and website.

More information

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Client
Heritage Lottery Fund (HLF),
Yorkshire & the Humber

- Outputs**
- Analysis report of spend along TDF route.
 - 'Story mapping' of projects.
 - Dedicated web-page for staff.

Location
Yorkshire; UK

"Mike and his team always delivered work to tight deadlines, going over and above the brief to provide high quality analysis".
HLF Development Manager, Yorkshire & the Humber

"We hope to use the services of MLR for training purposes in the future".
HLF Development Manager, Yorkshire & the Humber