

REPORT TO INFRASTRUCTURE SERVICE COMMITTEE – 20 JUNE 2019

TOUR OF BRITAIN CYCLE RACE – NORTH EAST STAGE – FUNDING PROPOSAL

1 Recommendation

That the Committee:

- 1.1 **Agrees to underwrite the cost of the event of £100,000 per annum for two years (2020 and 2021), subject to the same level of agreement being made by Aberdeen City Council and funding being secured by SweetSpot from EventScotland;**
- 1.2 **Agrees to underwrite up to an additional £35,000 to cover the additional services that would be provided by the host location as detailed within the schedule VI of the proposed contract which is provided as Appendix 1 to this report;**
- 1.3 **Instructs the Head of Economic Development and Protective Services to work with local clubs, stakeholders and schools to deliver supplementary cycling activities that capitalise on the events for enthusiasts, local businesses and children;**
- 1.5 **Delegates authority to the Head of Economic Development and Protective Services to enter into a contract, in association with Aberdeen City Council, to host Final Stage of the Tour Britain Event in 2020 and the Grand Depart of the Tour of Britain in 2021; and**
- 1.6 **Instructs the Head of Economic Development and Protective Services to report back via a bulletin to this Committee on progress to secure the event, sponsorship and the details of the event.**

2 Background / Discussion

- 2.1 Development of the tourism and events sector is a key priority in the Regional Economic Strategy (RES) and is a core part of achieving the Council's Plan 2017-2022, under the first priority to Support a Strong and Sustainable, Diverse and Successful Economy. Development of healthy communities is our fourth priority to encourage active lifestyle and promote well-being with a focus on obesity and mental health.
- 2.2 The VisitAberdeenshire Destination Aberdeen & Aberdeenshire Tourism Strategy 2018 – 2023 <https://www.visitabdn.com/assets/Destination-Strategy/VisitAberdeenshire-Tourism-Conference-Destination-Strategy-Presentation.pdf>, aims to provide a compelling Scottish visitor experience in the city region. Through its delivery, VisitAberdeenshire and its regional partners aim to grow visitor spend to £1bn per annum by 2023 (£500m in overnight spend/£500m in day visitor receipts). Events are a key plank in

contributing to and delivering these outcomes, and this is recognized by one of the six VisitAberdeenshire action plans, 'Culture, Heritage and Events'.

TOUR OF BRITAIN

- 2.3 Aberdeen City Council has hosted, over the last three years, the Cycling Tour Series, organised by Sweetspot. The event in May 2019 was the end of the three-year contract. Data from Aberdeen City Council indicates that each of the one-day events had a positive economic impact due to increase footfall and increase spend, demonstrates that cycling events do have positive economic impacts.
- 2.4 Officers from both Councils have been in discussion with Sweetspot on how to grow and maximise the impact at a regional level – both for the economy, tourism and for health and wellbeing and this has led to discussions to bring the Tour of Britain to Aberdeenshire and Aberdeen.
- 2.5 The Tour of Britain is a professional men's cycle race consisting of 8 stages of racing across the UK. The event attracts World Tour teams as well as semi-professional teams and the amateur Great Britain national team.
- 2.6 2018 was the second year that full live coverage and highlights were shown on ITV4. It is estimated that 3.2 million people watched coverage of the race on ITV4 in 2018.
- 2.7 Aberdeenshire Council has been offered the opportunity to host a stage in partnership with Aberdeen City Council in 2020 and 2021. The proposal is that the 2020 Tour of Britain finishes in Aberdeen; and the 2021 Tour of Britain start, or 'Grand Depart', is in Aberdeen. Both stages would include a significant part of the route in the Aberdeenshire Council area.
- 2.8 A route has not yet been decided and will be created in conjunction with the organisers to maximise the benefit for tourism, for local communities and for young people to become involved. The event takes place in September and the location of the North East means this area would host the first or last stage of the race. The starting town of the 2020 race has been announced as Penzance.
- 2.9 Opportunities exist around the promotion of Aberdeenshire as a visitor destination and in encouraging cycling in order to improve health and wellbeing.
- 2.10 The benefits of the race will be derived from:
 - Teams, staffing and race organisers;
 - Spectators – across the whole eight-stage race, 1.5m spectators along the route (estimated 30-40,000 for a North East stage);
 - Participation – typically 500 people in supporting 'mass ride' activity;
 - Hotel nights – this is particularly valuable for a 'Grand Depart' of the race where teams are presented to the city and spectators the day before the race start (in this sense the Grand Depart stage is effectively a two day event).

- 2.11 Using the criteria above, and evidence from previous stages elsewhere, both events (finish and start) have been appraised. Initial appraisal using EventScotland and VisitAberdeenshire models, indicate:
- 30,000 spectators for a Tour finish and 40,000 for a Grand Depart (both Council areas combined);
 - Around 8,000 bed nights generated in Aberdeen City and Aberdeenshire council areas;
 - Accommodation revenue of £630,000 generated across both events;
 - Tour Finish 2020: £1.4m total regional economic impact;
 - Grand Depart 2021: £1.8m total regional economic impact;
 - Equates to supporting 73 jobs in the region.
- 2.12 Sensitivity analysis, stage-specific uplift, springboard footfall data, review of a previous Tour Finish (Worcester to Cardiff) and Grand Depart (Pemprey to Newport) economic impacts and data from previous events in the region has informed the above analysis.
- 2.13 If the events come to the region, a number of qualitative benefits will be delivered:
- Potential for a local festival event which offers further exposure for the north east of Scotland, using the main event infrastructure to have a community led mass participation event – e.g. family ride, coaching sessions etc. This would build on the momentum of Aberdeenshire based road cycling events and the City Council’s investment in hosting the Tour Series, and for the last three years, where the wider participation events have been well received.
 - Reputational - the opportunity to stage an elite international sporting event in the north east, showcasing the investments to date and improving the ‘cv’ as an international events location.
 - Tourism - use this event to ensure Aberdeenshire and Aberdeen is recognised as cycling friendly to help increase domestic and international tourism, supporting the VisitAberdeenshire Destination Strategy and Extreme North initiative that highlights events to support that product’s development and increased promotion as a top destination for cycle/ activity tourism in VisitAberdeenshire and VisitScotland’s marketing campaigns.
 - Linking to Aberdeenshire Council’s commitment to supporting a move towards more sustainable and active travel for everyday journeys and recreational purposes. The Councils commitments, set out in the Councils Cycling Action Plan and reflected in the Local Transport Strategy for Aberdeenshire, aim to support and promote active lifestyles initiatives by “*considering the people, places and purposes for walking and cycling*” and “*removing barriers to encourage people to walk and cycle more regularly through improved and specific information*”. With this approach, the Council has been able to demonstrate consistent increases in cycling and active travel which has attracted professional award recognition. Monitoring figures for 2018 suggest a 49% average increase in activity from a 2014 base; active travel to school rates exceeding that of the

national average and a level of bike ownership which is now almost twice that recorded nationally. Success has been attributed to fostering both internal and external partnerships to deliver infrastructure, develop marketing and promotion material and host local events. With continued support from Nestrans, Sustrans and Paths for All funding under the Smarter Choices Smarter Places behaviour change programme, the Council remains committed to building on this success.

- Broadcast and media benefits – estimated at £1.2m per host location from coverage; 40 hours of live TV; 390 accredited members of the media cover the race; 190 different broadcast territories; 3.2m viewers watch ITV4 coverage; 2.6m website page views during race week.
- Sport – attracting elite sporting excellence, increasing participation and progression.

Proposed Funding Model

- 2.14 The fee cost for each event, by location, is £250,000, under a contract between the host and SweetSpot, the owners of the Tour of Britain. It is also anticipated that EventScotland, could contribute up to £50,000 to each event for each year under a separate agreement with SweetSpot. This would mean if the North East was to secure the event in 2020 and 2021, it would cost £200,000 per annum. Following consultation with officers in Aberdeen City Council, officers recommend that this cost is split 50:50 between Aberdeen City Council and Aberdeenshire Council, and that the Councils underwrite this amount.
- 2.15 As a result officers from the two Councils, working with SweetSpot, would collaborate to secure commercial sponsorship of the event that would reduce the Councils' financial risk. Evidence from elsewhere in the history of the race indicates that companies are interested in supporting these types of events.
- 2.16 In addition, a host location would be legally obliged to cover additional costs associated with the event. These costs are referred to as "Schedule VI - Services to be provided by the host region/venue(s)" (provided as Appendix 1 to this report).
- 2.17 Although the costs cannot be finalised until the specifics of the route and event requirements are known, officers suggest that the cost would be around £70,000 per annum. This forecast is in-line with the information supplied by SweetSpot as well as other Local Authorities who have delivered the Tour of Britain previously. It is anticipated that this budget will be allocated as follows:
- Stewarding, marshalling & police costs: £15,000
 - Medical, welfare & first aid: £5,000
 - Traffic management: £30,000
 - Business engagement & good neighbor communications: £2,500
 - Marketing and communications: £10,000
 - Street cleansing & dressing: £2,500
 - Miscellaneous: £5,000.

- 2.18 The items detailed in Schedule VI reflect the typical support that the City Council has provided over the three-year contract for the Tour Series including required road closures, road repairs and access to local venues to ensure the safe delivery of the event. Existing event services contracts secured through the Public Contracts Scotland platform for stewarding, medical and welfare infrastructure and specialist staffing will be accessed to ensure best value.
- 2.19 These costs would be divided on a 50:50 basis with Aberdeen City Council, resulting in a cost, to the Council, of £35,000 in 2020/21 and 2021/22. Should the sponsorship yield any additional revenue above the £200,000 fee costs, the surplus would be used to reduce the Schedule VI costs.
- 2.20 One of the key successes of previous events of this nature, including the Tour Series, has been the additional activity programmes that encourage wider participation and engagement with the public. It is recommended that ancillary activities are developed for the Tour of Britain, in consultation and conjunction with Aberdeen City Council, GetAbout and Scottish Cycling, to maximise this opportunity and ensure that amateur, club, youth and corporate cyclists have a chance to cycle part of the route whilst offering non-cyclists a programme of interactive activities in order to allow them to get involved in the festivities. At this stage the scope of the activity, and therefore the costs, are not known. However, any staff time would be provided within existing resources.

3 Scheme of Governance

- 3.1 The Committee is able to consider this item in terms of Section F.1.1b of the List of Committee Powers in Part 2A of the Scheme of Governance as it relates to policy and resource matters falling within the remit of Economic Development.

4 Implications and Risk

- 4.1 An Equality Impact Assessment has been carried out and while this is a men's only race, for professionals, women will be encouraged to participate as spectators and in the cycling festival events. No other negative impacts were identified as part of the assessment.
- 4.2 There will be staffing implications arising from the content of this report, the cost of staffing to support the event are included or incorporated in the estimated costs.
- 4.3 There will be a financial risk to the council if sponsorship is not found to pay for the event. In the event the level of sponsorship is insufficient to meet the £100,000 contribution, any shortfall would be met from within the Economic Development budget and likewise for our share of the Schedule VI costs of £35,000.
- 4.4 A Town Centre Impact Assessment was carried out and there is a positive impact through increased visitor spend to any town centres on the identified route.

4.5 The following Risks have been identified as relevant to this matter on a Corporate Level: Working with other organisations; and at a Strategic Level: Economic Development.

Stephen Archer
Director of Infrastructure Services

Report prepared by Gary Hughes and Belinda Miller, 7 June 2019

Appendix 1

THE TOUR OF BRITAIN

SCHEDULE 6

Services to be provided by the Host Region/Venue(s)

1. FINISH AREA

- 1.1 Suitable finish straight of approx. 400-500m in length with unobstructed approach minimum width 6m. Safe run off area of at least 200m after the finish line.
- 1.2 Final kilometre to be clear of all obstructions such as traffic islands and speed humps, minimum width of 6m to be maintained

Parking

- 1.3.1 Technical vehicles
- 1.3.2 60 Motorcycles (after stage)
- 1.3.3 20 Team coaches
- 1.3.4 60 Team cars – Accessible via "Deviation" from race route
- 1.3.5 20 Event vehicles
- 1.3.6 TV Production area
- 1.3.7 Overnight parking on site for (large) vehicles
- 1.4 Technical zone adjacent to finish line of approx. 5000m²
- 1.5 Tour Village of approx. 5000m²
- 1.6 Licences for selling and sampling (including alcohol) within Tour Village and Hospitality area
- 1.7 Sterile route for final 8km (5 miles) at least 2 hours before expected finish time.
(ie. No parked vehicles on route)
- 1.8 Water supply of 1000l for Hospitality caterers mains pressure or bowser 06.00
- 1.9 Provision of 3 x 1100l bins for Hospitality caterers, labelled for recycling

- 1.10 Supply of 4000l of water for finish gantry ballast, usually from Fire Service 07.30
- 1.11 Provision of at least 2 x Portaloo for crew use 05.00 (unless other facilities are available)
- 1.12 Local policing costs (generally 1-2 officers to oversee public order during build up)
- 1.13 Presence of senior venue representative from 05.00
- 1.14 Provision of meeting room for planning meetings
- 1.15 Provision of 30 trained stewards, all should be SIA accredited, uniformed and have radio comms. ToB will brief them and manage them
- 1.16 Provision of Civic Dignitary to host stage at the finish and to be available to present awards after the stage
- 1.17 Supply 4 bouquets for prize presentation 09.00
- 1.18 Provision of Media Centre, available from 08.00-20.00

Traffic management

- 2.1 To cover the costs of all associated road closures and TTROs within the host county/district
- 2.2 Full road closures within the defined finish area from 04.45 until 21.00
- 2.3 Provision of all road closure signage and staffing in finish area
- 2.4 Traffic management support to set up timing system at 3km to go (usually 5 minutes 2 hours before finish)
- 2.5 Supply and deployment of no parking cones if required
- 2.6 Suspension of parking meters
- 2.7 Bus stop suspensions
- 2.8 Parking suspensions in finish area from 22.00 on evening before finish
- 2.9 Removal of any illegally parked vehicles from 05.00 within the finish area
- 2.10 Supply of street plans of the whole finish area at a minimum scale of 1:1250 in a DWG/DXF format
Notification to churches, hospitals, taxis, bus companies, emergency services, local businesses and any residences that may be impacted by the passage of the stage or building of the finish area

**Street and
Highway
Services**

- 3.1 Pothole repairs deemed necessary by the technical team and making safe of raised ironwork to cover all roads on route within host district
- 3.2 Removal of street furniture to facilitate access, a clear safe build-up of the finish area
- 3.3 Removal of cats eyes in final 200m and 50m after the line
- 3.4 Opening of gates/barriers and access to other controlled areas as required
- 3.5 Street cleansing, litter collection prior to, during and after the race
- 3.6 Grass cutting, hedge trimming and tree pruning to ensure access and visibility
- 3.7 Display of pre publicity banners provided by ToB
- 3.8 Provision of recycling bins for Hospitality and public areas

Additional Requirements Assuming the race finishes with 3 or 4 laps of a 5km Finishing Circuit

- 4.1 Full road closure on finishing circuit
- 4.2 Parking suspension on entire finishing circuit
- 4.3 Additional barriers
- 4.4 Additional stewarding

EQUALITY IMPACT ASSESSMENT

Stage 1: Title and aims of the activity (“activity” is an umbrella term covering policies, procedures, guidance and decisions).	
Service	Infrastructure Services
Section	Economic Development
Title of the activity etc.	Tour of Britain cycle race – North East stage – funding proposal
Aims of the activity	To promote tourism in the North East To improve health by encouraging active lifestyles
Author(s) & Title(s)	Gary Hughes, Business Gateway Manager

Stage 2: List the evidence that has been used in this assessment.	
Internal data (customer satisfaction surveys; equality monitoring data; customer complaints).	None used
Internal consultation with staff and other services affected.	There has been internal consultation between Economic Development and Roads.
External consultation (partner organisations, community groups, and councils).	There has been external consultation with the event organisers, Sweetspot, VisitAberdeenshire and Aberdeen City Council.
External data (census, available statistics).	None used

Other (general information as appropriate).	If approved, opportunities will be sought to increase participation in under-represented groups by working with local communities and cycling clubs. This approach was used in Aberdeen’s City Centre races to encourage young people and women to try cycle racing.
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Stage 3: Evidence Gaps.	
Are there any gaps in the information you currently hold?	No

Stage 4: Measures to fill the evidence gaps.		
What measures will be taken to fill the information gaps before the activity is implemented? These should be included in the action plan at the back of this form.	Measures:	Timescale:

Stage 5: Are there potential impacts on protected groups? Please complete for each protected group by inserting “yes” in the applicable box/boxes below.				
	Positive	Negative	Neutral	Unknown
Age – Younger	√			
Age – Older			√	
Disability			√	
Race – (includes Gypsy Travellers)			√	
Religion or Belief			√	
Gender – male/female	√			
Pregnancy and maternity			√	

Sexual orientation – (includes Lesbian/ Gay/Bisexual)			√	
Gender reassignment – (includes Transgender)			√	
Marriage and Civil Partnership			√	

Stage 6: What are the positive and negative impacts?		
Impacts.	Positive (describe the impact for each of the protected characteristics affected)	Negative (describe the impact for each of the protected characteristics affected)
Please detail the potential positive and/or negative impacts on those with protected characteristics you have highlighted above. Detail the impacts and describe those affected.	Young people may be inspired to try cycling by seeing role models and world class cyclists	This race is a men’s race. A women’s race is held each year with equal prize money and coverage but that is run as a separate event. There is a danger that some may see road racing as a men only event.
	Opportunities will be sought to hold satellite events to encourage wider participation in cycling. Previously events like this have encouraged young people and women to become involved.	

Stage 7: Have any of the affected groups been consulted?	
If yes, please give details of how this was done and what the results were. If no, how have you ensured that you can make an informed decision about mitigating steps?	No

Stage 8: What mitigating steps will be taken to remove or reduce negative impacts?
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	Mitigating Steps	Timescale
These should be included in any action plan at the back of this form.	The use of satellite events will be examined to encourage mass participation in cycling. Women and young people will be encouraged to try cycling. This approach has been used successfully by Aberdeen City Council during their City Centre race programme.	Additional events run as part of the Tour of Britain stage race.

Stage 9: What steps can be taken to promote good relations between various groups?	
These should be included in the action plan.	Consultation with local cycling clubs and Cycling Scotland to maximise opportunities to improve inequality. Highlight the women's tour in communications and literature.

Stage 10: How does the policy/activity create opportunities for advancing equality of opportunity?
The profile of cycling will be raised amongst young people. Satellite events have the potential to target specific groups and address imbalances.

Stage 11: What equality monitoring arrangements will be put in place?	
These should be included in any action plan (for example customer satisfaction questionnaires).	Data from participant entries in any satellite events held to promote cycling to a wider audience.

Stage 12: What is the outcome of the Assessment?	
Please complete the appropriate box/boxes	1 No negative impacts have been identified –please explain.

	2	Negative Impacts have been identified, these can be mitigated - please explain. * Please fill in Stage 13 if this option is chosen.
	This race is a men's race. Satellite events will be used to encourage wider participation. The Women's tour will be highlighted in event communications.	
	3	The activity will have negative impacts which cannot be mitigated fully – please explain. * Please fill in Stage 13 if this option is chosen

* Stage 13: Set out the justification that the activity can and should go ahead despite the negative impact.

Although this is a men's race, organisers should be congratulated on also running a women's race with equal prize money and equal tv coverage. Opportunities will be sought to encourage participation in satellite events. There may be future opportunities to host a stage of the women's Tour of Britain. This event will raise the profile of cycling as a sport and way of improving health in all groups.

Stage 14: Sign off and authorisation.

Sign off and authorisation.	1) Service and Team	Infrastructure Services, Economic Development		
	2) Title of Policy/Activity	Tour of Britain stage race (if appropriate)		
	3) Authors: I/We have completed the equality impact assessment for this policy/activity.	Name: Gary Hughes Position: Business Gateway Manager Date: 10/06/19 Signature:	Name: Position: Date: Signature:	
		Name: Position: Date: Signature:	Name: Position: Date: Signature:	

	4) Consultation with Service Manager	Name: Matt Lockley Date: 10/06/19	
	5) Authorisation by Director or Head of Service	Name: Belinda Miller Position: Head of Service, Economic Development and Protective Services Date: 10/06/19	Name: Position: Date:
	6) If the EIA relates to a matter that has to go before a Committee, Committee report author sends the Committee Report and this form, and any supporting assessment documents, to the Officers responsible for monitoring and the Committee Officer of the relevant Committee. e.g. Social Work and Housing Committee.		Date:
	7) EIA author sends a copy of the finalised form to: equalities@aberdeenshire.gov.uk		Date: 11/06/19
(Equalities team to complete) Has the completed form been published on the website? YES/NO			Date:



TOWN CENTRE FIRST IMPACT ASSESSMENT (TCFIA)

Aberdeenshire Council recognises that town centres have an important role to play in the sustainable development of local economies.

The Town Centre First Impact Assessment (TCFIA) allows officers in all services to identify the detrimental and beneficial effects that decisions we take may have on our town centres. It will allow officers to consider any implications that council decisions may have on Aberdeenshire's key town centres. Examples of this include changes to: the provision of civic and community facilities, employment land, retail, residential buildings, cultural assets, transportation, leisure and tourism.

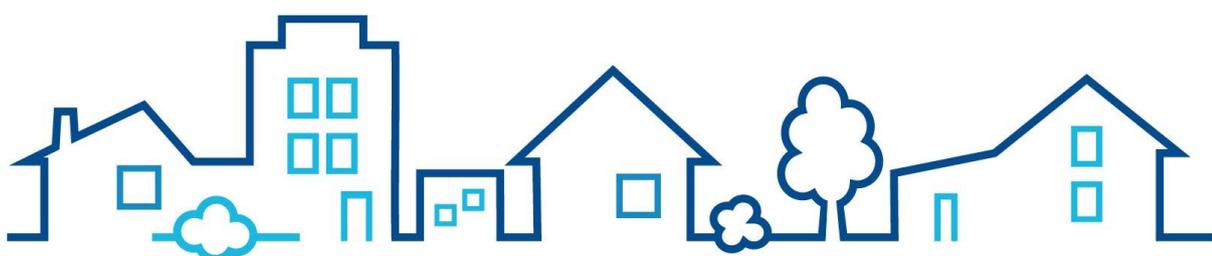
A Town Centre Ambassador has been nominated within your service, you can locate your Town Centre First Ambassador through the Town Centre First Principle Arcadia pages.

Project Information	
Title of Committee Paper	Tour of Britain – North East Stage – Funding Proposal
Service	Infrastructure Services
Department	Economic Development
Author	Belinda Miller and Gary Hughes
Have you consulted your Town Centre First Ambassador?	Yes

1) Could your Project Paper cause an impact in one (or more) of the identified town centres? – Peterhead, Fraserburgh, Inverurie, Westhill, Stonehaven, Ellon, Portlethen, Banchory, Turriff, Huntly, Banff, Macduff.	
Yes	

2) If approved would your project cause an impact (either positive or negative) with regards to the footfall of any of these town centres?	
Yes	

3)	
Please describe the aims of the committee paper?	To seek approval to host stages of the Tour of Britain cycle race in the North East in 2020 and 2021.



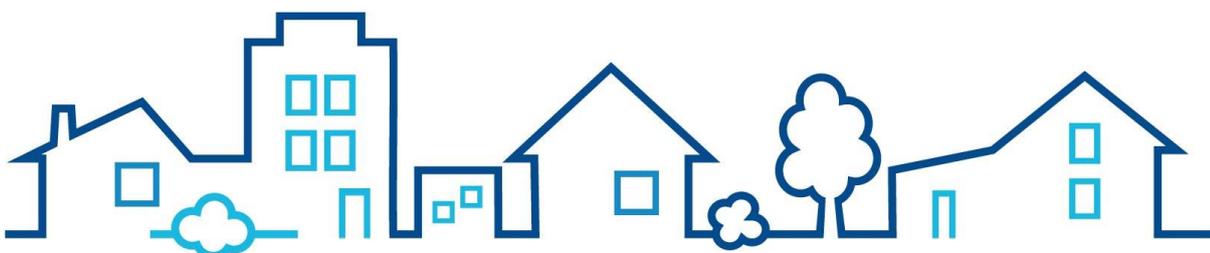


4) What are the positive and negative impacts?		
Impact	Describe the positive impact?	Describe the negative impact?
Please detail any potential positive and negative impact the project may have on Aberdeenshire's Key Town Centres.	The event will attract large numbers of visitors to any towns on the route of the event. Visitors are likely to spend considerable time in the town before the event resulting in an increased visitor spend in local shops.	A rolling road closure will cause some disruption.

5) What mitigating steps will be taken to reduce or remove negative impacts? If none see Q6	
Mitigating Steps	Timescale
Advanced notice will be given of any road closures. Road closures in Aberdeenshire will be rolling to minimise disruption.	Before event – exact timing to be confirmed. Road closures were used successfully during the Olympic Torch journey.

6) Set out the justification that the activity can and should go ahead despite the negative impact.
<p>The inconvenience of a temporary road closure will be offset by the advantages of hosting a major sporting event</p> <ul style="list-style-type: none"> • Increased visitor numbers • Promotion of the region as a tourist destination • Inspiring residents to try cycling to improve their health • Inspiring young people to take up sport

Question 7: Sign off and Authorisation





<p>3) Author: I have completed the TCIA impact assessment for this policy/ activity.</p>	<p>Name: Gary Hughes Position: Business Gateway Manager Date: 10/06/19 Signature:</p>	
<p>4) Consultation with Service Manager</p>	<p>Name: Matt Lockley Position: Service Manager Date: 10/06/19</p>	
<p>5) Authorisation by Director or Head of Service</p>	<p>Name: Belinda Miller Position: Head of Service, Economic Development and Protective services Date: 10/06/19</p>	
<p>6) Have you consulted with your Town Centre First Ambassador?</p>	<p>Yes Alistair Reid</p>	
<p>7) TCFIA author sends a copy of the finalised form to: tcfia@aberdeenshire.gov.uk</p>	<p>Date Sent: 11/06/19</p>	

