

REPORT TO INFRASTRUCTURE SERVICES COMMITTEE – 26 NOVEMBER 2020

TOUR OF BRITAIN UPDATE

1 Reason for Report/Summary

- 1.1 This report provides an update to the Committee with regard to hosting of the Tour of Britain race in 2021 and 2022.

2 Recommendations

The Committee is recommended to:

- 2.1 Note the postponement of the Tour of Britain professional cycling race scheduled for September 2020 and the proposed arrangements to now host the final stage of the race jointly with Aberdeen City Council and Event Scotland in 2021 and 2022;**
- 2.2 Agree that Aberdeenshire Council, in association with Aberdeen City Council, will host the Final Stage of the Tour Britain Event in 2021 and the Grand Depart of the Tour of Britain in 2022;**
- 2.3 Delegate authority to the Head of Economic Development and Protective Services to finalise the arrangements and contractual terms for the event following consultation with the Chair, Vice Chair and Opposition Spokesperson of Infrastructure Services Committee.**

3 Purpose and Decision Making Route

- 3.1 Infrastructure Services Committee 20 June 2019 (Item 16) approved the following with regard to hosting the final Stage of the Tour of Britain professional cycle race with Aberdeen City Council and EventScotland.

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| 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 2021 and the Grand Depart of the Tour of Britain in 2022; 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.

- 3.2 The purpose of this report is to update the Committee on arrangements as the race on 13th September 2020 was postponed due to Covid-19. The Recovery Reference Group on 29 October 2020, considered the Council's commitment to the hosting of the Tour of Britain and are supportive, subject to keeping the matter under review with regard to potential restrictions.

4 Discussion

- 4.1 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.
- 4.2 The benefits of the race are 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 local and visitors supporting 'mass ride' activities around the date of the event;
 - 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).
- 4.3 The organisers of the race, SweetSpot, have proposed to run the 2021 race on the same national and local route as had been proposed for 2020. They also propose that the 2022 race would start in Aberdeen as the Grand Depart as indicated in 4.2 above. The race would take place in Aberdeen and Aberdeenshire on 12th September 2021 and will start in Stonehaven and finish in Aberdeen. Sign off for the final route lies with the race organiser and the international cycling governing body. A route has been identified which maximises exposure of the region's tourism assets whilst fitting the tight parameters of route distance, southerly starting point and an Aberdeen City finish.
- 4.4 Aberdeen City Council City Growth and Resources Committee confirmed on 28th October 2020, that they are committed to the 2021 and 2022 race. EventScotland remain committed to support the 2021 race and are expected to support any future events given the international importance of the race.
- 4.5 The agreement to host the event was on the grounds that we would raise sponsorship to offset the hosting cost and associated costs. £68,750 has

already been paid to the race organisers as part of 2020 preparations leaving a further £31,250 to be paid in 2021. This is an existing risk, that the Council has accepted, in choosing to underwrite the costs. The sponsorship appetite cannot be predicted given the uncertainties in the economy. However, it should be noted that the event carries significant media exposure and cycling is considered an attractive sport which has gained significant increased participation in leisure cycling in 2020. Partners are now planning a revised sponsorship approach and we will inform Members in Spring 2021 on progress with this. We will also update Members on details of wider events being organised to promote cycling participation across Aberdeenshire.

- 4.6 The original decision of this Committee was to delegate to the Head of Economic Development and Protective Services authority to enter into a contract, in association with Aberdeen City Council, to host the Final Stage of the Tour Britain Event in 2020 and the Grand Depart of the Tour of Britain in 2021. This reports now seeks agreement that the Council host the Final Stage in 2021 and the Grand Depart in 2022 and requests delegated authority for the Head of Economic Development and Protective Services to finalise the arrangements for the event, and the contractual terms following consultation with the Chair, Vice Chair and Opposition Spokesperson of this Committee. Clauses will be added to the contract to allow Aberdeenshire Council to choose to take a refund should the race be cancelled or postponed in 2021. This will provide the Council with increased flexibility and a range of options to deal with different scenarios. If there is a significant change to the tour, consultation will be undertaken with the Chair, Vice Chair and Opposition Spokesperson of this Committee to find a solution that best meets the Council's needs within the terms of the contract.

5 Council Priorities, Implications and Risk

- 5.1 This report helps deliver the Strategic Priority "Economy and Enterprise" "Resilient Communities" and Health and Wellbeing within the Councils three pillars Our Economy, Our Environment and Our People.
- 5.2 The table below shows whether risks and implications apply if the recommendations are agreed.

Subject	Yes	No	N/A
Financial	x		
Staffing	x		
Equalities		x	
Fairer Scotland Duty		x	
Town Centre First	x		
Sustainability	X		
Children and Young People's Rights and Wellbeing	x		

- 5.3 There will be staffing and financial implications arising from the content of this report. The cost of staffing to support the event are incorporated in the overall estimated costs, which were approved in 2019.
- 5.4 An Equality Impact Assessment (link to [16 Tour of Britain Funding Proposal.pdf](#)) was carried out for the original proposal and identified that while this is a men's only race, for professionals, women will be encouraged to participate as spectators and in the cycling festival events, as will children and young people. No other negative impacts were identified as part of the assessment.
- 5.5 A Town Centre Impact Assessment ((link to [16 Tour of Britain Funding Proposal.pdf](#)) was carried out for the original proposal and there is a positive impact through increased visitor spend to any town centres on the identified route.
- 5.6 The following Risks have been identified as relevant to this matter on a Corporate Level:
- ACORP001 – budget pressures
 - ACORP004 – business and organisational change
 - ACORP005 – working with other organisations
 - ACORP006 – reputation management

The following Risks have been identified as relevant to this matter on a Strategic Level:

- ISSR008 – economic development

6 Scheme of Governance

- 6.1 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments are incorporated within the report and are satisfied that the report complies with the Scheme of Governance and relevant legislation.
- 6.2 The Committee is able to consider and take a decision on 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 issues and resource matters for the Economic Development Service.

Stephen Archer
Director of Infrastructure Services

Report prepared by Belinda Miller, Head of Economic Development and Protective Services
4 November 2020

List of Appendices

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